

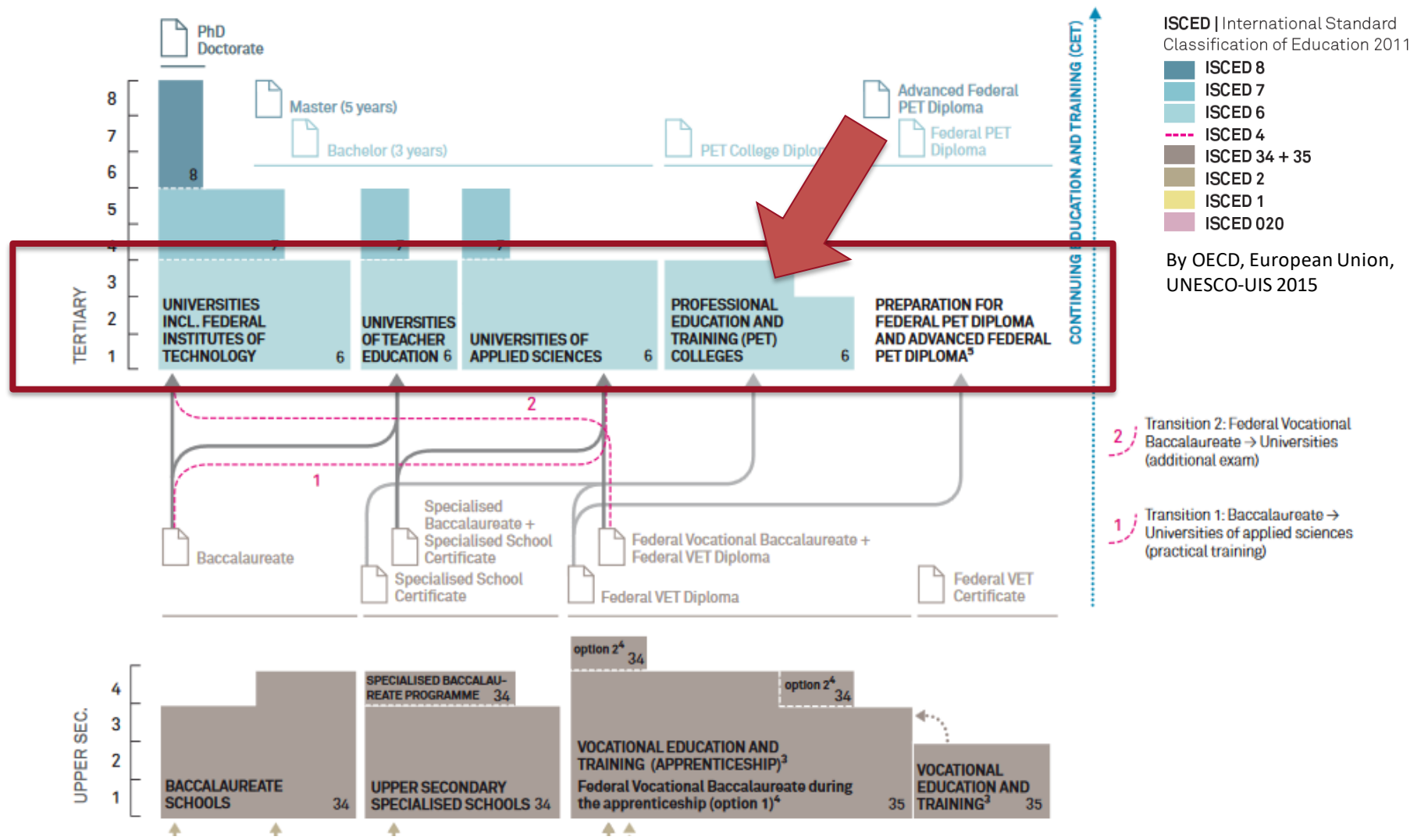


Swiss School of Tourism and Hospitality, Switzerland



Practical and Theoretical Issues on a higher education level

The Swiss Education System



ISCED 2011 level 6: Bachelor's or equivalent level

Programmes at ISCED level 6, or Bachelor's or equivalent level, are **longer and usually more theoretically-oriented** than ISCED level 5 programmes. They are often designed to provide participants with **intermediate academic and/or professional knowledge**, skills and competencies, leading to a first degree or equivalent qualification. [...]

Programmes classified at ISCED level 6 may be referred to in many ways, for example: Bachelor's programme, licence or first university cycle. For international comparability purposes, the term 'Bachelor's or equivalent level' is used to label ISCED level 6.

(OECD (2015), "ISCED 2011 Level 6: Bachelor's or equivalent level", in ISCED 2011 Operational Manual: Guidelines for Classifying National Education Programmes and Related Qualifications, OECD Publishing, Paris, p. 59)



ISCED 2011 level 7: Master's or equivalent level

Programmes at ISCED level 7, or Master's or equivalent level, have a significantly more complex content than programmes at ISCED level 6 and are usually more specialised. The content of ISCED level 7 programmes are often designed to provide participants with advanced academic and/or professional knowledge, skills and competencies, leading to a second degree or equivalent qualification. Programmes at this level may have a substantial research component but do not yet lead to the award of a doctoral qualification.

