



# César Ritz Colleges Switzerland 3 + 1 Program

## Overview

### (Including 4 -6 Months Internship)

Topic	Details
Program Offering	<p><u>Assumption University</u></p> <ul style="list-style-type: none"> <li>❖ MSME Hospitality and Tourism Management</li> </ul> <p><u>Cesar Ritz</u></p> <ul style="list-style-type: none"> <li>❖ Bachelor of Business Administration</li> <li>❖ Bachelor of International Business in Hotel &amp; Tourism Management</li> </ul>
Location	Switzerland
Duration	1 year is divided into 3 terms. 1 term is 11 Weeks plus 6 months Internship.
Admission Period	All year round
Term Start	January, July & October
Approximate date of Submission application	8-12 Weeks prior to joining Cesar Ritz College Switzerland
Tuition Fees, Accommodation, Living Cost	<p>Per term tuition fee is 13,600 Swiss Franc</p> <p>60,100 Swiss Franc with Room (Share), Meals, Uniform, Teaching Material, iPad, Medical Insurance (11 Week)</p> <p>* First semester tuition fees must pay in the name of Assumption University</p>
IELTS Score	Not required
Scholarship	10% of tuition fees
Passport Validity	At least 15 months
	<ul style="list-style-type: none"> <li>❖ Transcript</li> <li>❖ Copy of Passport</li> <li>❖ CV</li> <li>❖ Motivation Letter</li> </ul>
<p><b>Remark:</b></p> <p>Transfer course requirements</p> <ol style="list-style-type: none"> <li>1. An Official transcript from Host Universities</li> <li>2. Should have at least a GPA of 2.00 out of 4.00 scale</li> <li>3. The transfer fee will be charge based on actual credit rate (@ 1 credit)</li> </ol>	

## STUDY PLAN

### Double Bachelor Degree with Cesar Ritz Colleges Switzerland (CRCS)

#### Assumption University (AU)

#### First Year (Freshmen) – at AU

##### First Semester

Course	Code	Course Title
BG	1001	English I
BG	1200	Mathematics for Business
SA	1201	Statistics I
BG	1400	Business Law I
BG	1204	Physical Education
GE	1301	Environmental Science
GE	1403	Communication in Thai
Or GE	1401	Language and Communication Skills (For International Students)

##### Second Semester

Course	Code	Course Title
ACT	1600	Fundamentals of Financial Accounting
BG	1002	English II
BG	1401	Business Law II
SA	2200	Statistics II
ECO	2201	Microeconomics
MIS	1221	Computer Literacy
MGT	1101	Introduction to Business

#### Second Year (Sophomore) – at AU

##### First Semester

Course	Code	Course Title
ACT	2620	Fundamentals of Managerial Accounting
BG	2000	English III
ECO	2202	Macroeconomics
MIS	2111	Introduction to Management Information System
MGT	2404	Managerial Psychology
MGT	2900	Principles of Management

##### Second Semester

Course	Code	Course Title
BG	2001	English IV
FIN	2201	Principal of Finance
GS	1003	World Civilization
GE	2202	Ethics
IBM	2702	International Business Environment
MKT	2280	Principles of Marketing

#### Third Year (Junior) – at AU

##### First Semester

Course	Code	Course Title
MIS	2221	Quantitative Analysis Tool
FIN	3701	Corporate Finance
HTM	3101	Introduction to Hospitality Management
HTM	3102	Introduction to Tourism Management
HTM	3205	Marketing in Hospitality and Tourism
HTM	3103	Consumer Behavior in Hospitality and Tourism Industry
MGT	3940	Business Research Methodology

##### Second Semester

Course	Code	Course Title
MGT	3905	Operations Management
HTM	4302	Event Management
HTM	3002	Business Operation and Leadership in Hospitality and Tourism
HTM	3204	Human Resource Management in Hospitality and Tourism
HTM	4210	Strategic Management in Hospitality and Tourism
MGT	4914	Entrepreneurship

\*Completed Ethics 1-8

#### Fourth Year (Senior) – Three Terms at CRCS

#### Cesar Ritz Colleges Switzerland (CRCS) at Le Bouveret Campus or Lucerne Campus

##### Term 1 (11 weeks)

- Introduction to Hospitality and Tourism Management
- Management Information System
- Nutrition, Health and Special Diets
- Personal Development and Life Skills
- Introduction to Industry Experience
- Introduction to Food Service
- Language 1 (French)

##### Term 2 (11 weeks)

- Fine Dining Operations and Management
- Business Writing
- Wine and Beverage Management
- Mathematics for Hospitality Business
- Language 2 (French)

##### Term 3 (11 weeks)

- Rooms Division Operations
- Current Global and Socail Issues
- Business Statistics
- Microeconomics for Hospitality Managers
- Financial Accounting

Plus Six months paid internship in Switzerland or another country

Internships in Switzerland are only available to those students with an intermediate level of German or French (equivalent to 2 terms of credits at Cesar Ritz Colleges Switzerland)

##### Please note:

- Course curriculum is subject to change.
- Any student interested in this program who does not have the required subjects for transfer should contact the Chair of HTM to discuss a progression route.
- Progression will be confirmed on individual basis, according to courses passed/covered.

