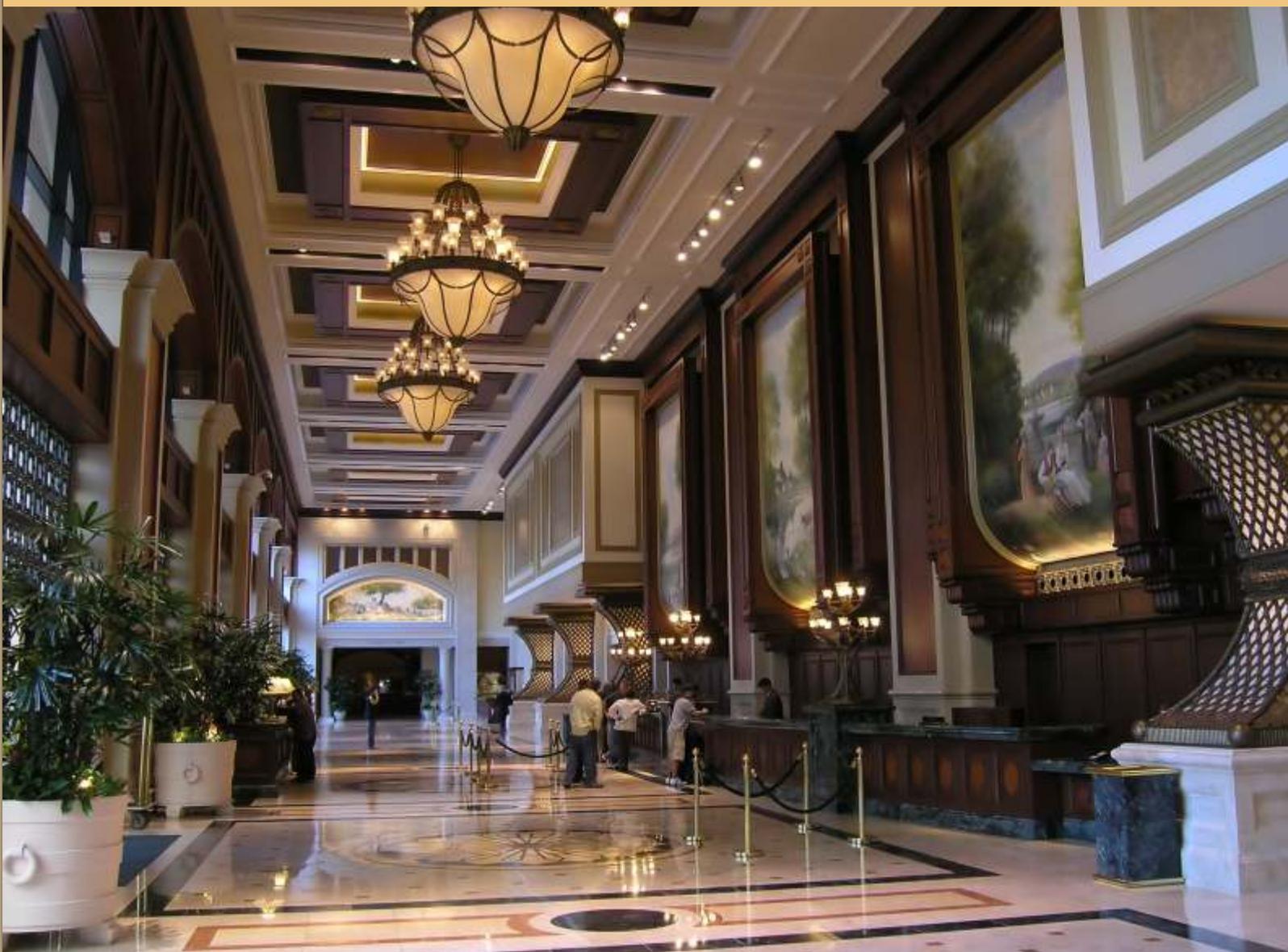




**E.H.E. Europa Hochschule
EurAka CH**
(E.H.E. Private European University EurAka
Switzerland)

MBA in Hotel Management



Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:



The Europa Hochschule EurAka CH is the official cooperation partner of the

- Accreditation-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



ECBE

PRME Principles for Responsible
Management Education



Welcome to EurAka Welcome to Swiss Higher Education

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our private University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.

That Switzerland's Universities and Higher Education both belong to the world's best is for our private University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where inter-cultural understanding and mutual respect is at the core of the delivery of our studies. At our E.H.E. EurAka you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E.
Europa Hochschule EurAka CH.

