



Master Programme in Hospitality Management (A Work Based Learning Studies)

A World Leader in Hospitality Management

About Swiss Education Group (SEG)

Swiss Education Group (SEG) is a world leading hospitality education organization which provides bachelor and master degree programmes in Switzerland. All programmes are lectured in English and combined with academic learning plus practical internship experience. The group consists of five hotel management schools namely SHMS, Cesar Ritz, HIM, IHHTI and CAA. Each school benefits from their unique strengths and features, providing the perfect fit to best suit your search.

The programmes include hotel management, tourism management, events management, luxury brand management, human resources, finance, marketing, hotel design and culinary arts management. You will develop a complete array of personal and professional skills that prepare you not only for the competitive and constantly growing hospitality sector, but also for many other industries.

SEG Master Programmes Introduction - Work Based Learning Studies

The SEG professional & challenging master programmes are designed for bachelor degree holders either in hospitality related disciplines or in any other disciplines. It prepares for students who wish to change their career path or seek for executive management knowledge in the international world of hospitality and business industry. The theory & practical modules will guide students towards a deep understanding of the fundamentals of today's hospitality business, learning executive leadership & critical thinking skills. Our graduates will be able to accelerate their business acumen by applying their newly acquired skills in managing the ever-growing business of hospitality industry.

We pave the way of the career of your dreams



The programme is perfectly blended academic theory with an applied professional approach. Students learn executive management skills as well as practicing managerial skills.



SEG partnered with the world's leading companies such as Four Seasons, UBS, Ritz Paris, Kerzner, Tag Heuer and ect. Our programmes are designed and delivered in collaboration with those industrial leading companies.



Students explore the world with their world-wide internship and full-time working experience. SEG provides in-house professional career coaching as well as hosting the International Recruitment Forum (IRF) which gathering 130 global leading companies.



Broad cultural diversity, with students from more than 110 nationalities; students develop the ability of dealing and working with multinational people.








SEG has been integrating iPads into the classrooms, becoming one of the first hotel schools worldwide to adopt the 1:1 iPad model. In doing so, the school has been able to deliver quality hospitality management education combining the practical skills.



SEG built one of the largest hospitality alumni networks in the world, with 32 chapter presidents and more than 21,000 alumni members.

Programme Structure

Students can flexibly choose between 1-year and 1.5-year master programmes and all programmes are lectured in English.

Master (12 months)			Master (18 months)			
Semester 1		Master Degree	Semester 1		Semester 2	Master Degree
 Academic Study in Switzerland	Paid Internship in Switzerland or overseas		 Academic Study in Switzerland	Paid Internship in Switzerland or overseas	 Academic Study in Switzerland	

Tuition Fee (HK\$)

- 12 Months Master Programme: HK\$ 180,000 – 240,000
- 18 Months Master Programme: HK\$ 340,000 – 370,000

Entry Requirement

- Bachelor Degree in any discipline
- English Proficiency of IELTS 6 - 6.5 or above
- Working Experience in related industries (if applicable)
(Subject to individual programmes)

Master Programmes - Find your perfect fit programme

The Work Based Learning Studies of SEG Master Programmes which combine academic learning with practical experience are designed to meet the needs of hospitality employers. The master programmes are listed below:

SEG Master Programmes	Study Period	Bachelor Degree Holder (in any disciplines)		Bachelor Degree Holder (in Hospitality, Tourism or related disciplines)	
		Without relevant working experience	With relevant working experience	Without relevant working experience	With relevant working experience
<p>SHMS - Master of International Business in Hotel Management</p> <p>This is a comprehensive programme which blends advanced theoretical and practical knowledge that covers multifaceted nature of the hospitality management. Graduates will be able to accelerate their business acumen by applying their newly acquired skills in managing the ever growing business of hotel operations.</p>	<p>1 Year</p> <p>Intakes: Feb / Sep / Nov</p>	✓	✓	✓	✓
<p>SHMS - Master of Science in International Hospitality Management</p> <p>The MSc programme develops students' analytical skills and foster their creativity to enable them to respond to key challenges facing the industry in 21st Century. The programme provides students with the opportunity to research, analyse and produce a major piece of work on a subject of their choice.</p>	<p>1 Year</p> <p>Intakes: Feb / Sep</p>	●	●	✓	✓
<p>SHMS - Master of International Business in Hotel, Resort and Wellness Management</p> <p>The MIB programme covers a wide range of hotel, resort & wellness management. It provides students with an intensive semester of practicing managerial and executive leadership skills. The model guide students towards deep understanding of the fundamentals of hospitality business and develop critical thinking skills.</p>	<p>1 Year</p> <p>Intakes: Feb / Sep</p>	●	✓	●	✓
<p>HIM - Master of International Business in Hospitality Management (with Specialization)</p> <p>The MIB programme develops hospitality management skills together with business knowledge for students seeking executive level positions in the international world of hospitality and business. The programme includes a specialization in Finance, Human Resources or Luxury Marketing and Business Management endorsed by leading companies, experts in their field.</p>	<p>1 Year</p> <p>Intakes: Jan / Apr / Jul / Oct</p>	●	●	●	✓
<p>CRCS - Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry</p> <p>The MA programme provides future hospitality managers getting ready to set up a new business with in-depth knowledge to explore innovative business opportunities and maintain in sustainable and profitable business.</p>	<p>1 Year</p> <p>Intakes: Apr / Oct</p>	✓	✓	✓	✓
<p>IHTTI - Master of International Business in Hotel & Design Management</p> <p>The MIB programme is designed for graduates who aim to accelerate their career in the spheres of luxury, hotel design and executive leadership. Through the programme, you will acquire skills in analysis, critical evaluation, professional application and gain the ability to solve problems rigorously and independently.</p>	<p>1.5 Years</p> <p>Intake: Feb</p>	●	✓	✓	✓

✓ The applicant fulfilled the basic requirement of direct entry to master programme.

- The application will be evaluated on case-by-case basis. For the applicants who do not meet the required level, they will be advised to join Postgraduate Diploma (PGD). Upon successful completion, students can join above mentioned master programmes.

Scholarship for Master 2019

SEG offers **full, half and excellent scholarship** scheme to encourage students who are passionate in hospitality industry and wish to seek a higher position in the hospitality industry.

To learn more details, please click into following URLs: www.swisseducation.com.hk/scholarship-masterprogram

Your Career is Our Priority - We are working together to build your future

We pride ourselves on taking care of your future career. Our SEG Career Services department works hand-in-hand with each school to offer all students a 5-star service. To do this, we have established 3 channels:

In-house Professional Career Coaching



Every campus has a career management team dedicated to provide one-on-one support to students. Each team gives wise career suggestions and tailors their service to each student's uniqueness.

My Career App



Exclusive to all SEG students, benefit from direct access to over 1,000 industry professionals and over 500 jobs available on a daily basis.

International Recruitment Forum (IRF)



The unique, bi-annual event is exclusive to SEG Students. We gather 135 global leading companies to the event that allows our students to meet the leaders and apply their internship, management-trainee programme or even full time jobs.

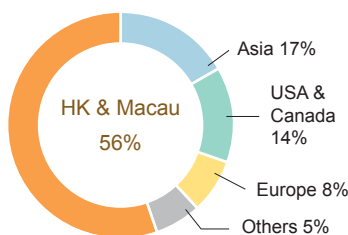
Internship / Workplace Location Options

Switzerland • UK • USA • Portugal • Japan • Dubai • Belgium • Thailand • Hong Kong • Macau • Maldives and etc...

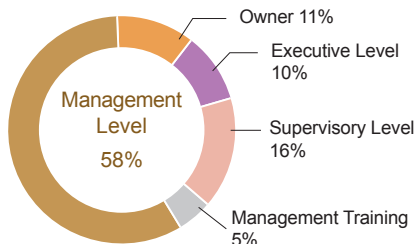


Our Alumni

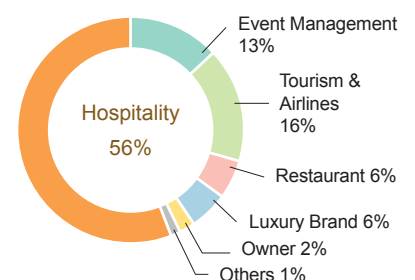
Geographical Locations in Workplace



Career Level of Graduates



Industries in Workplace



Registration Procedures

Please submit application documents including academic transcripts, certificates and application form to SEG Admissions Office (Hong Kong & Macau):

- **By online application:** www.swisseducation.com.hk/applicaition OR
- **In person:** Unit 1005, 10/F, Tower 1, Silvercord, 30 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong

Enquiry: **+852 2545 0505** or info@swisseducation.com.hk



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