

PREPARING HOSPITALITY LEADERS



VIEWBOOK



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WELCOME

Benedict Education Group was founded in 1928 by Dr. Gaston Bénédict, a linguist and previous Professor at the University of Southern California. Professor Bénédict established his first school in Lausanne, Switzerland. Giving business and language tuition to students of all ages, more than 40 establishments were in operation before the Second World War.

The BHMS Business and Hotel Management School, a member of Benedict Education Group, has distinguished itself in Switzerland by creating an environment in which students feel valued. BHMS faculty value teaching through developing personal and professional competencies. In the past ten years, BHMS has expanded its facilities by 400%, has partnered with top Universities in Europe and the US and has extended its student population to over 600 students from over 65 nations studying at its premises every year.

BHMS provides supervisory and management level instruction in the hospitality and business management disciplines, educating and preparing the next generation of hospitality leaders.

1_ Mr. Simon Wellfare and Alla Kamenskaya (MBA 1st year)

2_ Four BHMS students at the entrance of Sentipark



FACTS

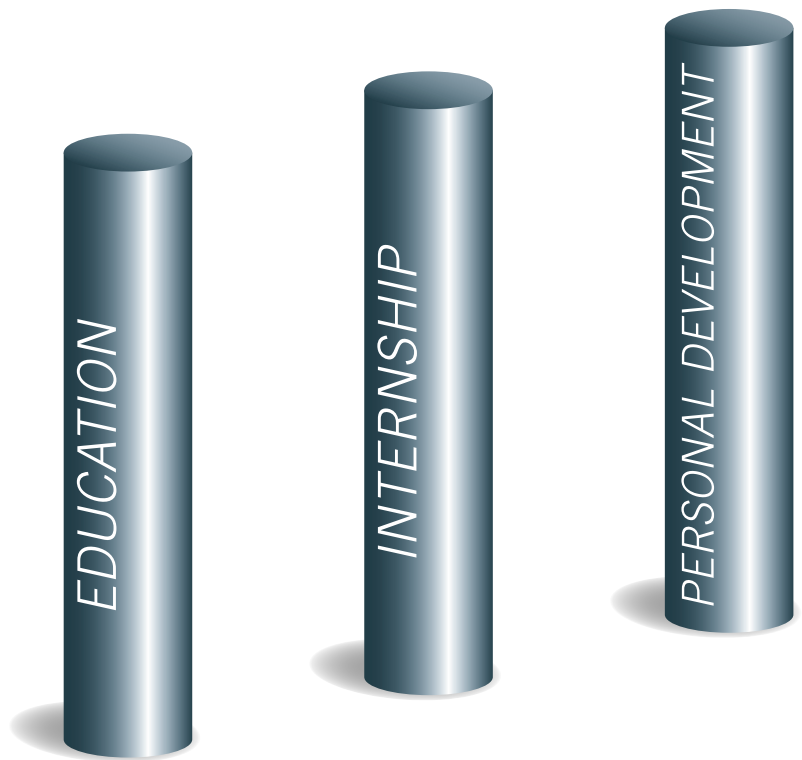
65 nationalities are present at BHMS

12 females for every 10 males studying at BHMS

27% of students originate from EU countries

23% from Asia Pacific countries

21% from East Europe and CIS countries



THE THREE PILLARS

The three «pillars» at BHMS are education, internship and personal development. Each pillar plays a key role in our mission to provide the growing global hospitality industry with quality employees, eager to demonstrate their potential. Academic education, as the first pillar, gives individuals the basic knowledge in order to be able to fulfill a job. Internship, as the second pillar, allows those individuals to apply the knowledge they absorbed at school. Personal development is the third and the most important pillar as it is this discipline that motivates our students, guides them, strengthens them and ultimately drives them to succeed.

BHMS, like an art school, gives its' students the knowledge and the tools to create: but only passion, self-discipline and hard work will convert them into great artists!

Ms. Martina Lenkova teaching an event management class



B.H.M.S.
Business & Hotel Management School

B.H.M.S.

Mr. Philipp Terry
General Director

«Hospitality is a wonderful field! Working on various continents and within multi-cultural groups is as exciting a career choice as one could make – and ultimately fulfilling and very rewarding!»

Philipp Terry, MBA :: BHMS Director & Former Director of Corporate Training Kempinski Hotels & Resorts

FACTS

International tourist arrivals have reached 1 billion people in 2012

Tourism accounts for 30% of the world's exported services

Annual revenue of global hospitality businesses has reached US\$4 trillion

Global tourism GDP is shifting by 5% from mature to emerging markets by 2015

In 2012, China became the world's largest spender in international tourism



BIG BUSINESS

Hospitality is big business – US\$4 trillion a year and growing fast.

