

## **About Us**

The Asian Institute of Hospitality Management brings Swiss-style education to the heart of Asia. Founded by Minor Hotels, one of the fastest growing hospitality companies, in association with Les Roches, a renowned leader in education, AIHM provides a world-class learning experience for future leaders in hospitality, tourism and entrepreneurship.



Our one-year post-graduate diploma in academic association with Les Roches is designed for working professionals looking to fast-track their way to leadership roles in the hospitality industry. Study in Bangkok, whether full or part time, and complete a management project at your place of work. You may then transfer for a final semester to Switzerland or Spain and graduate with a Les Roches Master's in Hospitality Management with Specialisation.



#### **Duration:**

Max 2 semesters



### Format:

- l Academic semester on Bangkok campus
- +Phuket Business field trip
- +6-month internship OR business research project



### Intake:

April September



### **Business Project:**

Consultancy project in a real-life setting



#### **Admissisons Criteria:**

- Bachelor's degree desirable\*
- 21 year olds
- 2+ years work experience (5+ without degree)

## **Academic Structure**

### Semester 1

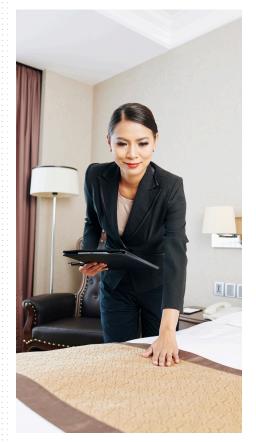
1 Specialisation Semester

- Hospitality Finance & Performance Management
- Hospitality Revenue Management
- Services Marketing in a Digital Age
- International Event Management
- Entrepreneurship & Business Modelling
- Elective module

### Includes:

+ Business Field Trip to Phuket

(+ Hospitality Immersion Programme\*)



## **Professional Project**

6-month internship

OR

**Business Research Project** 

### **Postgraduate Diploma**

OR

Possible progression to the Master's in Hospitality Management with Specialisation (Switzerland or Spain) with additional academic semester

\*Optional. For students without a hospitality related degree or professional experience



# **Admission Requirement**

Minimum age: 21 years old

Educational background: A bachelor's degree (preferred)

Work experience:

- 2+ years of management experience in the hospitality industry
- 2+ years of management experience (outside hospitality) eligible for the intensive hospitality immersion programme

Visit www.aihm.education





