

**AIHM**  
ASIAN INSTITUTE OF  
HOSPITALITY MANAGEMENT

IN ACADEMIC  
ASSOCIATION WITH

 **Les Roches**



BRINGING  
SWISS EDUCATIONAL  
EXCELLENCE TO ASIA

# INTRODUCING AIHM

The Asian Institute of Hospitality Management (AIHM) in academic association with Les Roches brings Swiss educational excellence to Asia. Working together, we offer a rigorous yet well-rounded academic programme, recognised around the world, that empowers our students with the skills and confidence to succeed. The perfect balance of practical and business management skills prepares them for fast-paced careers, whether hospitality, the wider tourism industry, corporate management, business or entrepreneurship.

**See where AIHM can take you.**



# THE PRESTIGE OF A SWISS EDUCATION

Les Roches International School of Hotel Management consistently ranks in the top four hospitality institutes worldwide. Its name is synonymous with excellence, it ranks top three amongst employers for reputation, and its graduates have gone onto illustrious careers with leading companies.



Maintaining academic excellence is paramount, and both our curriculum and our lecturers are Les Roches certified. Our students also enjoy the privilege to pursue exchanges at Les Roches campuses in Crans-Montana, Switzerland, or Marbella, Spain, or even to transfer to the Swiss campus and graduate with a Les Roches degree.



TOP 4\*

INSTITUTION  
WORLDWIDE

for  
HOSPITALITY & LEISURE  
MANAGEMENT

\*QS World University Rankings by Subject 2023:  
Hospitality & Leisure Management



## AN INTERNATIONAL EDUCATION CLOSE TO HOME

For decades, students have travelled from Asia to the West to enjoy the benefits of an international education. Today, AIHM offers the same experience closer to home.

Surrounded by their support network of family and friends, students also enjoy more affordable tuition and living costs. They are immersed in an international body of students, with lecturers of many nationalities who are experts in their fields. They use English inside and outside the classroom, gaining confidence in their skills all the while, and graduate ready to embark on an exciting international career.

# A SOLID CAREER PATH

AIHM was founded by Minor Hotels, Asia's largest hospitality company, as well as the world's fastest growing. Our programme is the only one in the world to immerse students in the everyday operations of a luxury hotel, building management acumen from day one.

