Online Executive Master
of Hospitality Management

**1 year
(up to 2 years)**

**Online Master
Program**

**Self-Paced
and Flexible**

Introduction

This online, industry-endorsed master's program is perfect for active professionals who want to scale up their skills. Choose the length and intensity of your studies, from one to two years. You can connect from anywhere and at any time.

Taught by industry experts, the online modules provide a solid foundation in hospitality, artificial intelligence, consumer intelligence, and leadership that you can apply immediately at work.

Highlights

Online Program
Connect wherever and whenever.

Flexible and Self-Paced
The program can be completed in one year or over a maximum of two years.

Experienced Teachers
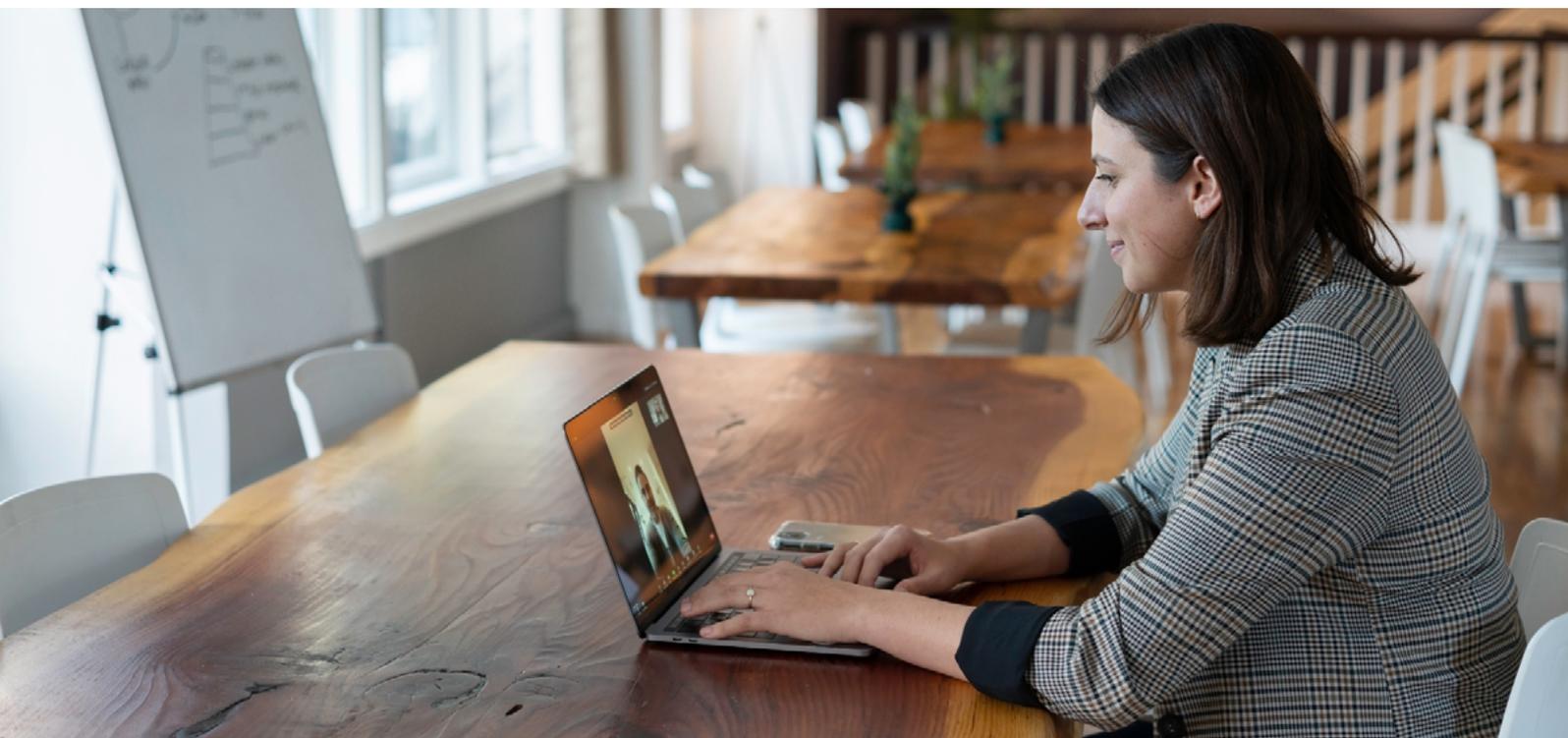Learn from experienced faculty members and industry experts.

Optional Residency - Swiss Immersion
An opportunity to experience Swiss savoir-faire in person, through company visits, events, and more.

Industry Partners
Guest speakers from Accor, Marriott, Signify, Wharf Hotels, Audemars Piguet, Raffles, and many more.

