

# Diploma in International Hotel & Tourism Management

This programme builds on the foundation skills and knowledge gained at Certificate level. The objective of the Diploma is to further develop students' knowledge, understanding and practical skills within revenue generating outlets of the hospitality industry and provide a solid grounding in the financial and operational considerations necessary for their successful management. Students completing A Levels, I.B. Diploma or similar may gain direct entry to this level.

validated by:



<p><b>Semester 1</b> 22 Weeks</p> <p>IMI Diploma in International Hotel &amp; Tourism Management</p> <p>120 credits</p>	<p><b>Internship (Semester 2)</b> 22 Weeks</p> <p>Paid internship in Switzerland or abroad (min. gross salary in Switzerland: CHF 2,190 per month)</p>	<p><b>Next Step...</b></p> <p>IMI Higher Diploma in International Hotel &amp; Tourism Management</p>
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## Nishan Silva

Sri Lanka

*Class of 1991*

My time at IMI was a remarkable experience, both academically and socially. Memories of cultural diversity among students, engagement and camaraderie are still fresh in my mind today. The leadership techniques of Mr. Bürki and the IMI faculty lecturers were fascinating, and we learned new skills in Hotel Management every day. Plus the beauty of Switzerland, the taste of fondue and the wines from Valais were to die for!



### Programme Units

- Personal Professional Development 1
- Hotel Facilities and Operations
- Marketing and Consumer Behaviour
- Food Service Concepts
- Food Production
- Restaurant Management & Control
- Hospitality Accounting 1
- The Business of Tourism



### Entry Requirements

- 18 years of age.
- High school certificate/I.B. Diploma/A Levels or equivalent, IMI Certificate or equivalent qualification.
- English level: 5.0 IELTS or equivalent. (Preparation English courses may be available - contact us to enquire.)



### Start Dates

- February
- August
- May
- November



### Award(s)

IMI Diploma in International Hotel & Tourism Management  
Manchester Met. Certificate of Higher Education in International Hotel & Tourism Management

# Higher Diploma in International Hotel & Tourism Management

The Higher Diploma programme equips students with the skills needed to succeed at higher level management in the hospitality industry. Depending on the elective selected, the emphasis is on business, tourism development, sustainability, entrepreneurship, human resource management, financial decision making, events management and food & beverage studies. Students work individually as well as in groups in order to develop their critical thinking and managerial skills. This challenging programme will prepare you well for a top quality internship either in Switzerland or abroad.

validated by:



## Semester 3

22 Weeks

IMI Higher Diploma in International Hotel & Tourism Management

120 credits

## Internship (Semester 4)

22 Weeks

Paid internship in Switzerland or abroad (min. gross salary in Switzerland: CHF 2,190 per month)

## Next Step...

IMI Bachelor's Degree with Honours - five pathways



## Programme and Elective Units

- Personal Professional Development 2
- Enterprise Development Project
- Financial Decision Making for Hospitality Professionals
- Hospitality Services Marketing
- International Hospitality Operations Management
- Managing People in the Hospitality Industry

### Int. Hotel Management electives

- Int. Hotel Resort Facilities and Operations
- Food Costing, Purchasing and Merchandising

### Int. Hotel & Tourism Management electives

- Int. Hotel Resort Facilities and Operations
- Tourism Impacts

### Int. Hotel & Events Management electives

- Event Operations
- Food Costing, Purchasing & Merchandising

### Int. Hospitality Entrepreneurship electives

- Food Costing, Purchasing & Merchandising
- Menu Design & New Product Development

### Int. Tourism & Events Management electives

- Event Operations
- Tourism Impacts



## Entry Requirements

- IMI Diploma or equivalent qualification.
- English level: 5.5 IELTS or equivalent. (Preparation English courses may be available - contact us to enquire.)



## Start Dates

- February
- August
- May
- November



## Award(s)

IMI Higher Diploma in International Hotel & Tourism Management

Manchester Met. Diploma of Higher Education in International Hotel & Tourism Management



## Mochamad Suryadharma Sasradipoera

Indonesia *Class of 2002*

Having studied at an international school like IMI and worked with top hotel chains such as Marriott International, Hyatt, Four Seasons and Rosewood, I have been able to develop my knowledge and skills. IMI is one of the keys to my career achievements; I am proud to be an alumnus of IMI and will always be an ambassador of IMI.

# Bachelor of Arts Degree with Honours - five pathways

This programme prepares students for the demands of senior management and allows a measure of specialisation in a number of hospitality related fields of study. The curriculum focuses on the strategic business development of organisations and the dissertation allows for independent study and further specialisation. This is for students who intend to make their management careers in the industry and wish to be best placed to achieve rapid promotion.

validated by:



<p><b>Semester 5</b> 22 Weeks</p> <p>IMI BA (Hons) degree in chosen pathway</p> <p>120 credits</p>	<p><b>Optional Internship</b> 22 Weeks</p> <p>Paid internship in Switzerland or abroad (min. gross salary in Switzerland: CHF 2,190 per month)</p>	<p><b>Next Step...</b></p> <p>MBA programme at IMI</p>
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## Programme and Pathway Units

- Personal Professional Development 3
- Applied Research in the Hospitality, Tourism and Events Industry
- International Marketing Management
- Pathway Dissertation

### Int. Hotel Management pathway

- Hospitality Leadership and Innovation
- Managing Information Systems

### Int. Hotel & Tourism Management pathway

- Hospitality Leadership and Innovation
- Sustainable Tourism Planning and Development

### Int. Hotel & Events Management pathway

- Hospitality Leadership and Innovation
- Events Management

### Int. Hospitality Entrepreneurship pathway

- Hospitality Business across Cultures
- Entrepreneurship, Creativity and Innovation

### Int. Tourism & Events Management pathway

- Sustainable Tourism Planning and Development
- Events Management



## Entry Requirements

- IMI Higher Diploma or equivalent.
- Six months work/internship experience.
- English level: 5.5 IELTS, or equivalent. (Preparation English courses may be available - contact us to enquire.)



## Start Dates

- February
- August
- May
- November



## Award(s)

- IMI Bachelor of Arts with Honours in chosen pathway
- Manchester Met. Bachelor of Arts with Honours in chosen pathway



## Nina Fleischle

Germany *Class of 2011*

It was a very work-intensive time but I learned a lot about myself and I gained a good theoretical basis, which I then could deepen and expand through several internship experiences. I am working for a retail company at the moment (HUGO BOSS) which is a great challenge and where I am learning so many new things every day.