Typically, programmes at this level are **theoretically-based** but may include practical components and are informed by state of the art research and/or best professional practice. They are traditionally offered by universities and other tertiary educational institutions.

(OECD (2015), "ISCED 2011 Level 7: Master's or equivalent level", in ISCED 2011 Operational Manual: Guidelines for Classifying National Education Programmes and Related Qualifications, OECD Publishing, Paris, p.89)

What SSTH offers as educational programmes

Tertiary Level English and German	<ul style="list-style-type: none"> • Bachelor of Science in International Hospitality Management* • Swiss HF: Dipl. Hôtelier-Restaurateur HF / Dipl. Hôtelière-Restauratrice HF* FEDERAL ADVANCED DIPLOMA IN HIGHER EDUCATION IN HOSPITALITY MANAGEMENT (<i>Swiss Professional Degree in Hospitality Management</i>)
Preperatory Year (international students without work experience)	<ul style="list-style-type: none"> • 5 months internship at SSTH (Practice & applied theory) • 7 months paid internship at one of our Swiss hotel & restaurant partners and under our supervision.
Secondary Level German	<ul style="list-style-type: none"> • Hotel und Kommunikationsfachfrau (HoKo)* Apprenticeship

The educational system of SSTH

others

SSTH

EHL
HES-SO

The same level but
not the same
degree.

Master of Science in
Global Hospitality Management
(EHL/HES-SO)

Tertiary Level

ISCED 7

ISCED 6

Bachelor of Science Degree in International Hospitality Management

- 3 semesters at SSTH campus in Passugg (90 ECTS)
- Same degree (HES-SO) as the one delivered by Ecole hôtelière de Lausanne

Advanced Federal Diploma in Higher Education in Hospitality Management (equivalent 90 ECTS)

- 4 semesters academic and vocational training at SSTH campus in Passugg
- 2 semesters professional training (in Switzerland or abroad, depending on semester)

Upper Sec.

ISCED

Hotel-Kommunikationsfachfrau (HoKo)

- 3 semesters theoretical training at SSTH
- 3 semesters professional training

Preparatory Year

- 5 months training at SSTH
- Up to 7 months paid internship

Secondary School Diploma
Without 1-year work experience

One Level, two Degrees – where's the difference?

Tertiary Level: ISCED 6

Advanced Federal Diploma in higher
Education in Hospitality Management

BSc in International
Hospitality Management

Sem.
1
F&B

Sem.
2
Rooms
Division

Sem.
3
Operat.
Intern-
ship

Sem.
4
Hosp.
Mgmt.

Sem.
5
Mgmt.
Intern-
ship

Sem.
6
Hosp.
Mgmt.

Sem.
1
Bus.
Analysis

Sem.
2
Integrated
Hospitality
Mgmt.

Sem.
3
Electives
+
Diploma
Thesis or
Bus.Proj.

SSTH Curriculum

EHL Curriculum

Operational, professional
training and education,
including all four departments
of a hotel (operational interns.)

More academic and
management oriented
education, management
internship

Intermediate academic
knowledge [...], management
oriented education, no practical
training

Federal acknowledged by the Swiss Government
Equivalent 90 ECTS by HES-SO

Curriculum EHL
3 semesters = 90 ECTS

180 ECTS

The different approaches within the HF profile

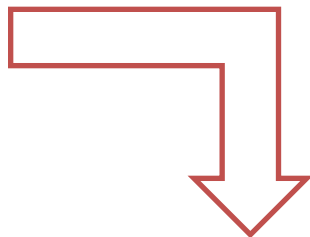
Practical training & education
 e.g. Kitchen, Service, Housekeeping
 & FO practice and theory

**Management training (internship)
 & education:** HR, Financial
 Analysis, Rev Management, etc.

Semester	1	2	3 Intern- ship	4	5 Intern- ship	6	Total
Student self-study [hrs]	212	200		306		641	1359
Contact study [hrs]	391	565		526.5		259	1741.5
Practice [hrs]	297	135	900	67.5	900		499.5
							2299.5
Total hours of studies	900	900	900	900	900	900	3600
							5400

Consequent focus on operational processes

Sem.
1
F&B



Sem.
2
Rooms
Division

Sem.
3
Operat.I
ntern-
ship

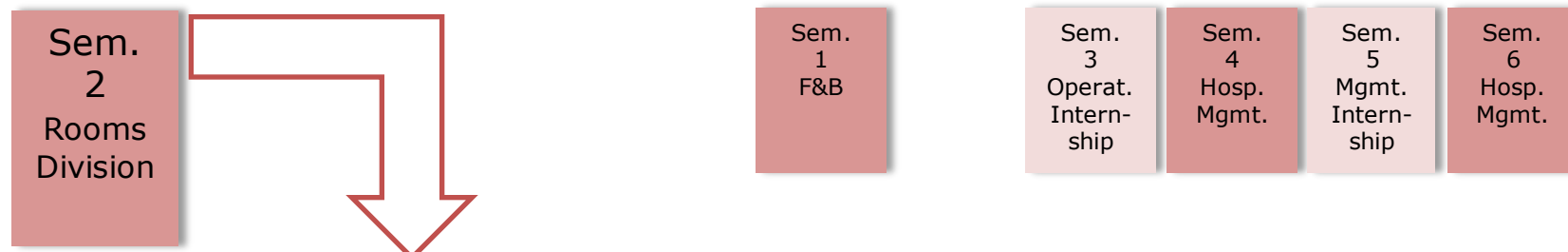
Sem.
4
Hosp.
Mgmt.

