



# 3+1 Double Bachelor's Degree Hotel and Tourism Management



Study 3 years at Assumption University Plus  
1 Year at César Ritz Colleges Switzerland  
Includes 4-6 Months Internship.

**Graduate with**

- Bachelor of Business Administration
- Bachelor of International Business in Hotel and Tourism Management

For more Information

[www.studyabroad.au.edu](http://www.studyabroad.au.edu) | [studyabroad@au.edu](mailto:studyabroad@au.edu)

# STUDY PLAN

## Double Bachelor Degree with Cesar Ritz Colleges Switzerland

### First Year (Freshmen) – at Assumption University

#### First Semester

| Course Code | Course Title                   |
|-------------|--------------------------------|
| 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

| Course Code | Course Title   |
|-------------|--|
| BG 1002     | English II   |
| GE 1403     | Communication in Thai<br>(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 Assumption University

#### First Semester

| Course Code | Course Title                       |
|-------------|------------------------------------|
| 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

| Course Code | Course Title                          |
|-------------|---------------------------------------|
| 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 Assumption University

#### First Semester

| Course Code | Course Title  |
|-------------|---|
| 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

| Course Code | Course Title   |
|-------------|--|
| 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 & Tourism    |
| BHT 4303    | Strategic Management in Hospitality and Tourism      |
| BBA 4101    | Entrepreneurship                                     |

\*Completed Ethics 1-8

### Fourth Year (Senior) – Three Terms at Cesar Ritz Colleges Switzerland

#### Term 1 (11 weeks) Le Bouveret Campus

- Fine Dining Operations and Leadership
- Personal Development and Life Skills
- French or German I
- Introduction to Industry Experience (1 credit seminar)
- Introduction to Foodservice
- Business Writing
- Wine and Beverage Management

#### Term 2 (11 weeks) Brig Campus

- French or German II
- Rooms Division Operations
- Hotel and Restaurant Design
- Current Global, Social and Sustainable Affairs
- Culture Diversity in Organizations

#### Term 3 (11 weeks) Brig Campus

- Decision Analysis for Entrepreneurs
- Innovation: from Creativity to Entrepreneurship
- International Tourism
- Career Management and leadership (1 credit seminar)
- Service Operations Management
- Food, Beverage and Event Management

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)

- Assumption students will receive 10% tuition scholarship.
- A further discount of 2% from tuition, room and board fees when paying 90 days in advance.
- Upon graduation from Cesar Ritz colleges Switzerland a tuition scholarship of 25% is awarded to any student continuing into a Master degree at one of the Swiss Education Groups schools in 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 Business Administration</li> <li>• Bachelor of International Business in Hotel &amp; Tourism Management</li> </ul> |
| Place (Country)                            | 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 style="color: red;"><b>Total 63,450 Swiss Franc (Approximately 2.4 Million Thai Baht)</b> included Room (Share), Meals, Uniform, Teaching Material, ipad, Medical Insurance (11 Week)</p> <p style="color: blue;">* First semester tuition fees must pay in the name of Assumption University</p>                        |
| IELTS Score                                | Not required  |
| <b>Scholarship</b>                         | <b>10% of tuition fees</b>  |
| 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>   |

### Remark:

#### Transfer course requirements

1. An Official transcript from Host Universities
2. Should have at least a GPA of 2.00 out of 4.00 scale
3. The transfer fee will be charge based on actual credit rate(@ 1 credit)