



EUROPEAN  
INTERNATIONAL  
UNIVERSITY

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# BACHELOR of BUSINESS ADMINISTRATION in HOTEL and HOSPITALITY MANAGEMENT

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



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## 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.

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# PROGRAMME OVERVIEW

A **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 specialization 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
- Categorize 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
- Analyze hotel financial statements
- Link business strategies and theories to real-life application

## 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

## TUITION FEE

€999.00

## DURATION

3-4 YEARS

## SAMPLE AWARD



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12<sup>th</sup> Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

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