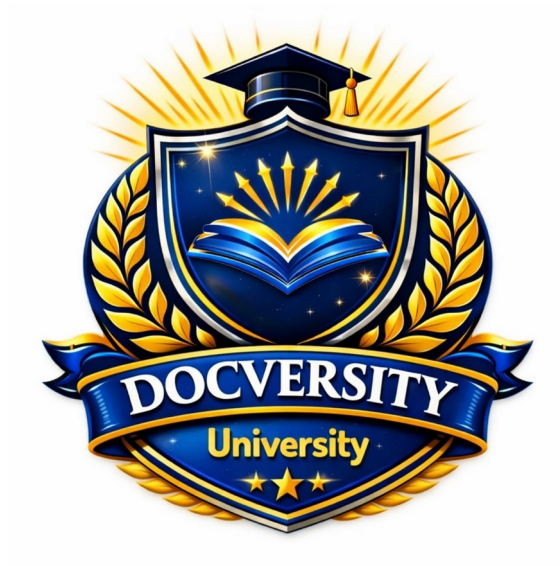




BACHELOR OF HOTEL MANAGEMENT (BHM)

4-Year • 8-Semester • 240 ECTS

Complete Internationally Benchmarked Curriculum & Syllabus

DOCVERSITY UNIVERSITY

A4 Academic Programme Handbook

Version 1.0 • August 2026

Bachelor / First-Cycle Hospitality Management Programme

Programme Status & International Recognition

Important: This is an internationally benchmarked BHM curriculum framework, not an accreditation certificate. Recognition of the resulting degree depends on Docversity University's legal authorization, national qualification-framework placement, institutional quality assurance and any external accreditation or recognition required in the relevant jurisdiction.

- 240 ECTS over four years: 60 ECTS per year and 30 ECTS per semester.
- Hospitality-centered curriculum covering hotel operations, culinary arts, food and beverage, rooms division, tourism, revenue management, events, leadership, analytics and digital hospitality.
- Strong practical component through laboratories, simulations, industry practicum and applied capstone work.
- Internationally oriented through global hospitality, cross-cultural management, sustainability and responsible AI.

Programme Specification

Item	Specification
Award	Bachelor of Hotel Management (BHM)
Institution	Docversity University
Duration	4 academic years / 8 semesters
Total credits	240 ECTS
Annual workload	60 ECTS
Semester workload	30 ECTS
Qualification level	Bachelor / first cycle; exact national level subject to competent authority
Delivery	Campus-based, blended or approved equivalent delivery with practical training
Language	English recommended for international track; national requirements may apply
Internship	6 ECTS Industry Internship / Hotel Practicum
Capstone	6 ECTS Hospitality Consulting / Capstone Project
Specialization	Four 6-ECTS hospitality electives in Semesters 7–8

Graduate Profile

BHM graduates are prepared for professional and supervisory roles in hotels, resorts, restaurants, tourism organizations, events, travel-related businesses, guest experience, revenue management, hospitality technology and entrepreneurship. The programme combines operational competence with management, financial, analytical, digital, leadership and sustainability capabilities.

Programme Learning Outcomes

Code	Competency	Graduate Outcome
PL01	Hospitality Knowledge	Integrate hotel, tourism, culinary, rooms division, F&B, marketing, finance and management knowledge.
PL02	Operational Competence	Plan and control hospitality operations using professional standards, procedures and quality systems.
PL03	Digital & AI Fluency	Use hospitality technology, analytics and AI responsibly for service and management decisions.
PL04	Guest & Service Excellence	Design and deliver professional, inclusive and customer-centered guest experiences.
PL05	Financial & Analytical Capability	Apply costing, budgeting, revenue management and analytics to hospitality decisions.
PL06	Global & Cross-Cultural Competence	Manage hospitality services in international and multicultural environments.

Code	Competency	Graduate Outcome
PLO7	Leadership & Teamwork	Lead diverse hospitality teams, coach staff and manage service challenges.
PLO8	Sustainability & Ethics	Apply ethical, responsible and sustainable practices across hospitality and tourism.
PLO9	Research & Problem-Solving	Conduct applied hospitality research and develop evidence-based solutions.
PLO10	Entrepreneurship & Innovation	Create, evaluate and improve hospitality concepts, services and business models.
PLO11	Professional Readiness	Demonstrate professionalism, employability, reflection and lifelong learning.

