

## MASTER'S DEGREE AND POST-GRADUATE DIPLOMA COURSES, COURSE CREDITS, AND EQUIVALENT CLASSROOM HOURS

<b>Master of Business Administration Program (MBA)</b>	<b>Credits</b>	<b>MBA 1</b>	<b>MBA 2</b>
Asset Management	3	40	
Information & Knowledge Management	3	40	
Revenue Management in the Service Industry	3	40	
Strategic Management	3	40	
Sustainable Tourism Development	3	40	
Communications & Personal Development	3		40
Introduction to the Economics of Tourism	3		40
Organizational Behavior	3		40
Operations Management	3		40
Research Methods in Hospitality & Tourism	3		40
<b>Total Credits</b>	<b>30</b>	<b>15</b>	<b>15</b>
<b>Classroom Hour Equivalents</b>	<b>400</b>	<b>200</b>	<b>200</b>

### *ELECTIVE AND PREREQUISITE COURSES*

Applied Hospitality Information Systems (prerequisite) *		40	
Food Service Management **			90
Beginner German Language I **		60	
Beginner German Language II **			60
Industry Training (Paid Swiss Internship) **	4		

<b>Post-Graduate Diploma Program (PGD)</b>	<b>Credits</b>	<b>PGD 1</b>	<b>PGD 2</b>
Financial Accounting	3	40	
Beginner German Language I	3	60	
Introduction to Microeconomics	3	40	
Human Resource Management	3	40	
Sales and Marketing Management	3	40	
Introduction to Statistics	3	40	
Food Service Management, including Service Practical Lab	4		90
Beginner German Language II	3		60
Rooms Division Operations, including Fidelio Lab	4		60
Tourism Planning and Development	3		40
Managerial Accounting	3		40
Planning & Control of Food & Beverage Operations	3		40
<b>Total Credits</b>	<b>38</b>	<b>18</b>	<b>20</b>
<b>Classroom Hour Equivalents</b>	<b>400</b>	<b>260</b>	<b>330</b>

### *ELECTIVE AND PREREQUISITE COURSES*

Applied Hospitality Information Systems (prerequisite) *		40	
Industry Training (Paid Swiss Internship)	4		

The breakdown of courses between the MBA 1 and MBA 2 terms or between the PGD 1 and PGD 2 terms may vary depending upon when you begin the program.

\* Applied Hospitality Information Systems is a prerequisite course and a student is required to enroll in it (at an additional fee) only if he or she has not already successfully completed a similar course, or does not score adequately on a basic computer skills test available during New Student Orientation.

\*\* An MBA student who elects to complete an optional Paid Swiss Internship must prepare for it by enrolling in these courses (at an additional fee) if he or she has not already successfully completed a similar foodservice course or does not already speak adequate German, French, or Italian. The German Language courses are also available as elective courses for students who choose not to perform a Paid Swiss Internship.

## MASTER OF BUSINESS ADMINISTRATION PROGRAM

### **ASM.6813 Asset Management** – 3 Credits

This course addresses the subject of the hospitality property as a real estate object. Property valuation, purchase, holding strategy, and disposition of hospitality properties are examined. The unique position of the asset manager is discussed in relation to ownership's needs and management's wants.

### **IKM.6823 Information and Knowledge Management**

– 3 Credits

This course focuses on the analysis and design of hospitality/tourism industry information systems and technology applications. Strategic planning, system development and implementation, and the current and future trends in hospitality/tourism technology applications are discussed.

### **REV.6853 Revenue Management in the Service Industry** – 3 Credits

Revenue Management can provide a competitive edge in a variety of service industries, such as hospitality, tourism, telecommunications, and financial services. Managers must decide what prices and product allocations are right for different customers, when they should be offered, and which sales and distribution channels to use in order to maximize both revenue and profitability. This course teaches students to identify appropriate methods and to utilize tools designed to make these revenue-optimizing decisions in a wide range of sectors, focusing on the hospitality industry.

