Bachelor of Arts
International Hospitality Management
International Hospitality and Events Management
International Hospitality and Design Management

Higher Diploma
BA3

Programme Guide
Updated February 2021

Member of
SWISS EDUCATION GROUP

Welcome

Herewith the Programme Guide for the current semester, a document with relevant information about your academic studies here at SHMS IHTTI.

Studying at SHMS IHTTI means you are 'checking into' the hospitality industry, one of the world's most dynamic industries, which continues to grow year after year, providing a vast array of jobs for suitably qualified professionals. With intensive training and internship experience, graduates of the SHMS IHTTI are perfectly placed for career success and the alumni are a testament to the quality of the programmes.

We are passionate about international hospitality management. Our institute of hospitality is dedicated to teaching the world-famous Swiss traditions to tomorrow's industry leaders. Students follow an exciting curriculum comprising of academic and practical elements, expertise and languages. Each subject provides knowledge and skills critical to students' future career in the hospitality industry.

I look forward to serving as your Academic Director and make this semester a successful one, for all students and staff, here at SHMS IHTTI.

Dominic Szambowski
Dean

Contents

1. Who's who on your programme?

Your Programme Leader and Managers

Ms Theresa von Wielligh, BAHD 3&4 Programme Manager
Mr Roel Brinkman, BAH 3&4 Programme Manager
Mr Xavier Willain, BAH 3&4 Programme Manager

Module Leaders
In most instances, your first point of contact should be your Module Leader who is responsible for ensuring the quality and development of the module. Thus, if you have a problem with the module, or wish to discuss elements such as teaching and assessment, you should initially speak with the module leader:

Every member of the teaching team has a responsibility for maintaining and improving the quality of the programme. However, the PMs have a particular responsibility in terms of obtaining student feedback, which will be organised through the completion of module evaluation questionnaires and regular Programme Committee meetings with the Master course representatives. Having obtained your views, the team will evaluate the results and discuss ways of capitalising on strengths and remedying problems.

In other cases, the leadership team is available to you who is there to give you confidential help and advice on a range of issues, both academic and personal. Please contact your Programme Manager for an appointment in these cases.

2. Academic Programmes

SHMS IHTTI BA 3rd Year Higher Diploma Programme

YEAR 3 Higher Diploma in Hospitality Management		CREDITS	HOURS
MG301	Strategies for Yield Management	6	60
MG302	Human Resources Management	6	60
MK301	Marketing Management for the Service Industry	6	60
CO301	Independent Research Project	6	60
AC301	Managerial Accounting	6	60
EV301	MICE Markets	6	60
HM301	Management Projects	6	60
HM302	Intercultural Communication	6	60
HM303	Facilities Design & Management	6	60
AC302	Hospitality Economics	6	60
LF/LG/ LS 201	French/German/Spanish – Level Elective	6	60

YEAR 3 Higher Diploma in Hospitality & Events Management		CREDITS	HOURS
MG301	Strategies for Yield Management	6	60
MG302	Human Resources Management	6	60
MK301	Marketing Management for the Service Industry	6	60
CO301	Independent Research Project	6	60
AC301	Managerial Accounting	6	60
EV301	MICE Markets	6	60
EV302	Logistics & Supply for Events	6	60
EV303	Event Project Planning	6	60
EV304	Event Project Management	6	60
AC302	Hospitality Economics	6	60
LF/LG/ LS 201	French/German/Spanish – Level Elective	6	60

YEAR 3 Higher Diploma in Hospitality & Design Management		CREDITS	HOURS
ID303	F&B Outlet Design	6	60
HM301	Human Resources Management	6	60
MK301	Marketing Management for the Service Industry	6	60
ML301	Retail Management of Luxury Brands	6	60
AC301	Managerial Accounting	6	60
ML302	Product and Brand Development	6	60
ID301	Interior Design III	6	60
EV302	Logistics and Supply for the Events Industry	6	60
IS301	AutoCAD	6	60
ID302	Hospitality Facilities Management and Design	6	60
LF/LG/ LS 201	French/German/Spanish – Level Elective	6	60

Total Credits up to the Swiss Diploma: 174   2 years of study
Total Credits up to the Swiss Higher Diploma: 240   2.5 years of study
Total Credits up to the BA (hons) degree: 360*   3 years of study**

* 1 UKSF Credit equals 0.5 ECT.
* Full bachelor programme of 360 UKSF credits equivalates to 180 ECTs.
** 120 UK / 60 ECTs is equivalent to one-year full-time study.

3. Module Descriptions

Year 3 SHMS Higher Diploma in International Hospitality Management

Strategies for Yield Management

This module aims to provide the skills to make smart, strategic decisions about revenue and managing occupancy, pricing and marketing. Hotel revenue management is an increasingly vital function and involves a coordinated effort across the organization. Hotels can increase revenue by balancing demand, reservation scheduling and variable pricing. It is essentially selling the right room to the right person at the right time for the right price.

The module employs a simulation exercise that focuses primarily on pricing, advertising and revenue forecasting as the prime decisions. Market and rate strategies are analysed through case studies. Students learn to design and implement displacement and pricing strategies for room block RFP's for large MICE room blocks and smaller SMERF groups.

Human Resources Management

This module is designed to develop an appreciation of human resource management in general and in the specific context of the hospitality industry. The module emphasises the interaction of management and employees and encourages the critical appraisal of organisational and management processes and their influence on people within the hospitality industry.