Curriculum Architecture

- Semesters 1–2 — Hospitality Foundation & Core Operations — 60 ECTS.
- Semesters 3–4 — Advanced Operations, Law, HR, Digital Systems, Events & Research — 60 ECTS.
- Semesters 5–6 — Strategic Hospitality, Revenue, Sustainability, Analytics, Leadership & Practicum — 60 ECTS.
- Semesters 7–8 — AI, Global Strategy, Experience Management, Simulation, Specialization & Capstone — 60 ECTS.

8-Semester Study Plan

Semester 1 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM101	Introduction to Hospitality & Tourism Management	6	150	Hospitality sectors, hotel operations, tourism systems, service culture, industry structure, career pathways and emerging trends.
BHM102	Food Production I: Basic Culinary Arts	6	150	Kitchen organization, hygiene, safety, ingredients, knife skills, basic cooking methods, stocks, sauces, soups and elementary dishes.
BHM103	Food & Beverage Service I	6	150	Restaurant organization, service equipment, mise en place, service sequence, table setting, guest interaction and service standards.
BHM104	Hospitality Accounting & Finance I	6	150	Accounting cycle, financial statements, hospitality revenue and cost concepts, cash controls and basic financial analysis.
BHM105	Hospitality Communication & Professional Skills	6	150	Professional communication, guest interaction, business writing, presentations, teamwork, etiquette and intercultural communication.

Semester 2 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM106	Front Office Operations I	6	150	Reservations, registration, room assignment, guest accounts, check-in/out, concierge, night audit basics and front-office technology.
BHM107	Food Production II: Classical & Regional	6	150	Advanced cooking methods, menu

Code	Course	ECTS	Workload	Indicative Content
	Cuisine			production, regional cuisines, kitchen coordination, portion control and quality standards.
BHM108	Food & Beverage Service II	6	150	Advanced restaurant service, buffet, banquet, beverage service, service recovery, upselling and event-service coordination.
BHM109	Hospitality Marketing	6	150	Market segmentation, branding, positioning, hospitality promotion, digital channels, CRM, destination marketing and marketing metrics.
BHM110	Housekeeping Operations & Management I	6	150	Housekeeping organization, cleaning systems, rooms division coordination, linen, inventory, safety, sanitation and productivity.

Semester 3 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM201	Front Office Operations II & Revenue Management	6	150	Yield concepts, forecasting, pricing, distribution, occupancy, ADR, RevPAR, channel management and front-office leadership.
BHM202	Food Production III: Advanced Culinary Operations	6	150	Advanced cuisine, garde manger, pastry fundamentals, kitchen management, costing, production planning and quality control.
BHM203	Food & Beverage Management	6	150	F&B planning, menu engineering, purchasing, cost control, staffing, beverage operations, restaurant profitability and service quality.
BHM204	Hospitality Human Resource Management	6	150	Workforce planning, recruitment, training, performance, scheduling, employee relations, service culture, diversity and retention.
BHM205	Hospitality Law, Ethics & Risk Management	6	150	Contracts, licensing, guest rights, employment basics, food safety responsibilities, liability, insurance, ethics and risk controls.

Semester 4 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM206	Housekeeping Operations & Management II	6	150	Supervision, quality audits, budgeting, facilities coordination, laundry, sustainability, productivity and housekeeping technology.
BHM207	Tourism Management & Destination Development	6	150	Tourism systems, destinations, visitor behavior, destination

Code	Course	ECTS	Workload	Indicative Content
				planning, carrying capacity, community impacts and sustainable development.
BHM208	Hospitality Information Systems & Digital Transformation	6	150	PMS, POS, CRS, channel managers, CRM, data, cybersecurity, automation, AI and digital guest journeys.
BHM209	Events, Banquets & MICE Management	6	150	Event design, venue operations, catering, budgeting, suppliers, logistics, risk, sustainability and event evaluation.
BHM210	Hospitality Research Methods	6	150	Research questions, literature review, research design, sampling, data collection, analysis, ethics and applied hospitality studies.

