



Swiss International
Institute Lausanne

Professional certificate in Hospitality

Business Management

This comprehensive three-year certificate program is designed to provide accessible entry into the hospitality business sector, welcoming participants from age 15 with no prerequisites or prior experience required. Delivered at a beginner level over six semesters, the program offers a structured pathway for anyone interested in developing entrepreneurial skills and business acumen within the dynamic hospitality industry.

The program is thoughtfully designed to accommodate learners from diverse backgrounds, whether they are high school students exploring career options, young adults seeking practical business skills, or individuals considering a career transition into hospitality management. With instruction and examination conducted in Russian, the program serves students in Russian-speaking regions while providing globally relevant business knowledge and skills.

Upon completion, graduates will possess a Professional Certificate in Hospitality Business Management that validates their competency in hospitality entrepreneurship and business management. The program prepares participants for various career paths, including launching their own hospitality ventures, joining existing hospitality organizations in management roles, or pursuing further education in hospitality management or business administration.

The program's practical focus, combined with its comprehensive coverage of essential business skills, ensures that graduates are well-prepared to contribute meaningfully to the hospitality industry while possessing the confidence and knowledge necessary to pursue their entrepreneurial ambitions in this exciting and growing sector.

Prerequisites: None

Level: Beginner

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Capstone project

ECTS: 50 ECTS

Certificate awarded: Professional Certificate in Hospitality Business Management.

Aims of the Programme

Develop Business Skills in the Hospitality Industry:

Enable students to plan, develop, and implement entrepreneurial projects in the hotel and restaurant sectors, with a strong understanding of business operations.

Strengthen Industry-Specific Marketing and Management Competence:

Provide students with practical knowledge of marketing, finance, and strategic planning within the context of hospitality businesses.

Introduce Global and Operational Perspectives in Hospitality:

Equip students with insights into the international hospitality market and modern project management tools relevant to hotel and restaurant operations.

Promote Independent Business Planning Skills:

Guide students through the full cycle of business planning—from idea development to the presentation of a full business plan for a hospitality venture.

LEARNING OUTCOMES

Entrepreneurship in Hospitality:

Students will be able to generate and evaluate business ideas and develop them into structured concepts applicable to the hospitality industry.

Hospitality Marketing Competence:

Students will understand and apply marketing strategies specific to hospitality services, including customer targeting and promotion.

Understanding of the Global Hospitality Industry:

Students will gain knowledge of international trends, standards, and challenges affecting hotels and restaurants in the global marketplace.

Business Plan Development:

By the end of the program, students will be able to independently develop and defend a comprehensive business plan for a hospitality project.

Project Management Competence:

Students will develop the ability to plan, organize, and oversee projects using standard project management methodologies. They will learn to set objectives, manage resources and timelines, assess risks, and coordinate team efforts across different business environments.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	10	
BM0043	Entrepreneurship	6	Oral exam
BM0092	Marketing	4	Oral exam
	SEMESTER 2	8	
BM0045	Finance	4	Practical coursework
BM0041	New Business Development	4	Practical coursework
	SEMESTER 3	8	
BM0148	International Hospitality Industry	4	Oral exam
BM0105	Project Management	4	Oral exam
	SEMESTER 4	8	
BM0149	Marketing in the Hospitality Industry	4	Practical coursework
BM0048	Foundation of Hospitality Management	4	Practical coursework

	SEMESTER 5	8	
BM0150	Business Planning in the Hospitality Industry	8	Practical coursework
	SEMESTER 6	8	
Capstone project			