



Undergraduate Programmes

Hospitality & **Business Management**

Hospitality Management

This Bachelor's Programme in International Hospitality Business Management is a comprehensive programme designed to equip students with both **theoretical knowledge** and **practical skills** necessary for a successful career in the hospitality industry.

The curriculum is structured to blend essential **business management principles** with **specialized hospitality training**, ensuring graduates are well-prepared for various managerial roles within the sector.

Students have the opportunity to study both **on campus** and **online**, providing flexibility to accommodate different learning preferences and lifestyles.

Duration: 3-4 years

Study mode: On Campus and Online

Start of the academic year: September

Delivered in academic partnership with:

**Confederation of Tourism and Hospitality;
University of Derby**



In addition to coursework, the programme includes **work placements** that provide hands-on experience in real-world settings, allowing students to apply their learning and gain valuable industry insights.

This combination of academic rigor and practical training ensures that graduates are well-equipped to meet the demands of the **dynamic hospitality industry**.

Main Highlights:

- > British Degree
- > Three high earning international work placements
- > Host companies: only 4 & 5-star properties in the US or EU
- > Career Coaching
- > Flexible Payment Plans



Digital Business

This Bachelor's Programme in Digital Business, delivered in academic partnership with IU International University of Applied Sciences, is designed to equip students with a comprehensive understanding of the **digital business landscape**.

The curriculum focuses on integrating **digital technology** with **business strategies**, preparing students for dynamic roles in the modern business world.

The programme emphasizes practical learning through **industry placements** and **entrepreneurial projects**, allowing students to gain hands-on experience in real-world scenarios. Key areas of study include **digital marketing**, **data analytics**, **e-commerce**, and **business management**.

Duration: 3 years

Study mode: On Campus, Hybrid or Online

Start of the academic year: September

Certification: IU International University of Applied Sciences (German degree)



Students can access the **AI tutor platform**, offering 24/7 personalized study support, instant query responses, tailored study plans, and interactive Q&A sessions.

This programme suits **tech-savvy** individuals with an **entrepreneurial spirit**. Graduates are well-prepared to enter the workforce with a competitive edge, capable of driving digital transformation in various industries.

Main Highlights:

- > German Degree
- > Industry Work Placements Opportunities
- > Digital Learning Platform
- > AI Learning Assistant
- > Career Coaching
- > Flexible Payment Plans



Who are these programmes for?

Recent High-School Graduates

The main audience for this programme includes recent high-school graduates holding baccalaureate diplomas.

Working Professionals

Professionals aspiring to career growth but lacking the necessary management knowledge for managerial roles.

Entry requirements:

Academic

A high school diploma is required. The admission process can begin before high school graduation, but candidates must have graduated before classes commence at AHA.

English Requirements

We accept the following English language skills certificates: TOEF, IELTS, Cambridge Certificate. If you do not hold any of the certificates mentioned above, we present the option of taking the Duolingo English Test.

Minimum Age

Students need to be at least 18 years old. The admission process can start before the age of 18, but the candidate must have turned 18 before the commencement of classes.

Industry placements

Hospitality Management

Professional experience is crucial in the hospitality industry. Over one year of work experience upon graduation significantly **enhances your employability** and makes you highly attractive to employers. All placements occur at **four and five-star properties** worldwide, designed to maximize financial benefits so students can **cover tuition costs with their earnings**. Locations include **EU, US, and Asia**.

Digital Business

While **not mandatory** for degree completion, industry placements are strongly encouraged. These placements cover **Marketing, Sales, Operations**, and other key areas, providing invaluable experiential learning opportunities lasting between **3 to 6 months**. Choose from internships, projects, or full-time roles, available **on-site** (EU, US) or **remotely**, to facilitate a smooth transition into the dynamic field of digital business.

Ask an admissions counsellor!

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