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

MSc Culinary Entrepreneurship

Turn your passion for food into a successful business!

The global food and beverage industry is booming with innovation and opportunity. Our 1 year MSc in Culinary Entrepreneurship is designed for ambitious professionals and aspiring entrepreneurs who want to combine culinary creativity with strategic business expertise.

Why Choose This Programme?

- Culinary Meets Business – develop advanced business skills tailored to the food, beverage, and hospitality sectors.
- Innovation & Sustainability – explore trends shaping the future of wine and gastronomy, from plant-based dining to sustainable growing and supply chains.
- Global Perspective – learn how to start, grow and scale food businesses internationally.

Career Opportunities

Graduates of the MSc Culinary Entrepreneurship are prepared to launch and manage their own restaurants, cafés, or food ventures, innovate in food tech, catering, or beverage startups, lead gastronomy, and F&B brand management and work with investors, consultancies, and incubators in the dynamic food space.

Programme Highlights

- One-year intensive Masters with practical and entrepreneurial business focus
- WSET Level 2 wine expertise certification included
- Supportive learning environment in an international student community
- Immersive experiences in vineyards, food markets and creativity labs

What you will study

Admission Requirements:

- Bachelor degree in any discipline.
- English: B2/IELTS 6.0 or equivalent.

1st Semester // 6 months on campus

- Innovation & Technologies: Shaping the Future of Food
- Culinary & Wine Imaging & Visual Storytelling
- Emerging Trends in Global Wine Entrepreneurship (incl. WSET 2)
- International Human Resource Management
- Leadership in Business
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months off-campus

- Optional immersive internship in Switzerland or abroad
- Masters Culinary Business Start-up Project

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MSc International Tourism Management

Discover the world of tourism with our new MSc International Tourism Management

Be part of the world's largest and fastest-growing industries and help shape the future of global travel and tourism. The MSc International Tourism Management prepares you to become a leader in this dynamic sector, with the knowledge, business skills, and global perspective needed to succeed.

Why Choose This Programme?

- Global Outlook – understand tourism's role in international economies, cultures, and societies.
- Sustainability Focus – explore responsible and ethical approaches to destination and business management.
- Career-Ready Skills – develop the strategic, analytical, and leadership expertise employers need.

Diverse Career Opportunities

Graduates of the MSc International Tourism Management are well-prepared for careers in destination and attraction management, tourism consultancy and policy development, travel marketing and business development, events or with NGOs and global tourism boards.

Programme Highlights

- One-year full-time
- Practical, real-world applications
- Supportive learning environment in an international student community
- Located in Luzern, Switzerland's most visited tourist city

What you will study

Admission Requirements:

- Bachelor degree in any discipline.
- English: B2/IELTS 6.0 or equivalent.

1st Semester // 6 months on campus

- Tourism Policy and Destination Governance
- Cultural Tourism & Heritage
- Tourism Experience Design and Digital Innovation
- Sustainable Tourism Development
- Leadership in Business
- Marketing and Branding in a Digital Society
- International Human Resource Management
- Research Methods

2nd Semester // 6 months off-campus

- Optional internship in the hospitality/tourism sector
- Masters Tourism Research Project

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