Sem.
5
Mgmt.
Intern-
ship

Sem.
6
Hosp.
Mgmt.

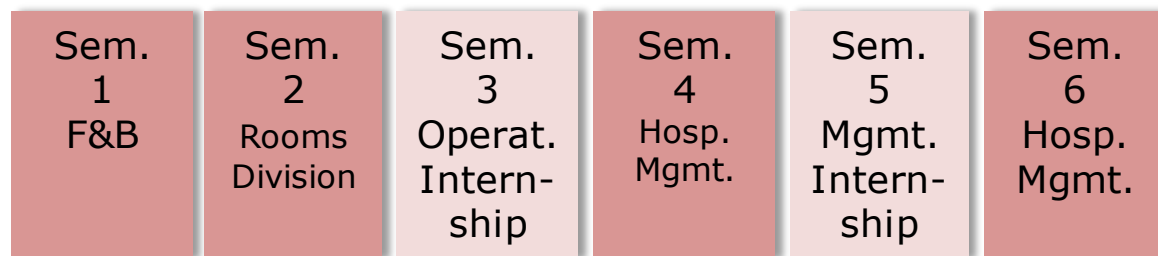
Process		Study Field	Bloom	HF1	HF2	HF3	HF4	HF5	HF6
				684		900	72		
Gastronomy	T	F&B Controlling	K3	36					
	P	Gastronomy Supervision	K3-4				18		
	P	Concept Week	K6				54		
Service	P	F&B Service Practice	K2- 3	180					
	T	F&B Service Theory	K3	72					
	T	Beverage Knowledge and Management	K2	72					
Kitchen	P	Kitchen Practice	K2-4	216					
	T	Kitchen Theory	K2-4	72					
	T	Food Safety & Sanitation Management	K4	36					

Consequent focus on operational processes



Process		Study Fiels	Bloom	HF1	HF2	HF3	HF4	HF5	HF6
				54	378	900	18		
Division Management	T	Facility Management	K3-5		54				
	T	Division Management	K3-4		36				
	T	Hospitality Supervision	K3-4				18		
Front Office	T	Front Office Theory	K4		36				
	P	Front Office Practice	K3-4		72				
	T	Business Etiquette	K2		18				
	T	Word Processing	K1-3	36					
	T	ICT/Applications I	K1-2	18					
	T	ICT/Applications II	K2-4		36				
	T	Business Correspondance	K2-4		18				
Housekeeping	P	Housekeeping Practice	K1-2		72				
	T	Housekeeping Management	K2-3		36				

Implementation of theoretical learning fields



Process	Study Field	Bloom	HF1	HF2	HF3	HF4	HF5	HF6
							900	
Finance	T Applied Mathematics	K4-5	306	36				
	T Statistics	K5		36				
	T Financial Accounting I	K4		36				
	T Financial Accounting II	K5				36		
	T Financial Analysis	K6				72		
	T Revenue Management	K6				36		
	T Financial Management and Controlling	K6						54
Human Resources	T Internship Preparation	K4	158	18				
	T Groups and Teams	K3		16				
	T HR Administration	K2-3		36				
	T HR Management	K4-5				36		
	T Leadership	K6						36
	T Workshop Self Management	K4		16				

In regard to the match of practical as well as theoretical issues

Shared modules of German as well as English cohorts: foster intercultural experiences, values, multicultural teams

Majors: Culinary Arts, Spa- und Wellness, a.o., Concept week, Business plan

From the beginning of the first semester it is a mix of theoretical inputs as well as practical training

service practice – service theory 1. semester;
kitchen practice 1. semester →
Concept week 4. semester

The increase of the academic level is constantly applied, whereas the practical approach is mainly used as „transfer source“ and „knowledge base“ for the theoretical semesters

service practice → supervision
gastronomy; housekeeping practice →
hospitality supervision

→ *The level of an HF Programme needs to be kept (vocational) but should also enable students to enter the Bachelor Programme (academical)*

Different programmes for different types of positions

HF or UAS – a question of the position aspired

HF: middle management positions where a huge part of practical as well as processual knowledge is needed; positions for which the knowledge of processes, interfaces and procedures in between different departments but also sectors needs to be applied, optimized and mastered and staff managed professional and adequate.

UAS: Management positions within international companies, positions for which theoretic knowledge is needed more than practical experiences and knowledge, if a scientific career is aimed.
