

# 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

# Curriculum for Summer program

{SUM SH\_01}

## 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.

# Curriculum for Summer program

{SUM SH\_01}

## Program Description

The program description for the program follows as below –

### Week 1 Day 1 ( 3 + 3)

In this week the course will be introduced to the students with the objectives of the course and also the learning targets. The students will be provided with the course materials and the necessary elements of the course such as student manual, tour of the campus, introduction with the teachers etc.

In the second half of the day the students will visit Lenk area with one of the faculty or staff member.

### Week 1 Day 2 ( 3 + 3)

This course covers the growth and progress of the hospitality industry. Topics include tourism, lodging, resorts, gaming, restaurants, foodservice and clubs. Upon completion, students should be able to demonstrate an understanding of the background, context, and career opportunities that exist within the hospitality industry.

In the second half of the day, students will be brought to Interlaken to visit different kinds of hotels and boutiques to understand and observe practically the growth of the hospitality industry. With this trip, they will get a clear perception of recent grows of the industry periodically along with the time and technology.

### Week 1 Day 3 ( 3 + 3)

This course focuses on the Front Office operational roles in the organization and structure of hotels and restaurants. Students will understand the role of Front Office as the public face of the hotel, primarily by greeting hotel patrons and checking in guests. It also provides assistance to guests during their stay, completes their accommodation, food and beverage accounts and receives payment from guests.

In the second half, students will visit the explendid capital of Switzerland, Bern which will include the visit of the museums, city tourist office and the diplomatic enclave.

### Week 1 Day 4 ( 3 + 3)

In the morning the students will spend time with our culinary instructor in the kitchen and observe and experience practically different steps of cooking. They will have the opportunities to raise questions and to be clarified with those queries by our experienced personnel.

In the evening, school will organize a BBQ party and the students will assist.

### Week 1 Day 5 ( 3 + 3)

This day will be organized by our Chief Academic Officer as he is the faculty of marketing in the institute. The students will learn the basics of marketing such as services of marketing, PESTEL framework, Five forces analysis and 7p's during this course. The class will then lead to Zürich visit where the students will visit different banks and tourist offices in Zürich. This course will be an interesting course for the students as students will experience many marketing related issues in hospitality.

# Curriculum for Summer program

{SUM SH\_01}

## Week 2 Day 1 ( 3 + 3)

The course intends to introduce the participants to the concepts of F&B operation system through numerous activities based on it. The class also emphasizes upon various operating activities like service culture, storing and cleaning. This course is an overview of the operational practices utilized to direct, operate and control food services. This course will teach practical knowledge of appropriate service behaviours for a variety of guest types, understand the concept and techniques of good service and demonstrate the skills acquired and capacity and demonstrate various service techniques.

## Week 2 Day 2 ( 3 + 3)

House Keeping basically makes the provision of a clean, comfortable and safe environment. As the guest enters the foyer it forms an impression of the establishment from its outward appearance. Then after check-in, the guest comes in to contact with the lift and staircase of the Corridor to reach the allocated rooms or lounge and public areas. By this time, he/she closely observes the clear lines decor furnishing etc. Thus, the prime aim of this well-structured class is to provide a unique balance between theoretical & practical input using advanced teaching aids, followed by a laundry visit in the area of Lenk-Zweisimmen providing exposure to the students.

## Week 2 Day 3 ( 3 )

In this course the students will concentrate about budgeting, menu cost control, basics of accounting, food cost percentage and waste management. The course is in a very basic state so that the students can get a brief overview of the above-mentioned topics.

In the afternoon, the students will be free.

## Week 2 Day 4 ( 3 + 3)

On this day the student will explore the kitchen on our Weggis campus. They will work with our Culinary instructor in Weggis and prepare food of their own choice and also learn about kitchen safety and hygiene. A little glimpse of HACCP will be given during the course.

In the afternoon, the students will explore the city of Lucerne (UNESCO world heritage city). They will visit the old town, Chapel bridge, lion monument etc. The students will also be left free for personal shopping purpose at their own interest and cost.

## Week 2 Day 5 ( 3 + 3)

This day course will come to a successful completion with little group work and brain storming exercise and the certificates will be awarded to the successful participants by our Chairman.

In the afternoon, they will visit the Rigi Mountain (the queen of mountain). They will start the trip from the cable car side and will come down through the train in Vitznau station.

## Tuition fees

The tuition fee is 2'700 CHF per student for this short program. The tuition fees include –

- All tuition and learning materials
- Accommodation and meals for the course duration
- All entrance fees and transportation during excursion with snacks
- Matriculation cost
- Full support and assistance for visa procedures
- Medical support if needed, etc