









HIGHER EDUCATION

SCHOOL FOR INTERNATIONAL HOSPITALITY & TOURISM BUSINESS



BBI-LUXEMBOURG Non-Profit Association **REGISTERED OFFICE**



BBI-LUX CAMPUS «CHATEAU de WILTZ» L 9516 Wiltz

And

BBI-LUX Operational Center



BRUSSELS CAMPUS Woluwe-Saint-Lambert B 1200 Brussels

Campus www.bbi-edu.eu









How to register → info@bbi-edu.eu

Join a dynamic economic sector that creates jobs in the world

The Hotel and Tourism Industry is still in a very strong growth in many regions of the globe. It remains the largest employer and has extensive global markets that have not been developed yet. Its perspectives make it a highly dynamic and highly creative opportunity in the world.

Opt for a great school that refers to the international hospitality & tourism industry

The outlook for the Hotel and Tourism Industry requires with its continuous development the recruitment of individuals who excel in the management operations or are highly trained to deliver the knowledge worldwide. BBI is therefore committed to prepare skilled line managers and talented executives who will build the Hospitality and international tourism of tomorrow.

Choose an international training delivering a European professional degree

BBI has designed its training programs on the principle of a real balance between theory and professional work experience acquired during long trainings, keeping track of the international opportunities spirit. Individual's capabilities developed by BBI certifications and diplomas make profiles of future managers appreciated in all service industries and especially by the demanded commercial sector and its luxury brands.



Teaching hospitality management in today's language of business

BBI's first objective is to educate young people towards a hospitality business career in the language they will mainly use – English.

Recognizing the importance of communication

In accordance with the principles laid out in the Bologna Process, studying languages is part of "Transversal skills and knowledge development". BBI places a strong emphasis on language skills within the programs offered. The following options are offered: English, French, Spanish, German and Italian.

Going straight for what young graduates need

BBI offers a pragmatic approach of business and focuses on courses such as hotel's operations, marketing, finance, leadership, information systems, and international hotels development, which give a direct access to business life.

Preparing entrepreneurs for international careers

BBI graduates will be ready to join international hotel chains, or even to start up their own business. All our students will have found their first job directly after their internship.

Preparing the students to join the international business world

BBI offers an international environment with students coming from all over Europe and beyond. With an average of 25 students per class BBI offers a high degree of interaction between students and lecturers.

The World is waiting for Qualified Hospitality Managers





State Recognition



Official Accreditation

The Degree is validated by the Ministry of Higher Education and Research of Grand-Duchy of Luxemburg State. This implies that the BA programme taught at BBI is accredited and meets the requirements and quality standards of the "Accreditation Committee", an official body supervising Higher Education Institutions. (State official regulation of 27.04.2011).

Erasmus+ Charter for Higher Education



In accordance with the call for proposals to the European Commission "ERASMUS+ PROGRAMME", the National Agency of Luxembourg was requested to check the performance of our institution within the framework of the Lifelong Learning Program. Taking into account the assessment of BBI's past performance by the National Agency of Luxembourg, the European Commission has decided to award BBI the ERASMUS CHARTER FOR HIGHER EDUCATION, for the whole period of the "ERASMUS+ PROGRAMME" 2014-2020.

Building your Future Profile!

Be part of an enriching multi-cultural environment where :

Knowledge,
Vision and Networking
blend to provide you
with key
competencies
required to start
your international
career successfully.



Double Degrees







Savonia State University Of Applied Sciences "Tourism & Hospitality Department" in Kuopio/Finland

Euroaula - State University Of Girona "Escola Universitària de Turisme" in Barcelona/Spain

Double Degrees (DD) is part of the Bologna process towards a harmonised European Higher Education Area (EHEA).

BBI - SAVONIA - EUROAULA have decided to collaborate further on since their successful existing "bilateral agreement" established in 2005, based on students and professors exchange.

With the objective to develop further international opportunities for their students and to strengthen the international ties between them, the three institutions have entered into an agreement for the establishment of a Double Degree for the Bachelor program.

This agreement permits students of BBI - SAVONIA - EUROAULA, upon the successful fulfilment of the requested conditions the opportunity of receiving by a DD both the academic degree of the home institution and the legal effects of the corresponding academic degree of the partner institution.

