



# Bringing *Swiss* Educational Excellence To Asia

Study in Bangkok. Transfer to Les Roches. Work Worldwide.



**BBA programme**



**3.5 years programme**



**April & September intake**



**2 internships**

To embark on a career in hospitality is to embark on an adventure for life. With no two days the same, you can travel the world in style, all the while enjoying an exciting and rewarding career.

Our BBA, delivered by us in academic association with Les Roches, one of the top hospitality institutes in the world, prepares you for such a career from day one, teaching both practical and professional skills in a real-world hospitality setting.

Take the first step to a stellar career with **AIHM**.

## WHY STUDY BBA AT AIHM

- Swiss-Style Hospitality Education**  
Delivered in academic association with Les Roches, a top-ranked global hospitality school.
- Real Hotel, Real Learning**  
The only hospitality school in the world located inside two luxury hotels.
- International Internships**  
Two internships with global luxury hotel brands: Anantara, Rosewood, Four Seasons, and more.
- Preferred Career Pathway**  
Direct recruitment network via Minor Hotels and over 40,000 hospitality professionals.
- Study in Bangkok, Asia's Hospitality Hub**  
Learn in a city known for innovation, service excellence, and global opportunity.



## Les Roches Global Pathway

In your final year, you can transfer to Les Roches Switzerland or Spain and earn a world-class degree. (Subject to academic requirements)

**Start in Bangkok. Graduate with a Les Roches Degree.**

## AIHM'S PATHWAYS



Study three semesters  
for a certificate



Study five semesters  
for a diploma



Study seven semesters  
for a bachelor's degree

## ACADEMIC PROGRAMME

### Semester 1

Practical Arts

### Semester 2

Internship 1  
(Operational)

### Semester 3

Hospitality  
Management  
Part 1

### Semester 4

Hospitality  
Management  
Part 2

### Semester 5

Internship 2  
(Management or  
back of House)

### Semester 6

Hospitality  
Management  
Part 3

Transfer option

### Semester 7

Specialisation  
(Two electives)

Transfer option

## WHAT YOU'LL LEARN

### Hospitality Foundations

- Food & Beverage Operations
- Guest Relations & Front Office
- Mixology & Oenology
- Culinary Operations

### Business & Management

- Hospitality Marketing
- Financial Accounting
- Leadership Development
- Revenue Management

### Digital & Strategic Thinking

- Digital Sales & Innovation
- Strategic Human Resources
- Business Strategy
- Hospitality Luxury and Value Creation

### Professional Practice

- Two internships in leading international hotels

*\*Full course list available on [\\*www.aihm.education](http://www.aihm.education)*

## INTERNSHIP DESTINATIONS

Past placements include Anantara Maldives, Four Seasons Chiang Mai, Rosewood Hong Kong, Mandarin Oriental Bangkok and Ritz-Carlton Samui



## ADMISSIONS & SCHOLARSHIPS

- Age: 17.5 years of age at date of entry
- Entry: High School Diploma + IELTS 5.5 (or equivalent)
- Tuition: THB 1,400,000 (3.5 years)
- Scholarships: Up to 100% merit-based awards

## ENGLISH FOR BUSINESS AND ACADEMIC STUDIES (EBAS)

For those who need to brush up on their language skills, our English course prepares entrants for study with a focus on communication and confidence.

- 18-Week English for Business and Academic Studies
- 9-Week English for Business and Academic Studies

## STUDENT VOICES

*"The combination of starting at AIHM, travelling to Dubai for my internship, and then completing my studies at Les Roches provided a well-rounded hospitality education."*

— Nimi, Transferred student to Les Roches Crans-Montana

*"If I could go back, I wouldn't change a thing—I am proud to be an AIHM student and will always uphold our institution's motto: 'AIHM Higher.'"*

— Khemkhaeng, AIHM Alumnus



To get started, visit [www.aihm.education](http://www.aihm.education) or scan the QR code to connect with our Admissions Team.