B.H.M.S.
Business & Hotel Management School

COURSE DESCRIPTION
YEAR THREE



LUCERNE · SWITZERLAND

BA in Global Business Management

PROGRAM
Year 3 of the BA Global Business Management, dual degree with Robert Gordon University (UK)

DURATION
12 months

AVAILABILITY
Students holding the BHMS Higher Diploma or equivalent

Overview

The third and final year of the three-year Bachelor of Arts program, the BA in Global Business Management, consists of one intensive study semester of 20 weeks at the BHMS campus in Lucerne, Switzerland, followed by a paid workplace internship in a Swiss or international enterprise.

BHMS manages the program with Robert Gordon University (RGU), Aberdeen (UK), which awards the Bachelor degree to students who successfully complete the third year and pass all modules. Graduates hold a dual degree from BHMS and RGU, consistently ranked a top modern university in the UK.

BHMS is a member of the Bénédict Education Group, founded in 1928 and one of Switzerland's largest private education organizations with more than 15,000 students a year. Its faculty combine academic credentials with know-how from the business field.

Aim of the Program

The BA in Global Business Management provides the student with an academic qualification and skill set that is attractive to potential employers across a range of global business sectors, in fields such as international sales and marketing, finance and controlling, banking, human resources, operations management, supply chain management and administrative positions in government and NGOs.

The final year covers product and service innovation, international business environments, project management, human resource management for global business and digital media.

The course uses pair and group projects, individual research and reports as well as study trips. Core knowledge is covered by lectures and tutorials, supported by guided reading and materials on the University virtual campus.

Students holding a related associate degree or equivalent can enter the program directly in the third year.





LECTURES, PROJECTS AND TEAMWORK AT BHMS LUCERNE

Business & Hotel Management School Guetschstrasse 2-6 // CH-6003 Lucerne
Tel +41 (41) 248 70 70 // Fax +41 (41) 248 70 04 // admission@bhms.ch // bhms.ch

Paid Internship & Graduate Placement

At BHMS, each academic semester is followed by an internship placement. In the final year, the Workplace Internship is a credit-bearing module of the RGU degree, completed in a Swiss or international enterprise with the support of the career services team. Due to immigration regulations, non-EU students may only undertake an internship in Switzerland in the hospitality industry, which continues to be a key global business sector.

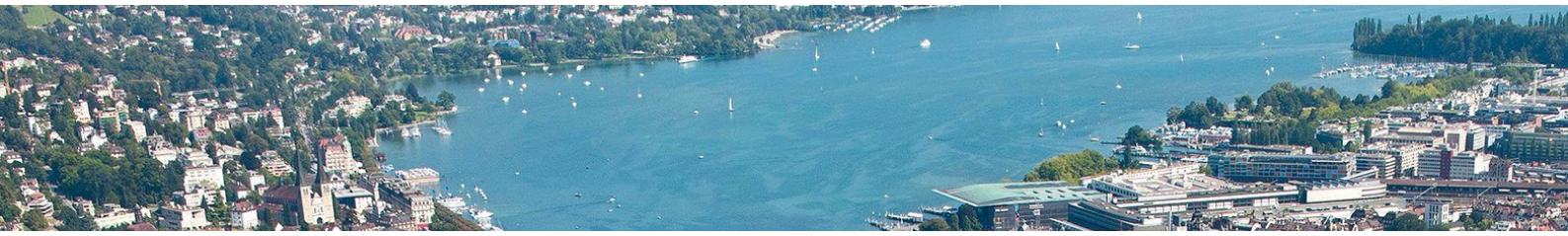
Students undertaking an internship in Switzerland are under contractual obligation with their employer, which entitles them to receive a trainee's gross monthly salary of CHF 2'404. From this salary, students have to pay for room, board, and taxes. The average net income per month varies from CHF 1'000 to 1'400.

CHF 2'390
GROSS SALARY PER MONTH

CHF 1'000 – 1'400
AVERAGE NET INCOME PER MONTH

International Graduate Placement

After graduation, the career services team and Masterwork, a Bénédict Education Group company, support students with interview preparation, job prospecting and visa assistance, whether they return home or start their career abroad.



ENTRY REQUIREMENTS

- Completed secondary school diploma
- BHMS Higher Diploma or equivalent
- English language skills at a level equal to IELTS 6.0

LOCATION

BHMS, Business and Hotel Management School, Luzern

HOLIDAYS

Are scheduled according to the holiday plan of BHMS, and can be downloaded from the BHMS website under 'School Calendars'.

INTAKES

FEBRUARY | AUGUST | NOVEMBER

February, August and November. Please contact the BHMS admission office for the next intake opportunity.

CREDITS

120 RGU credits – 60 ECTS equivalent

Course Times

Academic courses are held:

Monday to Friday from 09:00 to 12:00 and from 14:00 to 17:00.

Vocational courses are held:

Monday to Friday from 16:00 to 20:30.

- The 20-week semester is divided into four mini-terms of 5 weeks, so students focus on 4 to 5 subjects at a time.
- Each student is assured a minimum of 2 free days per week for self-study.

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Course Content

SEMESTER 1 (6 months)			
CORE MODULES			
CODE	MODULE NAME	CONTACT HOURS	CREDITS
CB 3008	Product & Service Innovation	45	15
CB 3939	International Business Environments	48	15
CB 3940	Project Management	54	15
CB 3943	Human Resource Management for Global Business	48	15
CB 3988	Digital Media	45	15
EGE 5850	Academic Writing	45	REQUIRED[1]
Total		**285**	**75**
LANGUAGE MODULES (direct entry students only)			
CODE	MODULE NAME	HOURS	CREDITS
FLC	Language A1/A2 – Module 1	20	3
FLC	Language A1/A2 – Module 2	20	3
FLC	Language A1/A2 – Module 3	20	3
FLC	Language A1/A2 – Module 4	20	3
SEMESTER 2 (6 months)			
CODE	MODULE NAME	HOURS	CREDITS
CB 3161	Workplace Internship	450-800	45
CDP 3000	Career Development and Professional Integration (E-Portfolio)	6	6
TOTAL FOR RGU AWARD: **120 CREDITS** (60 ECTS EQUIVALENT)			
TOTAL FOR BHMS AWARD: **126 CREDITS**			

[1] Academic Writing is a course requirement and carries no credits.

A selection of other courses may substitute or amend the above courses. Please ask for the detailed course program at the time of application.

AWARDED IN PARTNERSHIP WITH ROBERT GORDON UNIVERSITY ABERDEEN · B.H.M.S. Business & Hotel Management School



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