Educational Licence



AH&LA - Educational Institute

BBI has an educational licence for Luxemburg and Belgium. BBI's overall teaching programs are endorsed by "The American Hotel and Lodging Association Educational Institute USA" (EI). This foundation is recognized worldwide as being the principal leader in the field of teaching and professional training for international hotel management. "The Educational Institute" is recognised by the "Department of Education" and present in 95 countries and in more than 1200 teaching establishments.



Your success our success!

Curriculum and Duration of Studies

We provide first-class education for a career in the International Hospitality sector - the fastest growing industry in the world. The programs mainly reflect the Anglo-Saxon educational format, stressing a hands-on, pragmatic and interdisciplinary approach to learning. The three main education core areas of the curricula are:

- **■** Operations Management
- **■** Hospitality Business Management
- Practical Education Internships

The Bachelor program is divided in two semesters (First semester: from September to December and Second semester: from January to May). Final examinations are held at the end of each semester. The Master program is ongoing during the academic year and final examinations are held at the end of the year.

The professional program of Bachelor in International Hospitality & Tourism Management

(Involves $3 \times 60 = 180$ CREDITS)

First Year	1620 hours of study including a basic operational internship of 12 weeks	
Second Year 1620 hours of study including an advanced operational internship of 12 weeks		
Third Year	1620 hours of study including a management internship of 12 weeks	

The professional program of Master in International Hospitality & Tourism Management

(Involves $2 \times 60 = 120$ CREDITS)

Two Years 2980 hours of study including an advanced management internship of 12 months

The strength of a school lies not in its size but in

The qualitative combination of its educational programs

The talent of its educators and

The motivation of its students



Undergraduate & Graduate Curriculum

An overview of the Bachelor & Master in International Hospitality & Tourism Degree program's content

BA YEAR 1 - 60 Credits ECTS			
LODGING OPERATIONS	Front Office Operations		
	Housekeeping Operations		
	Computer PMS & OPERA practice		
FOOD & BEVERAGE OPERATIONS	Managing Food & Beverage		
	Beverage Service & Oenology		
MARKETING	Marketing Principles (I)		
ACCOUNTING/FINANCE	Operational Accounting (I) & Applied Mathematics		
GENERAL MANAGEMENT	Revenue & Yield Management		
	General Security, Safety & Loss Prevention		
	Computer MIS Technology System & E commerce		
	Case study in Intercultural Communication		
	Language Unit (I)		
ASSIGMENTS	Project Paperwork - Computer		
	Project Paperwork - Housekeeping		
	Final Paperwork BA I - Revenue & Yield Management		
	Optimising Pricing Strategies		
INTERNSHIP	Basic Operational Internship of 12 Weeks		

BA YEAR 2 - 60 Credits ECTS		
FOOD & BEVERAGE OPERATIONS	Food Safety and Sanitation (HACCP)	
	F & B Product Knowledge - Nutrition	
	Planning & Control	
	Purchasing & Procurement	
	Food & Beverage Services – Restaurant & Catering	
	Food Production & Basic Culinary Art	
MARKETING	Marketing (II) - Service & Communication	
ACCOUNTING/FINANCE	Managerial Accounting (II) & Applied Mathematics	
GENERAL MANAGEMENT	Organization & Administration	
	SPA Management	
	Case Study in Ethics and Business Behaviours	
	Language Unit (II)	
ASSIGMENTS	Project Paperwork - Product	
	Project Paperwork - EXCEL for F&B	
	Final Paperwork BA II - Menu Engineering	
	Menu Planning & Costing	
INTERNSHIP	Advanced Operational Internship of 12 Weeks	

BA YEAR 3 - 60 Credits ECTS			
HUMAN RESOURCES	Supervision Management		
	Professional Training Organization		
	Case Study in Human Resources		
ENGINEERING	Facilities & Design Development Management		
MARKETING	Marketing (III) - Strategy and research		
ACCOUNTING/FINANCE	Financial Accounting (III) & Applied Statistics		
GENERAL MANAGEMENT	International Hotels Development & Management		
	Group Business & Convention Management		
	Resort, Leisure & Condominium Management		
	Case Study in International Business Law		
	Language Unit (III)		
LAW	Introduction to European Institutions Laws		
	Case Study in International Business Law		
ASSIGMENTS	Project Paperwork - Risk Analysis		
	Project Paperwork - Engineering		
	Final Paperwork BA II - Marketing & Sales Plan		
	 Strategy Development & Budget Analysis 		
INTERNSHIP	Basic Managerial Internship of 12 Weeks		

