



# SHG. HONG-KONG

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## COURSES DESCRIPTIONS

### **Financial Management :**

This course is essential during the studies of our students therefore it represents a high number of teaching hours and coefficient. During this course, students learn the basics of finance in order to be able to financially manage a company. That includes financial forecast and a dashboard with KPIs to check on a daily basis. The P&L and Balance Sheet will also be part of the course. With all this knowledge, plus technics and tips, our students will be able to know all of the financial aspects of any companies, including hotels and restaurants.

### **Human Resources :**

This course is teaching all basic French and European laws in regards to the people at work and the laws to be followed. That includes working contracts, security, salaries, how to recruit people, how to finish contracts, the number of working hours to respect, how to make a schedule, etc. The students will know the rules to respect if they wish to become HR Manager or in the case they are managing a small hotel or restaurant without HR manager.

### **Management :**

This course is linked to the HR course but is more focused on the management skills that each student must have in order to be a good future manager. Indeed, we teach our students how to manage people, how to motivate them, how to supervise them. Many techniques of people management will be taught to the students. Change Management will also be taught, how to detect talents, how to solve conflicts, etc. After this course, our students will be able to successfully manage teams.

### **Entrepreneurship :**

More and more people want to create their own business; therefore we teach our students how to open a new business, what to think, what are the tips, the difficulties and how to avoid mistakes. Examples in Hospitality will be chosen; therefore students will have the capabilities to open their own hotels or restaurants after their studies.

### **Marketing :**

Our Marketing course teaches all the marketing skills needed, how to brand a product or yourself, how to make a market survey, how to make a differentiation with competition, etc. Communication is also part of the course. The art of selling, advertising your service or product will be taught.



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## **E-Marketing :**

With the development of E-marketing, nowadays, a majority of marketing is done online. Students will know the tips to use with success the key words on google and other motor engines, but also how to use social media. We will also teach e-reputation and communication. Students will know all about the new tools to market their services and product innovation is part of this course.

## **Economics :**

This course allows an understanding of the economic world of today, macro and microeconomics, while including the mechanisms of international trading. Tourism often depends on the economics, exchange rate, geopolitical events, etc. Understanding economics in tourism allows our students to be more prepared for their future careers.

## **Negotiation :**

Knowing how to negotiate is key for our students, they will use those technics all their life at work as well as in their private life. Often considered as a game, using the right tips can allow the students using them to achieve expected goals. They will later on use those technics to succeed during their professional careers.

## **Networking :**

Having specialized skills is essential, and having a network is key, especially to do business or during job search. People work or do business with people that they know, people they can trust, recommended by other people, etc. Therefore, networking is one more tool to be used in order to succeed in life. Our networking course will bring all the advices necessary for our students to build their own network and use it on a daily basis in order to create a global network.

## **Project Management :**

Opening a hotel or a restaurant or any other project requires careful preparation. Financial risks are huge, there is high pressure, a lot of stress, external components and in addition there is a schedule to respect carefully. Therefore, organization is one of the keys to success. How to coordinate between each actor, how to think about each step, how to control and verify the quality step by step, etc. All technics are part of this course therefore students are able to manage large projects on a long run.



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## **Inter-cultural Management :**

Our school is international, each student will work in different countries in the future or will welcome tourists from all over the world. It is important for them to understand the difference of cultures between countries. Our student must apply a different type of management for different cultures in order to succeed in their management. Those technics also applies in the way student will treat guests in hotels and in restaurants.

## **Foreign Languages :**

Since our school is international and since students will work in hospitality, speaking several languages is very important. English is the most important language, but not only, at SHG we offer a large number of languages to learn, likes Spanish, Italian, French, German, Russian, Arabic and Chinese (Mandarin). Each student must select 3 languages during their studies.

## **Self-Image :**

Having a good outside image is important, especially in a luxury world where our students are trained. We teach our students how to have a perfect outfit, how to speak, how to have a good body language, how to dress, how to look, etc. Therefore, our students give an excellent first impression.

## **Career Management :**

In order to become a Hotel Manager or have a similar position, it is important to build a solid CV with field experience and strategy. Indeed, it is a long process, the student must have worked in every department and in different types of hotels. Our students have courses to know how to achieve their goals, in coordination with the Internship Manager, each student will have tips about the internships and work in order to have the career that they wish.

## **International Relations :**

This course will teach the international business and relations that managers must have in case of international business, it is between Economics, Inter-cultural management and Managing People. History is also part of this course to make sure students understand how International relations are relatable to their industries.

## **CEO / Managers Experience Testimonies :**

Our goal is to train students to become managers in hospitality. Therefore, we have General Manager and Heads of Department who come to the school to talk about their career, what to do in order to achieve goals, what are the technics, recommendations, etc.



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## **Tourism & Hospitality :**

During that course, students will learn about tourism and hospitality environment in general. They will know how hotel chains work, types of hotels and restaurants and as well some international history related to tourism.

## **Food & Beverages :**

This course is about Food & Beverage outlets such as restaurants, bar, banquet, etc. We are teaching our students what to do in case they want to open a restaurant for instance, how to design the restaurant, what kind of equipment is needed, how to make menus, the staff organization, how to serve, how to organize the outlet, etc.

## **Culinary Art :**

This course is dedicated to the kitchen. Students will learn about hygiene like HACCP norms, about the equipment needed in a kitchen, the staff organization, the type of cuisine, etc. The goal is not to become a Chef with this course, but our students will know how it works and when they will be General Managers of a hotel or a restaurant, they will know how to manage a kitchen together with the Chef using the same vocabulary, same knowledge and know-how.

## **Costs Control in F&B :**

Managing the costs in Food & Beverages is not an easy task but it is very important for the success of a restaurant. Indeed, having a good quality of food is important to have repeat guests however the restaurant must be profitable. Therefore, there are many technical methods in order to know the cost of the food as well as for beverages. It is a daily management of the stock optimized by sale report. Our students know how to calculate and control costs, how to identify problems and how to create reliable statistics.

## **Wines & Spirits :**

Our expert in wine teaches our students all French wines but also many wines from other countries, therefore students will know what to recommend to their guests. Students will also know how to serve, how to keep the wine in good conditions. Additionally, history and technical knowledge regarding the production will be taught. Our students will become good sommelier if they work in restaurants.



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## **Spa & Wellness :**

More and more prestigious hotels have spa & wellness centers, therefore our students must learn how to manage the establishment. The goal of this course is for our students to be able to work at the front desk of a spa or as spa manager however they will not learn the technical work of a beauty or wellness professional.

## **Yield Management :**

As it is the case when we buy flight tickets, the prices of hotel room also fluctuate according to dates and occupancy rates. There are actually many things making the variation of prices. In some large hotels, staffs are in charge of the Revenue Management, some students might be specialized in this field and this course will be very useful for them. In addition, for each small or medium sized hotels, the General Managers and Front Offices Managers have to do this job, therefore students must learn the technics. This course will help students to generate more revenues.

## **Luxury World :**

Our students are trained to work in luxury hotels all over the world. Therefore, they must know the codes to respect in a luxury world in term of behavior and management. Thanks to this course, students will be able to work in 5-star hotels and in luxury stores if needed since many luxury companies (fashion, jewelries, watches, real-estate, etc.) are looking for well-trained staff from hospitality to work for them since as they know how to deal with VIP guests.

## **Event planning :**

In every hotel, there are large events like conferences or cocktails and large dinners, therefore we teach our students to organize this kind of events. In addition, nowadays there are more and more catering companies, wedding planners and events companies, they also need proper trainings to be efficient in their organization. What to think in term of equipment, staff organization, etc.