Prof Dr h.c. Paul Diener
President



World-class Higher Education - Swiss made



The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

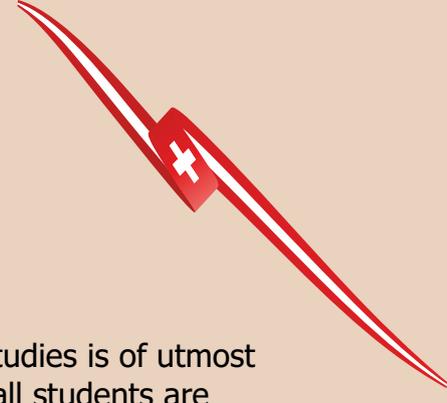
The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns the highest international reputation and attracts significant research funding from global

corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reappraised by the country's various regulatory authorities in 2016, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and the Canton Basel Landschaft. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University approved across Europe and beyond. Hence, the E.H.E. EurAka awards Degrees with ECTS credits.

Regional E.H.E. EurAka Centres around the Globe



Delivering studies in often very distant countries means trust first of all. Students have to trust that they are getting the same high quality as if studying with the E.H.E. EurAka herself. The University must have the confidence that national centres of studies are exactly delivering this same quality.

This is not just a question of equality regarding graduates' skills and knowledge, it also is prerequisite regarding applicable regulations, in the E.H.E. EurAka's country of origin and additionally, in the host country of delivery.

To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe.

The same quality of studies is of utmost importance, because all students are awarded with the same Swiss degree. The E.H.E. EurAka takes her responsibility very seriously. Therefore, students' welfare and progress are permanently monitored. Furthermore, all our regional partner centres being entrusted with the delivery of our programmes of studies are receiving direct support for that students can study with confidence in the quality of their studies.

The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher
Vice President International





**'Develop a passion for learning.
If you do, you will
never cease to grow.'**

Anthony J. D'Angelo



Hotel Management ~ A Centre of the Hospitality Industry

Hotels deliver a service, which is of highest importance to all travellers. A hotel can be small or big; it can belong to a chain or be independent; it can be one star or five stars - one aspect does not change: Guests want to find what they expect. At the same time, there is the need for profitability regarding shareholders and there is staff, who expects good working conditions.

Exactly these multiple expectations are the reason, why this programme of studies is designed as an MBA programme. Multiple responsibilities for a variety of different constituents request that the seasoned hotel manager acts in the interest of guests, shareholders, and staff equally.

Instead of being a specialist in a specific area only, this MBA consequentially delivers cross-functional knowledge and skills delivering the right service-orientation at the same time. When both come together, shareholders will benefit nearly automatically.

Ten carefully selected modules introduce students to a wide range of subjects. The Master's thesis tests the comprehensive understanding students have gained during their studies. Always, the E.H.E. EurAka takes greatest care that latest knowledge is delivered. This objective is guaranteed here as well. However, all theory embedded is delivered with the right view on best practice. The E.H.E. EurAka aspires to educate the informed manager. It follows Peter Drucker's words: 'Management is doing things right; leadership is doing the right things.'

That Switzerland is globally renowned for its hotel schools is of course a particular stimulus for our private University to offer best quality and standards in the MBA in Hotel Management.

Programme Objectives



The MBA studies in Hotel Management of the E.H.E. Hochschule EurAka CH develop profound and sophisticated knowledge in this particular profession. They are specifically designed to meet the concept of graduates' Employability Impact. Therefore, content of the individual modules addresses latest knowledge and delivers practice-orientation at the same time.

The particular Intended Learning Outcomes are:

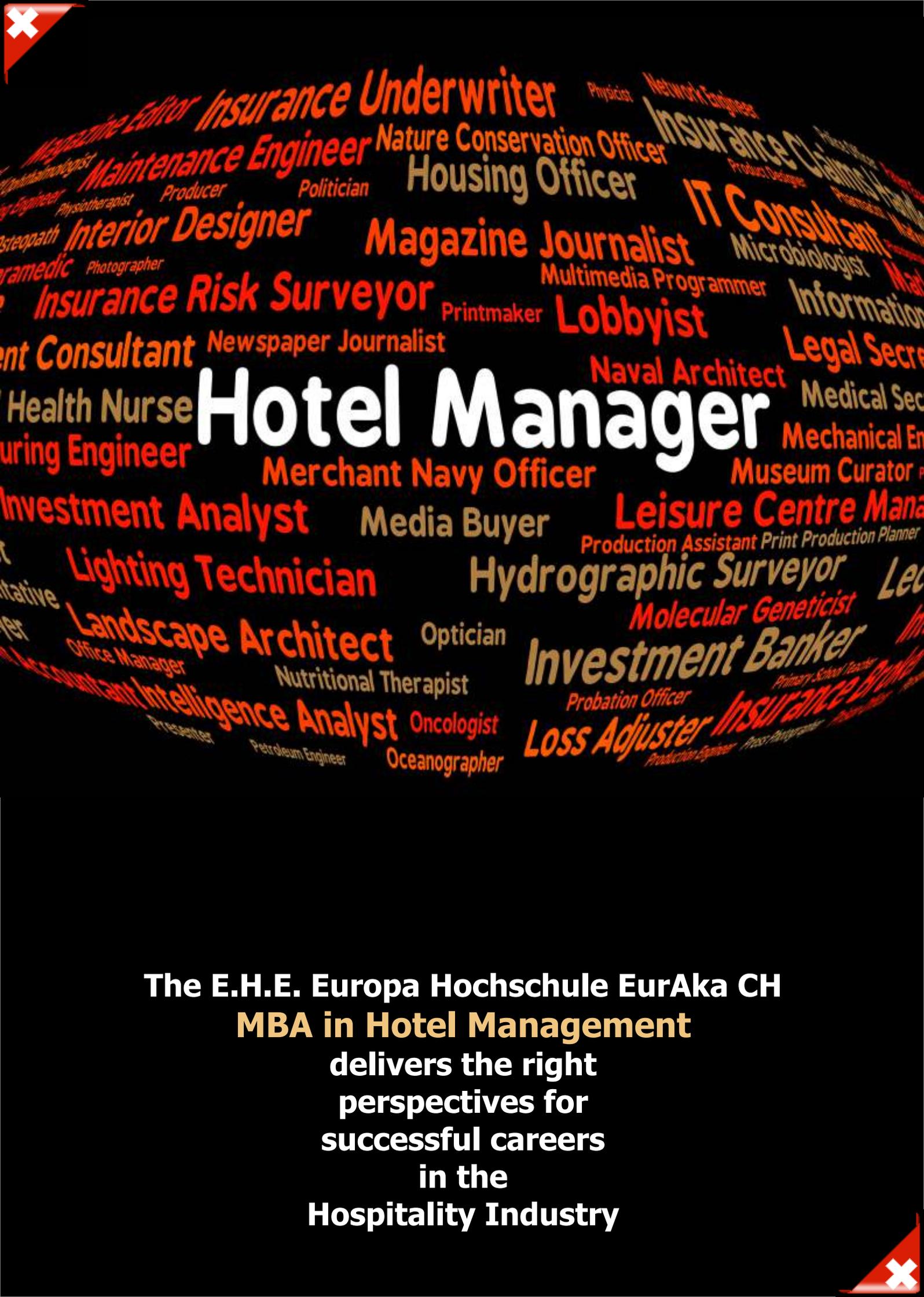
- **Develop critical thinking and analytical approaches to theories and practices of contemporary contexts in the hotel industry by in-depth analysis of their internal and external environment.**
- **Enhance the ability to read, understand, and make sense of the specific organisational needs for sustainable progress in a variety of contexts of the hotel and hospitality industry.**
- **Extend the capacity to evaluate and critically select between strategies, tactics, and operational models in the contemporary and future-oriented management of hotels.**
- **Provide hotel organisations with necessary insights and robust structures for becoming a socially responsible corporate citizen.**
- **Apply high standards of moral and ethical behaviour to the own work and to that of an organisation in the hotel industry.**

The Modules of the MBA in Hotel Management

- 1. Hotel Front Desk Operations**
- 2. Human Resource Management**
- 3. Hotel Marketing Management**
- 4. Accounting and Finance**
- 5. Hotel and Workplace Security,
Safety & Health (OSHA)**
- 6. Strategic Management**
- 7. Food and Beverage
Management**
- 8. Training and Education for the
Hotel Industry**
- 9. Organisational Behaviour and
Corporate Social Responsibility**
- 10. Business Research Methods**
- 11. Master's Thesis**

Performance





Hotel Manager

**The E.H.E. Europa Hochschule EurAka CH
MBA in Hotel Management
delivers the right
perspectives for
successful careers
in the
Hospitality Industry**



