

PROGRAMME STRUCTURE



*The exchange programme and dual degree programme are optional for AIHM students. If students acquire the correct entry criteria, then they can apply to Les Roches. AIHM students can also complete all of their studies in Thailand.

Semester **01**



PRACTICAL ARTS

- Innovation, Entrepreneurship and Communication
- From the Farm to the Table
- Guest Relations and Hotel Operations
- Skills and Techniques in Food and Beverage
- Restaurant Laboratory

Semester **02**

INTERNSHIP

Enter a professional internship placement designed to embed and develop the knowledge and skills gained in Semester 1.



Semester **03**



HOSPITALITY MANAGEMENT 1

- Principles of Sustainability and Innovation
- Hospitality Financial Accounting
- Managing Diversity in the Global Workplace
- Marketing for the Hospitality Industry
- Academic Communication Skills
- Fundamentals of Data Analysis and Visualisation

Semester **04**

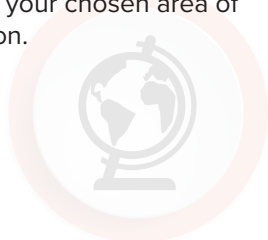
HOSPITALITY MANAGEMENT 2

- Food and Beverage Management
- Hospitality Managerial Accounting
- Leading Teams to Success
- Digital Marketing and Sales
- Rooms Inventory and Control Management
- Hospitality Facilities Management
- Fundamentals of Economics

Semester **05**

INTERNSHIP

Further investigate a specific area of hospitality within the wider sector. Begin an internship anywhere in the world, with any brand, and dive deeper into your chosen area of specialisation.



Semester **06**



HOSPITALITY MANAGEMENT 3*

- Hospitality Financial Management
- People and Talent Management
- Models for Problem Solving and Decision Making
- Customer Relationship Management
- Revenue and Pricing Management
- Data Analytics for Business Optimisation

**Require one additional elective course*

Semester **07**

SPECIALISED SUBJECT**

- Option 1:
Integrated Business Strategies**
- Innovation in Hospitality
 - Projects, Ethics and Legal Considerations
 - Hospitality Forecasting and Modelling
 - Digital Marketing and Content Creation

Option 2:
Digital Marketing Strategies**

- Innovative Sales Strategies
- Brand Management
- Marketing 4.0
- Global Strategic Marketing

Option 3:
Hotel Financial Performance Management**

- Performance Management
- Corporate Financial Decision Making
- Global Financing and Risk Management Strategies
- Hospitality Finance Forecasting and Modelling

***Require two additional elective courses*