MINOR  
HOTELS

ANANTARA  
HOTELS · RESORTS · SPAS

AVANI  
Hotels & Resorts

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COLLECTION

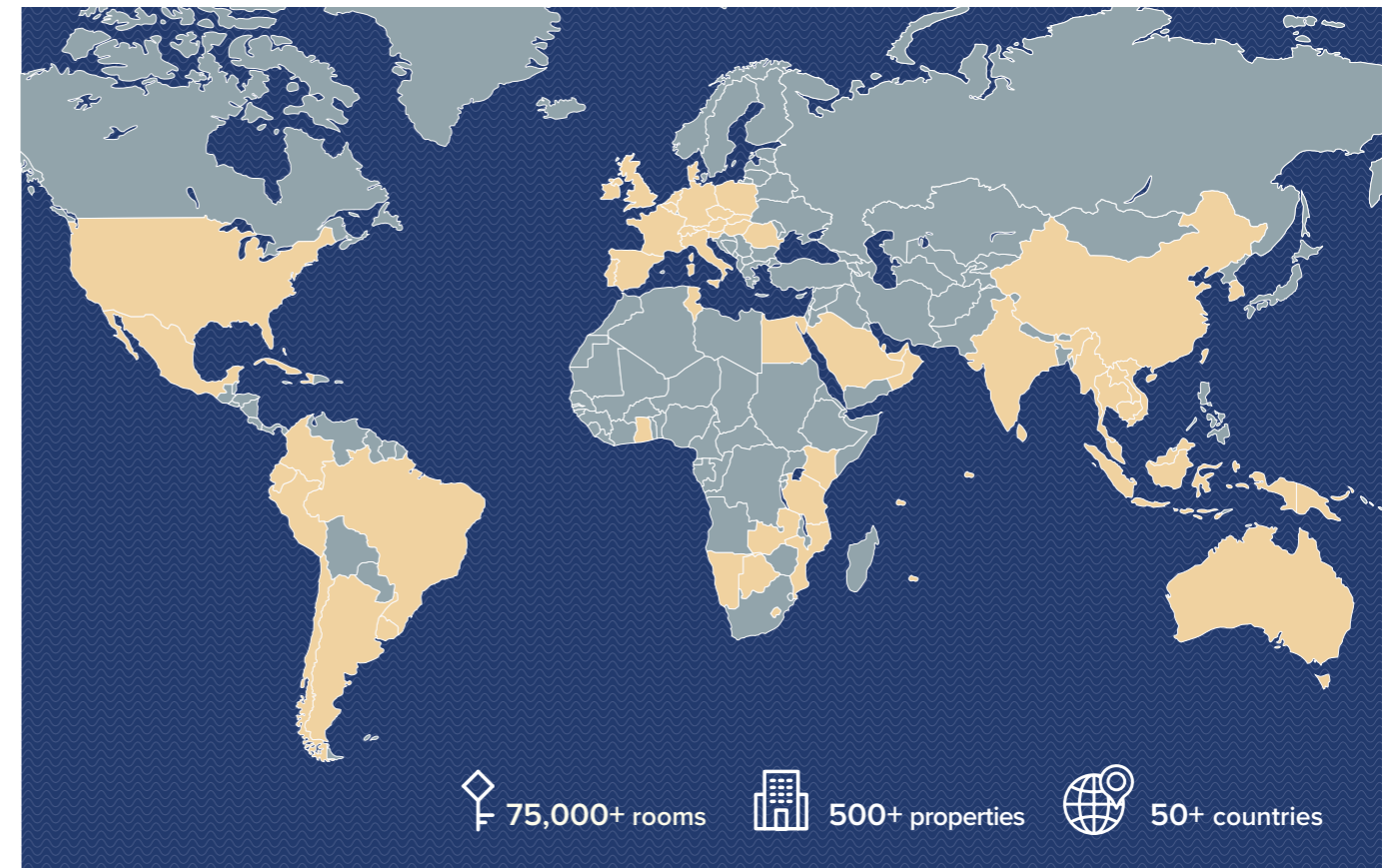
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HOTELS · RESORTS · SUITES

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HOTELS

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HOTELS & RESORTS



## WHY HOSPITALITY?

A career in hospitality opens doors to the world. Life is glamorous, progression is quick for those with a drive to succeed, and you have the freedom to travel and work anywhere you choose.

## BUSINESS CAREERS

All our students graduate with solid business foundations. These enable them to pursue any corporate role or even launch their own start-up.

Real-life skills are taught by lecturers with real-life hospitality experience, as well as decades in the educational and business sectors. Students pursue a well-rounded curriculum that balances practice and theory, equipping them with key business management skills that are transferable to a wide variety of industries.

They also take on prestigious internships during the programme, which gives them an edge when they graduate. With over 500 properties on six continents,

students can intern at Minor Hotels properties around the world, learning from different cultures and working environments. Upon graduation, they leave with a professional network of over 35,000 members already in place. They also enjoy preferred employment status with the company, as well as the possibility of joining its graduate trainee programme with a fast-track to management.



# A DYNAMIC LEARNING STYLE

The learning experience at AIHM is student centred, individualised to each student to give them the best chance to succeed. A low student:teacher ratio ensures constant interaction in the classroom. Our “digital campus” prepares them for innovation and the workplace of tomorrow.

While academically rigorous, our programme also allows students the freedom to design their own journey of learning, in terms of timing, internships, exchanges and specialisations. Assessment is holistic, ensuring that students acquire skills they will need for real-life work.





## A COSMOPOLITAN COMMUNITY

AIHM is located in one of the most popular tourist destinations in the world. It also happens to be safe, friendly, vibrant and cosmopolitan, ensuring a positive student experience that they will cherish long after their time with us.

AIHM itself is a welcoming and inclusive multicultural community, with students from around the world. A high level of pastoral care, tutoring and career guidance is given by dedicated faculty, and scholarships and student aid are offered to bring the brightest and best to AIHM regardless of financial circumstance.

Throughout their time with us, we build confidence in our students and empower them with the skills and opportunity to choose their path in life, whether it be in hospitality or any other field.