Marketing Management for the Service Industry

This module will explore the phenomenal growth of consumption on a global context and the role of marketing and specifically promotion in relation to this. In so doing, the module will identify links between the strategic marketing process and marketing roles within global competitive business environments. This module aims to give students knowledge of the planning process that is specifically related to service industry marketing. The

module aims to develop students' market research and analytic skills related to a practical marketing planning issue, through the use of "real world" case studies and guest lectures. The module aims to deliver a balance of service marketing planning theory, practical problem-solving case assignments and current topical issues in service marketing.

Independent Research Project

The service economy relies on particular research methods techniques in order to cope with the intangibility of the products and an inherent customer focus. Understanding consumers' wants and needs as well as satisfaction levels is still an under-skilled and under-researched area. Graduates with research skills and the ability to investigate consumer preferences are in demand by the industry.

This module aims to develop the research and reporting skills of students. The module will progress from basic skills including referencing and writing literature reviews to critically analysing a range of research methodologies used by the service sector.

Managerial Accounting

The module focuses on the use of financial analysis and control techniques utilising relevant data, based on a variety of case studies. It also addresses investment in the hospitality industry, financial projections and portfolio management.

MICE Markets

The meetings, incentives, conferences and exhibition markets (MICE) are diverse and dynamic. They encompass many specialised segments and each poses significant challenges to the management of facilities and services within the events industry. This module seeks to develop in students an awareness of the complexity of the market segments within the broader sphere of the events industry. It aims to classify and analyse the distinct target markets within the sector and establishes a framework for the evaluation of the needs of these groups, enabling students to identify appropriate strategies for target selection. By developing an appreciation and evaluation of these sectors, students will be able to respond to the dynamic challenges in managing event's

resources. The module seeks to encompass an understanding of the management of market groups needs, issues relating to demography and rotation, distribution and supply of events within the MICE sector, segmentation and positioning. It develops an evaluation of the choice and selection criteria of MICE market decision-makers and identifies appropriate strategies for enhanced event business performance.

Management Projects

This module aims to synthesise the key management disciplines within one capstone project, comprising considerations of market research, financial analysis, human resource management and marketing towards the development of a feasibility study.

Intercultural Communication

This module will analyse and discuss the meaning and nature of culture as expressed in different geographical areas of the world. Culture pervades all aspects of our lives. Consequently, in a world of increasing globalisation, managers need to be aware of "cultures consequence". This is especially significant for hospitality managers who work in a multicultural environment of both employees and consumers. In an increasingly competitive environment, cultural sensitivity in business practice may form a source of competitive advantage.

Facilities Design & Management

The aim of this module is to enable students to explore the essential elements in the acquisition, maintenance, management quality systems and control of premises, plant and equipment used in the hospitality, leisure and tourism sectors. It is a broadly based module that covers the related understanding of maintenance, design and energy management and their application to current and future industry practice.

Hospitality Economics

The economics of hospitality in an introductory module that arms students with a solid working knowledge of economic concepts and analytical techniques as they apply to hospitality. Knowledge of economic trends and conditions is fundamental to strategic planning and project development in any business. This module examines macro and micro economic theories as they apply to the hospitality industry. Supply and demand, equilibrium, elasticity, substitute and complementary goods, fiscal and monetary policy, capital formation, competition, business cycles, externalities, price theory, international economics, taxation and regulation will be addressed.

Year 3 SHMS Higher Diploma in International Hospitality and Events Management

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strategies for target selection. By developing an appreciation and evaluation of these sectors, students will be able to respond to the dynamic challenges in managing event's resources. The module seeks to encompass an understanding of the management of market groups needs, issues relating to demography and rotation, distribution and supply of events within the MICE sector, segmentation and positioning. It develops an evaluation of the choice and a selection criterion of MICE market decision-makers and identifies appropriate strategies for enhanced event business performance.

Logistics & Supply for Events
This module will introduce the concept of logistics management within the event industry and will identify those techniques and tools available to the events manager. The fundamental building block for the event being the proposal linked to tendering and sub-contracting. The event can include construction, as well as servicing and has to be underpinned by financial planning and risk assessment. Logistics for the industry must include identification and information of the supply side and the potential for evaluation of other service providers, which is often linked to management information systems.

Event Project Planning
Planning is an essential part of events management and is a process, which needs careful consideration of spatial, temporal, internal and external factors, whilst at the same time allowing flexibility to adapt to changing situations. Key theoretical planning concepts and processes will be applied to different events and different sectors. This will incorporate not just the technical planning of the event but will also assess the wider external variables, which must be considered at this stage of the project.

Event Project Management
This module follows the event as it takes shape through the different operational stages. Integration of activity becomes crucial, as the staging of the event is imminent. This is when the production team pulls together the different operational and logistical strands of the event. It is also essential to understand that the process continues after the event, as the shutdown takes place and the monitoring and evaluation are undertaken.

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Year 3 IHTTI Higher Diploma in International Hospitality and Design Management

Human Resources

This module aims to provide students with an appreciation of the theory and practical implementation of concepts and developments in the field of management, with particular emphasis on management within the hospitality industry. In addition, it is also designed to introduce students to the functions of managing people in luxury hospitality industry, Human Resource Management. The course will begin by describing the principles of management in hospitality industry. Moreover characteristics, features, and differences to other industrial organizations will be discussed. The course is very much focused and centred towards the interaction of management and employees performance. It provides a basis for critical appraisal of organizational and managerial processes, which influence the behaviour, and performance of people in luxury hospitality industry.

