



Bachelor of Science in International Hospitality and Tourism Management



Schiller International University

Learn-by-living in four different countries, obtain an accredited dual degrees (US and European), and increase your global employability.



Four International Campuses



Dual Recognition (US and European)



Learning-by-living Methodology



Personalized Path



Global Employability Oriented

WHY study this Bachelor's Degree in International Hospitality and Tourism Management?

International hospitality and tourism is one of the fastest growing sectors in the service and business industries. Students will gain the professional knowledge and skills necessary for a career in Hospitality and Tourism management. From operating a hotel, resort, and/or restaurant to leading leisure and recreational activities.

Leisure and Hospitality Job Outlook 2020–2030*

+9%

Expected Growth

52,2K

Projected Employment

Career Areas: Accommodation, Food and Beverage, Travel, Tourism, Events, Sports and Recreation.

*US Market. Source: U.S. Bureau of Labor Statistics.

WHAT am I going to learn?

Graduates of this Bachelor's Degree in International Hospitality and Tourism Management will be able to:

- Critically analyze foundational knowledge and critical understanding of principles, theories, and current research in international hospitality and tourism management.
- Critically apply an understanding of the management disciplines of marketing, human resources management, operations, and accounting within the context of the international hospitality and tourism industry.
- Assess emerging trends and practices within the international hospitality and tourism sector using relevant research and literature.
- Examine the impact of culture and global business practices in meeting the needs of international hospitality and tourism consumers.
- Develop and implement different strategic and implementation plans of business models in different markets and environments using analysis, planning, implementation and control.
- Organize and orchestrate resources, factors of production, as well as business and operational models to implement specific plans and strategies in different international business scenarios.
- Using best practices and international standards, justify the need to be aware of and respectful to ethical issues and responsible citizenship as applied in the professional context of international hospitality and tourism management.
- Integrate transferrable skills in oral and written communication, teamwork, guided learning and independent study.
- Foster scholarship and research in advancing international hospitality and tourism management.

HOW am I going to learn?

Discover, design, and develop the professional profile that best suits your goals. Based on a solid academic structure aligned with the current reality we provide you with specific learning tools, methodologies, and immersive experiences to personalize your path.

- Solid academic basis connected with reality.
- Modulable Learning.
- Interactive Lessons.
- Learning by doing methodologies.
- Strong presence of Tech, Digital, and Sustainability.
- International immersions to explore and experience.
- Challenges with real organizations.
- Personalized Academic and Career Advising.

With WHOM am I going to learn?

Classmates: A multicultural, diverse, and inclusive community with more than 130 nationalities.

Faculty: Referred professional that share updated knowledge and challenge students with real cases.

Academic and Career Advisors: Mentoring Services to support you from day one in reaching your goals.

Alumni: A network of more than 20,000 alumni around the world to be connected with.

The International Experience of Your Life.

Live a truly 100% international experience by studying your program in up to four different countries without losing any credits and without difficult transitions.*

*Campus transfers subject to local program availability and personal visa process.

Program Key Facts



Accreditation

US and European (UoR)*



Pace

Full-time. One course per month



Location

Madrid and Distance Learning



Duration

40 months. 4 years**



Starting Date

September, October, January,
February, May, June



Format

Residential (Campus) or Distance Learning
(Asynchronous online)



Language

English



Credits

120 American Credits (equivalent to 240 ECTS)

* Accredited dual degree available for Residential format only.
** Average school year: 10 courses (10 months) – 30 credits.

Curriculum*

REQUIRED GENERAL EDUCATION COURSES

Course Code	Course Name	Credits	Course Code	Course Name	Credits
AR 222	Art History	3	PSY 1021	General Psychology	3
HI 226	European History – Napoleonic Period to President	3	FR/GE/SP 101	Beginning Foreign Language 1	3
MGF 1107**	College Mathematics	3	FR/GE/SP 102	Beginning Foreign Language 2	3
MA 172**	Applied Mathematics	3	EN 111	English Composition: Expository Writing	3
IR 221**	Introduction to International Relations	3	EN 112**	English: Research and Writing	3
SO 137	Science and Society	3	PS 221	Introduction to Political Science	3

REQUIRED CORE COURSES

Course Code	Course Name	Credits	Course Code	Course Name	Credits
ACG 2001**	Accounting I	3	IT 103	Application of Computers	3
BA 261	Principles of Business Law	3	CA 497**	Capstone	3
BA 341**	Business Finance	3	HM 103**	Introduction to Tourism & Hospitality	3
BA 374**	Statistics	3	HM 187**	Front Office Management	3
BA 401**	Human Resources Management	3	HM 210**	Food and Beverage Management	3
BA 427	Marketing Management	3	HM 423**	Convention & Event Management	3
GE 1350**	Introduction to International Business	3	EN 200**	Cross Cultural Communications	3
ECO 2013**	Principles of Microeconomics	3	BA 322**	International Marketing	3
MAR 2011**	Principles of Marketing	3	HM 451**	Leadership and Management in Hospitality and Tourism	3
ECO 2023**	Principles of Macroeconomics	3	HM 499	Internship Approved by Provost	3

ELECTIVE COURSES

Course Code	Course Name	Credits	Course Code	Course Name	Credits
ACG 2011**	Accounting II	3	IR 481	Selected Topics in International Relations	3
BA 370**	Business Communication	3	FR/GE/SP 201	Intermediate Foreign Language 1 (or any 200-400 Electives)	3
BA 384	Behavioral Aspects	3	FR/GE/SP 202	Intermediate Foreign Language 2 (or any 200-400 Electives)	3
BA 369**	Introduction to Sustainable Development	3	IR 356	Int. Relations of the Pacific Rim Region	3
BA 437	Multinational Enterprise	3	IR 456	The European Union	3
BA 469**	Entrepreneurship & New Ventures	3	IR 436	The Middle East	3
EN 490	Intercultural Communications	3	BA 439**	International Business Policy	3
HI 225	European History to 1815	3	EC 352	Economic Geography	3
PSY 376	Organizational Psychology	3	EN 373	Public Speaking	3

Total Credits Required: 120

*Curriculum subject to change. Each campus and program may have extra requirements and exceptions. Final Thesis may be required for graduation.
**Course with double evaluation system (with UoR) if applying for accredited dual degree.



Contact us

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