



2022–2023

Course Catalogue

César Ritz Colleges



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This catalogue presents an overview of the course of study offered by the César Ritz Colleges at the undergraduate and postgraduate levels for the academic year 2022–2023.

Introduction

In this catalogue you will find the course descriptions for the bachelor's and master's programs. César Ritz Colleges Switzerland offers some of the most prestigious programs in hospitality and business management in the world. We focus on fostering a culture of entrepreneurship, sustainability, and leadership in an inclusive learning environment that values independent, visionary thinking through the application of the latest research and technology.

Bachelor's Program

This program equips you with the practical skills and the forward-thinking mindset needed to become a successful entrepreneur. One program, two awards, including two internships.

Bachelor's Program Highlights

- Develop an entrepreneurial mindset as you learn to think innovatively and take on the ever-changing world of business
- Become immersed in a learning environment that inspires creativity and ignites the entrepreneurial spirit
- Thrive in our hands-on approach that will build a foundation for your future career success
- Benefit from the knowledge imparted by the visiting professors from our partnership with the Carson College of Business (Washington State University, USA)



Bachelor's Learning Outcomes



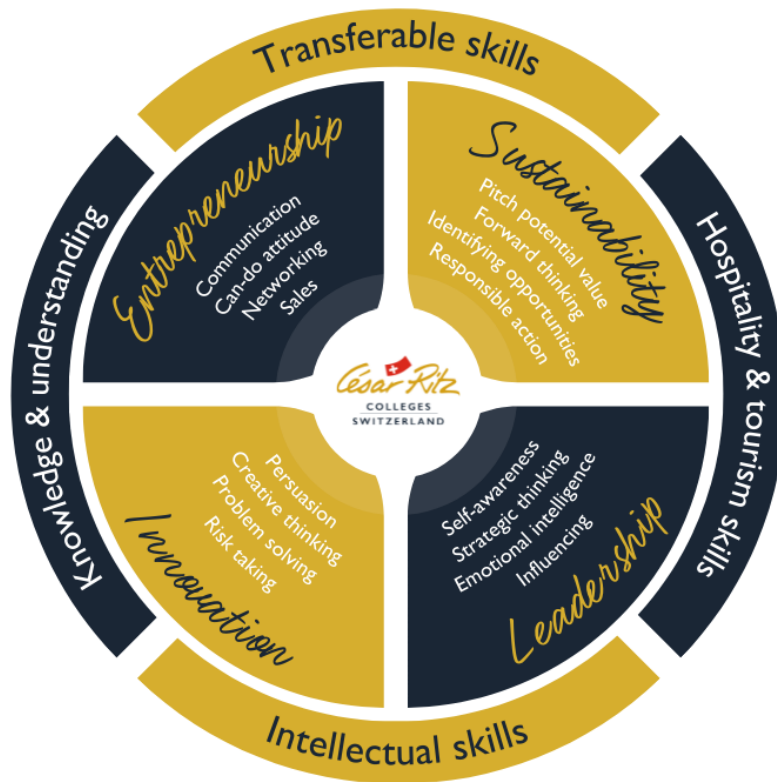
Master's Program

This program offers you the tools to explore innovative business opportunities and maintain a sustainable and profitable business in today's challenging global environment.

Master's Program Highlights

- Open up your career opportunities extending beyond hospitality into industries such as retail, consulting, banking, and more
- Turn your ideas into a sustainable and profitable business
- Learn directly from our expert PhD faculty
- Develop new skills through applied practical and academic teaching, with one professional industry internship

Master's Learning Outcomes



Learning Experience

- **Experiential Learning** – At César Ritz Colleges, we want students to be engaged in their learning and this is why we ensure our classes involve real-life examples. The activities are complementary to the lectures, and are meant to enhance the learning of students with concrete examples and hands-on learning.
- **Sustainability** – Our mission as a higher education institution is to shape future generations and to lead by example. Sustainability is essential for the future of



hospitality, and we are proud to be an official member of Green Globe, the highest standard for sustainability worldwide. César Ritz Colleges Switzerland (Le Bouveret campus) became a Green Globe-certified member in 2021. With this recognition, we aim to provide world-class education in hospitality and business, while managing our impact on the environment and teaching our students the sustainability practices that they can bring with them into their future careers.