Marketing Management for the Service Industry

This module will explore the phenomenal growth of consumption on a global context and the role of marketing, and specifically promotion, in relation to this. In so doing, the module will identify links between the strategic marketing process and marketing roles within global competitive business environments. This module aims to give students knowledge of the planning process that is specifically related to service industry marketing. The module aims to develop students' market research and analytic skills related to a practical marketing planning issue, through the use of 'real world' case studies and guest lectures. The module aims to deliver a balance of service marketing planning theory, practical problem-solving case assignments and current topical issues in service marketing.

Food & Beverage Outlet Design

F&B is one of the most demanding and fast changing sectors in the hospitality industry nowadays. To meet the high customer expectations and competitive market trends, consistent updates of design and programs are unavoidable. The aim of this module is to understand the principles of spatial design for F&B outlets and implement the knowledge through practical projects. Extensive researches and innovative design projects will be utilised in this module.

Managerial Accounting

The module focuses on the use of financial analysis and control techniques utilising relevant data, based on a variety of case studies. It also addresses investment in the hospitality industry, financial projections and portfolio management.

Retail Management of Luxury Brands

This module aims to develop students' practical knowledge and understanding of the luxury retail management. It provides opportunity for students to synthesize information regarding the retail management (origin, evolution, specificities including customers) and to understand this crucial and growing industry. It also helps students to understand the sales process and the actors.

Through research and critical analysis, students will identify:

- how an international distribution is established with a focus on the luxury industry and the selective distribution
- who are the luxury industry customers and how a relationship is developed with them by the brands.

An additional know-how easily transferable to management positions offered by the hospitality industry (including boutique & design hotels) but also by the luxury good industry and the retail distribution.

Product and Brand Development

This module aims to develop students' practical knowledge and understanding of the luxury good industry in terms of brand and product development. It provides opportunity for students to synthesize information regarding the luxury industry (origin, evolution, specificities including customers) and understand this "special world". It also helps students to understand branding as well as the product development process.

Through research and critical analysis, students will identify:

- how the luxury industry has developed and became a significant industry with international groups as main actors.
- how brands and products are developed, how they have become an essential element in a globalized economy.

An additional know-how easily transferable to management positions offered by the hospitality industry (including boutique & design hotels), but also by the luxury good industry.

Interior Design III

The aim of this module is to equip you with skills and competencies that are essential in writing the design brief for designing functional, aesthetic and conducive interiors with regard to their intended purpose. It will enable you to acquire an aesthetic, practical and technical appreciation of the spatial layout and design elements ranging from visual (colour, lighting, form) to the tactile (surface, shape, texture) to the auditory (sound, noise, echo). It further aims to establish an understanding of how these elements interact with each other and with people that use and respond to them within the hospitality industry.

Logistics and Supply for the Events Industry

This module will introduce the concept of logistics management within the event industry and will identify those techniques and tools available to the events manager. The fundamental building block for the event being the proposal linked to tendering and sub-contracting. The event can include construction, as well as servicing and has to be underpinned by financial planning and risk assessment. Logistics for the industry must include identification and information of the supply side and the potential for evaluation of other service providers, which is often linked to management information systems.

AutoCAD

This Module aims to bring together design components thought in IS101 and IS201 with the objective to build a professional looking Hotel Website and 3D hospitality related design. Students will use tools such as Photoshop, Flash, CorelDraw and Smartdraw as add-ons to reach their objectives using Dreamweaver and AutoCAD. Designing a component of a hotel, such as a Hotel Room or Lobby, will follow this. The skills thought prior to this stage will be vital as students will be able to work on a detailed level due to prior preparation. AutoCAD known to be the worlds most advanced design program is used to build the 3D object set using the "plan and Elevation" system.

This Module invites you to build professional designs using AutoCAD and Dreamweaver as the principal platforms. Various other tools will be thought prior or during the module to assist you to reach your design goals**.**

Hospitality Facilities Management and Design

The aim of this module is to enable students to explore the essential elements in the acquisition, maintenance, management quality systems and control of premises, plant and equipment used in the hospitality, leisure and tourism sectors. It is a broadly-based module that covers the related understanding of maintenance, design and energy management and their application to current and future industry practice

4. Languages

LF101   Elementary French

This beginner module is based on oral French. It covers the elementary vocabulary and everyday conversation skills needed by students for their professional and social activities.

LF201   Intermediate French

This intermediate module covers the vocabulary as well as the everyday conversational skills needed by students for their social and professional activities.

LF301   Advanced French

This advanced module further develops the vocabulary, grammar and writing skills necessary particularly when dealing with guests and managing staff.

LG101   Elementary German

This beginner module is based on oral German. It covers the elementary vocabulary and everyday conversation skills needed by students for their professional and social activities.

LG201   Intermediate German

This intermediate module covers the vocabulary as well as the everyday conversational skills needed by students for their social and professional activities.

LG301   Advanced German

This advanced module further develops the vocabulary, grammar and writing skills necessary particularly when dealing with guests and managing staff.

LS101   Elementary Spanish

This beginner module is based on oral Spanish. It covers the elementary vocabulary and everyday conversation skills needed by students for their professional and social activities.

LS201   Intermediate Spanish

This intermediate module covers the vocabulary as well as the everyday conversational skills needed by students for their social and professional activities.