When you add up all the hotels, motels, and resorts in the world, plus airlines, convention centers, B&Bs, cafeterias, car rentals, catering, eco-tourism, fine-dining restaurants, multi-unit restaurants, ski resorts and health spas, vacation clubs, and more, hospitality turns out to be a bigger business than most people realize. It also comprises airline management, amusement parks, casinos and gaming operations, city clubs, cruise lines, country clubs, dance halls, e-commerce, golf clubs, theme parks and yacht clubs.

Business at this scale is a high-stakes game of risks and rewards. Creativity counts on, and so does the discipline necessary to achieve results. Every dream is eventually measured against a profit-and-loss statement. You will need to be sharp, imaginative, and realistic, all at the same time. If you are, you will be given more responsibility at an earlier age than you might have imagined. Chances are, you will advance rapidly. Or, if you prefer, start your own business.

The worldwide hospitality industry is riding a strong wave of economic growth. Opportunities abound for hotel school graduates, especially those who know foreign languages and cultures.



FACTS

377'610 inhabitants are living in Canton Lucerne

62 hotels with 3'108 rooms are located in Lucerne

Lucerne's landmark Mount Pilatus is 2'132 meters high

Thomas Cook's first tour of Switzerland stopped over in Lucerne in 1863



LUCERNE: THE CITY

«The favorite city of the Swiss» is located in the geographic center of the country! It is a perfect place for any international student who wants to be well prepared for an ever changing global economy. Lucerne - a beautiful, lively city embedded in a dreamlike natural environment, traditional yet contemporary - it is a fun place for young people to enjoy a fresh drink at any of the restaurants along the lake and river. At the same time, they can work on their projects by accessing the internet through Lucerne's unique and free wireless city Internet. Because of the many tourists, it is easy to communicate almost anywhere in town since most locals are able to speak at least some basic English. Being at the true heart of Europe, Lucerne is situated as an ideal starting point to other European cities, a 5-hour train-trip brings you to Paris or a flight with any budget airline can bring you to London. Access to various traditional as well as extreme-sports like mountain biking, sailing, skiing, all kinds of watersports and more ensures that not only the brains are kept active.

1_ Lakefront Center (Benedict Schools' Main Campus)

2_ St.-Karli-Quai (BHMS Campus)

3_ Sentipark (BHMS Campus & Student Residence)

4_ Baselstrasse 57 (Student Residence)





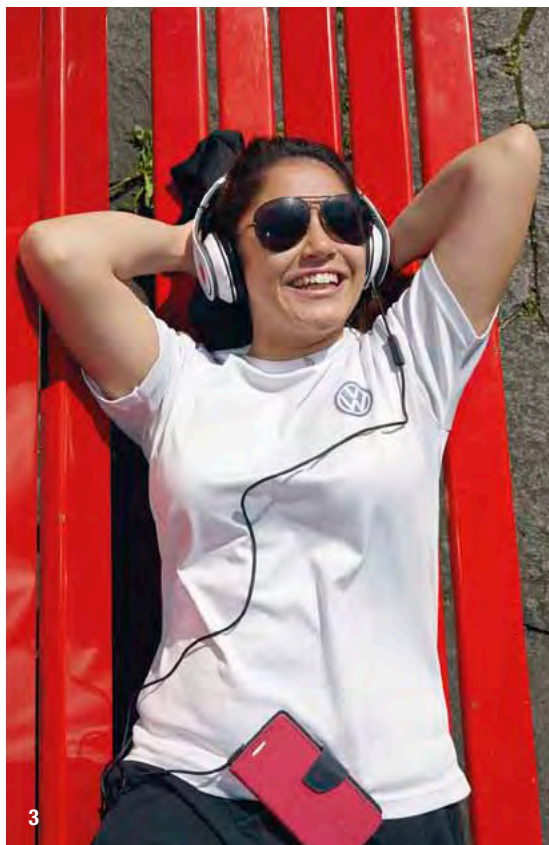


Location Matters

For most students, BHMS's central location in the heart of Lucerne city is an important factor in their choice of school. All four BHMS campus buildings are just walking distance from Lucerne main station. Shops, restaurants, sport and leisure facilities are also located within a short walking distance. For **Bilyana Hristova** (Bulgarian), studying in downtown Lucerne is very important and was crucial in her choice to study at BHMS and not in other remotely-located schools.

Lucerne is Alive

Lucerne city is alive with shopping, culture, nature and nightlife. A quick stroll through downtown Lucerne will reveal trendy clothing stores, cafés and a vibrant population filling its streets. This is all just 50 minutes away from Zurich, Switzerland's largest city. **Nina Boschung** (Swiss), appreciates the fact that she is able to travel to Zurich every weekend to meet with her friends while being able to return back to Lucerne in the same day.



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- 1_ Ryan Rionaldi (BA 3rd year) in his accommodation
- 2_ Kateryna Kryvko (BA 1st year) drinking coffee in downtown Lucerne
- 3_ Nina Boschung (BA 1st year) is relaxing on a boat trip on Lake Lucerne
- 4_ Charlie Ong (BA 2nd year), Bilyana Hristova (BA 2nd year), and David Nimeth (BA 1st year) are taking a stroll through downtown Lucerne

Distances from Lucerne

Excellent connections by rail (every half an hour to Zurich and Berne) and air (approximately an hour from the airports of Zurich and Basel).

European City	by Car	Rail	Direct flight from Zurich
Milan	235 km	3.5h	55 min
Frankfurt	423 km	4.0h	1 h 05 min
Paris	608 km	4.5h	1 h 20 min
Vienna	780 km	9.0h	1 h 20 min
Rome	830 km	7.5h	1 h 30 min
Berlin	911 km	8.0h	1 h 25 min
London	962 km	9.0h	1 h 40 min



FACTS

19 years is the average age of BHMS undergraduate students

23 years is the average age of BHMS postgraduate and MBA students

26 years is the average age of BHMS culinary students

91% of students say, «I am very satisfied with my decision to attend BHMS»



STUDENT LIFE

For many students, their time at BHMS represents their first significant stay away from home. New students face the challenge, and sometimes the fear, of having to adapt on their own to everyday life in another country: buying a bus or train ticket, handling an illness on their own, or even deciphering the instructions on a Swiss washing machine. BHMS student counselors help ensure that students' initial interaction with their new surroundings is a positive one, while promoting students' ability to develop personal initiative and independence.

1_ Winky Ki (BA 2nd year) and Adel Moustafa (MBA 1st year) are running along Lucerne promenade

2_ Mohammad Zaki (BA 3rd year) is relaxing at the weekend



- 1_ Mohammad Zaki (BA 3rd year) is demonstrating the art of cutting a mango to Anastasiia Demchuk (MBA 1st year) and Konstanze Meyer-Landrut (BA 1st year)
- 2_ Dashbold Tserensugar (BA 3rd year) and Bobby Wong (BA 3rd year) are challenging each other in basketball
- 3_ Jatinkumar Shah (MBA 1st year), Assem Abdysatarova (BA 1st year), and Yelizaveta Mahdenko (BA 1st year) are taking a walk along Lucerne Chapel Bridge
- 4_ Elizaveta Sazhaeva (BA 1st year), Vladyslav Mozharov (MBA 1st year), Valeriia Sergeeva (Culinary 1st year), Nina Boschung (BA 1st year), and Timur Amangaliyev (Culinary 1st year) are relaxing on the shores of Lake Lucerne

David Nimeth (BA 1st year) had rarely travelled away from home before starting his studies at BHMS. *«I am enjoying my time at BHMS»,* says David. *«I've learned how to dress, how to speak and how to eat properly during my first study year. We don't study from books here; we are exposed to real life situations and problem solving techniques to learning. I think this is very important for my personal development as well as for my professional career.»*

Winky Ki (BA 2nd year) has visited Holland, Germany, Italy, Spain and even Turkey and Israel during her 18 months experience at BHMS. *«It is a huge advantage to live and study in the heart of Lucerne»,* says Winky. *«It is a great opportunity to explore Europe and of course make new friends while travelling.»*

Bobby Wong (BA 3rd year) is a sporty and social young man. He frequently participates in new student orientation sessions taking place eight times per year at BHMS. *«I always take the initiative in organizing the City Tour for new students»,* says Bobby. *«This gives me a big advantage to meet the new students first and to also share with them my knowledge of this great city.»*





1

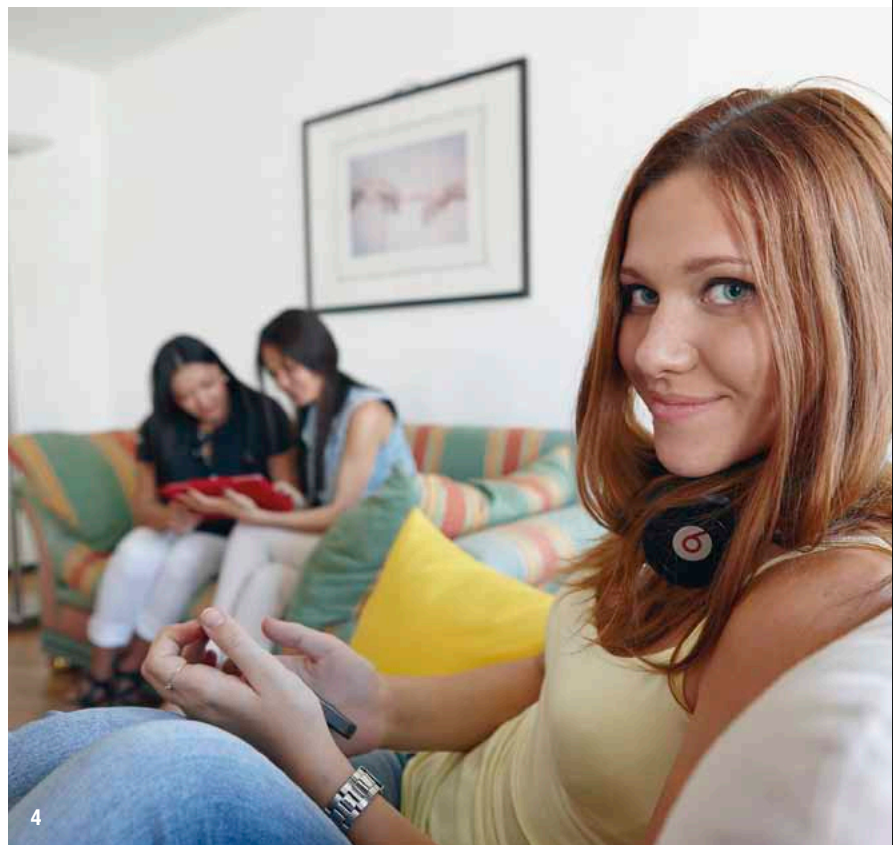


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Ekaterina Beliaeva (BA 1st year) has completed her first study semester and just started her first Swiss internship at the Renaissance Lucerne Hotel. «After six months of intensive study at BHMS I was ready to start», says Ekaterina. «BHMS gave me the confidence and knowledge I needed to take on my very first challenge in the hospitality industry.»

Vladislav Mozharov (MBA 1st year) earned his first degree in Finance and Credit. «Studying the MBA at BHMS was the best choice I made so far», says Vladislav. «This is not about theoretical knowledge here; this is about work experience. The excellent collection of Professors from different businesses and their expertise are exposing us to hands-on and real world business scenarios.»

Alla Kamenskaya (MBA 1st year) had over 4 years hospitality experience in the USA, Russia and Maldives before deciding to join the MBA program at BHMS. «While studying at BHMS I met a lot of outstanding young people from different parts of the world», says Alla. «This is a great place for networking in a relatively “small” hospitality professional society and sooner or later I will meet with my school friends again as colleagues or business partners.»



1_ Tamila Ossipova (BA 2nd year) in her student accommodation

2_ Elizaveta Sazhaeva (BA 1st year), Vladyslav Mozharov (MBA 1st year), and Ekaterina Beliaeva (1st year BA) on a boat trip on Lake Lucerne

3_ Vinicius Amorelli (BA 2nd year) enjoying his music in Sentipark courtyard

4_ Iuliia Povazhna (BA 1st year) relaxing in her student accommodation

Distances from BHMS Residence

BHMS residence buildings are surrounded by ample leisure and sport facilities:

Leisure/Sport	Kilometers away
Basketball	0.5 km
Football	0.5 km
Skating	2.0 km
Cinemas & Clubs	0.2 km
Swimming pool	3.0 km
Fitness Centre	2.0 km
Shopping Alleys	0.3 km
Lake bathing (summer only)	1.0 km



«At BHMS we take pride in our personalized approach to students' learning and personal development, offering them the opportunity to realize their full potential.»

Heather Robinson, M.Sc. :: Academic Dean

FACTS

44 faculty members teach at BHMS

Faculty members originate from 17 countries

11 faculty members have extensive first-hand experience in the hospitality industry

8 faculty members carry dual nationalities



THE FACULTY

BHMS is proud of its multi-national faculty who have studied or worked across most of the world's continents. This brings an additional international dimension to the subjects taught and a collective breadth and depth in global hospitality and business education.