- **Innovation** – At César Ritz Colleges Switzerland, we prioritize innovation in all aspects of our curriculum and ground ourselves in research through the creation and dissemination of knowledge. Our intentional integration of innovative teaching methods helps nurture your creativity and critical thinking skills and empower you to think beyond what is possible.
- **Leadership Program** – This program focuses on three core learning components: Self-Awareness, Goal Setting, and Leadership Development. The purpose of this program is to motivate students to develop their leadership vision as they progress in their studies through social and personal relationships and contexts. Considering a student-driven model, the program evolves from an informal mentoring manner to a highly structured student-centric mentoring process.

Course Descriptions

Following is a list of courses taught at César Ritz Colleges

Hospitality Undergraduate Program

Term 1

HTM131 Introduction to Hospitality and Tourism Management – This course is designed to introduce students to the exciting and diverse field of hospitality, providing an overview of the major industry segments and the interdependent relationships that exist between these segments and the tourism industry. Students also discover a wide



range of diverse hospitality management career opportunities, and explore the qualities and behaviors considered to be essential for managers within the hospitality industry. (5 ECTS credits)

MIS150 Management Information Systems – This course introduces students to contemporary information systems and demonstrates how these systems are used throughout organizations. The focus is on the key components of information systems – people, software, hardware, data, and telecommunications – and how these components can be integrated and managed to create competitive advantage. Students also gain hands-on experience with several business applications. Topics such as the internet, business data analysis, and database management are covered, as well as how the business software tools commonly applied in these domains are used. As a result, students obtain valuable information technology knowledge and skills for success in all areas of business. (5 ECTS credits)

SCI140 Nutrition, Health, and Special Diets – In this course students examine the science of nutrition, hygiene, and food safety as it relates to healthy eating and healthy lifestyles. Included for discussion are topics such as purchasing for nutrition; retention of natural nutrients in food; dietary guidelines used in different countries; fats; carbohydrates; proteins; the health benefits of vitamins, minerals, and phytochemicals for humans; healthy menu planning; and balanced diets. (5 ECTS credits)

DLS205 Personal Development and Life Skills – This course focuses specifically on interpersonal communication and life skills, using engagement and reflection to develop self-awareness and self-management. Using various tools, students practice being present, accepting their thoughts and feelings, and taking effective action based on their values. They reflect on and document these experiences in a portfolio developed over the term. (5 ECTS credits)

FREN101/GERM101 French 1 or German 1 – This is a basic course relating to the hospitality industry focusing on grammar structures presented in context through speaking, listening, reading, and writing. The purpose of this class is to enable students



to deal with predictable everyday tasks and to deal with varied daily activities in a hotel or restaurant. (5 ECTS credits)

HTM182 Introduction to Industry Experience – This course equips students with the necessary skills to succeed in the workplace. Students develop interview, job search, and communication skills; build self-confidence; and learn to comport themselves in a professional manner appropriate to hospitality industry standards. Students are prepared to optimize their internships, in Switzerland or abroad, as well as to foster their future career advancement, development, and self-improvement. (2 ECTS credit)

HTM102 Introduction to Food Service – This course covers the basic theoretical and technical knowledge of service operations combined with practical skills. This enables the food & beverage operator to achieve a proficient standard for a self-service operation. The course also examines the function of food & beverage service departments in relation to other hospitality departments. (2 ECTS credit)

Term 2

HTM112 Fine Dining Operations & Leadership – Prerequisite HTM102. This course is designed to allow students to perform effectively and efficiently within food service operations. To do this consistently, students are provided with theoretical as well as practical training. The course is delivered and assessed in conjunction with other professional courses, including Wine & Beverage Management. (5 ECTS credits)

ENG101 Business Writing – Students learn the conventions of academic writing and how to use sources. This course is portfolio-based. Students must revise at least 20 pages of their writing for a portfolio. The portfolio must also include a reflective letter that articulates the revisions made. Students develop the skills to both interpret and write documents with the correct tone and structure. (5 ECTS credits)

HTM350 Wine & Beverage Management – This course explains and examines the making and service aspects of alcoholic and non-alcoholic beverages, and the basic understanding of how a beverage department of a large hotel is organized. In addition, students learn about wine history; viticulture and viticulture geography; grape varieties;



winemaking techniques; and the storing and service of wine, beverages, and cigars. Students are exposed to wine appreciation in order to acquire the knowledge to recognize quality beverages and identify attributes that will facilitate customers' appreciation. (5 ECTS credits)

