

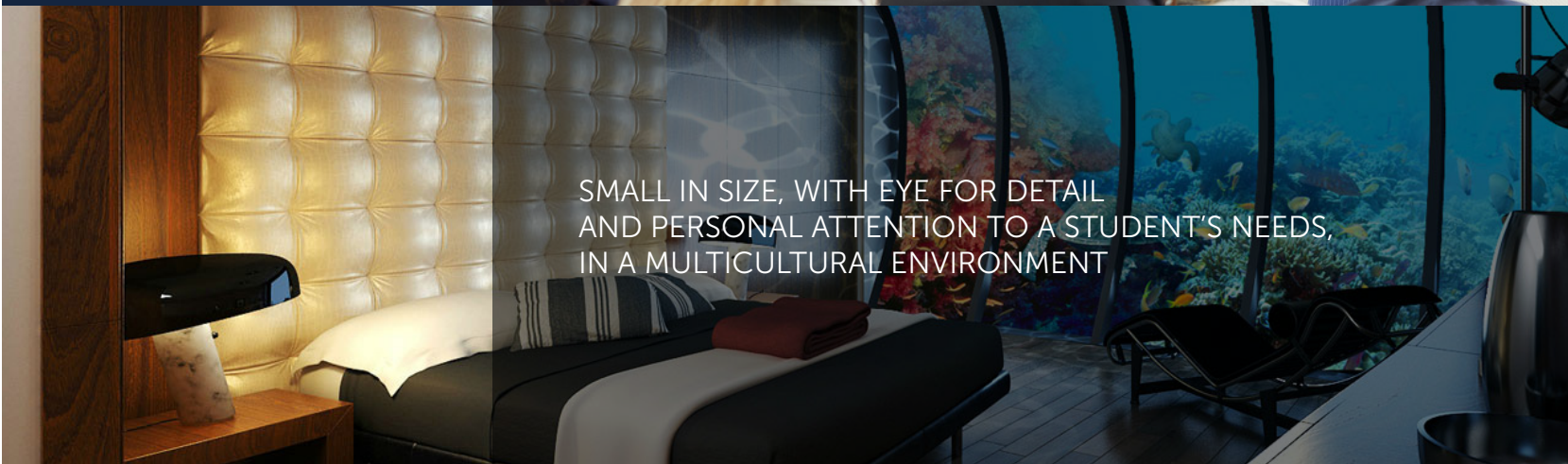
Bachelor & Master Degree in International Hotel and Tourism Management since 1990

BECOME PART OF A
DYNAMIC SECTOR
WITH WORLDWIDE
OPPORTUNITIES

GAIN AN ACCREDITED,
AFFORDABLE DEGREE
RECOGNISED ALL OVER
THE WORLD



SMALL IN SIZE, WITH EYE FOR DETAIL
AND PERSONAL ATTENTION TO A STUDENT'S NEEDS,
IN A MULTICULTURAL ENVIRONMENT



QUALITY TRAINING WITH PRACTICAL APPROACH THANKS
TO TEACHING STAFF FROM THE BUSINESS WORLD AND
INTERNATIONAL INTERNSHIPS, ENSURING SUCCESS



STATE ACCREDITED BY THE MINISTRY OF HIGHER EDUCATION AND RESEARCH OF LUXEMBOURG
DOUBLE DEGREE PROGRAMME WITH EUROAULA AND SAVONIA
ERASMUS+ GRANTS AVAILABLE TO ALL STUDENTS DURING INTERNSHIP

INTRODUCTION FOR MASTER CURRICULUM QUALIFYING YEAR

Prerequisite to follow the MASTER programme is a BACHELOR degree. For candidates, having completed their BA and/or MA in another field of education than hospitality, BBI offers customised options, which depend of the previously field of study, as well as based on the candidate's profile, to determine the most appropriate path.

The qualifying year is an upgrading year. It is a customised programme consisting of ten operational modules, which includes accommodation (Rooms Division) and catering (Food & Beverage) techniques. To achieve this objective of acquiring operational skills as well as creativity in applying them, the programme includes an essential three-month practical internship and a Final Work Paper "Menu Engineering".