Semester 5 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM301	Hotel Operations Management	6	150	Integrated rooms division, F&B, engineering, security, service quality, operating standards and managerial decision-making.
BHM302	Hospitality Sales & Revenue Strategy	6	150	Corporate/group sales, contracts, account management, forecasting, pricing, distribution, revenue optimization and performance metrics.
BHM303	Sustainable Hospitality & Tourism	6	150	ESG, energy, water, waste, sustainable procurement, community value, responsible tourism and sustainability reporting.
BHM304	Hospitality Entrepreneurship & Innovation	6	150	Hospitality business models, opportunity recognition, concept development, feasibility, innovation, technology and startup growth.
BHM305	Hospitality Research & Applied Analysis	6	150	Advanced research methods, quantitative/qualitative analysis, data interpretation and applied management study.

Semester 6 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM306	Hospitality Leadership & Service Excellence	6	150	Leadership, coaching, emotional intelligence, service culture, quality management, guest experience and complaint recovery.
BHM307	Hospitality Analytics & Business Intelligence	6	150	Hospitality KPIs, forecasting, dashboards, guest analytics, revenue analytics, visualization and managerial recommendations.
BHM308	International Hospitality Management	6	150	Global hotel groups, international markets,

Code	Course	ECTS	Workload	Indicative Content
				cross-cultural management, franchising, branding and global expansion.
BHM309	Culinary Business & Menu Innovation	6	150	Menu development, food trends, concept design, recipe costing, nutrition awareness, innovation, branding and culinary entrepreneurship.
BHM310	Industry Internship / Hotel Practicum	6	150	Supervised hotel or hospitality workplace learning, rotations, professional conduct, employer evaluation, portfolio and practicum report.

Semester 7 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM401	Artificial Intelligence & Digital Hospitality	6	150	AI-enabled guest services, personalization, automation, predictive analytics, generative AI, governance, privacy and human oversight.
BHM402	Resort, Wellness & Experience Management	6	150	Resort operations, wellness hospitality, experiential design, recreation, service packages, guest engagement and profitability.
BHM403	Strategic Hospitality Management	6	150	Competitive analysis, hotel strategy, asset-light models, franchising, ownership structures, implementation and strategic control.
BHM404	Hospitality Specialization Elective I	6	150	Advanced study in an approved hospitality specialization.
BHM405	Hospitality Specialization Elective II	6	150	Advanced study in an approved hospitality specialization.

Semester 8 — 30 ECTS

Code	Course	ECTS	Workload	Indicative Content
BHM406	Integrated Hotel & Tourism Business Simulation	6	150	Integrated hotel decisions in rooms, F&B, revenue, marketing, HR, operations, sustainability and finance.
BHM407	Hospitality Consulting / Capstone Project	6	150	Real or realistic hospitality problem, research, diagnosis, recommendations, implementation roadmap and oral defense.
BHM408	Hospitality Specialization Elective III	6	150	Advanced specialization study and applied hospitality problem-solving.
BHM409	Hospitality Specialization Elective IV	6	150	Advanced specialization study and professional application.
BHM410	Professional Practice, Career & Employability	6	150	Career strategy, CV, interviews, professional identity, hospitality networks,

Code	Course	ECTS	Workload	Indicative Content
				entrepreneurship and postgraduate planning.

Hospitality Specialization Elective Catalogue

Students select four 6-ECTS electives in Semesters 7–8, subject to prerequisites, facilities, scheduling and minimum enrollment. The catalogue may be updated through formal curriculum governance.