M	A (2 years) - 120 Credits ECTS
HUMAN RESOURCES	Leadership & Management
	Supervision - Human Resources
	Business Ethics and Across Cultures Behaviours
MARKETING	Marketing Research Methodologies
ACCOUNTING/FINANCE	Financial Management
	Corporate Financial Management
	Hotel Investments Management - Issues and Perspectives
	Practice in Capital Expenditures in the Hospitality Industry
GENERAL MANAGEMENT	Sustainable & Environmental Management
	Entrepreneurship
	International Business Management (I)
	Macroeconomics and Applied Statistics
ASSIGMENTS	Project Paperwork - Sustainable Management
	Project Paperwork - Ethics Management
	Final Paperwork BA II "Business Plan"
	Dissertation
INTERNSHIP	Advanced Managerial Internship of 12 Months

Join us for success

The team spirit
which reflects daily
life
in the service industry
is one of the main
characteristics of BBI

The organization, teaching philosophy and relationship between teachers & students are all built on dialogue.

This favours open discussions and contributes to and strengthens the cohesion needed for team working.





Join us for success

Faculty Members

BBI's teaching is carried out by professors, certified hospitality educators, qualified lecturers and instructors, who are recruited for their professional skills and teaching ability. The objective for the teaching staff is to simplify, and as much as possible give concrete expression to complicated theoretical notions, to adjust teaching to the level of understanding of all the students, and above all to encourage students to think outside the box by developing their own way of thinking. This is why each class is given by subject specialists.

Their skills are periodically examined by the accreditation body. Their teaching qualification (CHE – Certified Hospitality Educator) is renewed every five years, following examinations. In addition, with the aim of supplementing and diversifying its teaching, BBI calls on numerous well-known professionals and foreign lecturers to share their experiences with the students in the form of talks or case studies which add to the theoretical classes.

Quality Certification

The institute gives utmost importance to quality rather quantity and has structured its operations with the spirit of total quality management (TQM) based on the EFQM Excellence Model and its eight fundamental concepts. Mainly, such as; results orientation, customer focus, leadership and constancy of purpose, management by processes and facts, people development and involvement, continuous improvement, innovation and learning, partnership development, and corporate social responsibility.

BBI has implemented a formal internal quality assurance system, named QUALITY CARE. In the understanding of TQM in BBI, quality assurance (QA) means the implementation of procedures, processes and systems used to manage and improve the quality of its education and all other activities.

Hospitality as "Global World" is BBI's philosophy!







ECTS – European Transfer Credit System (Bologna Process)

The number of hours per year is based on the ECTS criteria in the form of a numerical value allocated to each course unit (for a total of 60 per year). They reflect the quantity of work each course unit requires in relation to the total quantity of work necessary to complete a full year of study, which is: lectures, practical work, seminars, tutorials, fieldwork (internships), private study – in the library or at home – and examinations or other assessment activities. The grading system is based on the adequacy of the institutional grading system and the ECTS promoted by the European Community.

The Advantages of Module-Based Teaching

Module-based teaching aims to instantly incorporate students into the real professional world and to offer them the necessary material and human resources to turn their dreams of a "career" into reality. Each module is adapted to international employment standards and requirements, and therefore makes for a cutting edge training course in line with professional requirements.

This concept, which suits highly motivated students, enables them to really grasp the usefulness of what is being taught, with theory being illustrated by audiovisual material. Examining numerous case studies, simulation exercises, management games, and real projects undertaken on behalf of hotel's companies have proven successful in teaching decision-making and analytical skills.

Through applied and interactive techniques, students acquire the necessary skills to help them analyse and process information from a management perspective. Totally innovative, this module-based form of learning is designed with operational management in mind. Students acquire personal skills in their relations with others, management, organization and PR savoir-faire, and knowledge of professional techniques.

Institute
with a
Distinct
Identity



Helping students to build their Careers

Our careers service aims to help each student to look for jobs and to select companies, as well as advising our students on what they need to do to achieve their objectives.