**'True hospitality is marked
by an open response to the dignity
of each and every person.'**
Kathleen Norris

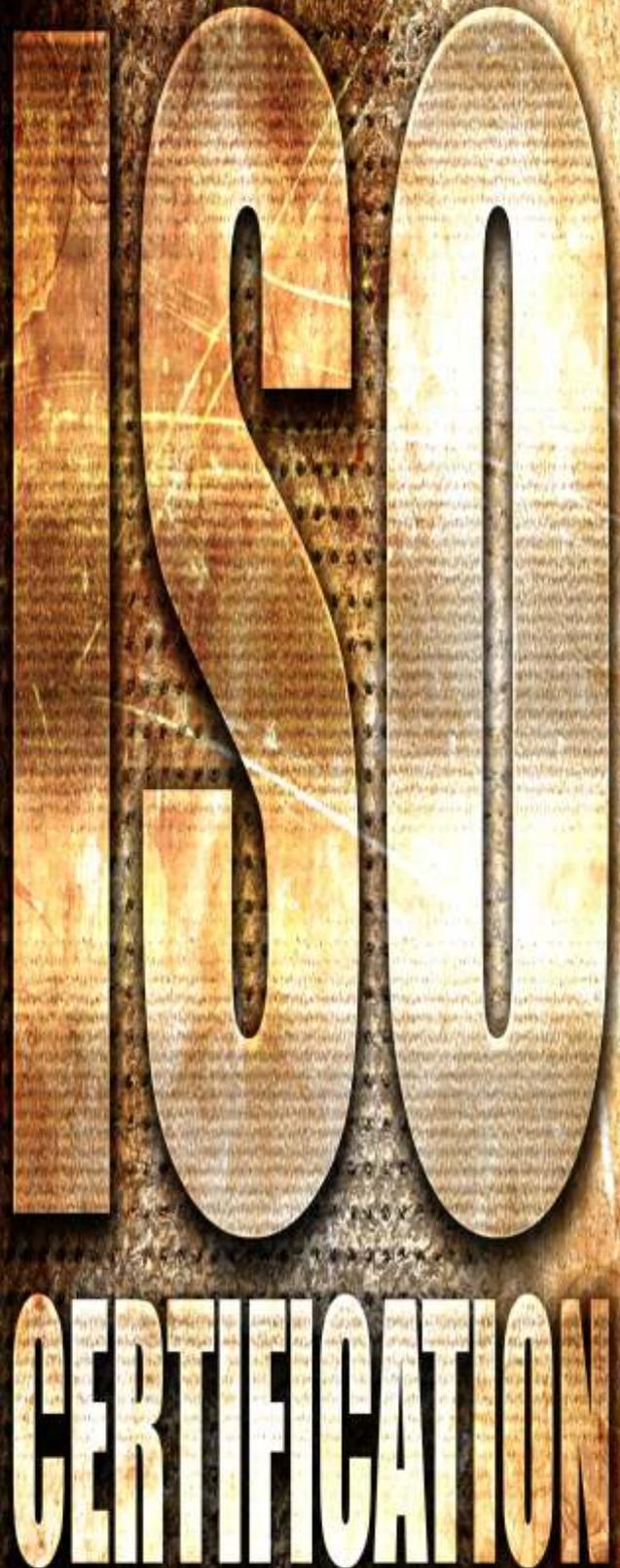
ISO Certification 17024 for Hotel Managers

Beyond academic Degrees, the E.H.E. EurAka offers students - as one of the first universities - the exceptional integrated option to gain the international ISO 17024 Certification.

ISO Certifications are famous and especially recognised all over the world. Organisations seek for ISO Certifications as clear demonstration of their quality. Here now is the very unique option and opportunity for E.H.E. EurAka students to do the same and that within their regular programme of studies. This ISO 17024 Certification does not accredit organisations, but the individual - the E.H.E. EurAka student - according to official accreditation standards of the International Organization for Standardization.

Which now are the benefits? Beyond their academic Master's Degree this optional opportunity demonstrates employers that a Graduate has met the official requirements for being a Certified Expert according to globally recognised ISO 17024 standards on professional levels of expertise. This academic - professional expertise clearly goes beyond present standards employers expect.

These combined qualifications, the private EurAka University is proud to offer, decisively differentiate the University's Graduates on highly competitive job markets and is a culmination of what they offer to employing organisations. That is, what superior value education stands for.

The image features the words 'ISO CERTIFICATION' in a large, bold, sans-serif font. The letters are filled with a bright, glowing yellow and orange light, giving them a three-dimensional appearance. They are set against a dark, heavily textured background that resembles rusted metal or aged stone, with various shades of brown, black, and grey. The overall effect is dramatic and industrial.



Global Student Benefits

- **Degree from a private Swiss University**
- **International Degree officially approved in Europe**
- **Further official approval beyond Europe**
- **Campuses in Switzerland and Germany**
- **Latest academic knowledge with practice-orientation for Employability Impact**
- **Individual ISO 17024 Certification**
- **Delivery by carefully selected national Partner Institutes making studies more affordable and accessible**
- **Certificate, Transcript, and the official EU Diploma Supplement of the Europass**
- **Part of a truly global student community**
- **Progression up to doctoral studies with the E.H.E. EurAka herself or other universities**
- **International Graduation Ceremonies**
- **Global Alumni Network**

The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of EurAka Graduates grows each year.

This moment also is the E.H.E. EurAka's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.

E.H.E. Europa Hochschule EurAka CH

(E.H.E. Private European University EurAka Switzerland)



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