

DPUIC – SHML
DHURAKIJ PUNDIT UNIVERSITY INTERNATIONAL COLLEGE and
SWISS COLLEGE of HOSPITALITY MANAGEMENT

FACT SHEET

DPUIC BBA IN HOSPITALITY AND TOURISM MANAGEMENT
and
HIGHER DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT (SHML)

Inter-College program designed for students who wish to experience two countries, **predominantly in Thailand, to obtain a Bachelor Degree within 4 years.**

- Year 1 & 2 at DPUIC University (Thailand,
- Year 3 at SHML (1 taught semester followed by one internship in Switzerland or abroad),
- Year 4 at DPUIC for the achievement of a BBA from DPUIC and a HIGHER DIPLOMA in INTERNATIONAL HOTEL MANAGEMENT from SHML.

This fully integrated program adds to DPUIC a typically Swiss operational/managerial experience within the Food and Beverage environments. The cross-cultural experience is to assure high marks for students' successful entry and integration within the international hospitality industry.

<p>DPUIC Intakes: February and October Duration: 3 Academic years : 1, 2, and 4 Taught semesters: 2 /year Number of weeks per Semester 15 Internships 4 months (semester 2)</p>	<p>Age: 17 and above Qualifications: High School Diploma, A- or O-Level or equivalent local certificate, vocational school diploma English Level: IELTS 4.5 or equivalent</p>
--	--

<p>SHML Intakes: August and March Duration: 1-year (year 3) (1 semester) Taught semesters: 1 Number of Weeks per Semester: 18 Internships: 1 (5 to 7 months)</p>	<p>Age: 17 and above Qualification: Year 1, 2, at DPUIC English level: IELTS 5 or equivalent</p>
---	---

Progression and Accreditation: BBA (DPUIC) and Higher Diploma (SHML) qualifies graduates to progress toward the Master Degree in Hospitality Management, at the University of Gloucestershire, Cheltenham, UK.

Course Program:

DPUIC Academic year 1:

Semester 1

Introduction to Hospitality & Tourism, Global Geography for Tourism, Introduction to Economics, Holistic Approach to Life, Information for Research, English Use 1

Communication Skill in Thai **OR** Communication Skill in Thai for Non-Native Speakers, Elective Course in Humanity Or Social Sciences.

Semester 2

Hotel & Lodging Management, Physical Education for Quality of Life, Electronic Business, English Use 2, Mathematics and Statistics for Daily Life, Sciences and Technology for Quality of Life and Society, Elective Course in Humanity

Or Social Sciences

DPUIC Academic year 2:

Semester 1

Principles of Accounting, Managing Business for New Entrepreneur, Principle of Marketing, Rooms Division Management, English for Business Communication 1

Minor course

Semester 2

Business Analysis and Planning, Business Finance, Business Ethics, Travel Business Management, English for Business Communication 2, Minor course

SHML Semester 3:

Food Service Operations: F&B outlets service, Banqueting Operations, Wine and Bar, Food Production Theory and Practice, Stewarding, F&B Human Resources, F&B Sales and Marketing, F&B Control, Housekeeping Operation, Business English (IELTS 4 level), Basic German OR Basic French, Computer Office applications.

SHML Internship Semester 3bis: This internship of five to seven months is planned to suit individual needs, commonly within F&B service operations (restaurants, bars, fast food, banqueting operations).

DPUIC Academic year 4:

Semester 1

Hospitality & Tourism Information System, Tourist Behaviour, Service Operations Management, Major Elective, Free Elective, Minor course

Semester 2

Cooperative Education in Business Administration

Fees:

DPUIC Academic Year 1 - Fees: Approximately 103,000 Baht

DPUIC Academic Year 2 - Fees: Approximately 103,000 Baht

SHML Semester 3 – Fees: CHF 20'000.- including accommodation in twin sharing double room, full board, health insurance, books & materials and uniforms & tools on loan, but excluding travel and visa costs.

DPUIC Academic Year 4 - Fees: Approximately 103,000 Baht

Note : DPUIC fees excluding accommodation, health insurance and books and materials, travel and visa expenses (please see <http://www.dpu.ac.th/dpuic/page.php?id=199>)

Potential monthly earnings during internship: CHF 2'150.- gross per month (in Switzerland only).

For detailed information about SHML, Enrolment, Travel, Visa, Admissions, Academic programs, Scholarships, Life at SHML, News and Events and online contacts please refer to www.shml.ch

Certificate and BA Degree:

Upon successfully completing DPUIC Academic years 1, 2, 4 , and SHML Semester 3, students are awarded:

- Higher Diploma in International Hotel Management (SHML) and**
- BBA in Hospitality and Tourism Management (DPUIC)**