With a faculty base of 44 teaching staff, students benefit from a high degree of specialist knowledge and business expertise across the curricula. The MBA program also hosts esteemed, visiting lecturers who teach on the program worldwide. This variety of international networks and interests creates a diverse learning community where students from all walks of life can find inspiration.

In keeping with the BHMS Mission, that success is within everyone's reach; our entire faculty is committed to our students' development. We seek to inspire students and to provide them with the academic and professional skills that will enable them to fulfill their potential and lead to successful global careers.



1_ Bruno Baumann teaches food and beverage management class

2_ Ralf Ritter – Senior Professor MBA program

3_ Judith Wurster – MBA Program Manager

4_ BHMS Faculty (from left to Right)

Back row: Hossam ElShazly (Italian) Eric Bannwart (Swiss-American), Randall Ferguson (American), Martina Lenkova (Hungarian), Viktor Zumsteg (Swiss-Australian), Ralf Ritter (Swiss-British), Philipp Terry (German-American), Gianpiero di Battista (Italian), Ralph Schädler (Lichtenstein).

Front row: Veronica Fischer (Swiss), Esther Ito-Achermann (Swiss), Jürg Wernli (Swiss), Garry Anderson (Australian), Mona Leonard (German), Khang Tran (American)

Ralf Ritter holds a BA degree in Asian Studies as well as an MBA in Marketing from Golden Gate University. He has spent his career in the flavor & fragrance industry, servicing global leaders in East Asia and Europe. He teaches applied marketing, hospitality and organisational management as well as practical business application in the MBA program.

Dr. Hossam ElShazly is an international expert in change management & business liaison. He has held leading positions in areas of strategic planning, business development, educational management and public service with governments and fortune 500 companies. He is the CEO of the CPI International Group leading international business and structure in nineteen countries. He teaches change management, introduction to management and organisational behaviour at undergraduate level.

Martina Lenkova holds a Master's degree in English teaching and sport and teaches event management at BHMS.

«Mutual trust and respect between instructor and student», says Martina, «are the key elements in my teaching approach. A variety of case studies, problem solving exercises and role-play activities (including video recording of students), make my lessons highly interactive and enjoyable.»



2



3



4



Ralph Schädler is BHMS's wine expert and lecturer who has been trained at the Wine Academy in Rust/AT and achieved the esteemed WSET Diploma and 'Weinakademiker' title.

«I foster a back-to-basics approach to teaching wine and food pairing courses at BHMS», Ralph said. «Through running my own boutique winery in Ticino (Switzerland), where I grow and produce authentic and characterful single-vineyard Merlot wine, I have the opportunity to expose students to the exciting world of wines and industry trends.»

Jürg Wernli is BHMS's Executive Chef and head of the culinary program. He is a graduate of the elite «Schweizerische Hotelfachschule Luzern» with over 20 years experience in Swiss restaurants and 10 years as chef-instructor in top Swiss culinary schools.

«It takes a special kind of person to become a success in the culinary field», says Jürg. «Not everyone is cut out for it. We designed our culinary program at BHMS for those who have passion for food but also who are ready and willing to work hard for success.»



1_ Mr. Ralph Schädler teaches a wine class

2_ Mr. Jürg Wernli teaches a culinary class

3_ Mrs. Cindy Piccolo teaches a business communication class

4_ Ms. Elda Eicher teaches a total quality management class

Cindy Piccolo is a graduate of the University of Seattle, USA, with extensive work experience in public relations and communication. She teaches business communication and public speaking.

«Teaching public speaking at BHMS is really fun», says Cindy. «Seeing how anxious and insecure students are at the beginning and how they gain confidence and sense of achievement towards the end, is a great and enjoyable feeling».

Elda Eicher is a certified nutritionist with a Master Degree in Marketing from Texas A&M University. She has run her own catering business in Mexico feeding over 5'000 employees on a daily basis. She teaches various nutrition courses, food & culture and total quality management.

«I have been teaching in BHMS for almost 6 years now», says Elda. «I feel blessed being able to share my passion and knowledge with ambitious, young people coming from all over the world to BHMS in search of their life-time experience and exposure».



eduQua is a Swiss quality label that provides certified education institutions with guidelines in relation to courses offered, communication with clients, value performance, faculty quality and learning methodology. The eduQua label sets and reviews minimum criteria for the quality of Swiss education institutions. BHMS has been certified by eduQua since 2007.



PRIVATSCHULREGISTER
PRIVATE SCHOOL REGISTER
REGISTRE DES ECOLES PRIVEES
REGISTRO DELLE SCUOLE PRIVATE
SCHWEIZ - SWITZERLAND - SUISSE - SVIZZERA

The Swiss Private School Register certifies Swiss education institutions that are able to demonstrate high standards, integrity and credibility of their academic offerings. BHMS complied with the registration requirements and is listed under the register as of December 2012.



