



# AU - CESAR RITZ

## STUDY ABROAD PROGRAM



3+1 DOUBLE BACHELOR DEGREE  
HOTEL AND TOURISM MANAGEMENT

AT CESAR RITZ COLLEGES SWITZERLAND

For more information

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## 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	Principles 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 Social 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.



## Entry Requirements:

Topic	Details
Program Offer	<p><b><u>AU</u></b></p> <ul style="list-style-type: none"> <li>• MSME Hospitality and Tourism Management</li> </ul> <p><b><u>Cesar Ritz</u></b></p> <ul style="list-style-type: none"> <li>• Bachelor of International Business in Hotel &amp; Tourism Management</li> </ul>
Place(Country, City)	Switzerland
Duration	1 years (3 terms theory).1 term = 11 Weeks and 6 months Internship
Admission Period	January, April, July & October
Tuition Fees , Accommodation	<p style="color: red;"><b>60,100 CHF (2.1 Million Baht)</b> with Room (Share), Meals, Uniform, Teaching Material, ipad, Medical Insurance (11 Week)</p>
Living Cost	
IELTS Score	5.5 or Equivalent
<b>Scholarship</b>	<b>1000 Swiss Franc/ Per Term</b>
Passport Validity	At least 15 months
Additional Requirements	<p>CV</p> <p>AU students to submit written piece of coursework for formative assessment prior to enrolment at Cezar Ritz College.</p> <p><b>Type of work:</b> essay 500 maximum word count</p> <p><b>Approx. Date for submission:</b> Four weeks prior to joining Cezar Ritz College</p> <p><b>Topic:</b> Why do you want to study in this university?</p>