## THE BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

The Bachelor of Business Administration in Global Hospitality Management is spread over seven semesters, or three and a half years. Students will pursue a fixed curriculum of practical arts, general management, and more specific to hospitality, revenue and customer relationship management. They are able to choose where they intern and what they specialise in, whether financial performance management, digital marketing or hospitality entrepreneurship. They can also opt for exchanges in Crans-Montana or Marbella, and transfer for their final year to the Les Roches BBA programme.



## STUDENT LIFE


Thailand is a great place for students to live. It is a truly international hub, affordable, rich in culture, and there is so much to see and do outside of class.

During class, students are constantly engaged and exposed to the wider world, with guest speakers and recruitment visits from a variety of industries. Extracurricular activities are also plentiful and build strong bonds between classmates for life.

### STAGED LEARNING OPTIONS



Study **3** semesters  
for a certificate



Study **5** semesters  
for a diploma



Study **7** semesters  
for a bachelor's degree

#### SEMESTER 1

PRACTICAL  
ARTS

#### SEMESTER 2

INTERNSHIP I  
  
OPERATIONAL

#### SEMESTER 3

HOSPITALITY  
MANAGEMENT I

#### SEMESTER 4

HOSPITALITY  
MANAGEMENT II

#### SEMESTER 5

INTERNSHIP II  
  
MANAGEMENT  
OR BACK OF  
HOUSE

#### SEMESTER 6

HOSPITALITY  
MANAGEMENT III

#### SEMESTER 7

SPECIALISATION  
  
TWO ELECTIVES

**Semester 6-8**  
Transfer Option to get Les Roches' Degree



## CERTIFICATE IN INTERNATIONAL HOTEL ADMINISTRATION (CIHA)

The CIHA empowers both those within the hospitality industry looking to reach further, and those wishing to transfer to the industry mid-career. A condensed version of the BBA programme, which can be added to for a diploma, students build a solid foundation in all operational areas, then master management skills to fast-track their careers. Throughout the course, they gain inspiration, expertise and contacts from some of the hotel industry's most successful innovators and executives.



## ADVANCED CERTIFICATE IN INTERNATIONAL HOTEL MANAGEMENT (ACIHM)

The ACIHM is for hospitality executives looking to round out their management skills. Over two semesters, they will cover the fundamentals of business, as well as master in-depth management skills. These will then be tested with a management project at their current place of work.



