



UNIVERSITY CENTER "César Ritz", BRIG, SWITZERLAND

BACHELOR OF INTERNATIONAL BUSINESS DEGREE IN HOTEL AND TOURISM MANAGEMENT

INTRODUCTION

This degree program combines the Swiss art of hotel-erie and the American science of management and includes a paid work experience of six months.

It has been developed in partnership with leading American Universities to European standards and is consistent with the European Credit Transfer System (ECTS).

OBJECTIVE

Our objective at University Center "César Ritz" is the development of students who can excel in a changing global world. As the hospitality and tourism industry develops higher standards of professionalism, our graduates will stand out and satisfy the demand for qualified managers in international corporations.

ENTRY REQUIREMENTS

Applicants need to have a High School Diploma (12 years of education) and an English proficiency corresponding to TOEFL 520, IELTS 5.5 or equivalent. Those applicants with advanced school leaving certificates (Abitur, International Baccalaureate, British "A" Levels, Swiss Matura, etc.) may receive transfer credits for compatible courses to reduce the overall duration of the degree. Applicants who have attended other university programs or recognized hotel schools may apply to transfer their credits. Depending on the educational background of the applicant, this quality degree may be completed in one year of study (4 terms). Each application will be considered on an individual basis.

DEGREE PROGRAM

The curriculum has been carefully designed to achieve an appropriate blend of skills and knowledge in business management, professional areas of hospitality and tourism management, and personal and social development.

Students who have successfully completed the first 5 terms and six months of paid internship are eligible to graduate from the Higher Diploma in Hotel and Tourism Management. This solid academic and professional qualification provides the foundation for the final three terms of the degree.

CAREER OPPORTUNITIES & PROSPECTS

Graduates of the Bachelors degree have a wide variety of resources available to assist them in their career planning. Visits to the school by human resources personnel of major international hotel chains, guest lecturers, the Alumni network, the online "César Ritz" Network Society and Career Net give all "César Ritz" students the opportunity of finding challenging positions worldwide. Our unique Educational Forum held twice yearly, brings together students of "César Ritz" Colleges with representatives of the international hospitality industry.

Graduates typically commence their career in the hospitality and tourism Industries in entry level positions after having completed a period of familiarization with the company. This period as a "management trainee" may last from 6 to 18 months depending on the student's background. Advancement to higher positions is based on drive, determination, ambition and skills. Typical positions held by degree holders are in the main areas of hotel administration, sales and marketing, human resources management, financial administration and planning, and food and beverage management. Graduates from the Bachelor of International Business program may also continue to study towards a Master's degree, including MBA programs worldwide.

LOCATION

The University Center "César Ritz" provides all the facilities of a modern campus. It houses modern classrooms, an auditorium, library, study room, computer laboratories, training restaurant, kitchen laboratory and a cafeteria. Students are given a lifetime e-mail address and access to the Internet that also includes gateways to electronic databases for academic periodicals, magazines and research. The University Center is equipped with a wireless LAN and students are required to have their own laptop computer with the standard English software. The college will provide the network card to access the LAN.

The city of Brig is located in the German part of the State of Valais and offers social, cultural, historical and educational facilities in a fairly small and concentrated area. The town is ideal for tourism on a local scale but is also a departure point for traveling to Milan, Rome, Paris, Geneva, Zürich, and to many other destinations in the heart of Europe. The immediate surroundings of Brig offer unequalled splendor and many opportunities to have fun and to practice outdoor sports. The student services department also coordinates social events as well as numerous sports activities such as snowboarding, biking, rafting, biking, sightseeing, cookouts, etc.



STUDENT ACCOMMODATION

The University Center provides accommodation for "César Ritz" students in a modern purpose-built complex that is part of a hotel and shopping area. It is located in the city, within walking distance of the University Center "César Ritz". The rooms (2 students per room) include private shower and toilet, TV with 50 programs, a private telephone for each student, a refrigerator as well as a wireless network connection to the server and Internet. The accommodation facilities also include a common dining area and kitchen as well as a study room.

BACHELOR OF INTERNATIONAL BUSINESS IN HOTEL AND TOURISM MANAGEMENT

Deposit For operating account SFr. 3'000.-
(health insurance, books, , etc... must be restocked occasionally)

TERMS 1, 2, 3, 6, 7, 8, 9 & 10

Fees per term (8 terms of 11 weeks) SFr. 12'250.-
Includes tuition, accommodation in a double room, and lunch and dinner Monday to Friday when the college is in operation.

NOTE:

Single rooms may be available at additional cost.
A regular term fee includes 4 to 5 courses.
Additional courses are charged SFr. 2'000.- each.

SCHOLARSHIPS

Students with above average grades may be eligible for scholarships of up to SFr. 4'500.- for the final three terms of the degree program if they have been enrolled for the first 4-5 terms.

COURSE CONTENT

Term 1 Food & Beverage Service Operations Food Production Management Beverage Management Personal Communication Language (German 1, French 1)	Term 6 International Tourism Management Business Mathematics Economy and Society Business Law English Composition	Term 8 Environmental Mgt for Hosp & Tourism Revenue and Yield Management Leadership and Team Building Management Information Systems Business Statistics
Term 2 Intro to Hospitality & Tourism Mgt Intercultural Studies Principles of Accounting Written English Language 2 (German 2, French 2)	Term 7 (Specializations) Tourism Trends and Innovations Gaming and Casino Management Convention and Event Management Resort and Leisure Management Senior Living and Retirement Markets Adventure and Extreme Sports Tourism Mountain and Nature Tourism eBusiness and Web Design Wellness and Spa Management Crisis Management	Term 9 Entrepreneurship Human Resource Management Strategic Marketing Financial Management Business Research
Term 3 Food and Beverage Management Managerial Accounting Marketing Hospitality and Tourism Systems Language 3 (German 3, French 3)	<i>Choice of 5 of the above specialization courses.</i> (Specializations offered subject to availability)	Term 10 Strategic Hospitality & Tourism Mgt Ethics, Business and Society Industry Project
Term 4 and 5 Work Experience	Work Experience (optional)	

COURSE CALENDAR - STARTING DATES

For the year 2004	Winter: 12th January – 26th March Spring: 5th April - 18th June Summer: 12th July - 24th September Fall: 4th October - 17th December	For the year 2005	Winter: 10th January – 25th March Spring: 4th April - 17th June Summer: 11th July - 23rd September Fall: 3rd October - 16th December
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The content of this information is subject to change without prior notice

University Center "César Ritz"

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The University Center "César Ritz" is a member of Hotelconsult "César Ritz" Colleges with sister colleges/programs in Le Bouveret, Switzerland; Suffield, Connecticut, USA and Sydney, Australia.

Visit us at www.ritz.edu to find more about the "César Ritz" Colleges or www.uccr.edu