



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



Global Hospitality Management (BA)

SRH Universities • Dresden



Overview

Degree	Bachelor of Arts
Teaching language	<ul style="list-style-type: none">English
Languages	The programme is taught in English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	7 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	Intakes: April & October
Application deadline	<p>Non-EU/EEA applicants: Please apply by 1 February (April intake) or 15 August (October intake). We also recommend that you apply early (at least four months before the start of your programme).</p> <p>EU/EEA applicants: Please apply by 1 April (April intake) or 1 October (October intake).</p>
Tuition fees per semester in EUR	4,725 EUR
Additional information on tuition fees	<ul style="list-style-type: none">Non-EU/EEA tuition fees: 4,725 EUR per semesterEU/EEA (incl. Switzerland & Western Balkans) tuition fees: 620 EUR per month <p>Please note: The monthly/semester tuition fees remain the same for the entire duration of the study programme.</p>
Joint degree / double degree programme	No
Description/content	The BA Global Hospitality Management programme in Dresden is the only English-taught Bachelor's degree programme in Germany that prepares you for a leading role in the international

hospitality industry. You will learn how to strategically and sustainably manage a hotel, motivate and lead your employees, develop marketing and event concepts, and create financial and business plans. The programme also includes entrepreneurship and idea development for start-ups. In addition, you will improve your language skills, making you well-prepared for an international career.

The study programme has a strong practical focus. You will work on numerous projects with students from around the world. Some may involve well-known hotel chains or students from our renowned partner universities such as Institut Paul Bocuse Lyon, Hotelschool The Hague, University College Prague, Technological University Dublin, and the University of New Hampshire. Guest lectures by international industry experts, excursions, and practical assignments provide insights into hotel operations.

Course Details

Course organisation

First Semester

- International business management
- Management of International Hospitality & Gastronomy Markets
- Global hospitality industries: effects and environment
- Lodging management and operations
- Future concepts of hospitality
- Language I (Business English, Spanish, French, Russian, Arabic, Chinese, Italian)
- Academic writing, IT tools and presentation techniques

Second Semester

- Global markets and economical mechanisms
- Sustainable food & beverage management
- Analysing financial performance
- Hospitality project I: Creating events & experiences
- Language II (Business English, Spanish, French, Russian, Arabic, Chinese, Italian)
- Research methods and applications

Third Semester

- Operative and strategic controlling in hotels and restaurants
- Marketing management for hospitality enterprises
- Business optimisation
- Hospitality project II: Revenue management and pricing
- Language III (Business English, Spanish, French, Russian, Arabic, Chinese, Italian)
- Hotel Sales and Distribution

Fourth Semester

- Strategic change management and leadership culture
- Managing employee relations and retention
- Financing investment strategies
- Hospitality project III: operational people management
- International hospitality law case studies
- Applied hospitality technologies

Fifth Semester

- Start-up spirit and business planning
- Managing consumer behaviour in service industries
- Shaping disruption and transformation in Hospitality
- Networking, branding & market entry strategies
- Language IV (Business English, Spanish, French, Russian, Arabic, Chinese, Italian)
- Project: your own entrepreneurial concept in hospitality

Sixth Semester

- Colloquium (online)
- Defence + BA Thesis
- Global Hospitality Internship I

Seventh Semester

- Global Hospitality Internship II

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Language training provided • Training in intercultural skills • International comparisons and thematic reference to the international context • Projects with partners in Germany and abroad
Integrated internships	Students have the opportunity to do two internships with a total length of 10 months (four-month internship in the sixth semester and a six-month internship in the final semester).
Course-specific, integrated German language courses	Yes
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	4,725 EUR
Additional information on tuition fees	<ul style="list-style-type: none"> • Non-EU/EEA tuition fees: 4,725 EUR per semester • EU/EEA (incl. Switzerland & Western Balkans) tuition fees: 620 EUR per month <p>Please note: The monthly/semester tuition fees remain the same for the entire duration of the study programme.</p>
Semester contribution	None. Students might be able to purchase a discounted semester ticket or a discounted "Deutschlandticket" for public transport.
Funding opportunities within the university	Yes
Description of the above-mentioned funding opportunities within the university	<ul style="list-style-type: none"> • SRH Campus Dresden is offering partial scholarships for talented international students. • EU students can also benefit from our range of "study now – pay later" financing options. • Please check our website for more information: https://www.srh-berlin.de/en/study-at-srh/financing-your-studies/.

Requirements / Registration

Academic admission requirements

- General higher education entrance qualification ("Abitur") or university of applied sciences entrance qualification ("Fachhochschulreife")
- Proof of English language proficiency
- Curriculum Vitae

Language requirements

The following English proficiency tests are accepted:

- TOEFL Internet-based: 87
- TOEIC listening/reading: 785, speaking: 160, writing: 150
- IELTS/IELTS Online (academic): 6.5
- CAE (grades A, B, or C)
- CPE (grades A, B, or C)
- Pearson English Test Academic (PTE-A): 59 points
- Linguaskill: 176 to 184 (CES) – all four skills required
- B2 First: 173
- Duolingo: 110 points

Application deadline

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EU/EEA applicants: Please [apply](#) by 1 April (April intake) or 1 October (October intake).