Accreditation by the American Culinary Federation Education Foundation Accrediting Commission (ACFEFAC) assures that a program is meeting minimum standards and competencies set for faculty, curriculum and student services. BHMS culinary diplomas have been accredited by ACF since 2005.



The Accreditation Council for Business Schools and Programs (ACBSP) accredits business, accounting, and business-related programs at the associate, baccalaureate, masters, and doctoral degree levels worldwide. The ACBSP accreditation process uniquely focuses on teaching excellence and student learning outcomes. BHMS became a member in September 2013 and is currently progressing towards candidacy.



Founded in 1946, the International Council on Hotel, Restaurant, and Institutional Education is the global advocate of hospitality and tourism education for schools, colleges, and universities offering programs in hotel and restaurant management, foodservice management and culinary arts. BHMS has been an institutional member of CHRIE since 2005.



The International Hotel and Restaurant Association is an international trade association exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide. BHMS has been a member of IH&RA since 2008.



EURHODIP is a member association of the most prestigious European hospitality and tourism schools and Universities. Members are entitling to a range of unique, innovative and quality assurance services. BHMS has been a member of EURHODIP since 2007.

Switzerland Tourism.
Member.



BHMS is an official member of Swiss Tourism, the marketing arm for inbound tourism to Switzerland.



ACCREDITATION

Accreditation and certification is the institution's means of self-regulation through quality assurance and continuous improvement. The accrediting process is intended to strengthen and sustain the quality and integrity of higher education, making it worthy of public confidence.

BHMS is an authorized post-secondary education institution in the Canton of Lucerne, Switzerland. It is certified by the eduQua (The Swiss quality assurance of post-secondary education institutions) to award diplomas, higher diplomas and post-graduate diplomas. BA and MBA degrees are awarded in Lucerne through BHMS highly-ranked partner Universities; The Robert Gordon University, Aberdeen, UK, for the undergraduate degree and The City University of Seattle, USA, for the MBA degree.



1



UNIVERSITY PARTNERS

BHMS has a partnership agreement with the **Robert Gordon University, UK**, in granting the Bachelor of Arts Degree in Hotel & Hospitality Management or Global Business Management in Switzerland. The Sunday Times University Guide 2012 and The Times Good University Guide 2013 ranked The Robert Gordon University as the top modern university in the UK, and best in Scotland, second overall in the UK for graduate employment.

BHMS has also a partnership agreement with the **City University of Seattle, USA**, in granting the MBA Degree in Hospitality Management or Global Business Management in Switzerland. The City University of Seattle is accredited by the Northwest Commission on Colleges and Universities (NWCCU) and by the Accreditation Council for Business Schools and Programs (ACBSP). The City University of Seattle has been a model institution in classroom and online education for the past 30 years.

In addition, the BHMS Higher Diploma and Post Graduate Diploma programs are fully recognized by the **University of Brighton, UK**, as meeting the quality standards for entry to their own BA Degree and M.Sc. Degree, respectively. The University of Brighton is a community of 21'300 students and 2'600 staff based on five campuses in Brighton, Eastbourne and Hastings.

1_ Nadine Wiegand during her graduation at The Robert Gordon University, Aberdeen

2_ Deepak Kumar Mahanta and Esha Surte together with Ms. Judith Wurster during their graduation at The City University campus



1

FACTS

BHMS places over 500 students per year in Swiss internships

90% of BHMS students choose to do their internships in Switzerland

BHMS has 100% success rate in placing students who request Swiss internships

Over 60% of BHMS students are placed in 4-5 star hotels

70% of BHMS students are placed in the German part of Switzerland while 30% are placed in the French or Italian part



SWISS INTERNSHIP

Industry training is an integral part of all study programs offered at BHMS. During every academic year, students are required to carry out a 4-6 months industry training period in a hotel or a restaurant approved by BHMS. Placement counsellors assist students with industry training in hotels and restaurants in Switzerland.

During industry placement, employers will assess students' performance, behaviour and professional attitude. Furthermore, students are requested to write a report about their experience and the nature and management style of the property in which they had their industry training. Students are under contractual obligation with their employers, which entitles them to receive a trainee's gross monthly salary of **CHF 2'168**.

