

MBA in International Hospitality Management

This prestigious MBA combines all the traditional elements of an MBA programme but with a strong focus on hospitality. The programme's objective is to equip students with the skills necessary for senior level management in the hospitality industry by focusing on those subjects that relate to the internationalisation of hotel and hospitality companies. The core focus is on strategic management with subjects covering strategy, finance, marketing, leadership and innovation.

validated by:



Semester 1 22 Weeks MBA in International Hospitality Management (On campus study) 120 credits	Internship (Optional) 22 Weeks Paid internship in Switzerland or abroad (min. gross salary in Switzerland: CHF 2,190 per month)	Semester 2 22 Weeks Dissertation or Field Consulting Project (Off campus study) 60 credits	Next Step... Graduate placements in management training programmes or full-time jobs worldwide.
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Aaron Civitarese

Canada

Class of 2010

The experience of living in Switzerland cannot be compared to many things - it was excellent. The school's atmosphere and location, coupled with Luzern's charm and safety created a space where I could learn about both culture and hospitality. Understanding corporate structure and standards helped me move forward in my career with a wealth of information to cascade and implement.



Programme Units

- Competitive Strategies in Hospitality
- Business Research Methods
- International Hotel Management
- Finance and Revenue Management in Hospitality
- Leadership, Entrepreneurship & Innovation in Hospitality
- Sustainable Tourism Destinations
- Marketing Concepts in the Digital Age



Entry Requirements

- Bachelor's degree in any discipline.
- Appropriate level of professional experience in any area and not confined to hospitality.
- English level: 6.5 IELTS or equivalent.



Start Dates

- February
- August



Award(s)

IMI MBA in International Hospitality Management
 Manchester Met. MBA in International Hospitality Management