LM101 Elementary Mandarin (Leysin)

This beginner module is based on oral Mandarin. It covers the elementary vocabulary and everyday conversation skills needed by students for their professional and social activities.

LE101   Business English

The business English course for BA1 focuses on providing students advanced vocabulary and conversation skills for use in both general and hospitality business environments. In

addition, the course will teach students professional and business (report) writing for application in the other modules and future studies.

Additional Language Policy

English is the school's official language and all classes are conducted in this language. Students are expected to use English throughout the working day.

The School offers 3 other language options as part of its educational programme. As the school is situated in the French-speaking part of Switzerland, and internships will primarily take place in either the French or German part of the country, Year 1 students will be assigned to French or German language modules.

As a third language option, Spanish modules are made available to Year 2, and 3 students, whose internship is more likely to take place in an International context outside of Switzerland. Spanish is mandatory to students who have been exempted from French and German language modules.

Progression Process

In order to prepare all students for the international environment of the hospitality industry, additional languages are taught at all levels of our programmes. Students on Higher Diploma programmes are required to take either French or German in Year 1.

Upon successful completion of the year 1 language module, returning students into year 2 may choose to change their language. Once a student decides on a language stream in year 2, they are committed to continuing in that language through the different levels until they receive their Higher Diploma. The decision to change the language in year 2 must be made by week 17 of the academic term of year 1.

Scenario 1:

I am a Year 1 student. I decide to attend the Elementary French (or German) module. I decide to continue with French (or German) when I return for Year 2. Therefore, I will attend Intermediate French (or German) in Year 2, followed by Advanced French (or German) in Year 3.

Scenario 2:

I am a Year 1 student. I decide to attend the Elementary French (or German) module. I decide to change to German (or Spanish) when I return for Year 2.

Therefore, I will attend Elementary German (or Spanish) in Year 2, followed by Intermediate German (or Spanish) in Year 3.
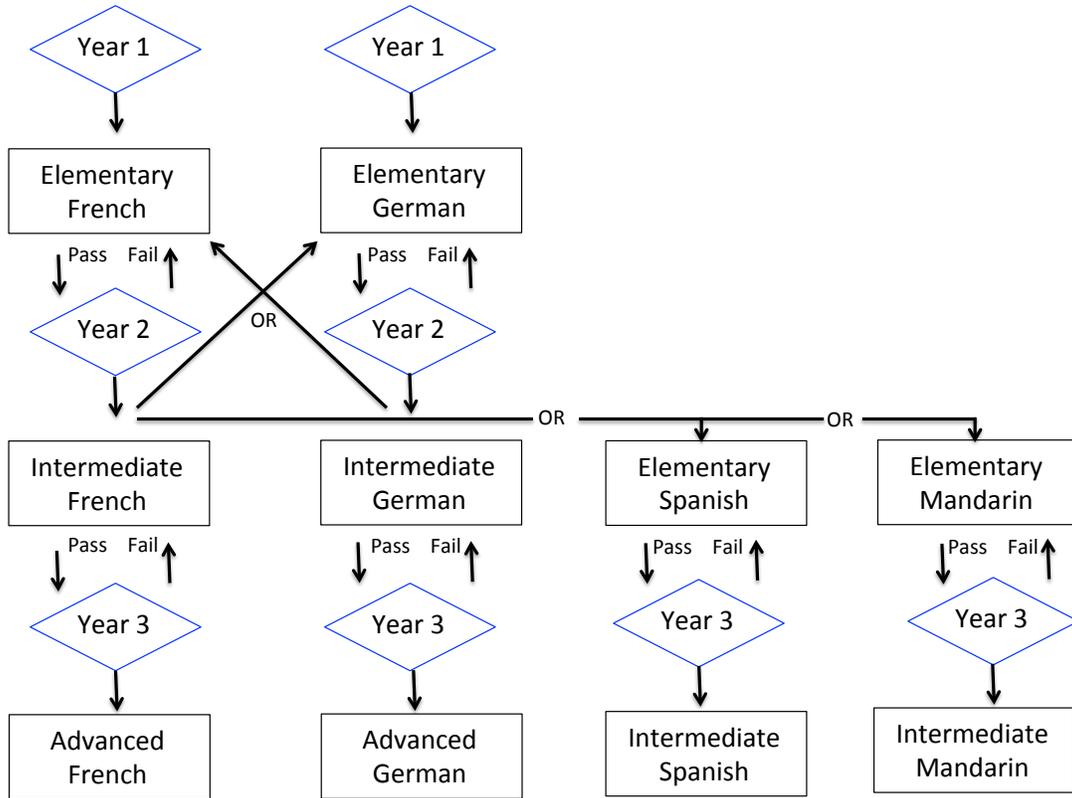
5. Academic Achievement Awards

Local and international hospitality affiliated businesses sponsor a number of awards and cash prizes for outstanding academic achievement, professionalism and innovation.

- The Outstanding Graduate award is presented to the graduating student who exhibits exceptional professional and leadership skills and demonstrates the potential for continued success within the hospitality industry.

- The Best Higher Diploma Academic Average award is recommended by the faculty for the student who has achieved the highest academic average during the Two-and-a-Half Year Higher Diploma Programme.

- The Swiss Hospitality Touch award is presented to the student who has demonstrated the highest standards in attitude and behaviour required from a professional in the hospitality industry and embodies the five key successful characteristics of the immaculate precision, discreet discipline, dependable quality, practical innovation and professional leadership.