BBI helps students prepare for their future careers by organizing careers events every year in partnership with leading international companies. These events provide information about job offers, career opportunities and professional contacts. Hotel chains use these sessions to interview our future graduates with the aim of directly recruiting them.

Examples of chains that have recently recruited using these sessions include:

Marriott, Sheraton, Conrad Hilton, Kempinsky, Euro Disney, Holiday Inn Worldwide, Accord group – Sofitel, Mercure, Novotel – Radisson SAS, Hyatt, Hilton International, Intercontinental, Crowne Plaza, Peninsula, NH Hotel etc..

Academic Activities and Social Events

In order to develop students' general knowledge, BBI organises visits to professional fairs (EQUIPHOTEL-Paris, ITB-Berlin etc.), as well as various study visits to different hotels and businesses related to the hospitality industry, which are of particular interest, and also the European Institutions,

The SRC-Student Representative Committee organises all events activities such as: conference, concert, ball, party, mini trips, sport activities etc; and for the social and welfare organises activities to support charities, philanthropic organisation, society etc.

Focusing on Qualitative Student Development



Hotel management is one of the most varied and interesting professions today



A Hotel Manager enjoys considerable freedom in his or her work; he or she therefore has a wide latitude for personal initiative



You would be able to travel, to work in various different countries and make you own career choices



Through its professional network, BBA ensures that its students obtain the best placements in the hotels, around the world



A hotel manager makes many contacts and does business with people from all walks of life from around the world



al



Your work will always be varied It will never be repetitive or boring ...



You waccept requickly will vibecome the decis



You will have to accept responsibility quickly and you will very soon become involved in the decision-making process



because you will
always have
new situations to
deal with. Every day
you will face a
new challenge





Lodging

BBI helps each student to select and to find the most appropriate accommodation at a reasonable price

In Luxembourg

The campus of Wiltz offers the possibility for students to be accommodated in the "Wiltz Castle" itself. The lodging of students is managed by the city's authorities and an annual contract between the student and the City Hall is drawn up.

Another option for students is to find accommodation in the vicinity of the institute for a private room renting. The student can enquire as to the procedure to be followed via the institute. The financial conditions depend on the type of accommodation.

In Belgium

Students wishing to find accommodation in the vicinity of the institute can enquire as to the procedure to be followed via the institute. The lodging of students is managed by an independent organisation and an annual contract between the student and this organisation is drawn up.

The financial conditions depend on the type of accommodation. Campus accommodation is not available in Brussels.

Internship in Contemporary Luxury and Exquisite Design Hotels



Internship

BBI helps each student to select the most appropriate internship by organizing several hotel visits as well as "Career Days".

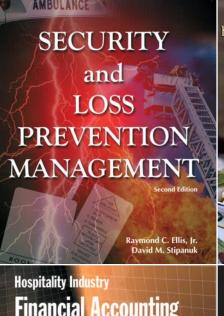
Internships are a vital complement to teaching and are an integral part of the study programs. They are compulsory and are mainly carried out in major international hotel chains, depending on national and international availability.

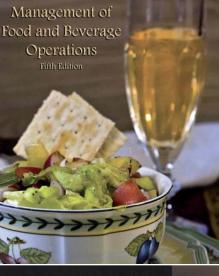
The internship also serves as a valuable international experience for students seeking global hospitality career. Each year, they take this opportunity to enrich their professional and personal experience.

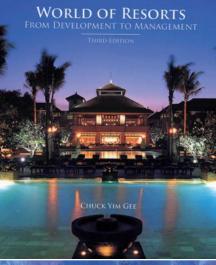
The internships are structured around a progress plan established by the institute, the details of which are to be found in the student's "TRAINEE MANUAL". This contains a progress-guide program, allowing an objective evaluation of the work carried out by the student during the internship. In this way, students remain in constant contact with BBI and inform it on the results of their work plan and progression.

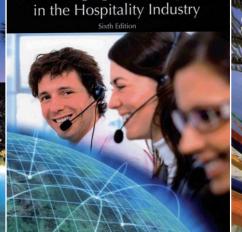
The internship agreement, signed by the student, the hotel and BBI is established in accordance with the European Training Student Charter as drawn up by HOTREC; this body represents professionals from the different national federations.

We wish you every success in your educational venture!