**SUGGESTED STUDY PLAN for ID 63, 64, 65, 66, 67 (intakes since 2020)**  
**Bachelor Degree – Double Degree with Cesar Ritz Colleges Switzerland**

**First Year (Freshmen) - at AU**

**First Semester**

<b>Course Code</b>	<b>Course Title</b>
BG 1001	English I
GE 1302	Ecology and Sustainability
LAW 1201	Business Law for Entrepreneurs
MA 1200	Mathematics for Business
BBA 1001	Business Exploration
BBA 1101	Seminar in Business I
BBA 1102	Data and Information Literacy

**Second Semester**

<b>Course Code</b>	<b>Course Title</b>
BG 1002	English II
GE 1403	Communication in Thai (or GE 1405 for International Students)
SA 1001	Business Statistics I
BBA 1002	Microeconomics
BBA 1103	Fundamentals of Financial Accounting
BBA 1104	Fundamentals of Marketing
GE 1204	Physical Education

**Second Year (Sophomore) - at AU**

**First Semester**

<b>Course Code</b>	<b>Course Title</b>
BG 2000	English III
SA 2001	Business Statistics II
BBA 2001	Human Behavior
BBA 2002	Economic and Financial Environment
BBA 2101	Fundamentals of Managerial
BBA 2102	Organization and Management

**Second Semester**

<b>Course Code</b>	<b>Course Title</b>
BG 2001	English IV
GE 2102	Human Heritage and Globalization
GE 2202	Ethics
BBA 2103	Corporate Finance
BBA 2104	Global Strategy and Communication
BBA 2105	Operation and Supply Chain Management
BBA 2106	Seminar in Business II

**Third Year (Junior) - at AU**

**First Semester**

<b>Course Code</b>	<b>Course Title</b>
BHT 3201	Introduction to Hospitality and Tourism Management
BHT 3202	Consumer Behavior in Hospitality and Tourism Industry
BHT 3203	Food and Beverage Management
BHT 3205	Marketing in Hospitality and Tourism
BHT 3407	Introduction to Airline Business Management
BBA 3101	Business Research

**Second Semester**

<b>Course Code</b>	<b>Course Title</b>
BHT 3301	Human Resource Management in Hospitality and Tourism
BHT 3401	Event Management
BHT 4301	IT for Hospitality and Tourism
BHT 4302	Operation and Leadership in Hospitality and Tourism
BHT 4303	Strategic Management in Hospitality and Tourism
BBA 4101	Entrepreneurship

\* Complete Ethics I-VII

## Fourth Year (Senior) – Three Terms at CRCS for Oct 2022

### 3 x 11 weeks Cesar Ritz Colleges Switzerland (CRCS) at Le Bouveret OR Lucerne Campus

#### Term 1 (11 Weeks)

- Introduction to Hospitality & Tourism Management
- Management Information System
- Nutrition, Health and Special Diets
- **Personal Development and Life Skills**
- **Introduction to Industry Experience (1 credit seminar)**
- **Introduction to Foodservice (1 credit seminar)**
- French or German I

#### Term 2 (11 Weeks)

- **Fine Dining and operations Management**
- Business Writing
- Mathematics for Hospitality Business
- Wine and Beverage Management
- French or German II

#### Term 3 (11 Weeks)

- **Rooms Division Operations**
- Hotel & Restaurant Design
- Hospitality Business Ethics
- Two Chosen subjects from “Current Global and Social Issues “ OR “ Business Statistics “ OR “ Microeconomics for Hospitality Managers” OR “ Financial Accounting”

## Fourth Year (Senior) – Three Terms at CRCS from Jan 2023 onward

### 2 x 11 weeks Cesar Ritz Colleges Switzerland (CRCS) at Le Bouveret Campus OR Lucerne Campus

### 1x11 week Cesar Ritz Colleges Switzerland (CRCS) at Brig Campus

#### Term 1 (11 Weeks)

- Culture Diversity in Organizations
- **Personal Development and Life Skills**
- French or German I
- **Introduction to Industry Experience (1 credit seminar)**
- **Introduction to Foodservice (1 credit seminar)**
- Business Writing
- Wine and Beverage Management

#### Term 2 (11 Weeks)

- **Fine Dining and operations Management**
- French or German II
- **Rooms Division Operations**
- Hotel & Restaurant Design
- Current Global and Social Issues

#### Term 3 (11 Weeks)

- Decision Analysis for Entrepreneurs
- Innovation: from Creativity to Entrepreneurship
- International Tourism
- Career Management
- Service Operations Management
- Food , Beverage & Event Management

**\*\*\* CRCS intake only Jan, July, and October \*\*\***

**Paid Internship in Switzerland or worldwide (local conditions apply) 4-6 months**

AU STUDY ABROAD