Code	Elective
H01	Luxury Hotel Management
H02	Resort Management
H03	Cruise & Maritime Hospitality
H04	Airline Hospitality & Airport Services
H05	Spa & Wellness Management
H06	Revenue Management & Pricing
H07	Hotel Sales Management
H08	Digital Marketing for Hospitality
H09	Destination Marketing
H10	Event & Convention Management
H11	MICE Business Management
H12	Restaurant Entrepreneurship
H13	Advanced Pastry & Bakery
H14	International Cuisine
H15	Food Safety & HACCP Management
H16	Wine & Beverage Management
H17	Hospitality Facilities Management
H18	Hotel Asset & Property Management
H19	Hospitality Financial Management
H20	Human Capital Analytics in Hospitality
H21	Sustainable Hotel Operations
H22	Ecotourism & Responsible Tourism
H23	Tourism Policy & Planning
H24	Heritage & Cultural Tourism
H25	Sports & Adventure Tourism
H26	Healthcare & Medical Hospitality
H27	Retail & Shopping Tourism
H28	Smart Tourism & Smart Destinations
H29	Hospitality Analytics with Python
H30	Guest Experience & Service Design

Detailed Course Syllabus Framework

Semester 1

BHM101 — Introduction to Hospitality & Tourism Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Hospitality sectors, hotel operations, tourism systems, service culture, industry structure, career pathways and emerging trends.

Course learning outcomes:

- Explain key concepts, standards and practices in Introduction to Hospitality & Tourism Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM102 — Food Production I: Basic Culinary Arts

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Kitchen organization, hygiene, safety, ingredients, knife skills, basic cooking methods, stocks, sauces, soups and elementary dishes.

Course learning outcomes:

- Explain key concepts, standards and practices in Food Production I: Basic Culinary Arts.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM103 — Food & Beverage Service I

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Restaurant organization, service equipment, mise en place, service sequence, table setting, guest interaction and service standards.

Course learning outcomes:

- Explain key concepts, standards and practices in Food & Beverage Service I.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM104 — Hospitality Accounting & Finance I

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Accounting cycle, financial statements, hospitality revenue and cost concepts, cash controls and basic financial analysis.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Accounting & Finance I.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM105 — Hospitality Communication & Professional Skills

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Professional communication, guest interaction, business writing, presentations, teamwork, etiquette and intercultural communication.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Communication & Professional Skills.

- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 2

BHM106 — Front Office Operations I

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Reservations, registration, room assignment, guest accounts, check-in/out, concierge, night audit basics and front-office technology.

Course learning outcomes:

- Explain key concepts, standards and practices in Front Office Operations I.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM107 — Food Production II: Classical & Regional Cuisine

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced cooking methods, menu production, regional cuisines, kitchen coordination, portion control and quality standards.

Course learning outcomes:

- Explain key concepts, standards and practices in Food Production II: Classical & Regional Cuisine.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM108 — Food & Beverage Service II

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced restaurant service, buffet, banquet, beverage service, service recovery, upselling and event-service coordination.

Course learning outcomes:

- Explain key concepts, standards and practices in Food & Beverage Service II.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM109 — Hospitality Marketing

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Market segmentation, branding, positioning, hospitality promotion, digital channels, CRM, destination marketing and marketing metrics.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Marketing.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM110 — Housekeeping Operations & Management I

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Housekeeping organization, cleaning systems, rooms division coordination, linen, inventory, safety, sanitation and productivity.

Course learning outcomes:

- Explain key concepts, standards and practices in Housekeeping Operations & Management I.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 3

BHM201 — Front Office Operations II & Revenue Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Yield concepts, forecasting, pricing, distribution, occupancy, ADR, RevPAR, channel management and front-office leadership.

Course learning outcomes:

- Explain key concepts, standards and practices in Front Office Operations II & Revenue Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM202 — Food Production III: Advanced Culinary Operations

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced cuisine, garde manger, pastry fundamentals, kitchen management, costing, production planning and quality control.

Course learning outcomes:

- Explain key concepts, standards and practices in Food Production III: Advanced Culinary Operations.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM203 — Food & Beverage Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** F&B planning, menu engineering, purchasing, cost control, staffing, beverage operations, restaurant profitability and service quality.

Course learning outcomes:

- Explain key concepts, standards and practices in Food & Beverage Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM204 — Hospitality Human Resource Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Workforce planning, recruitment, training, performance, scheduling, employee relations, service culture, diversity and retention.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Human Resource Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM205 — Hospitality Law, Ethics & Risk Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Contracts, licensing, guest rights, employment basics, food safety responsibilities, liability, insurance, ethics and risk controls.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Law, Ethics & Risk Management.

- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 4

BHM206 — Housekeeping Operations & Management II

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Supervision, quality audits, budgeting, facilities coordination, laundry, sustainability, productivity and housekeeping technology.

Course learning outcomes:

- Explain key concepts, standards and practices in Housekeeping Operations & Management II.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM207 — Tourism Management & Destination Development

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Tourism systems, destinations, visitor behavior, destination planning, carrying capacity, community impacts and sustainable development.

Course learning outcomes:

- Explain key concepts, standards and practices in Tourism Management & Destination Development.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM208 — Hospitality Information Systems & Digital Transformation

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** PMS, POS, CRS, channel managers, CRM, data, cybersecurity, automation, AI and digital guest journeys.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Information Systems & Digital Transformation.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM209 — Events, Banquets & MICE Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Event design, venue operations, catering, budgeting, suppliers, logistics, risk, sustainability and event evaluation.

Course learning outcomes:

- Explain key concepts, standards and practices in Events, Banquets & MICE Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM210 — Hospitality Research Methods

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Research questions, literature review, research design, sampling, data collection, analysis, ethics and applied hospitality studies.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Research Methods.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 5

BHM301 — Hotel Operations Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Integrated rooms division, F&B, engineering, security, service quality, operating standards and managerial decision-making.

Course learning outcomes:

- Explain key concepts, standards and practices in Hotel Operations Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM302 — Hospitality Sales & Revenue Strategy

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Corporate/group sales, contracts, account management, forecasting, pricing, distribution, revenue optimization and performance metrics.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Sales & Revenue Strategy.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM303 — Sustainable Hospitality & Tourism

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** ESG, energy, water, waste, sustainable procurement, community value, responsible tourism and sustainability reporting.

Course learning outcomes:

- Explain key concepts, standards and practices in Sustainable Hospitality & Tourism.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM304 — Hospitality Entrepreneurship & Innovation

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Hospitality business models, opportunity recognition, concept development, feasibility, innovation, technology and startup growth.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Entrepreneurship & Innovation.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM305 — Hospitality Research & Applied Analysis

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced research methods, quantitative/qualitative analysis, data interpretation and applied management study.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Research & Applied Analysis.

- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 6

BHM306 — Hospitality Leadership & Service Excellence

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Leadership, coaching, emotional intelligence, service culture, quality management, guest experience and complaint recovery.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Leadership & Service Excellence.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM307 — Hospitality Analytics & Business Intelligence

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Hospitality KPIs, forecasting, dashboards, guest analytics, revenue analytics, visualization and managerial recommendations.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Analytics & Business Intelligence.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM308 — International Hospitality Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Global hotel groups, international markets, cross-cultural management, franchising, branding and global expansion.

Course learning outcomes:

- Explain key concepts, standards and practices in International Hospitality Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM309 — Culinary Business & Menu Innovation

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Menu development, food trends, concept design, recipe costing, nutrition awareness, innovation, branding and culinary entrepreneurship.

Course learning outcomes:

- Explain key concepts, standards and practices in Culinary Business & Menu Innovation.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Practical performance 35%; continuous assessment 20%; practical/theory test 15%; final practical or integrative assessment 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM310 — Industry Internship / Hotel Practicum

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Supervised hotel or hospitality workplace learning, rotations, professional conduct, employer evaluation, portfolio and practicum report.

Course learning outcomes:

- Explain key concepts, standards and practices in Industry Internship / Hotel Practicum.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Employer evaluation 25%; rotation/practice log 15%; practicum report 40%; professional portfolio/presentation 20%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 7

BHM401 — Artificial Intelligence & Digital Hospitality

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** AI-enabled guest services, personalization, automation, predictive analytics, generative AI, governance, privacy and human oversight.

Course learning outcomes:

- Explain key concepts, standards and practices in Artificial Intelligence & Digital Hospitality.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM402 — Resort, Wellness & Experience Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Resort operations, wellness hospitality, experiential design, recreation, service packages, guest engagement and profitability.

Course learning outcomes:

- Explain key concepts, standards and practices in Resort, Wellness & Experience Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM403 — Strategic Hospitality Management

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Competitive analysis, hotel strategy, asset-light models, franchising, ownership structures, implementation and strategic control.