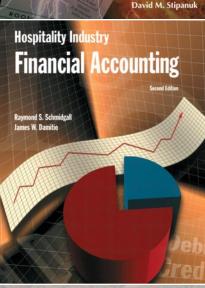






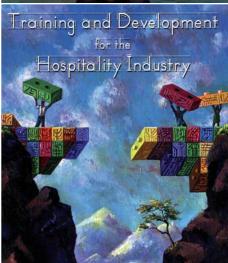
Managing Technology

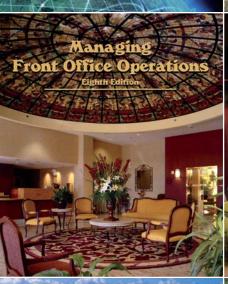


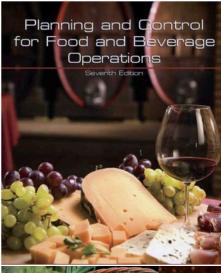


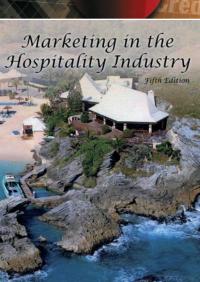






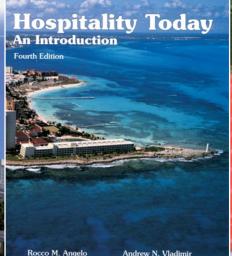


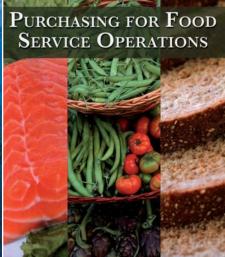












The professional path of our students is also our experience!

List of well-known hotels in the world in which BBI students have arranged internships and careers

Amigo Hotel Brussels - Belgium Arts Hotel Barcelona - Spain Bloom Hotel - Brussels - Belgium Carlton Hotel Chongging - China Château du Lac - Brussels - Belgium **Corinthia Palace Hotel - Malta Courtyard Brussels - Belgium Crowne Plaza Brussels Europa - Belgium Crowne Plaza Palace Hotel - Brussels Crowne Plaza Brussels Aiport - Belgium Disneyland Paris - France Dusit Hotel - Thailand Emirhan Hotels Side - Turkey Far Eastern Plaza Hotel Taipei - Taiwan Four Points Sheraton Brussels - Belgium** Furama Hotel Hong-Kong - P.R. China Heradura Hotel Heredia - Costa Rica **Hilton Antwerp - Belgium Hilton Brussels - Belgium** Hilton Shanghai - China **Hilton Cavalieri Roma - Italy Hilton London Paddington - UK Holiday Inn Paris - France** Hostellerie Les 3 Tilleuls Québec - Canada Hôtel de Paris - Monaco - Monte-carlo

Hôtel du Louvre - Paris - France **Hôtel Le Beauvallon - France Hôtel Le Crillon - Paris - France** Hôtel Le Plaza Brussels - Belgium **Hotel Nikko New Century Beijing - China Imperial Beach Club Paphos - Cyprus** Inn on the Park Hotel Toronto - Canada **Inter-Continental Cannes - France Intercontinental Hamburg - Germany** Inter-Continental Hotel Seoul - Korea **Inter-Continental Kinshasa - R.D. Congo Johannesburger Hotel - South Africa** Kempiski Dukes'palace - Brugge Belgium Kempiski Dubaï - UAE La Palmeraie Hotel Marrakech - Morocco **Lakeside Hotel Fuzhuo - China** Le Crillon - Paris - France Le Châtelain All Suite Hotel - Brussels Le Méridien Brussels - Belgium **Lutetia Hotel Paris - France Marriott Hilton Head - USA Marriot Brussels - Belgium Marriott Shanghai - China Marriott Copenhagen - Denmark** Marriott Köln - Germany