1_ Stefan Welti on duty at Zürich Marriott Hotel

2_ Ekaterina Beliaeva briefed by Jana Jeschek at the Renaissance Lucerne Hotel



1_ Daria Sycheva on duty at the Park Weggis Resort

2_ Sandra Jürgler briefing Stefan Welti at the Zürich Marriott Hotel

3_ Ekaterina Beliaeva serving clients at the Renaissance Lucerne Hotel

Stefan Welti conducted his first Swiss internship at the Zürich Marriott Hotel.

«Stefan is a highly motivated hands-on young man», says Sandra Jürgler, Human Resources Supervisor at Zürich Marriott Hotel. «Representing a perfect example of future hospitality professionals who are eager to learn and strive to meet the demands of five star hotels like Marriott.»

Ekaterina Beliaeva had the opportunity to conduct her first Swiss internship at the Renaissance Lucerne Hotel.

«Ekaterina is our sunshine», says Jana Jeschek, General Manager of Renaissance Lucerne Hotel. «When she is on duty I know for sure that our customers are satisfied and the work is perfectly done. The training she obtained at BHMS enabled her to meet the Renaissance standards of service quality.»

Daria Sycheva completed her third Swiss internship at the Park Weggis Resort; a five-star Gault Millau «Hotel of the Year 2001».

«Daria was perfectly prepared for her internship at the Park Weggis Resort», says Brigitte Bünder, Manager of Sparkling Wellness at the Park Weggis Resort. «Her previous experience in Switzerland as well as her practical and academic education at BHMS enabled her to perform her daily duties to perfection. We will be happy to hire her again if she desired to work for us in the future.»



2



3



«People-oriented, entrepreneurial spirit, creativity, straightforward approach and passion for European luxury are Kempinski DNA values, which can be valuable assets for young people launching their career in the global hospitality industry.»

Orlando Stefani, MBA :: General Manager Kempinski Grand Hotel Black Sea

FACTS

.....
BHMS has over 3'000 alumni
.....

MasterWork offers job placement to 90% of students seeking and prepared for employment
.....

MasterWork has a network of over 300 major hotels and resorts all over the world
.....

70% of BHMS graduates are placed in major chain hotels and resorts



AFTER GRADUATION

MasterWork, a company owned by BHMS, provides global career and placement opportunities for BHMS students while completing their BA, PGD, Culinary or MBA programs. MasterWork works with major hotels and numerous international placement agencies that specialize in placing graduated students in Europe, Asia and North America. It also participates in numerous career fairs to expose graduates to global career opportunities.

Eduard Akopov, Higher Diploma graduate 2010, launched his career at **Kempinski Grand Hotel Black Sea** as a restaurant manager. He was quickly promoted to a marketing manager and he is presently preparing for his second move to another Kempinski property worldwide.



1_ Eduard Akopov (Higher Diploma graduate 2010) on duty at Kempinski Grand Hotel



Carol Kai Lai Lo is a BA Degree graduate from 2012. She was offered a management training program at the **Mövenpick Hotel** in Phuket, Thailand.

«Graduating in Switzerland and working in a Swiss hotel chain is very special», says Carol. «During my Swiss internships, I was introduced to the Swiss style of service. Now I am here again outside Switzerland practicing the same service style day after day and enjoying the special reward I receive from every guest interacting with me.»

Kirill Turin completed the BHMS dual MBA program in 2011 and presently works as a «Senior Sales Executive» at **THG Sports** in Prag, Czech Republic. THG Sports is a world leader in providing VIP facilities at major sport events.

«Presently, I am heading three departments in the VIP sports hospitality division», says Kirill. «This is only the beginning and thanks to BHMS that taught me how to dream big and prepare for the challenges and opportunities ahead.»



- 1_ Carol Kai Lai Lo (BA graduate 2012) on duty at Mövenpick Hotel in Phuket, Thailand.
- 2_ Kirill Turin (MBA graduate 2011) on the job, Prag, Czech Republic
- 3_ Ramzi Kacem (BA graduate 2010) on duty at Zurich Marriott Hotel
- 4_ Group of BHMS students at the City University of Seattle graduation

Ramzi Kacem graduated in 2010 with the BA degree. After completing his Swiss internship at **Zurich Marriott Hotel**, he was offered the opportunity to continue working with them permanently.

«My studies at BHMS were the door opener at a luxury hotel chain like Marriott», says Ramzi. «My plan is to continue working in the Marriott chain and climb up through the amazing career development program they avail to every qualified employee».



Ahmed Osama H. Husain graduated in 2011 with the Higher Diploma. Upon graduation he received a job offer from the **Gulf Hotel Bahrain** (a legendary five-star hotel) to work as an «E-commerce Manager».