## THE POSTGRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT

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





BANGKOK

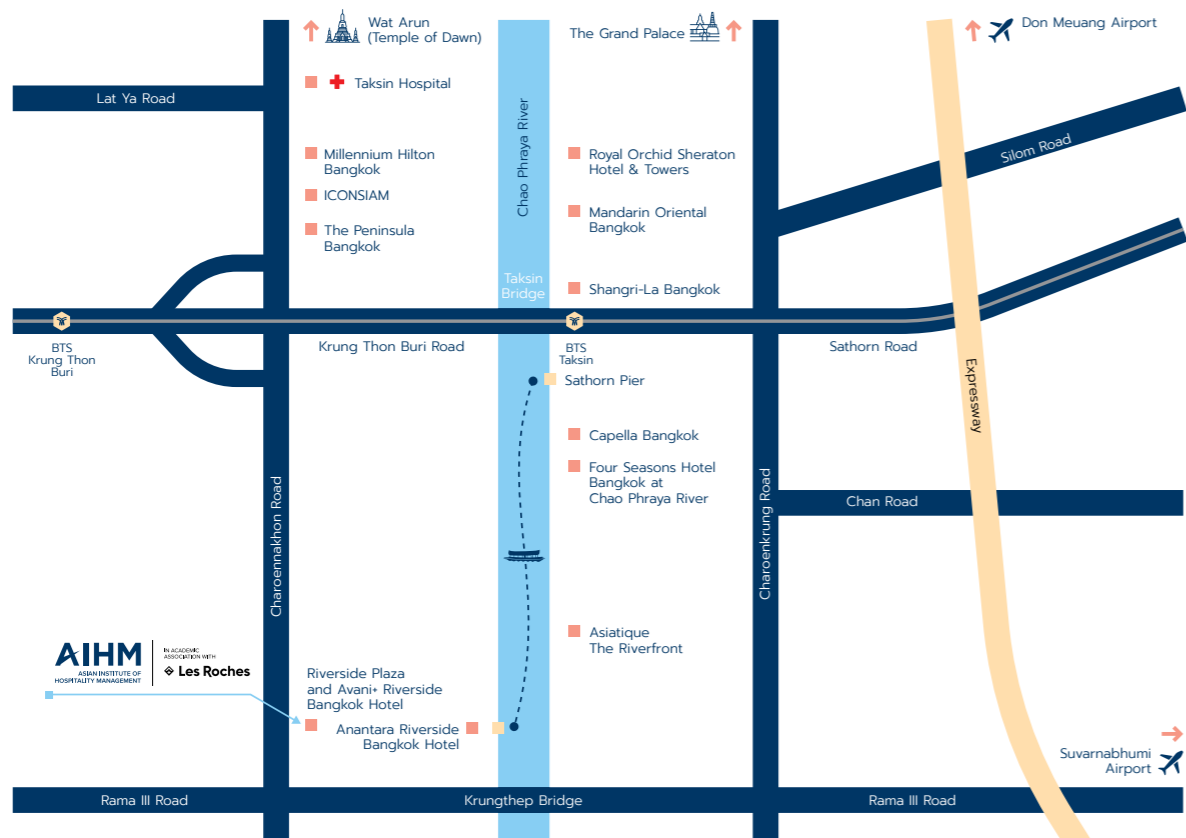


### THE CAMPUS

The Bangkok campus is located within the Minor riverside complex, with two luxury hotels, over 600 rooms, a dozen dining outlets, an award-winning spa, and event facilities for up to 2,000 guests on site. The only programme in the world with this set-up, students are constantly learning from hotel professionals, and can practise and perfect their skills with real-life guests.

Many of our students live at serviced residences within walking distance of the campus, and we are happy to support our students with living arrangements. The riverside area itself is safe and tranquil, with everything needed for student life, and many of the city's top tourist attractions line its banks.

The Pattaya campus, another of Thailand's tourism hubs, has been designated for field trips to study resort-style operations.



PATTAYA

# HOW TO APPLY

## YEARLY INTAKES: APRIL AND SEPTEMBER

Prospective students should visit our website, where they will find an application pack. This contains the application form, along with a list of all documents required, including academic transcripts and proof of English-language proficiency. Conditional upon a persuasive personal essay and successful interview, students will then be formally offered a place at AIHM.



## ADMISSIONS REQUIREMENTS

- 17.5 years of age at date of entry
- A high school diploma or equivalent
- English-language proficiency



## EDUCATION

Applicants must hold a qualification recognised by Thailand's Ministry of Education, such as:

- Completion of Grade 12, Year 13 or Matthayom 6 (Thailand)
- Two A-levels or IGCSEs
- An International Baccalaureate (IB) (minimum 24 points)
- A GED diploma (minimum 145 points in all four areas)

With academic transcripts translated into English.



## ENGLISH-LANGUAGE QUALIFICATIONS

Non-native speakers, with the exception of those who have spent the last three years in full-time English-language education, will need to submit one of the following:

- TOEFL: 525 (paper) or 70 (iBT) or above
- IELTS: 5.5 average (each section not less than 5) or above
- Cambridge FCE/CAE: B2 First or higher

## ENGLISH FOR BUSINESS AND ACADEMIC STUDIES

This foundation programme is ideal for students who did not graduate from an English-speaking high school, or who did not meet the required scores for English proficiency. Over a period of 2-4 months, they will be immersed in the English language, learning how to write essays, speak confidently in class, give presentations and analyse academic texts. They will also be introduced to hospitality concepts, and equipped with the general study skills needed to succeed in their education.



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A COSMOPOLITAN  
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IN ACADEMIC  
ASSOCIATION WITH



**BANGKOK CAMPUS**

Avani+ Riverside Bangkok Hotel  
9th Floor, 257 Charoennakorn Road, Samrae  
Thonburi, Bangkok 10600, Thailand

**PATTAYA CAMPUS**

Avani Pattaya Resort  
218/2-4 Moo 10, Beach Road, Pattaya  
Chonburi 20260, Thailand

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