

MSc International Hospitality Business Management

Study in the world’s capital of hospitality – live it, lead it and take it global. Switzerland is world-famous for hospitality excellence. Studying at BHMS means learning in a country trusted by global employers and recognised for quality, precision, and professionalism. This programme blends Swiss academic excellence with real-world business strategy, preparing you to lead in one of the world’s most dynamic industries.

Campus



Lucerne (full-time)



Zurich (part-time)

Why Choose this Programme?

- go beyond hotel operations and master strategic management, leadership, finance and marketing skills that transfer across hospitality, tourism, luxury, and service-driven industries.
- benefit from BHMS’ practical approach of applied projects, case studies, and industry exposure. You will graduate with hands-on experience, not just theory.
- experience working in a different culture and with new languages through the optional, paid internship

Diverse Career Opportunities

Graduates of the MSc International Hospitality Business Management are positioned for leadership roles across a wide range of sectors including hotels & resorts, luxury brands, food and beverage, business development consultancy and the broader experience – economy.

Programme Highlights

- 1 year intensive Masters with applied and experiential focus
- Explore trends shaping the future of hospitality, including sustainability, digital transformation, and evolving guest experiences
- International cohort and faculty providing a rich network that lasts beyond graduation.

Entry Requirements:

- Bachelor degree in any discipline
- English B2/IELTS 6.0 or equivalent

Intake

from 17 August 2026

What You Will Study

1 st Semester // 6 months on campus
Hospitality Analysis and Trends
Sustainable Tourism Development
Financial Performance in Hospitality Enterprises
Leadership in Business
International Human Resource Management
Marketing and Branding in a Digital Society
Strategic Business Management
Research Methods
2 nd Semester // 6 months on or off-campus
Masters Hospitality Research Project
Optional internship in Switzerland or abroad

Awarded in partnership with

**ROBERT GORDON**
UNIVERSITY ABERDEEN

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