

# Curriculum for Summer program

{SUM SH\_01}

<b>Course title:</b>	International Hospitality Operations (Summer Program)
<b>Work Process:</b>	According to lectures, various field trips, leisure assignments etc.
<b>Field of knowledge:</b>	Exploring Switzerland and basic Swiss hospitality operations
<b>Semester:</b>	Short summer program and for two weeks
<b>Formal contact / learning hours:</b>	66 hours over 2 weeks which includes field trips and leisure assignments
<b>Credits:</b>	<b>8 (Towards certificate in HM)</b>
<b>Pre-requisites:</b>	None
<b>Networking:</b>	MKT 1103, SM 1106, PR 1102, HR 1101 of SHML syllabus

## Course Description:

This course helps students to know Switzerland and basic Swiss hospitality operations, the process through which organizations analyse, plan, implement, and control programs to develop and maintain beneficial exchanges with target buyers. Effective basic hands-on learning is critical for the long-term success of any studies. This function also ensures that the student attracts, retains, and grows by creating, delivering, and communicating properly in an international environment.

## Competences to be achieved

## Networking

Successful graduates of this short program upon completion of this course :

- Analyze and access themselves as a future employee of hospitality industry
- Apply theory with practice by performing exercises and field trips related to the hospitality industry
- Question and differentiate potential outcome based on ethical decision making
- Describe and analyze career paths for both traditional emerging areas of the Swiss hospitality industry

Hospitality Education

## Learning Outcomes

## Taxonomy Level

Graduates of this course will be able to perform the following-

Paraphrase and review the hospitality concept	Comprehension
Experiment the development of Swiss Hospitality industry	Application
Synthesize and formulate possible career paths in hospitality	Synthesis
Evaluate the best hospitality department that interests them the most	Evaluation

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## Curriculum Outline

Day / Week	Topic(s) 3 Hours	Topic(s) 3 Hours	Explore
Monday / 1	Introduction to the course and the campus. Delivering course materials	Visiting the area of Lenk	Lenk
Tuesday / 1	Principles of hospitality and expansion of the hospitality industry in recent years	Field trip to Interlaken to visit hotels and restaurants and boutiques	Interlaken
Wednesday / 1	Front office operations	Visiting the city of Bern	Bern
Thursday / 1	Culinary Arts with our Chef (Practical)	B-B-Q party in campus	
Friday / 1	Field trip to Zürich to see and experience hospitality marketing (Lead by CAO)	Visiting banks in Zürich and the city hall	Zürich
Monday / 2	Food and Beverage (Lead by Mr. Tu)	Projects on F&B techniques	
Tuesday / 2	Housekeeping operations	Visiting one of the best laundry	Zweisimmen
Wednesday / 2	Hospitality budgeting	Free time	
Thursday / 2	Kitchen Operations (Weggis campus)	Excursion to Luzern city	Luzern
Friday / 2	Bringing the course to a successful ending	Discover the region of Weggis and excursion to Mt. Rigi	Rigi mountain
Saturday / 2	Drive back to the airport		

## Learning Outcome Assessment

This course will be certified according to the following criteria –

Attendance – 70%

Project on Week 2 – 20%

Active Class participation – 10%

For grading system please refer to SHML exam regulations

## Learning Resources

Class case studies (Provided by the lecturer)

Detailed explanation about the subject project or activities

Lecture slides from every individual class

Concrete secondary literature, which are available in the library

## Instructor

The instructors are well qualified and experienced in the field of hospitality. The instructors can share their experience, ideas and construct the students in the field of hospitality in order to accomplish the major outcome of this short program.

## Certification

Every student will receive a **SHML and SWISS IM&H joint short program certificate of attendance** upon successful completion of the course. The student will also have the possibilities to get a reference letter from the academic office and direct entry into our Certificate in HM program and can be exempted 8 credits for completing this course.