MAT211 Mathematics for Hospitality Business – In this course students learn a variety of mathematical concepts and procedures, and apply them to business and hospitality situations. Topics include linear equations and inequalities; assorted matrix operations; solving systems of equations and inequalities using Gauss-Jordan and Simplex Methods; and sets, counting, and probability. The knowledge and skill sets learned in this course will be useful to students in their later studies and throughout their hospitality careers. (5 ECTS credits)

FREN102/GERM102 French 2 or German 2 – Prerequisite FREN101/GERM101. Continuing from the first level, this is a course relating to the hospitality industry, focusing on grammar structures presented in context through speaking, listening, reading, and writing. The purpose of this class is to enable students to deal with predictable everyday tasks and to deal with varied daily activities in a hotel or restaurant. (5 ECTS credits)

INT198 Internship I – Students are required to complete an internship in a hotel or restaurant of international standard for a period of 4 – 6 months (minimum 640 hours). Successful completion of this course requires the submission of the relevant reports, employer evaluations, and work certificate as detailed in the Internship Handbook. (10 ECTS credits)

Term 3

HTM235 Rooms Division Operations – Prerequisites HTM131, HTM112. This course is designed to provide students with an introduction to rooms division operations, including front office and housekeeping. Emphasis is placed on operations, coordination, and communication within and between departments. The theory-based knowledge is applied using a Front Office Simulation, providing a basic understanding of the main modules of a front office system, reservations, rooms management, and



cashiering. The course gives students a clear picture of career opportunities in this division. (5 ECTS credits)

GEN230 Current Global and Social Issues – Students develop a historical understanding and appreciation of the ways that humans have connected with faraway places for centuries and gain a better understanding of a complex world by focusing on the following five global themes and their roots: Globalization, Humans and the Environment, Roots of Inequality, Ways of Thinking, and Roots of Contemporary Conflicts. (5 ECTS credits)

DEC215 Business Statistics – This course provides the statistics, knowledge, and skills that hospitality managers require. It introduces the basic language, concepts, and methods of statistics, exploring both descriptive and inferential statistics, using examples from business and hospitality management. Data collection, organization, analysis, interpretation, and presentation are covered in terms of conceptual understanding and practical application. (6.5 ECTS credits)

ECO101 Microeconomics for Hospitality Managers – A solid understanding of the broad economic environment is a necessary prelude to successful management. This course analyzes how economic systems function and how they relate to broad social realities. It seeks to cover the fundamentals of economics, basic elements and applications of supply and demand, different market structures, and reasons for and the nature of government intervention in the economy. (5 ECTS credits)

ACC234 Financial Accounting – The purpose of the course is to provide students the theoretical concepts and analytical tools related to the recording of the financial transactions of a firm. It starts with the generally accepted accounting principles and continues with the accounting cycle at the end of a period. The elements of the accounting equation are then studied in detail. The course focuses also on the recording of the transactions and their interpretation. (5 ECTS credits)



Term 4

GEN360 Hospitality Business Ethics – Questions of professional ethics lend themselves to analysis from multiple perspectives and dimensions. For example, while individuals make decisions, decision-making occurs within a context. In a work setting, decision-making occurs within the culture of a particular organization, profession, or field. On an individual basis, decisions can be analyzed in relation to such things as theories of moral development and emotional intelligence, as well as from the perspective of the development of critical thinking skills. Using case studies and contemporary issues, this course examines professional ethics from such perspectives and dimensions. (5 ECTS credits)

ART202 Hotel & Restaurant Design – This course is designed to introduce students to the concept of the built environment, to understand how it changes over time, representing different international environments and cultures, the influence that humankind has on shaping its own built environment, and the interrelationship that exists between the built environment and the travel and tourism industry. (5 ECTS credits)

ECO102 Macroeconomics for the Tourism Industry – Upon completion of this course, the student should understand and be familiar with how the economy operates in a market-oriented country, with the emphasis on governmental policy impacts. (5 ECTS credits)