- The Best Internship is awarded to the student for demonstrating and developing the highest standards of professionalism and skills during the mandatory internship, exemplifying the school's quality standards, which were recognised by internship supervisors and Management.

- The Design Excellence Award: The faculty recommends the Design Excellence Award for the student who has achieved the highest average in Design modules during his/her Academic Programme.

- F&B Excellence award is presented to graduating student who has achieved the best academic average in F&B Management, F&B Service and F&B Production.

6. Academic Study Advisors

Students who would like extra help with their studies are placed into small groups with a student tutor who has already successfully completed the course or is fluent in the language. The groups meet once a week for the weeks up to the mid-term and final exams This is completely free service which will help to reinforce your studies.

Remember this is not just for students who feel they are struggling but it is also to help achieving students to be even more successful. It will help you to focus on the subject and go over ideas and issues within the subject.

You will be helping others achieve their goals and gaining leadership and teaching experience. We will also pay you for the time and energy needed to be a good tutor.

7. Academic Assessment

Grading system

Students are assessed on a continual basis. The assessment procedures are varied to enable students to demonstrate different abilities and may include module work, practical assignments, online quizzes, essays, videos, presentations reports and end-of-term capstone assessments. Students will receive regular feedback on their achievement through assessment feedback and transcripts.

Grades are based on a 40% passing scale, as can be found in the section below. Students will receive a final transcript after the completion of every semester and one Interim Transcript in the middle of the semester. Upon completion of the 2nd and 3rd semester students will receive a Swiss Operations Diploma and a Swiss Higher Diploma respectively. Students that have performed exceptionally well on the HD programme will the awarded these diplomas with Merit (Semester Average of +60%) or with Honours (Semester Average of +70%).

Undergraduate marking scale

This scale applies to 1st, 2nd and 3rd year of the SHMS IHTTI Higher Diploma stage of the BA programme (UCF level 3, 4, 5). The descriptors are typical characteristics of the standards of work associated with each range of marks. The descriptors are illustrative and for guidance only. There are not comprehensive. A mark of 40% is regarded as a minimal pass.

% mark	Mark Descriptors	Class
70-100%	**Excellent** Outstanding; high to very high standard; a high level of critical analysis and evaluation, incisive original thinking; commendable originality; exceptionally well researched; high quality presentation; exceptional clarity of ideas; excellent coherence and logic. Trivial or very minor errors.	Honours
60-69%	**Very good** A very good standard; a very good level of critical analysis and evaluation; significant originality; well researched; a very good standard of presentation; pleasing clarity of ideas; thoughtful and effective presentation; very good sense of coherence and logic; Minor errors only.	Merit
50-59%	**Good** A good standard; a fairly good level of critical analysis and evaluation; some evidence of original thinking or originality; quite well researched; a good standard of presentation; ideas generally clear and coherent, some evidence of misunderstandings; some deficiencies in presentation.	Pass
40-49%	**Satisfactory** A sound standard of work; a fair level of critical analysis and evaluation; little evidence of original thinking or originality; adequately researched; a sound standard of presentation; ideas fairly clear and coherent, some significant misunderstandings and errors; some weakness in style or presentation but satisfactory overall.	

35-39%	Unsatisfactory Overall marginally unsatisfactory; some sound aspects but some of the following weaknesses are evident; inadequate critical analysis and evaluation; little evidence of originality; not well researched; standard of presentation unacceptable; ideas unclear and incoherent; some significant errors and misunderstandings. Marginal fail.	
5-34%	Very poor Well below the pass standard; a poor critical analysis and evaluation; no evidence of originality; poorly researched; standard of presentation totally unacceptable; ideas confused and incoherent, some serious misunderstandings and errors. A clear fail well short of the pass standard.	Fail
0-4%	Nothing of merit Nothing, or hardly anything, of merit submitted. When no work has been submitted the NS notation will apply When plagiarism has been confirmed the Z notation will apply	

8. Examination Procedures and Referrals

The following procedures must be observed during all examinations:

1. Candidates should congregate outside the examination classroom at least five minutes prior to the start of the examination. All students taking exams must be in full school uniform with their nametag. Men need to be shaved!

2. Some exams may require "Lockdown Browser". Your Invigilator and/or Lecturer will inform you beforehand whether the exam requires this application.

3. Before entering the examination classroom, candidates must ensure the following in relation to your Laptops or IPADs:
   - switch off and reboot the Laptop or IPAD before the online exam.
   - that they are fully charged.
   - that all applications in the background are closed out.
   - that all settings/iOS have been updated, prior to the day of the exam.

4. Strict silence must be observed at all times in the examination classroom.

5. Candidates will not be admitted into the examination classroom once the exam has started.

6. All brief cases, bags, books, pencil cases, etc. must be placed to one side of the examination classroom as instructed by invigilation staff, and not left beside the desks. All aisles should remain clear of obstruction.

7. Candidates are to clear their desks of any notepaper, books or materials other than that allowed.

8. All devices, such as mobile phones and other digital devices, for example google watches must be turned off and stored in bags at the side of the examination classroom. Candidates are responsible for any electronic device taken into the room.

9. Candidates must not speak to or communicate with any other candidate throughout the examination. Candidates are not to look toward any other candidate during the exam.