Marriott Myrtle Beach - USA Marriott Resort Hilton Bay S.C. - USA Marriott Resort - Doha - UAE Memling Hotel Kinshasa - R.D. Congo **Memphis Ryan Amsterdam - The Netherlands Mercure Hotel Bordeaux - France Metropole Hotel Brussels - Belgium Meurice Hotel Paris - France Montgomery Hotel Brussels - Belgium** NH Hotel Stephanie - Brussels - Belgium **NH Atlanta Brussels - Belgium NH Brussels Airport - Belgium NH Luxemburg Nikko Hotel Paris - France** Norfolk Hotel Nairobi - Kenva **Novotel Brussels Grand Place- Belgium Palacio Hotel Estoril - Portugal Peninsula Hong-Kong - China Peninsula Shanghai - China Peninsula Peking - China** Plaza Hotel Antwerpen - Belgium **Radisson SAS Brussels - Belgium** Radisson SAS Hotel - Dubai **Red Carnation Hotels - London - UK Renaissance Brussels - Belgium**

Renaissance Hotel Paris - France Residence Hotel Antwerpen - Belgium Rev Juan Carlos I - Spain **Ritz Hotel Paris - France Royal Palm Grande-Baie - Mauritius Sandy Lane Hotel St. James - Barbados** Silken Hotel Brussels - Belgium Schindlerhof – Nürnberg - Germany **Sheraton Belgravia London - UK Sheraton Brussels Airport - Belgium** Sofitel EU - Brussels - Belgium **Sheraton Chengdu Lido Hotel - China Sheraton Hotel & Towers Brussels - Belgium Sofitel Le Sphinx Cairo - Egypt** Sofitel Winter Palace Hotel Luxor - Egypt **Sofitel Zhengzhou - China** Sofitel Luxemburg - G.D. Luxembourg Starwood Area HQ-Porto Cervo - Italy The Palace Hotel Beijing - China Xi Yuan Hotel Beijing - China Yin Du Hotel - China

(Listing not limited...)



Enthusiastic Testimonies from 32 countries At glance!

"BBI is a school with an excellent and strong reputation for its quality education. For me, BBI has proven to be an outstanding choice as a starting point for my future career in the hospitality industry. My decision to join BBI was the right one because the managerial and practical trainings I received gave me the best foundation on which to develop my professional skills".

SAELENS MIET from Belgium

"I decided to join BBI because it ticked all the right boxes for me: a very good professional ranking by the hospitality industry, huge diversity across the student body, in terms of both nationalities & previous education. I really appreciate the real international program offered as well as the skilled BBI's teachers "

PIT LUDIG from Luxemburg

"As I did, you will discover that BBI is a successful, innovative and modern institute. I think that you will be very impressed with what you studying, because it means you will be somewhere that's going from strength to strength in academic achievements, enterprise and levels of student satisfaction". WEINICH WENZEL from Germany

Studying at BBI is for me the most valuable hands-on learning experience; a great time with a lot of insights into the hospitality world; a global network of friends and colleagues; a multi-cultural and ethnic environment that creates a real atmosphere beyond the ordinary. Yes BBI gives me a solid ground to move on the future challenges".

ROBICHE CONSTANCE from France

"The faculty show they care in their involvement with their students; they take the time to get to know each student personally. I also liked that professors enhanced learning by using real-life examples in their lectures. To enhance learning, professors included interactive platforms in their power point presentations with links to course notes, student contacts, discussion forums, etc."

TRAN VAN MINH CELIA from Vietnam

"Anyone who has taken the plunge and come to BBI to study is enthusiastic. It's one thing to start higher education and get a degree to stand you in good stead for the future. It's even better if you enjoy yourself while you are there. That's what I found in studying at BBI".

LI YING MIN from China

"I like the hands-on approach of the courses at BBI because it has taken my learning beyond theory. I have learned to apply my knowledge through experiences including giving presentations, working in teams, and practical experiences in every area of hospitality practice. I felt better prepared going into the workforce because of those experiences".

OSUCH BEATA from Poland

"Studying at BBI was the beginning of a journey into the exciting, rewarding and challenging world of the hospitality industry. The courses at BBI are well structured and staff, faculty and fellow students form a close relationship over the years spent together. Involvement in each individual student's professional development is highly focused upon and all the necessary support and tools are given, allowing the institute's future hoteliers to obtain the knowledge and experience needed for a challenging, successful and fulfilling career within the industry. BBI shaped the path to a great career that has taken me to places all over the globe and allowed me to expand both my personal and professional horizons."

DAMKJAER STINE from Denmark



WILTZ THE HEART OF THE ARDENNES

WE WISH YOU EVERY SUCCESS IN YOUR EDUCATIONAL VENTURE!













www.bbi-edu.eu