Course learning outcomes:

- Explain key concepts, standards and practices in Strategic Hospitality Management.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM404 — Hospitality Specialization Elective I

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced study in an approved hospitality specialization.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Specialization Elective I.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM405 — Hospitality Specialization Elective II

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced study in an approved hospitality specialization.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Specialization Elective II.

- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Semester 8

BHM406 — Integrated Hotel & Tourism Business Simulation

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Integrated hotel decisions in rooms, F&B, revenue, marketing, HR, operations, sustainability and finance.

Course learning outcomes:

- Explain key concepts, standards and practices in Integrated Hotel & Tourism Business Simulation.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Simulation performance 30%; decision memos 20%; team analysis 20%; executive presentation 20%; reflection 10%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM407 — Hospitality Consulting / Capstone Project

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Real or realistic hospitality problem, research, diagnosis, recommendations, implementation roadmap and oral defense.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Consulting / Capstone Project.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Proposal 10%; evidence review 15%; diagnosis/analysis 25%; final report 30%; oral defense 20%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM408 — Hospitality Specialization Elective III

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced specialization study and applied hospitality problem-solving.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Specialization Elective III.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM409 — Hospitality Specialization Elective IV

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Advanced specialization study and professional application.

Course learning outcomes:

- Explain key concepts, standards and practices in Hospitality Specialization Elective IV.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

BHM410 — Professional Practice, Career & Employability

Credits / workload: 6 ECTS / approximately 150 total learner hours. **Scope:** Career strategy, CV, interviews, professional identity, hospitality networks, entrepreneurship and postgraduate planning.

Course learning outcomes:

- Explain key concepts, standards and practices in Professional Practice, Career & Employability.
- Apply professional hospitality methods, tools and procedures to authentic tasks.
- Analyze operational, guest, financial, human or strategic problems using evidence.
- Communicate professional solutions and recommendations clearly.

Indicative assessment: Continuous assessment 30%; applied case/project 20%; midterm assessment 20%; final integrative assessment/examination 30%.

Learning activities: lectures, demonstrations, laboratories, kitchens, service simulations, cases, fieldwork, projects, technology practice and independent study.

Practical Training & Learning Standards

- Practical courses should use properly equipped training kitchens, restaurants, front-office/rooms-division laboratories or equivalent industry environments.
- Students should receive instruction in food safety, personal hygiene, occupational safety, emergency procedures and responsible alcohol-service practices where legally applicable.
- Industry exposure should include authentic service standards, guest interaction and operational systems.
- Practical assessment should use transparent competency rubrics and observable performance criteria.
- The University should maintain documented health, safety, food-safety and risk-management procedures for practical training.

Industry Internship / Hotel Practicum

BHM310 is a required 6-ECTS professional-learning component. Placements may be completed in approved hotels, resorts, restaurants, tourism businesses, event organizations, cruise/hospitality operations or related hospitality enterprises.

- Learning agreement and defined competencies.
- Host supervisor and University academic supervisor.
- Structured rotation or placement duties appropriate to the student's stage.

- Professional conduct, safety and confidentiality requirements.
- Portfolio, reflective journal, employer evaluation and final practicum report.

Hospitality Consulting / Capstone Project

- Identify a meaningful hospitality, hotel, tourism, guest-experience, revenue, operations or sustainability problem.
- Review academic and industry evidence.
- Use an appropriate research or diagnostic method.
- Analyze operational and/or business data ethically.
- Develop practical recommendations, implementation steps, risks and KPIs.
- Submit a professional report and complete an oral defense.

Teaching, Learning & Assessment Framework

- Each 6-ECTS course represents approximately 150 total learner hours under this framework.
- Use experiential learning: practical labs, hotel simulations, fieldwork, cases, projects and authentic data.
- Progressively assess knowledge, practical competence, analysis, evaluation and creation.
- Practical courses should assess observable skills as well as theoretical understanding.
- AI-assisted work must follow course-level rules for disclosure, verification, privacy and academic integrity.
- Assessment rubrics should map course outcomes to programme outcomes.