### **STM.6883 Strategic Management** – 3 Credits

Strategic Management integrates all the concepts, tools, theories and practice of a firm's traditional functional areas to help build and consolidate a competitive advantage. Using case studies, the course examines the strategic management process, spanning from strategy formulation, implementation and evaluation. An in-depth assessment of environmental analysis models and internal assessment processes will help identify and develop a company's strengths and opportunities.

### **SUT.6843 Sustainable Tourism Development**

– 3 Credits

This course offers students an opportunity to examine, discuss, and formulate positions on case studies illustrating sustainability issues concerning the environment and human welfare within the tourism and hospitality industry. Students will focus on a variety of topics that demonstrate the dynamic interrelationships and interdependency with those aspects that shape current tourism trends.

### **COM.6903 Communications & Personal Development**

– 3 Credits

This course equips students with vital skills for success in the workforce. Students will develop interview, job search and communication skills, and build self-confidence in conducting themselves in a manner that matches industry expectations for managers. Students will learn secrets for rapid future career advancement, development, and self-improvement.

### **ECT.6973 Introduction to the Economics of Tourism**

– 3 Credits

This course examines the economic concepts that help in understanding the economic dimensions of the recreation, leisure and tourism sector. This rapidly growing sector of the world economy is already a very significant component of GDP; thus an understanding of its economics is vital. This course provides students with concepts and tools useful in understanding the interaction between the global environment and the hospitality industry.

### **OBE.6983 Organizational Behavior** – 3 Credits

The course examines the concepts of human behavior in organizations at individual and group levels. Organizational behavior concepts that foster individual and team performance as well as the development and impact of organizational culture are discussed. This course demonstrates how influential leadership styles and organizational structures relate to employee performance and job satisfaction.

### **OPM.6913 Operations Management** – 3 Credits

Operations management in the hospitality industry concerns the production of goods and services, and involves the responsibility of ensuring that business operations are efficient and effective. This course addresses the management of resources, the distribution of goods and services to customers, and the analysis of queue systems in hospitality and tourism establishments.

### **RES.6883 Research Methods in Hospitality and Tourism** – 3 Credits

Research plays a key role in generating and discovering the information required for sound management decision-making. This course provides a foundation in research methods, taking into consideration the characteristics of the hospitality and tourism industry. Through the completion of a research project, students develop skills required in the planning and management of research projects; the evaluation and application of research methods; data collection, analysis and interpretation; data presentation; and report writing.

## MBA ELECTIVE AND PREREQUISITE COURSES

### **GER.1113 Beginner German Language I** – 3 Credits

A basic course relating to the hospitality industry focusing on grammar structures presented in context through: speaking, listening, reading and writing. The purpose of this class is to enable students to deal with predictable every day tasks and to deal with varied daily activities in a hotel or restaurant.

## POST-GRADUATE DIPLOMA PROGRAM

### **GER.1213 Beginner German Language II** – 3 Credits

Building on GER.1113, this course continues with additional vocabulary and conversational skills emphasizing the daily tasks common to the hospitality industry. The course also assists students to gain basic interviewing vocabulary in German.

Prerequisite: GER.1113 Beginner German Language I.

### **FSS.1214 Food Service Management** – 4 Credits

This course introduces the science of food service as applied to the expectations of the Swiss and international hospitality industries. It gives the student the necessary background of the foodservice industry, the types of foodservice establishments and the various food service methods. It also creates in the student an awareness of why people dine out and how the different service styles and settings satisfy the customers' and business' needs. Through the service laboratory, students have the opportunity to apply and experience learned knowledge first hand.