ACC344 Managerial Accounting – Prerequisite ACC234. This course is based on information provided by the financial statements and other sources of information, and introduces more analytical tools that help the decision-making process. In particular, Managerial Accounting continues the material introduced in Financial Accounting, with the cost management, the CVP approach to decisions, operations budgeting, cash flow, and management and capital budgeting. The course focuses on analytical thinking skills. (5 ECTS credits)



GEN309 Cultural Diversity in Organizations – This course examines the nature of diversity within the context of living systems. Changes in demography, organizational structures, social-psychological approaches, and technological impact affecting the functioning of individuals and organizations are explored. (5 ECTS credits)

Term 5

LAW201 Hospitality and Tourism Law – This course is designed to provide students with the knowledge and understanding of the laws and regulations affecting the hospitality industry and to develop student awareness of how managers of today need to understand the law, including the preventive measures available to avoid costly legal problems. The course includes an introduction to the law of contracts, torts, and bailment issues as those relate to the travel and tourism industry. (5 ECTS credits)

GEN353 International Politics – This course offers an introduction to the theories of international politics and the salient issues involving conflict and cooperation in our world. The topics of this course include the major theoretical approaches in the field; the struggle to understand the role of power and diplomacy among nations; the impact of macroeconomics, military force, nuclear weapons, international law, and intergovernmental organizations on foreign policy; and the relationship of moral values, such as just war principles and the collective development of empathy and compassion. (5 ECTS credits)

HTM358 Food & Beverage and Events Management – This course offers the student a comprehensive understanding of contemporary food & beverage management from a systems-management approach. Students learn basic control systems and concepts relating to the areas of food production, labor costs, and other operating expenses; menu pricing; and bar and beverage management principles. The course also focuses on cost-volume-profit analyses. At the end of this course, students can manage most cost functions that take place in a restaurant. Students also have the opportunity to practically apply their knowledge in a real service environment where they learn how to



plan and run shifts and how to train, instruct, lead, observe, and evaluate F&B service staff. (5 ECTS credits)

BUS212 Decision Analysis for Entrepreneurs – This course is designed to help students make theory-based and data-driven decisions, use spreadsheets to analyze data, communicate information, and solve problems. Students learn the principles and techniques of representing data visually in graphs, charts, and diagrams. The course also helps students in communicating data-based results effectively; and to learn the skeptical interpretation of visually represented findings when making decisions. (5 ECTS credits)

CHEM107 Science for Sustainable Hospitality and Tourism – A basic knowledge of chemistry is required to understand how everyday waste and cleaning products impact the environment. This course uses fundamental chemical principles to give an understanding of the behavior of chemical substances contained in our waste and products we use in the hospitality industry. This course provides, through laboratory experiments, a practical illustration of general chemical principles and the behavior of the chemicals involved in pollution under various conditions. Solutions to this are investigated. (5 ECTS credits)

INT398 Internship II – Students are required to complete a second internship in a hotel or restaurant of international standard for a period of four to six months (minimum 640 hours). This internship may be completed in Switzerland or abroad. Ideally the student works in a different department from the first internship and is capable of supervisory responsibilities by the end of the six-month period. Successful completion of this course requires the submission of the relevant reports, employer evaluations, and a work certificate, as detailed in the Internship Handbook. (10 ECTS credits)

Term 6

BUS211 Innovation: from Creativity to Entrepreneurship – This course is designed to address the main challenges and opportunities of using various managerial approaches to explore three key business contemporary issues: ethics value



foundations, team and group dynamics, and innovation creation and implementation. This course aims to prepare students to make business decisions ethically, to manage team and group dynamics, and to take a critical approach to the growth of competition, while understanding the advancement of technology and innovation creation. (5 ECTS credits)

FIN325 Introduction to Financial Management – Prerequisites ACC344, DEC215, ECO101. Corporate financial managers face three main tasks in the hospitality field: what long-term investments to make, how to finance these investments, and how to manage the short-term assets of the corporation. In this course, the focus is set on the first two tasks: introducing the time value of money and learning how future cash flows are valued and compared, and seeing how the valuation principles are applied in investment decisions. In this course students discuss the relation between risk and return in financial markets and explore the importance of financing methods. After this course, students understand how financial assets are valued by investors and are an important step closer to starting a career in the business of hospitality. (5 ECTS credits)