Recommended Assessment Model

Assessment	Typical Share	Purpose
Practical performance / labs	25–40%	Operational and technical competence
Projects / cases	15–25%	Applied problem-solving
Individual assignments / tests	10–20%	Knowledge and analysis
Final integrative assessment	20–35%	Synthesis and professional judgment
Reflection / participation	5–15%	Professional development

Assurance of Learning & Continuous Improvement

Docversity University should maintain a documented Assurance of Learning system using direct and indirect evidence, measurable programme benchmarks, improvement actions and follow-up evaluation.

- Direct evidence: practical exams, service simulations, capstone, research, analytics, presentations and operational projects.
- Indirect evidence: graduate surveys, employer feedback, practicum evaluations and progression data.
- Maintain a PLO-to-course assessment map showing introduction, development and demonstration.
- Review curriculum currency against hospitality technology, industry standards, sustainability and employer needs.
- Document improvement actions and evaluate their effects.
- Use faculty, students, alumni, employers and external hospitality professionals in programme review.

Academic, AI, Safety, Data & Professional Policies

Academic Integrity: Plagiarism, fabrication, falsification, unauthorized collaboration and prohibited or undisclosed AI use are academic misconduct.

Responsible AI: Use AI only where permitted; disclose use where required; verify outputs; protect guest, company and personal data.

Food & Occupational Safety: Students must follow laboratory, kitchen, food-safety, fire, emergency and workplace-safety procedures.

Guest Privacy: Guest identities, payment information, reservations and confidential business information must be protected.

Professional Conduct: Hospitality students must demonstrate respectful, inclusive, hygienic, punctual and service-oriented conduct.

Alcohol & Controlled Services: Where beverage-service training occurs, instruction must comply with local law, licensing rules, age restrictions and institutional safety policies.

Faculty, Facilities & Student Support

- Qualified hospitality faculty and appropriately experienced industry practitioners.
- Training kitchen(s), food-production equipment, restaurant/service laboratory, front-office/rooms-division laboratory and relevant software or equivalent industry partnerships.
- Library and digital resources covering hospitality, tourism, business and culinary studies.
- Academic advising, career services, internship placement and professional development support.
- Faculty development in pedagogy, assessment, hospitality technology, analytics, sustainability and responsible AI.
- Regular maintenance, sanitation, equipment inspection and safety review of practical facilities.

Graduation Requirements

- Complete all 240 ECTS.
- Complete the 6-ECTS industry internship/hotel practicum.
- Complete and defend the 6-ECTS hospitality capstone.
- Meet University academic-integrity, progression and graduation regulations.
- Meet any applicable national statutory requirements for hospitality, food safety, internships or bachelor's degrees.

International Benchmarking & Recognition

This curriculum is internationally benchmarked rather than automatically accredited. It uses ECTS and incorporates international hospitality-management principles including experiential learning, service quality, digital transformation, revenue management, sustainability, global competence, employability and Assurance of Learning. Legal recognition and accreditation require authorization by the relevant competent authorities.

- European Commission — European Credit Transfer and Accumulation System (ECTS).
- AACSB International — Global Standards for Business Education (2026), used as a business-management quality benchmark where applicable.
- UNESCO Institute for Statistics — ISCED 2011 bachelor/first-cycle Level 6 reference.
- International hospitality-industry standards and professional practices should be incorporated through current local and international partners.

Recommended Curriculum Governance

- BHM Programme Committee — curriculum coherence, PLO mapping and annual monitoring.
- Faculty Board — course approval, assessment standards and academic progression.
- Hospitality Industry Advisory Board — employability, technology, service standards and industry relevance.
- Quality Assurance Unit — Assurance of Learning and programme review.
- Academic Affairs / Registrar — official programme specification, transcript and graduation rules.
- External hospitality/academic reviewers — periodic review of academic level, practical relevance and assessment.

Document Control

Field	Entry
Document	BHM 4-Year / 8-Semester Complete Curriculum & Syllabus
Institution	Docversity University
Version	1.0
Date	August 2026
Format	A4
Total Credits	240 ECTS
Review	Annual course currency review; formal programme review on approved institutional cycle
Approval	To be completed by authorized academic governance and the competent regulator/accreditor, as applicable