«My present duty is to create various E-com strategies and solutions to increase our online hotel exposure», says Ahmed. «In addition, I maintain relations with existing clients as well as promote awareness amongst potential clients to create demand for our services. This is my passion and I am planning developing my career in it.»

Julian Nguyen Hong is a BA Degree graduate from 2011. He completed one internship at the Marriott Basel, Switzerland and a second one at the Sonesta Resort Hilton Head Island, South Carolina, USA. After graduation, he received a job offer at the Swissôtel Dresden, Germany before moving to the **Fairmont Dubai** to work as a Revenue Analyst while completing his Master Degree in Dubai.

«I did a lot of travelling during the past three years», says Julian. «I am planning to settle in China for the coming couple of years and accept a management position at a luxury hotel in the rooms division area.»



1_ Ahmed Osama H. Husain (Higher Diploma graduate 2011)

2_ Julian Nguyen Hong (BA graduate 2011), Mahika Rathore (Higher Diploma graduate 2011), and Veda D'Souza (BA graduate 2011)

3_ Maksym Tyshkevych (MBA graduate 2010)

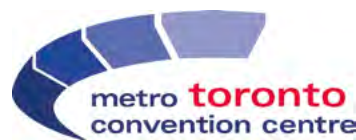
4_ Monika Tibai's graduation ceremony at The Robert Gordon University, Aberdeen, 2012

Mahika Rathore completed her Higher Diploma in 2011 after conducting two internships in Central Switzerland and Geneva. She worked for one year as a Guest Relations Executive at the Renaissance Mumbai Convention Center before moving to Australia to accept a new challenge as a Duty Manager at the **Adina Vibe Darwin Waterfront**, a member of Toga luxury hotels and apartments, Australia.

«I live in Australia now for over a year», says Mahika. «This job offer I received from Toga Hotels was a testimony that I did the right thing when I decided to study in Switzerland.»

Maksym Tyshkevych completed his MBA studies at BHMS in 2010. He decided to return back to the Ukraine and immediately joined **PJSC «Ukrhydroenergo»** – Ukraine's largest hydropower company.

«My range of responsibilities are focused on running tenders as part of the Rehabilitation Project funded by the European Bank», says Maksym. «Though it is not directly related to hospitality management, it does expose me to the unique experience of project management, teamwork and a multicultural work environment. This reminds me of the main reason behind my choice of a BHMS program due to its flexibility.»





INDUSTRY PARTNERS

As a premier Swiss hotel school, the BHMS Business & Hotel Management School understands the importance of corporate and organizational partnerships. With a network of over 300 hotel companies around the world, out of which approx. 100 chain hotels and resorts are currently engaged with the school, our goal is to build mutually beneficial relationships with our industry event sponsors and our graduate employers. We value the experience and support that these relationships bring to BHMS, truly making us a career-oriented education establishment.

One of BHMS's major industry partners is **Salon Du Chocolat**, a prestigious annual event held in Zurich with BHMS as an exclusive Swiss hotel school participating in the event with approx. 40 BHMS culinary students and chef instructors.

Many bright, motivated students believe that the university experience will give them direction, and they do not think seriously about a career before choosing an education. Students who come to BHMS are a little different. They develop understanding of which options are most interesting to them and are comfortable about being focused at an earlier age. Think for a moment about who you are. Do these attributes describe you?

Are you ambitious? Are you someone who:

- Likes being a leader
- Enjoys helping others
- Likes to dream BIG

Are you creative, visionary, and also a strategic thinker? Are you:

- Always thinking about how to improve things
- Willing to change some of the rules that others seem to simply follow
- Focused on what needs to be done to achieve goals

IS THIS INDUSTRY FOR

Are you globally oriented? Do you:

- Enjoy travel and meeting people from other cultures
- Relish adventure
- Feel stimulated by the prospect of international career options

Are you action-oriented? Someone who:

- Seeks a career that will not isolate you in a cubicle
- Prefers a career that offers many options and a variety of job responsibilities
- Enjoys an atmosphere where change and creative improvement are encouraged

Finally, are you confident and full of energy? Do you:

- Expect to be successful, and are you willing to work for success
- Want a fast-track career where you are in charge at a young age
- Have an inner belief that your destiny is to be a leader in your field
- Have a sense of humor and a dramatic flair

If you answered most of these questions with a «Yes», then BHMS Business & Hotel Management School is the place you may consider to launch your career.



YOU?

*«Young people need to think seriously about their career
and the industry that best fit with their personality before
choosing their education!»*

Heinrich Meister :: President BHMS & Benedict Education Group

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