Details

ONLINE

- Academic Foundation and Integrity module (one-week preparation, student-paced, no tutor interaction)
- 12 modules (each module lasts six weeks and includes at least three live sessions, self-study material, weekly graded discussion forums and quizzes, one graded module assignment)

OPTIONAL RESIDENCY: SWISS IMMERSION

- This customized immersion includes unique cultural and culinary experiences, as well as exclusive meetings with top businesses and entrepreneurs who are positioning Switzerland as a global player.
- A graduation ceremony and gala dinner will take place on the last day.

EXAMPLE OF STUDY SCENARIOS

Fast Track: One year (two modules at a time)

Professional Track (recommended for a busy work life): Two years (one module at a time)

Schedule

2022

March 9 to April 25	Strategies for Leadership
	Global Hospitality Trends
May 4 to June 21	Project Management
	Experience Mapping
June 29 to August 16	Digital Sales and Marketing Strategy
	Quality Operations Management
August 24 to October 11	Consumer Intelligence and Value Creation
	Managing Generational and Cultural Diversity
October 19 to December 6	Strategies for Sustainability
	Strategic Business Planning and Entrepreneurship

2023

Jan 11 to Feb 28	Financial Decision Making
	AI and Technology-Diven Innovation
March 8 to April 25	Strategies for Leadership
	Global Hospitality Trends
May 3 to June 20	Project Management
	Experience Mapping
June 28 to August 15	Digital Sales and Marketing
	Quality Operations Management
August 23 to October 10	Consumer Intelligence and Value Creation
	Managing Generational and Cultural Diversity
October 18 to December 5	Strategies for Sustainability
	Strategic Business Planning and Entrepreneurship

AWARD

The Executive Master of Hospitality Management is awarded upon successful completion of all modules.

Module Descriptions

Financial Decision Making

"Do the right thing" is the manager's mantra, according to established business theory, and is especially relevant in financial decision making. You are presented real-life situations a manager faces when operating a hotel; through many management simulations, the process of decision making is practiced over and over.

AI and Technology-Driven Innovation

You will learn to identify key drivers of customer experience with the help of AI, augmented reality (AR), and other technologies in order to stay ahead of ever-emerging, new, and disruptive business models and microservices.

Digital Sales and Marketing Strategy

You will explore how the role of marketing has evolved in the digital age and learn about the shift from traditional marketing to e-marketing and its strategic role within global competitive business environments. This module teaches you to create and analyze websites and social media platforms to gain insights into customers' needs, generate revenue, cut expenses, and energize and engage customers.

Quality Operations Management

Discover how to define quality from a business perspective and improve performance. Explore how to achieve near-flawless delivery while effectively managing, enhancing, and measuring quality processes through a range of practical frameworks, strategies, tools, and techniques.

Strategies for Leadership

An effective manager plans, organizes, checks for results, and takes action for continuous improvement. Equally important is thinking consciously about the leadership style that cultivates high performance in a team. Adopting the most appropriate style for each situation enables managers to establish rapport, trust, and respect, to engage their team members, and to build good working relationships.

Global Hospitality Trends

This module will cover how the hospitality industry draws from ever-changing trends to add value, maximize revenue, and increase profits. The purpose of the specialized content of this module is to investigate how to capitalize on emerging trends in the restaurant and F&B markets.

Consumer Intelligence and Value Creation

What do consumers and buyers want to purchase and how much are they willing to pay for what we offer? Who is buying and who are our customers? What is luxury in hospitality? How do we position our brand? These questions are at the core of today's dynamic hospitality environment.

Managing Generational and Cultural Diversity

This module will look at generational diversity in the workplace and how you can harness it to its fullest potential. It will ready you for tomorrow's ultra-diverse working environment, and expose you to the latest theories in the field.

Module Descriptions

Project Management

This module will look at the fundamentals, the rules and best practice of planning and developing projects. A goal without a plan can set you up for hours, weeks, or even months of busy work. It's an essential course to turn ideas into reality and engage students through creative project proposals.

Experience Mapping

An experience map visually illustrates a customer's processes, needs, and perceptions as they take steps to achieve their goals and satisfy their needs. This module is a strategic process of capturing and communicating the customer interactions and touchpoints that they experience in a larger context.

Strategies for Sustainability

This module in sustainability equips you with the tools, frameworks, and skills to embed sustainability at the center of business and adopt your sustainability best practices to drive organizational change.

Strategic Business Planning and Entrepreneurship

This module focuses on understanding basic entrepreneurial concepts and mindset. It emphasizes the entrepreneurial process and the application of this process to a broad range of business contexts.

CENTRE OF EXCELLENCE
S·H·M·S
Swiss Hotel
Management School

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