QUALIFYING PROGRAMME – 60 ECTS

PART 1 - ROOMS DIVISION

- 1 REVENUE OPERATIONS
- 2 FRONT OFFICE OPERATIONS
- 3 COMPUTER TECHNOLOGY & PROPERTY MANAGEMENT SYSTEM "OPERA"
- 4 HOUSEKEEPING OPERATIONS

PART 2 - FOOD & BEVERAGE DEPARTMENT

- 1 FOOD & BEVERAGE PLANNING & CONTROL
- 2 FOOD & BEVERAGE SERVICES
- 3 FOOD & BEVERAGE PURCHASING & PROCUREMENT OPERATIONS
- 4 FOOD & BEVERAGE OPERATIONS & OENOLOGY

ASSIGNMENTS

- 1 FWP I - FINAL WORK PAPER - MENU PLANNING AND COSTING "MENU ENGINEERING"
- 2 BASIC OPERATIONAL INTERNSHIP OF 12 WEEKS (3 MONTHS)

POSTGRADUATE CURRICULUM - MASTER

This specific programme developed by BBI, meets and anticipates the increasing demands made by students who wish to undertake an Executive Career in the hospitality and tourism industry. The objective of the MA programme is to equip the students with a more complete set of skills and the knowledge with which to face a competitive and fast-moving world. The students will gain a firm practical understanding of the management trends that make a difference at international level.

From the first year of the MA, the programme requires the student to make a choice of "specialization" in one of the five proposed options. The student can only register for one option of the five proposed specializations.

The structure of the MA programme is in three parts:

1. In-Residence Major modules (workshops/assignments)
2. Off-Campus Elective Specialised Topics modules
3. 12 months internship as Trainee Manager

MASTER PROGRAMME

MA 1 – MAJOR & RESEARCH ASSIGNMENTS / MANDATORY / IN RESIDENCE – 60 ECTS

- 1 LEADERSHIP AND MANAGEMENT
- 2 INTEGRATED MANAGERIAL ACCOUNTING AND FINANCIAL PROJECT
- 3 INTERNATIONAL BUSINESS MANAGEMENT
- 4 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT
- 5 ENTERPRISE RISK MANAGEMENT & INTERNAL AUDIT MANAGEMENT

RESEARCH ASSIGNMENTS

- 4 BUSINESS PLAN – HOTEL STRATEGIES & DEVELOPMENT
- 5 DISSERTATION – GUIDANCE AND PREPARATION

MA 2 – MAJOR / MANDATORY PROFESSIONAL TRAINING - 40 ECTS

INTERNSHIP - ADVANCED MANAGEMENT INTERNSHIP OF 12 MONTHS –
TRAINEE MANAGER

MA – ELECTIVE SPECIALIZED TOPICS / OFF CAMPUS – 20 ECTS PER OPTION

OPTION 1 - MARKETING & SALES MANAGEMENT

- 1 MARKETING AND SEGMENTATION STRATEGIES
- 2 MARKETING RESEARCH METHODOLOGIES
- 3 HOTEL SUSTAINABLE DEVELOPMENT
- 4 CASE STUDY/RESEARCH: "PARIS OPERA –
A NEW LUXURY HOTEL FROM STARWOOD GROUP"

OPTION 2 - FINANCIAL & ACCOUNTING MANAGEMENT

- 1 CAPITAL EXPENDITURES PRACTICE IN THE HOSPITALITY INDUSTRY
- 2 CORPORATE FINANCIAL MANAGEMENT
- 3 HOTEL ASSET – PRINCIPLES AND PRACTICES & HOTEL INVESTMENT
- 4 CASE STUDY/RESEARCH : "GETTING READY FOR GROWTH"

OPTION 3 - HUMAN RESOURCES MANAGEMENT

- 1 BUSINESS ETHICS & ACROSS CULTURES IN THE HOSPITALITY INDUSTRY
- 2 MANAGING HOSPITALITY HUMAN RESOURCES
- 3 MANAGING PERFORMANCE APPRAISAL SYSTEMS
- 4 CASE STUDY/RESEARCH: "SHANGRILA HOTELS - HUMAN RESOURCES"

OPTION 4 - INTERNATIONAL HOTEL MANAGEMENT

- 1 HOTEL ASSET – PRINCIPLES AND PRACTICES & HOTEL INVESTMENT
- 2 INTERNATIONAL HOSPITALITY DEVELOPMENT
- 3 STRATEGIC PLANNING SYSTEM
- 4 CASE STUDY/RESEARCH: "WINDSOR PALACE –
BOUTIQUE HOTEL IN AN EMERGING MARKET"

OPTION 5 - TOURISM MANAGEMENT

IN COLLABORATION WITH OUR PARTNER
INSTITUTE EUROAULA/UNIVERSITY OF GIRONA (BARCELONA, SPAIN)