### **HFT.3400 Industry Training** – 1,150 to 1,650 hours, 4 or 6 Credits

(Paid Swiss Internship) This is a 4- or 6-credit university transfer course involving practical, on-the-job, paid work experience in leading Swiss-German hotels and restaurants, and emphasizing practical experience in kitchen production, restaurant service or, possibly, front office operations. Students may take this in-country program only after successful completion of at least six months of their regular academic program, having met DCT's internship qualification requirements, as detailed on pages 32 & 33 of this Catalog and in the DCT Internship Handbook.

Prerequisites:

All programs: GER.1113 Beginner German Language I, GER.1213 Beginner German Language II, or equivalent.

HTM programs: FSS.1214 Food Service Management or equivalent.

**Note:** A basic level of computer skills is a prerequisite for all students in the MBA Program. Students who have already completed a similar course, or who request and pass a computer proficiency test during orientation, will not be required to enroll in MGT.1133 – Applied Hospitality Information Systems. Students unable to demonstrate adequate basic computer proficiency will be required to enroll in this course at an additional fee.

### **MGT.1133 Applied Hospitality Information Systems** – 3 Credits

This course introduces a basic knowledge of computer hardware and how it relates to the operating system. Focusing on MS-Office (Word, Excel, PowerPoint, Publisher), students will gain a reasonable competence in word processing, as well as a basic appreciation of spreadsheets, presentations, and email, and how these modules can integrate with each other. An appreciation of the World Wide Web as a research tool will also be included.

### **ACC.2343 Financial Accounting** – 3 Credits

This course provides the students the theoretical concepts and the analytical tools related to the recording of the financial transactions of a firm. It starts with the generally accepted accounting principles, and continues with the preparation and the interpretation of the journal, income statement and balance sheet. The students develop the ability to analyze critically and interpret financial statements using index and ratio analysis as a foundation for management decision-making. Approaches to pricing and cost management are introduced.

### **GER.1113 Beginner German Language I** – 3 Credits

A basic course relating to the hospitality industry focusing on grammar structures presented in context through: speaking, listening, reading and writing. The purpose of this class is to enable students to deal with predictable every day tasks and to deal with varied daily activities in a hotel or restaurant.

### **MGT.2373 Introduction to Microeconomics** – 3 Credits

This course introduces students to economic decision-making at the hospitality firm, consumer and industry level. The course aims to establish a link to real-life Microeconomic knowledge as can be observed in the local hospitality industry.

### **MGT.2383 Human Resource Management** – 3 Credits

Students learn the varied responsibilities of the HR function within a hospitality operation. The course's focus is on the Human Resources Cycle, with students studying the following topics and their interrelations: Job analysis, job descriptions and job specifications; recruiting policies and procedures; selection methods and effective interviewing; training and orientation programs; performance appraisal; employee motivation; and compensation and reward systems.

### **MGT.3423 Sales and Marketing Management**

– 3 Credits

This course provides a decision-oriented overview of marketing management in modern hospitality organizations. The most basic objectives of the course are to provide the students with a broad introduction to marketing concepts, the role of marketing in the firm and the various factors that influence marketing decision-making.

### **MGT.3493 Introduction to Statistics** – 3 Credits

This course provides the statistics skills hospitality managers require in today's environment. It introduces the basic language and methods of statistics, especially descriptive and inferential statistics, using examples from business and hospitality management. Data collection, organization, analysis, interpretation and presentation will be covered in terms of conceptual understanding and practical application.

**FSS.1214 Food Service Management – 4 Credits**

This course introduces the science of food service as applied to the expectations of the Swiss and international hospitality industries. It gives the student the necessary background of the foodservice industry, the types of foodservice establishments and the various food service methods. It also creates in the student an awareness of why people dine out and how the different service styles and settings satisfy the customers' and business' needs. Through the service laboratory, students have the opportunity to apply and experience learned knowledge first hand.

**GER.1213 Beginner German Language II – 3 Credits**

Building on GER.1113, this course continues with additional vocabulary and conversational skills emphasizing the daily tasks common to the hospitality industry. The course also assists students to gain basic interviewing vocabulary in German.