MKT360 Hospitality Marketing – This course is designed to give students a broad exposure to the principles of marketing, from both theoretical and managerial perspectives. As an introductory course, its aim is to make students aware of the terminology, concepts, strategies, and techniques that are part of the world of marketing. (5 ECTS credits)

TOU325 International Tourism – The course examines the social relations, cultural practices, and economic realities animating global tourism. The course aims to familiarize students with the interrelated historical, social, cultural, and political foundations of tourism by engaging with recent scholarship in anthropology, sociology, cultural studies, and tourism studies. This course examines issues such as cultural sustainability, ecotourism, indigenous and community-inclusive tourism, cultural sites, authenticity, and tourist economies. Students explore these themes globally to see how they affect the natural environment, as well as the range of practitioners – from local tourist operators to those oppressed. (5 ECTS credits)



ENG402 Business Planning Project 1 – In this course students learn a rhetorical approach to producing technical and professional documents, from proposals to technical research reports. While guided by the needs and practices of business and industry, this course promotes rhetorical approaches and ethical assessments and judgments. These approaches, assessments, and judgments are part of an effort to move technical and professional writing to a position that encourages holistic thinking and ethical, sustainable practice as part and parcel of this kind of writing. (5 ECTS credits)

HTM320 Career Management – This course assists the student in developing their own five-year career plan, with a vision and specific goals for their personal career path, including strategies on how to achieve these goals. The course explores the use of different communication tools, personal tests and references, as well as tips on networking and the use of social media. In general, the course equips students with tools that strengthen their competitiveness when seeking employment. (2 ECTS credit)

Term 7

MGT450 Human Resource Management – Prerequisites MGT301, DEC215. This course gives an introduction to the area of Human Resource Management. It provides students with the information on how to best recruit, select, train, develop, and reward employees, as well as develops skills necessary to critically evaluate Human Resource practices. (5 ECTS credits)

HBM491 Hospitality Operational Analysis – Prerequisites FIN325 (BA), HTM112, HTM235. This course presents revenue management and managerial accounting concepts and explains how they apply to specific operations within the hospitality industry. It is designed to improve students' critical thinking skills relative to hospitality revenue management and financial management, and to assist students in understanding, analyzing, synthesizing and communicating operational and financial information obtained from hotel financial statements, operating statements, and other sources. (5 ECTS credits)



HTM494 Service Operations Management – The intent of this unit is to provide students with the concepts and tools necessary to manage a service operation effectively in a challenging business environment. The course is also designed to provide entrepreneurially inclined students with the foundation to open their own service business. This unit allows students to develop an understanding and critical evaluation of management aspects in service operations. Students are introduced to relevant theories and concepts dealing with service operations management. Besides theoretical aspects, students are introduced to practical applications in the context of Tourism, Hospitality, and Food & Beverage operations. (5 ECTS credits)

IBS380 International Business – As the nations of the world become increasingly interdependent, we must understand what role business plays and how it affects and is affected by cultural, political, and economic systems. The primary goal of this course is to familiarize students with basic components and concepts of international business and how they affect the conduct of business, both domestically and internationally. A further goal is to help students develop the analytical and decision-making skills that are a fundamental part of successful business practice. Effective communication is central to good management and, consequently, an additional goal is to assist students in acquiring or improving their verbal and written communication skills. (3 credits)

HTM485 Business Planning Project 2 – Pre- or corequisite ENG402. This course is a practical approach to business plan development. The student learns business idea generation strategies, analytical procedures, business plan components, financial planning requirements, and how to improve their presentation skills. The course is designed around a team-based approach to business plan development, evaluation, and investment-quality presentations. (5 ECTS credits)

Term 8

ECO305 Economics for International Business – Prerequisite ECO101. This course continues from introductory Microeconomics with the introduction of new concepts and goes into more depth in some of the already-known microeconomic concepts. It starts with the role of prices as the main allocation mechanism in the market system and



continues with the theory of the consumer and the producer. In turn, it deals with market forms and ends with market failure and discusses how government intervention can optimize the functioning of the market mechanism. (5 ECTS credits)

PSY350 Social Psychology of Hospitality – This course provides an introduction to the field of social psychology. It enables students to understand how a person navigates through the social world. Social psychology is the study of the nature and causes of individual behavior, emotions, and thought in social situations. Principles of social psychology affect many aspects of our everyday lives. For example, students explore the psychology of interpersonal/romantic relationships, court cases, prejudice, and aggression, among other topics. (5 ECTS credits)

HBM381 Hospitality Leadership and Organizational Behavior – Prerequisite ACC234. This course is designed to deepen students' knowledge of organizational behavior from an individual, group, and organizational perspective, and to encourage reflection on and application of this knowledge in ways that enhance management abilities. Specific learning objectives include describing current research in organizational behavior and identifying how it can be applied to workplace settings; understanding how application of organizational behavior frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness; and reflecting on one's own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act, all with the goal of expanding one's approaches and increasing one's own organizational effectiveness. (5 ECTS credits).

