



## HOTEL MANAGEMENT

### FOR SERVICE-ORIENTED ALLROUNDERS

The hotel sector is undergoing a period of transition. International hotel groups are conquering the European market and forming new ones around the world. Asian hotel groups are on the rise as German mid-tier hotels face more and more challenges. Digitalization, open innovation, sustainability and augmented reality are only a few of today's megatrends reshaping this sector. ISBA's International Business Management program specializing in Hotel Management is abreast of these changes. It optimally prepares students for launching their careers in the international hotel sector. As a key part of the tourism and service sectors, the hospitality industry is a growth generator that increasingly needs specialized junior staff at national and international levels and in all categories: city hotels, resorts, budget accommodation, conference centers, etc. During their studies with us, students take on a wide range of tasks and responsibilities in areas like: lodging, gastronomy, revenue management, marketing, banquets, administration, corporate hospitality and quality assurance. They are then more than well-prepared for full-time employment with the tools they need for successful, entrepreneurial careers at home or abroad.

#### Study Program Content:

- Introduction to the Lodging Industry
- Introduction to Hotel Information Technology
- Hotel Industry Trends and Challenges
- Rooms Division Management
- Yield Management
- Food & Beverage Operations
- F&B Procurement Management and Controlling
- Event Management in the Hotel Industry
- Sustainable Hotel Management
- Hotel Accounting
- Hospitality Strategy
- Hotel Design and Sustainability
- Managing Sustainable Destinations
- Facility Management
- Hotel Valuation
- Innovation Management
- Managing Service Operations



**LUKAS DREXLER**

Graduate, Hyatt Regency Düsseldorf

*"The cooperative study program offers the best opportunity to steer your future career in the right direction early on. Potential employers find the combination of practice and theory during one's studies very attractive."*

## PRIVATE UNIVERSITY – INTERNATIONALLY RECOGNIZED DEGREE!

### YOUR STUDIES AT ISBA IN FREIBURG

**Degree:** Bachelor of Arts (B.A.) in International Business Management

**Core Specialisms:** Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

**Program Content:** Business Administration, Economics, Social and Methodological Competences, Digitalization, Corporate Social Responsibility, Internationalization and Sustainability. Electives: Module Groups in Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

**Flexible starting dates:** July 1, October 1 and January 1

**Study Duration:** 6 Semesters

**Prerequisites:** High School/GCSE (general or vocational, minimum average 3.0 / C) or advanced technical college certificate; successful admission interview at ISBA in Freiburg, training/apprenticeship contract with a partner enterprise. For a cooperative education program of studies at ISBA in International Business Management, applicants must provide proof that their English language skills correspond to level B1 of the Common European Framework of Reference for Languages (CEFR). Instruction at ISBA is also given in the German and/or Spanish languages. Therefore, applicants must also demonstrate that they have attained a level corresponding to the CEFR level C1 in one of these two languages.

**Costs:** Initial registration fee: 250 EUR, Tuition: 580 EUR per month, Student services fee: 168 EUR per year (Status: 2022)

**Application:** Online at [www.isba-freiburg.de/bewerbung](http://www.isba-freiburg.de/bewerbung)

The University of Cooperative Education (ISBA— Internationale Studien- und Berufsakademie ) is state recognized in accordance with the Saarland Cooperative Education University Law of March 27, 1996 (last revised on October 14, 2014.)

This state recognition was broadened by the Saarland State Chancellery to include our university in Freiburg.

Further in 2021, the study program “International Business Management “ with its core specialisms had its accreditation extended to 2028 by the AHPGS (German Accreditation Agency in Health and Social Sciences).

The state recognized Bachelor’s degree is principally a qualification for admission to a Master’s program in Germany and abroad. Note that for this, universities have their own admissions criteria you should enquire about. We will gladly answer your questions regarding your possible pursuit of a Master’s program.

## PARTNER COMPANY SELECTION

Our company-student liaison team will gladly answer your questions about our corporate partners and upon request, help you in your search for a partner company.

You can reach a team member by phone at: +49 (0)761 791 999 – 70.

You will find an overview of our partner companies at: [www.isba-freiburg.de/partnerunternehmen](http://www.isba-freiburg.de/partnerunternehmen)

### ACADEMIC ADMINISTRATION



#### PROF. DR. REGINA SCHWAB

Academic Director; Head of Event and Hotel programs; Head of General Business Administration; Director of Examinations

PhD in Economics, experienced business consultant. Since 2000 lecturer in Economics and in Business Management (specializing in Marketing) at various universities and educational institutions.

### PRACTICE ADMINISTRATION



#### ARNE KUDER, M.A.

Executive Coordinator  
Hotel Management

Master of Arts in Hospitality Management; Doctoral student of Economics; Extensive professional experience in the hotel industry and gastronomy; Lecturer specialized in the hotel industry and gastronomy since 2009; Freelance business consultant.

Accredited by:

