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BACHELOR (B.A.) HOSPITALITY MANAGEMENT

Orchestrate wow moments, put a smile on guests' faces and master unexpected situations – these and other exciting tasks await you in the hospitality industry. Your bachelor's degree in hospitality management gives you the knowledge you need to excel in the hospitality industry. You will learn business and hotel-specific basics, evaluate practical case studies and study methods of quality control.

After getting to know the basics, you choose your electives from topics such as gastronomy and catering, tourism management and event management.



Degree

Bachelor of Arts (B.A.)



Duration

36, 48, or 72 months



Study start

Anytime



Credits

180 ECTS



Study model and accreditation

- Online studies
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study Content (180 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
Business 101		5 ECTS	E/WAWA
Introduction to Academic Work		5 ECTS	BWB
Principles of Hospitality Management		5 ECTS	E
Food and Beverage Management		5 ECTS	E
Collaborative Work		5 ECTS	OA
Digital Skills		5 ECTS	AWB
2			
International Marketing		5 ECTS	E
Business Mathematics		5 ECTS	E
Managerial Economics		5 ECTS	E
Destination Management		5 ECTS	E/AWB
Accounting and Balancing		5 ECTS	E
International Business Law		5 ECTS	E/AWB
3			
Management Accounting		5 ECTS	E/WAWA
Statistics – Probability and Descriptive Statistics		5 ECTS	E
Strategic Hospitality Management		5 ECTS	E
Business Simulation: Tourism, Hospitality and Event		5 ECTS	PP
Corporate Finance and Investment		5 ECTS	WAWA
Foreign Language*		5 ECTS	E
4			
Intercultural and Ethical Decision-Making		5 ECTS	WACS
Rooms Division Management		5 ECTS	E
Sustainability Management in Tourism, Hospitality and Event		5 ECTS	WAWA
Planning and Development of Hospitality Businesses		5 ECTS	E
Distribution in Hospitality and Tourism		5 ECTS	E
International Contract Management		5 ECTS	E
5			
Principles of Management		5 ECTS	WACS
Hospitality Revenue Management		5 ECTS	E
Crisis Management in Tourism, Hospitality and Event		5 ECTS	E/WACS
Seminar: Current Issues in Tourism, Hospitality and Event		5 ECTS	RE
Elective A		10 ECTS	
6			
Elective B		10 ECTS	
Elective C		10 ECTS	
Bachelor Thesis		10 ECTS	T & CO

CHOOSE YOUR ELECTIVES

Choose one elective from “Electives A” list**:

- Event Management
- Gastronomy and Catering
- Tourism Management

Choose one elective from “Electives B” list**:

- Applied Sales
- Business Ethics and Sustainability
- Intercultural Psychology and CRM
- International Accounting, Planning and Control
- International Brand Management and Corporate Communication
- International HR and Leadership
- Intrapreneurship
- Managing People and Fundamentals of Business Psychology
- Market Research and Product Management
- Online and Social Media Marketing
- Organizational Development and Change Management

Choose one elective from “Electives C” list**:

- Applied Sales
- Business Ethics and Sustainability
- Event Management
- Foreign Language French
- Foreign Language German
- Foreign Language Italian
- Foreign Language Spanish
- Gastronomy and Catering
- Intercultural Psychology and CRM
- International Accounting, Planning and Control
- Online and Social Media Marketing
- Organizational Development and Change Management
- Studium Generale
- et al.

ELECTIVES

In addition, you can choose three electives (10 ECTS each) in the field of tourism, hospitality, events, business topics or foreign languages. Areas of electives include tourism management, event management, gastronomy and catering, international HR and leadership, international brand management and corporate communication and many more.

CAREER OUTLOOK

Your bachelor's degree in hotel management prepares you for a wide range of careers in the international hospitality industry. With your skills in operational and strategic management, you are qualified for all kinds of management tasks. Whether in the hotel industry, in gastronomy, in privately run businesses or in international companies - you decide where you use your unique skill-set. Pursue your interests in food and beverage, marketing, event management or become active in other areas that suit you. The shortage of skilled workers in the hospitality industry will work in your favour.



ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

ADMISSION REQUIREMENTS

- Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
- A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:

- Bachelor Entrance Examination (included in Scholarship Program)
- Pathway Programme

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

SCHOLARSHIP PROGRAMME

Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once admission and the courses are completed, you can finish your degree.

Questions? Speak to your study advisor, they will guide you through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS

We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)**
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

*Proof must be provided before the start of the study and must not be older than five years.

**Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Bachelor thesis and colloquium

8

Complete your studies with certificate