Prerequisite: GER.1113 Beginner German Language I.

**HFT.2354 Rooms Division Operations – 4 Credits**

This course focuses on the two primary departments within Rooms Division: Housekeeping and Front Office. Students gain an understanding of how effective teamwork and communication between these departments contribute to the successful operation of the hotel. An overview of the responsibilities of the Housekeeping department in relation to the overall hotel operations is given, with a focus on planning and organization. Students are introduced to the Front Office and the responsibilities of the positions found in each of the areas comprising the Front Office, including communications, reception, reservations, concierge and uniformed services. Theory-based knowledge is applied using Micros Fidelio property management software. Students gain a basic understanding of the main modules of a Property Management System used in the front office: reservations, registration, rooms management, and cashing.

**HFT.3443 Tourism Planning and Development**

– 3 Credits

This course provides an in-depth study of the field of tourism. It is designed to develop a comprehensive understanding of macro forces and issues that shape global tourism from both the producer and consumer perspectives. The aim of the course is to enable students to recognize the economic, environmental, social and political aspects of tourism development, including those related to developing countries as well as to highly developed states.

**MAC.3443 Managerial Accounting – 3 Credits**

An extension of MGT.2343, this course expands the student's ability to analyze and interpret financial statements critically through the use of ratio analysis and budget variance analysis. Short-term cash flow and long-term funds management planning is examined as an integral part of capital budgeting and investment decisions.

Prerequisite: MGT.2343 Financial Accounting or equivalent.

**MGT.3533 Planning and Control of Food & Beverage Operations – 3 Credits**

In this course, students gain a clear and comprehensive understanding of contemporary food & beverage management from a systems management approach. Students learn basic cost control systems and concepts relating to the area of food production, labor costs and other operating expenses, menu pricing, and bar and beverage management principles.

Prerequisite: none; FSS.1214 Food Service Management, recommended; MGT.2383 Human Resource Management, recommended.

**POST-GRADUATE DIPLOMA ELECTIVE AND PREREQUISITE COURSES****HFT.3400 Industry Training – 1,150 hours, 4 Credits**

(Paid Swiss Internship) This is a 4-credit university transfer course involving practical, on-the-job, paid work experience in leading Swiss-German hotels and restaurants, and emphasizing practical experience in kitchen production, restaurant service or, possibly, front office operations. Students may take this in-country program only after successful completion of at least six months of their regular academic program, having met DCT's internship qualification requirements, as detailed on pages 32 & 33 of this Catalog and in the DCT Internship Handbook.

Prerequisites:

All programs: GER.1113 Beginner German Language I, GER.1213 Beginner German Language II, or equivalent.

HTM programs: FSS.1214 Food Service Management or equivalent.

**Note:** A basic level of computer skills is a prerequisite for all students in the PGD Program. Students who have already completed a similar course, or who request and pass a computer proficiency test during orientation, will not be required to enroll in MGT.1133 – Applied Hospitality Information Systems. Students unable to demonstrate adequate basic computer proficiency will be required to enroll in this course at an additional fee.

**MGT.1133 Applied Hospitality Information Systems**

– 3 Credits

This course introduces a basic knowledge of computer hardware and how it relates to the operating system. Focusing on MS-Office (Word, Excel, PowerPoint, Publisher), students will gain a reasonable competence in word processing, as well as a basic appreciation of spreadsheets, presentations, and email, and how these modules can integrate with each other. An appreciation of the World Wide Web as a research tool will also be included.

**Master's Degree options:** Qualified graduates of the Post-Graduate Diploma program may choose to continue their studies toward a Master's Degree in Switzerland at DCT, or at one of several top-rated hospitality graduate programs worldwide. Examples of these specialized Masters programs include the MBA programs of **Johnson & Wales University**, the **University of Massachusetts**, or **Florida International University** in the US, the MA program at **The Alpine Center** in Greece, or **Oxford-Brookes University** in the UK.