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SRH Berlin University of Applied Sciences
Dresden School of Management

Global Hospitality Management | B.A.*

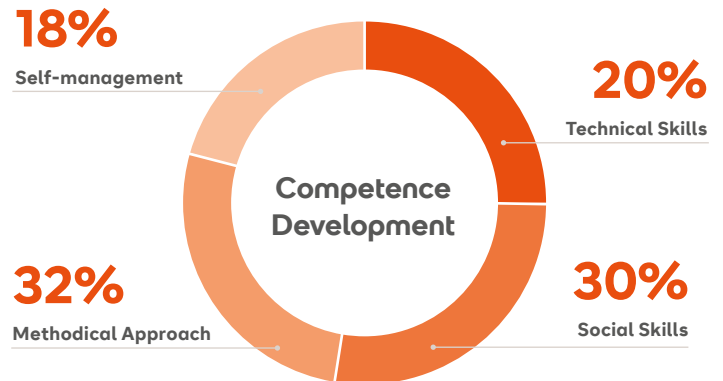
* In Accreditation

Our Unique Curriculum for You

The B.A. Global Hospitality Management prepares you for a leading position in the international hotel industry. You will learn how to manage hotels strategically and sustainably, motivate staff, develop marketing and event concepts, and create financial and business plans. Two foreign languages and an internship semester abroad qualify you for the international arena. Few other industries allow you to advance so quickly - more so if you have a specialized degree.

Competencies and Curriculum

- At least two foreign languages
- Internship abroad
- Social structures and intercultural networking
- Hotel Sales and Distribution
- Financial Controlling and Investments
- Comparing and analysing international Hotels Markets



Semester 1

International business management

Global hospitality industries: effects and environment

Lodging management and operations

Future concepts of hospitality

Language I

Future concepts of hospitality

Semester 2

Global markets and economical mechanisms

Sustainable food & beverage anagement

Analysing financial performance

Hospitality project I: Creating events & experiences

Language II

Research methods and applications

Semester 3

Operative and strategic controlling in hotels and restaurants

Marketing management for hospitality enterprises

Business optimisation: Digitalisation, process and quality management

Hospitality project II: Revenue management and pricing

Language III

Hotel Sales and Distribution

Semester 4

Strategic change management and leadership culture

Managing employee relations and retention

Financing investment strategies

Hospitality project III: Operational people management

International hospitality law case studies

Applied hospitality technologies

Semester 5

Start-up spirit and business planning

Managing consumer behaviour in service industries

Shaping disruption and transformation in Hospitality

Networking, branding & market entry strategies

Language IV

Project: Your own entrepreneurial concept in hospitality

Semester 6

Internship

Colloquium for the Bachelor's Thesis (online)

Bachelor's Thesis

Semester 7

Internship

Your Future Career

As a Global Hospitality Management graduate you can offer your skills to international hotel companies. The hotel industry is one of the largest employers worldwide. In Germany alone, the hotel and catering industry provides 1 million jobs. The fields of application in hotel management are very diverse: due to the shortage of skilled workers, qualified individuals in this field are in high demand. The international focus of the course enables you to work abroad.

Your Success Is Our Mission

- Globally recognized, renowned, and accredited degree program
- Holistic and hands-on approach to learning
- Personal assistance at our Career Service
- Choose additional courses from over 50 degree programs
- Compatible with master's programs in Germany and the world
- Study a semester abroad at one of our 114 partner universities
- Students from 100+ countries provide international flair
- Benefit from our global network in the hotel industry

Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital or the Bildungsfonds from Chancen eG also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships. Find more information on our website.

„I chose this program because there is no better feeling for me than to create an unforgettable experience in the role of a host.“

Key Facts and Figures

Start

April and October

Duration

3.5 years

Mode

Full time

Credits

210 ECTS

Degree

Bachelor of Arts

Language

English

Tuition Fees

EU: €620 per month

Non-EU: €4,725 per semester

CORE Principle

Find all information on our CORE Principle here:

srh-campus-dresden.de/en/core



Tatjana Macht
Student

Bachelor's Programmes for Professional Cosmopolitans

Dresden School of Management

Dresden is an exciting city filled with unlimited opportunities. Currently located in the centre of the multicultural district Neustadt, SRH Dresden offers a large number of Bachelor's and Master's degrees in both English and German. Along with 400 students from 34 different nations, you'll have the chance to gain quality knowledge and experience in the fields of Hotel & Tourism, Event & Marketing, Management & Leadership, and Psychology & Social Work. Here at SRH Dresden, we put a lot of effort into preparing our students for their future careers and believe practical experience is a vital component in doing so. Therefore, all our programmes offer you the opportunity to complete an internship and perform project work within companies.

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of good to excellent English language skills
- CV
- Copy of your passport/ID

Any questions?

We're happy to help out.

Email us or give us a call.

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studyindresden@srh.de

www.srh-campus-dresden.de/en

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