HBM495 Strategic Hotel Management – Prerequisites HTM358, HBM491, HTM494. This is the capstone course for all bachelor's students in hospitality. It is designed to help students develop analytical and critical thinking skills by providing a project environment in which students practice and integrate skills and knowledge they have learned throughout their degree program. This course is specifically designed to help students develop skills in problem identification, problem prioritizing, and problem-solving, specifically skills to understand and apply the cause and effect relationships between performance measures and their causes. (5 ECTS credits)



HBM / Tourism Specialization – Subject offering varies each term (5 ECTS credits)

HTM486 Business Planning Project 3 – Prerequisite HTM485. This course is a practical approach to business plan development, new business funding, and new business planning and start-up. The student learns business plan components, analytical procedures, financial planning requirements, and improves presentation skills. The course is designed around a team-based approach to business plan development, financial modeling, development milestones, and new business start-up. (5 ECTS credits)

Hospitality Master's Degree Programs

Term 1

7HO732 Business Research Methods – This module is designed to provide students with the knowledge, skills, and competencies to conduct research projects and to support their postgraduate studies. It addresses ethical considerations to be taken, discusses the appropriateness of various methods of data collection and the range of resources available, and introduces quantitative and qualitative data analysis. Students learn to apply this systematic knowledge and understanding of how established tools and techniques of research and enquiry are used to create and interpret the data collected. Students are required to develop a research proposal that may underpin their independent scholarship in term 3. (10 ECTS credits)

7HO733 Hospitality Industry Operations and Trends – This module is designed to allow students to explore the global implications and current trends of a changing business environment in relation to the wider hospitality and tourism industry, and the strategic options to address these challenges. The module focuses on current matters relating to management, including CSR and competitive advantage, human resources and working smarter, managing an increasingly culturally diverse customer mix, and the issues presented by social media. Students develop a critical awareness of the range of challenges facing one of the most dynamic, unpredictable, and fast-changing industry sectors in the world. (5 ECTS credits)



7HO736 Corporate Entrepreneurship for Hospitality and Tourism – This module is designed to focus on the design and development of innovative hospitality and/or tourism business models and how to create and deliver customer value while making sustainable profits. Students gain a critical understanding of the internal and external environments and the complexities of operating across global boundaries. The course familiarizes students with current trends in the design of hospitality and tourism business models and value propositions, as well as develops in-depth knowledge of how to organize an internal environment conducive to corporate entrepreneurship within available resources. (5 ECTS credits)

7HO734 Decision-making in Entrepreneurial Finance – This module is designed to provide a critical understanding of the foundations of corporate finance, with emphasis on applications vital for corporate managers. Students examine how individuals and organizations make financial decisions, and how those decisions might deviate from those predicted by traditional financial or economic theory. Students critically evaluate the concepts and tools of financial decision-making and financial management and acquire financial analysis skills for strategic decision-making. Students evaluate business information and learn to analyze how investment and financial decisions interact to affect the value of the organization. (5 ECTS credits)

7HO735 Creativity and Innovation for Competitive Advantage – This module is designed to address the main challenges and opportunities of using creativity and innovation to explore future competitive horizons within the global hospitality and tourism industry. Students take a critical approach to the growth of competition, the advancement of technology, and the necessity to achieve sustainable economies that oblige organizations to innovate. These new strategies, action plans, processes, and new ways for managing innovation may differ from classical business activities. Students explore a range of tools, techniques, and processes and examine the legal requirements to gain personal, professional, and competitive advantage to achieve their ideas and goals. (5 ECTS credits)