Submit application to

Please use our [online application system](#) to submit your application.

Services

Possibility of finding part-time employment

Working as a non-EU citizen: In possession of a valid German residence permit for study purposes, you are allowed to work for up to 120 full days (full day = eight hours per day) or 240 half days (half day = four hours) during the calendar year. However, freelance work is not permitted. Internships that are mandatory for the successful completion of your studies at SRH do not count towards the above-named 120 full days.

Employment that is considered "student part-time work" ("studentische Nebentätigkeit", e.g. employment as a student worker at a university or in a university-related organisation or "Werkstudent" activities at companies that are related to your studies) can be done without any time restrictions.

Accommodation

We do not own any student dormitories or hostels. However, we provide assistance in selecting accommodation prior to and after your arrival in Dresden.

Career advisory service

Our Career Service supports students and alumni in planning their careers and sharpening their professional profile. Our service portfolio includes:

- Consultation services for students
- Career trainings and workshops
- Annual "Career Day" with job fair and workshops
- Support in finding a job or an internship for graduates and students

Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Specialist counselling

- Support with registration procedures



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Eva-Maria Kätzel
Alumna Global Hospitality Management (fka International Hotel Management)

I have been studying Global Hospitality Management to expand and consolidate my knowledge of the international hospitality industry. The university offered me the best combination of academic and practical knowledge, assuring me a successful re-entry into the hospitality industry.



Study Global Hospitality Management at SRH Dresden School of Management

Carina comes from Romania and is studying "Global Hospitality Management" at the Dresden School of Management. She tells us what she likes about the programme and why Dresden is the right place for her to study.

» more:
<https://www.youtube.com/watch?v=N3NC6zNkFEg>

SRH Universities



The SRH Universities

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We are the SRH Universities, part of the non-profit SRH Holding based in Heidelberg.

We offer state-accredited Bachelor's, Master's, and MBA programmes in English and German. Our curricula are built around the CORE Principle, emphasising hands-on, project-based learning in five-week blocks. Our programmes focus on management and logistics, engineering and architecture, computer and data science, hospitality and therapy, design and creative industries, and music and film.

With nine campuses across Germany, we host a diverse student body from over 100 countries, contributing to our vibrant international atmosphere.

Our approach includes practical work experiences and professional networking opportunities, preparing students for successful global careers.



University location

Berlin, Germany's capital, is a hub for politics, media, science, and education. It's the country's largest city and offers a vibrant cultural scene with rich nightlife and historical sites. Berlin's dynamic start-up scene is attractive to tech and creative industries. Despite rising costs, it remains affordable compared to other Western European capitals.

Cologne is known for its relaxed culture, famous cathedral, and rich Roman history. It offers a vibrant academic and cultural scene with excellent job opportunities in media and other industries. Cologne is well-connected, making it easy to explore nearby cities.

Dresden combines a vibrant cultural scene with affordable living costs. Known for historical sights like the Zwinger and Semperoper, it offers good job prospects in microelectronics and IT. Its scenic location and rich cultural events make it an attractive city for students and young professionals.

Hamburg, Germany's second-largest city, is a major trade and logistics hub in north-western Europe. With a high standard of living and moderate costs, it offers career opportunities in IT, media, logistics, and renewable energy sectors. Famous for its harbour and nightlife, Hamburg is a city rich in water-related and cultural activities.

Hamm combines historical charm with modern innovation. It offers low living costs and affordable housing suitable for students. Home to Germany's first Bachelor's degree programme in logistics at the SRH Hamm campus, the city provides a close-knit community feel and is growing in industries like energy and logistics.

Heidelberg is known for its romantic ambiance and vibrant cultural and academic atmosphere. The city offers a picturesque landscape ideal for outdoor activities, with strong sectors in biotechnology, pharmaceuticals, and academia.

Leipzig is an economic hub with a growing population, offering career opportunities in technology, digitalisation, and life sciences. It has a vibrant music and cultural scene and remains one of Germany's more affordable major cities.

Münster is a bike-friendly university town known for its museums, theatres, and lively student community. It offers reasonable living costs and robust job opportunities in education, healthcare, and administration.

Stuttgart is a centre for technology and innovation, home to companies like Mercedes Benz and Porsche. It offers excellent educational and career prospects in engineering and sustainable technologies, supported by a vibrant cultural scene.

Contact

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🌐 Course website: https://www.srh-campus-dresden.de/en/lp/ba-hospitality-management/?utm_source=wkz-BE3001BJ05&utm_medium=portal&utm_campaign=daad-intpr&utm_content=en-ba-hotel-mgt-vz-dd&utm_term=en

📘 <https://www.facebook.com/SRHDresden>

🌐 <https://www.linkedin.com/school/srhdresden>

📷 <https://www.instagram.com/srhdresden/>

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

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www.gate-germany.de

Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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