10. Eating and drinking are not allowed besides water, which must be stored on the floor and not on desks.

11. No one may leave during the first twenty minutes of the examination or during the last ten minutes.

12. Candidates should use the toilet before entering the examination classroom. Any candidate who leaves the examination classroom will not be allowed to re-enter.

13. Any candidate who finishes early must raise their hand and has to save and submit their exam prior to leaving the examination classroom. The invigilator has to give the candidate permission to leave the examination classroom. Candidates will not be permitted to re-enter the examination classroom once their exam has been submitted.

14. If the fire alarm sounds during the examination, candidates must follow the instructions of the invigilator. Candidates must leave the room in silence and must not take any belongings (incl. laptop or ipad) from the examination classroom.

15. Candidates must not communicate with each other, or in any way attempt to take an unfair advantage of the situation. Candidates must not re-enter the examination room before the invigilator has returned. Any candidates who do so will not be permitted to continue the exam.

16. The name of any candidate suspected in breach of examination regulations will be recorded and passed to the Academic Committee. If, on the evidence of the invigilator, the Academic Committee decides the student has breached regulations, then the following will apply:
    i) Candidates who are deemed to have breached regulations in one exam will be asked to leave the examination classroom by the invigilator.
    ii) Candidates who are deemed to have breached regulations in one exam will receive a zero for that exam. As a consequence, they will be required to re-sit this exam.
    iii) Candidates who are deemed to have breached regulations in two or more exams within one academic term will fail the term.

Viewing of exams

The School does not permit students to view final exams. The lecturer will provide a full explanation of model examination answers in the case that viewing of mid-term examinations is not permitted. The viewing of other exams is at the discretion of the lecturer.

Referral / Retake

- The highest grade recorded for a retake examination is 40% regardless of the score achieved.

- Students who achieve 40% or more in a module may not retake that module examination.
- Students can re-sit for failed modules only once. Students who are not successful after two examination attempts at a module will be deemed a fail.
- The referral options for a student are decided by the exam board and are binding.
- Students withdrawn from a module due to absences/lack of engagement will only be allowed to retake the module during the Summer Sessions programme. No other refer opportunity will be given.

Late submissions

Unless prior agreement from the Programme Manager the school does not accept late submission for any coursework on the BA1, BA2, BA3, PG and MIB programmes. Any submission after the set deadline will result in a NS / zero grade.

The late submission policy for BA4, MSc and MAIHBM is as per the University of Derby 3Rs policy which can be found here: https://www.derby.ac.uk/about/academic-regulations/

Summer Sessions, Retake Sessions and Self Study - Guidelines and Procedures

Please note that students:

- May progress with 2 minor failing modules between 35% and 39%, when their total average is greater than 40%.
- May retake failed modules only once, the highest-grade counts and is final.
- May have a maximum of 3 retakes per semester
- Must retake any modules below 35% or any 3rd module under 35%

Self-Study Retake

Students can choose to sit their retakes twice yearly. The Self Study takes place the Friday before the term starts.

- F&B Practical retakes must be taken in Caux on Friday before the term starts (week 0)
- OPERA retakes must be taken in Caux on Friday before the term starts (week 0)
- Language retakes: students are also allowed to take an external language course.
- Students are required to send us the course outlines before they enroll in such a course.
- These documents are given to the respective lecturer as well as to the Academic Director for approval.

Conditions and Procedures

Students must arrive 30 minutes prior to the start of the exam. Each re-sit exam costs CHF 300.- which must be paid at the Academic office upon arrival at school and before the start of the first exam. Students are required to present their receipt and their Students ID. Students must wear their SHMS IHTTI uniform or formal business attire to the exams (no jeans or casual wear are permitted). Students not abiding by the dress code will not be allowed to sit examinations.

Summer Sessions

Please note: The Exam Board reserves the right to decide for the student which option must be exercised. This decision is binding. Starting date: Mid-June after graduation yearly. Summer Session costs by module and the accommodation fees (if needed) will be communicated by the Academic Office. max. 3 Summer Sessions can be taken. The duration of the Summer Session is around 2.5 weeks.

Online/ Onsite Retake Session

An alternative option is the Retake Session August yearly approximately 2 to 2.5 weeks. This involves 50% online guided learning (one week) and 50% onsite guided learning on the Caux campus (one week). Both parts are Mandatory. This would take place at the end of August just before the start of the September Semester.

Please note: Those doing an internship, will need to check first with their Career Coach in SHMS IHTTI and their employer for their confirmation.

The retake and resubmission policy for BA4, MSc and MAIHBM is as per the University of Derby 3Rs policy which can be found here: https://www.derby.ac.uk/about/academic-regulations/

Bridging Courses

Students who want to enroll onto the Hospitality and Design Programme in the 3rd year as a direct entry will no longer need to do bridging courses. For BA (Hons) final semester direct entry, the student has to complete Bridging courses in Visual Technology, Interior Design and AutoCAD Modules. Students who want to attend Bridging Courses will do it at the SHMS IHTTI campus, starting the 2 weeks before the start of the new semester in February and in September.

Results/Transcripts

Students will be provided with a Transcript. Students will also be provided with the re-sit schedule (when relevant) via email. All students should receive their results before the start of the following term, provided that all payments have been settled. It is imperative that students confirm their mailing address prior to leaving the school. If a student does not receive their results during this time period, it is their responsibility to contact the Academic Office for details.

