EUROPEAN INTERNATIONAL UNIVERSITY

Paris, France

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BACHELOR of BUSINESS ADMINISTRATION in HOTEL and HOSPITALITY MANAGEMENT

NATIONALLY AUTHORISED & INTERNATIONALLY ACCREDITED

ASIC — ACCREDITATION SERVICE for INTERNATIONAL SCHOOLS, COLLEGES & UNIVERSITIES

ATHEA — ASSOCIATION FOR TRANSNATIONAL HIGHER EDUCATION ACCREDITATION

European Council for Business Education

BUSINESS GRADUATES ASSOCIATION MEMBER

2020 THE WORLD'S BEST BUSINESS SCHOOLS CEOWORLD Magazine RANKINGS

RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is **a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation**, in accordance to and in compliance with **the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28**, as well as INTERNATIONALLY ACCREDITED by the **Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government** recognised international accreditation body.

PROGRAMME OVERVIEW

Bachelor of Business Administration (B.B.A.) in Hospitality and Hotel Management equips the learner with the ability to take part of the hospitality and hotel industry which is one of the fastest growing industries in the 21st century. Learners who study the B.B.A. in Hospitality and Hotel Management will be able to complete within the dynamic and rapidly evolving field with the knowledge that will enable the learner to excel in the workforce. This specialisation will give learners meaningful insight and understanding on topics such as Human Resource Management, Sustainable Development, Strategic Hotel Planning, Hospitality Marketing and Sales, and Housekeeping Management.

LEARNING OUTCOMES

- Identify and mitigate potential event risks.
- Develop a housekeeping staff retention analysis.
- Categorise keys to customer-centred performance.
- Incorporate planned strategies for the betterment of a facility.
- Develop green recommendation for a hotel.
- Develop a hotel marketing plan.
- Analyse hotel financial statements.
- Link business strategies and theories to real-life application.

TUITION FEE

€2,499.00

DURATION

UP TO 3 YEARS

MODULES COVERED

1. ACC130: Accounting Principles I
2. ACT210: Accounting Principles II
3. BUS110: Business Communication
4. BUS140: E-Commerce
5. BUS230: Entrepreneurship
6. BUS240: Sustainable Business Practices
7. ECO150: Principles of Economics
8. FIN160: Principles of Finance
9. FIN250: Financial Report
10. HRM180: Human Resource Management
11. MGT120: Management Business
12. MGT220: Operations Management
13. MGT260: Logistics and Supply Chain Management
14. MGT280: Business Information Management
15. MKT170: Principles of Marketing
16. MKT270: Cross-Cultural Marketing
17. HHM310: Housekeeping Management
18. HHM320: Food and Beverage Management (FBM)
19. HHM330: Strategic Facility Planning
20. HHM340: Sustainable Hotel and Hospitality Management
21. HHM350: Hotel Business Marketing
22. HHM360: Hotel Financial Management
23. HHM370: Hotel Event Management
24. HHM380: Hotel and Hospital Management Capstone Project

SAMPLE AWARD

EUROPEAN INTERNATIONAL UNIVERSITY

Bachelor of Business Administration (B.B.A.)
In Finance

Décerné à / Awarded to

John Doe Felix

In compliance with the French education Act: Code de l'Education Articles L.444-1 to 444-11 and R.444-1 to 444-28, and for having satisfied all the academic requirements as well as competency indicators pertaining the above-mentioned programme of study

ATHEA

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