FRE519/GER519 French 1 or German 1 (Optional, required for internship) – This is a basic course relating to the hospitality industry, focusing on grammar structures



presented in context through speaking, listening, reading, and writing. The purpose of this class is to enable students to deal with predictable everyday tasks and to deal with varied daily activities in a hotel or restaurant. (no credits)

Term 2

7HO737 Strategic Marketing for Entrepreneurs – This module is designed to investigate current business trends in the marketing environment and how trends and events at the micro and macro level can affect industry and the effectiveness of strategies that marketers employ. Students learn to critically evaluate what globalization means to the hospitality and tourism industry and the changes that have resulted from the expansion of global business in a complex and changing marketplace. The environmental forces faced by marketers offer both opportunities and threats and can have a significant impact on strategic and tactical decisions made. Students critically study the environment and consider how entrepreneurs can adopt and adapt their strategies to meet new market challenges and opportunities. (10 ECTS credits)

7HO738 Risk, Crisis, and Recovery in the Global Hospitality and Tourism Industry – This module is designed to consider the risk associated with entrepreneurial activities and how risk can be assessed, reduced, and managed when developing new ideas and concepts. The current climate demands that students must explore the impact that risk, crisis, and insecurity can have on the global hospitality and tourism industry and how the process of recovery needs to be managed. This critical knowledge and understanding equips entrepreneurs with the intellectual and creative techniques that can address uncertainty and reduce risk, leading to recovery approaches. Students have the opportunity to investigate the operational and practical issues that global organizations need to be aware of when planning a range of policies and procedures for a variety of stakeholder communications to re-establish confidence. (5 ECTS credits)

7HO739 Digital Marketing and e-Commerce in Hospitality – This module is designed to take a critical approach to the entrepreneurial and organizational challenges relating



to digital marketing and electronic business models. It explores fundamental concepts of digital marketing and e-commerce and identifies the interdisciplinary aspects encountered in the global hospitality and tourism industry. Students investigate how digital media can impact Customer Relationship Management and communications strategies, and learn to apply best-practice principles. They critically evaluate approaches to digital marketing and e-commerce, the impact on their business, and explore digital plans and strategies in relation to a global business. (5 ECTS credits)

7HO749 Business Sustainability in Hospitality and Tourism – This module is designed to equip students with the ability to develop new ways of planning and managing a business while keeping sustainability at the core of the operation. Students develop a critical understanding about why sustainability is one of the single most important global issues facing the world. They gain knowledge and understanding of some of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity, and global poverty. Students explore how these issues are essential for any entrepreneur in the hospitality and tourism industry to understand. Students learn to apply this understanding to create added value and a competitive edge and to be ready to incorporate this important concept into a business start-up or as corporate entrepreneurs. (5 ECTS credits)

7HO740 Leading Success through Human Capital – This module is designed to critically appraise and compare the human resource functions to make staffing decisions for the global hospitality and tourism industry. The course enables students to acquire operational as well as strategic knowledge about human capital and to know how to lead a business successfully. Students assess strategies for leading, motivating, and engaging the workforce across different cultures. This requires competency in areas such as marketing, finance, operations, and competitor analysis. (5 ECTS credits)

FRE529/GER529 French 1 or German 1 (Optional, required for internship) – Prerequisite FREN101/GERM101. Continuing from the first level, this course relates to the hospitality industry focusing on grammar structures presented in context through



speaking, listening, reading, and writing. The purpose of this class is to enable students to manage predictable everyday tasks and to deal with varied daily activities in a hotel or restaurant. (no credits)

Terms 3 and 4

7HO748 Integrated Business Project – This module is designed as a major piece of individual work that allows students the opportunity to conduct an in-depth investigation into an issue or problem derived from their previous modules. The course consolidates students' knowledge, understanding, and skills as identified in the program outcomes. The module allows students to critically analyze a theory or applied issue with rigor and to demonstrate their continuing professional development that underpins the specific discipline. **(30 credits)**

INT598 Internship – Students who choose an internship in Switzerland must complete both levels of either French or German. Successful completion of the internship requires the submission of the relevant reports, employer evaluations, and a work certificate as detailed in the Internship Handbook.

IMPORTANT NOTICE

César Ritz Colleges reserves the right to modify the content of the present document. Enrolled students are encouraged to consult the e-learning platform for detailed and updated information regarding available courses, including course objectives and assessment modalities.