Absence Policy Assessments

Absence from any examination (continuous assessment, mid-term or final) will result in a zero mark. Students unable to sit an exam on the given date must apply in writing to their Programme Leader with the supporting evidence. The Examination Board will consider all applications for midterm deferrals at the end of the term. However, in circumstances where it would be possible to pass the module on the basis of all other module assessments, the student will be automatically allocated a re-sit. The Examination Board will consider all applications for final exam deferral at the end of the term. If approved, the student may sit the exam as a first attempt on the scheduled re-sit date.

Academic Documentation

To receive certificates/diploma the student must meet the graduation criteria as noted above and in addition, have no outstanding amounts owing to the school. All qualifications (Diploma, Higher Diploma, BA honours) will be issued to the student upon completion of the relevant programme.

Official Transcripts are distributed during the graduation ceremony. Should a student require an additional Transcript, a charge of CHF 40.- is required for each set. In the event of future education applications, the duplicate will be sent by the school directly to the Admissions Office of the given institution. Duplicate copies (in original form) of Certificates, Diploma or Higher Diploma are available upon written request to the Academic Assistant at a cost of CHF 250.- each.

9. Academic Discipline

The University has a public duty to ensure that the highest standards are maintained in the conduct of assessments. Thus, the legitimate interests of the students and the University's reputation requires safeguarding. Alleged academic offences which would compromise these standards will be investigated thoroughly. If confirmed, an offence will lead to the imposition of severe consequences, including the possibility of termination of registration and enrolment, i.e. expulsion.

A student may be required to demonstrate ownership of authorship during an investigation into an alleged academic offence. The student may be asked to undertake a viva or other appropriate assessment at any point during the process. This procedure is intended to help students to reach a clear understanding of Academic Regulations and to dissolve any minor misunderstandings before they become serious.

An academic offence could be 'confirmed' where evidence supports misconduct in any of the categories below. Where evidence strongly supports that the offence was committed on the 'balance of probability' (i.e. more likely than not) a student maybe confirmed as having committed an academic offence. The University also reserves the right to review work retrospectively.

Students will receive a 0/Z grade and accompanying warning letters and may face disciplinary action if an academic offence is deemed committed. In the case the exam board confirms an academic offence, a 0 will be awarded for the assessment. If the module is consequently failed the student will be allowed a referral following the normal referral policy. In the case the exam board confirms a severe case of plagiarism a Z will be awarded, and all grades voided. The module student will need to be retaken entirely and grades capped at 40%.

Plagiarism

Plagiarism arises when a student is suspected of presenting work undertaken by other people as if it were their own. Copying all or part of another person's work is not permitted. Failure to fully reference all sources could be construed by the marker/tutor as intentional and therefore as plagiarism.

Plagiarism has occurred when the student:

- Does not acknowledge the work of another person or persons, or,
- Has not identified the source or cited quotations in any part of work presented for assessment, or,
- Has copied another student's work with or without their knowledge, or
- Has submitted the same piece of their own work for assessment in two (or more) modules (i.e. self-plagiarism) at any level of study.

If a student's work is found to contain verbatim (or near verbatim) quotation from the work of others without acknowledgement, then plagiarism has been committed. In order to avoid that, all sources should be cited and all quotations from the works of other authors clearly identified as such.

Please do not leave anything to chance. SHMS IHTTI has strict rules regarding plagiarism and has specialised electronic surveillance equipment to determine if the work is plagiarized.

Collusion

Where there is a requirement for the submitted work to be solely that of an individual student, collaboration is not permitted. Students who improperly work together in these

circumstances and/or who permit the copying of their work by others are guilty of collusion.

Procurement

If the student has engaged a third party to significantly or partially create a piece of work on their behalf with the intention of submitting this as their own piece of work, then an academic offence has been committed. Third party engagement can take the form of paid or unpaid work.

During the semester, random students will be selected from a module and asked to defend their work to a committee in order to verify originality. Additionally, if there are doubts about the originality of a student's work, students will be asked to defend their work orally before the final grade is awarded. If the student is not able to demonstrate knowledge of their work, it will be considered as an academic offence. This will result in a Z grade being given.

Students are permitted to get their academic work edited by a third party, however the original working document (any notes, the receipt from the editing company and/or any correspondence relating to the involvement of a third party), must be kept on hand until the final grade has been issued following the official publication of grades post Assessment/ Examination Board.

Invention of Data (Fabrication)

Invention of data occurs where a student effectively misrepresents data (through fabrication or falsification) to make it appear that the data has been derived by appropriate measurement in the field, in the laboratory or other setting.

Thus, the reader is deceived with regard to the true information and the researcher may use the invented data to substantiate a favoured hypothesis. This is regarded as deception and is a very serious academic offence

Other forms of misconduct

Any action through which students seek to gain an unfair advantage in assessment constitutes an academic offence. Failure to meet ethical, legal and professional obligations such as breach of confidentiality or abuse of research subjects or materials can be considered as serious offences.

The School's disciplinary procedures aim to promote values such as trust, respect, honesty and tolerance. Each student is given the opportunity to make a positive contribution to the school community and is held responsible for his or her own actions and behaviour. It is therefore not only required, but also expected, that each student behaves in a way that will help to maintain a positive environment of learning and development. The disciplinary procedures stated in this document help students to

understand their own mistakes, learn from them, and mature into responsible future managers.

10. Attendance Policy

SHMS IHTTI operates a strict attendance policy. In order to ensure engagement with the set Learning Outcomes, a responsible attendance record is required from students. Lecturers and other sanctioned staff members take attendance at the start of every lecture, tutorial, workshop, excursion or any other related activities where students' presence is required (hereafter collectively referred to as classes). Students not present on time, properly groomed and/or adequately prepared for class will be marked absent for the relevant hour(s).

The school does not count, approve or give excuses for illness, interviews, family circumstances or any other matters that prevent students from going to class. Students are allocated a threshold of acceptable absences and are required to take full ownership of their studies by managing their time, schedules, meetings, interviews, events and private matters accordingly. Absences beyond the threshold will deem students have not satisfied the Learning Outcomes of the module, whether those absences are due to matters in the students' own control or not.

Students may be absent for a maximum of 6 class hours per module per semester with a maximum of 50 absences overall in the programme. Once the student reaches the 7th hour of absence in a module, he/she will be automatically deregistered and withdrawn. Thereafter, for the applicable module students are not permitted into class, are not permitted to sit/submit any assessments and grades earned thus far voided. The transcript will indicate a W (withdrawal) for the applicable module. To pass the module once withdrawn, and so to complete the semester, students are required to retake the module during Summer Sessions in the same way as if the module was failed. Self-study or online retake sessions are not offered to students who are withdrawn from a module

A warning system and policy of withdrawal is to be applied as follows:

- Once a student reaches 4 hours of absence in a module, he/she will receive a written warning. This warning is called the First Warning Letter. It will inform the student that he/she has missed 4 hours of classes in a specific module and will be provided to the student by the PDLs. The Academic Office will send a scanned copy of the warning letter to the students Regional Representative and/or Agent.

- In case the student reaches 6 hours of absence in one module he/she will receive a Final Warning Letter. It will inform the student that he has missed 6 hours of classes in a specific module and in the case that he/she misses 1 more hour, he/she will be automatically be deregistered from that module.

The student signs the final warning letter and will get a copy of it. The Academic Office will then send a scanned copy of the warning letter to the students Regional Representative and/or Agent.

- In case the student misses and additional hour of the same module, so a total of 7 hours, he/she will be deregistered and withdrawn from the module due to non-engagement. At this stage the student will also be invited for a formal meeting with the Academic Director to discuss the student's intentions for continuation of study at the school.

Additional regulations

- A student can only be withdrawn from two modules and continue his/her studies at the school. When withdrawn from a third module the student will also be expelled from school and will be required to retake the entire semester, even if the total amount of absences is less than 50.
- The module withdrawal policy is based on two hours of contact per week during the semester. Any modules with more or less contact hours per week will have the policy applied proportionally.
- The maximum allowed absences on the programme, in a full semester, across all modules taken by a student, is 50. Once a student reaches 50 overall absences expulsion from the school will be recommended in a Disciplinary Board Meeting with the School Management chaired by the Academic Director of the school.
- Students receive the following written warnings concerning overall absences in the programme: first warning after 30 absences, second warning after 40 absences, final warning at 48 absences.
- In case of withdrawal from a module or in the case of expulsion from the school strictly no refund will be given. Costs for retaking modules during summer sessions or for retaking the semester will be incurred entirely by the student.
- The SHMS IHTTI absence procedure will not consider the nature of the absences (personal matters, health issues, interviews, etc.) in normal instances. Deviation from the above policy due to special or unusual student circumstances (e.g. chronic illness) can only be approved by the Programme Manager or, in the case where expulsion is considered, in a Disciplinary Board Meeting with School Management.

This policy is applied equally to all students and applies to all modules, which include practical, languages, theoretical, support classes and all other mandatory student activities as indicated by the SHMS IHTTI.

11. SHT and PDP

The SHMS IHTTI SWISS HOSPITALITY TOUCH is the art and science of immaculate precision, discreet discipline, dependable quality, practical innovation and professional leadership. We are all familiar with the reputation Switzerland has for offering excellence in hospitality services, with the opening of the first hotel school in the world and the popularization of tourists' use of recreational facilities Switzerland has to offer.

We are also familiar with the relationship between the development of Switzerland's reputation for excellence in hospitality and the classically trained professional within hospitality. The purpose for mastering the Swiss Hospitality Touch is to greatly enhance the student educational experience by adopting the characteristics of 'the Swiss Hospitality Touch' by each student. The intention is of course to make a graduate from SHMS IHTTI stand out even more from the competition.

The main benefits of mastering the Swiss Hospitality Touch are threefold: to boost the reputation of an SHMS IHTTI graduate; to make the SHMS IHTTI graduate a better and more desirable candidate for a job or management training program; and to add value to the SHMS IHTTI Program. The aim is to achieve these benefits through the mastering of the five characteristics, being, the art and science of immaculate precision, discreet discipline, dependable quality, practical innovation and professional leadership.

SHMS IHTTI students will learn how to adopt the characteristics and behave in accordance with these top-class professional standards. This will help in developing a culture of accountability in which we hold each other responsible to live the Swiss Hospitality Touch by example.

Personal Development Planning (PDP)
Whilst studying you will have many opportunities to expand your academic, professional and personal horizons. Taking stock of your position and setting goals in all areas of your life is a crucial step. However, in order to maximize your potential you must be clear about how you can transfer the skills and knowledge you have acquired into other situations. You must learn to articulate your unique skills and abilities.

This will be of particular benefit to you when you are pursuing career opportunities and

are able to express articulately to potential employers what skills and abilities you can bring to the position in question.