



FOUNDATION PROGRAM

# Certificate in Hospitality and Business Essentials



EHL CAMPUS (SINGAPORE)

## Course Overview

During the course, students will be provided with foundational hospitality and business management, while developing essential academic and professional skills. This program will focus on essential academic and professional foundation, enabling a smoother transition into EHL Bachelor Program or comparable business degrees.

## Learning Outcomes

- Describe key management concepts and explain how planning, organizing, leading, and controlling function within organizations.
- Apply core digital marketing principles to identify major online channels and create simple, audience-appropriate communication messages.
- Recognize fundamental AI concepts and identify key ethical considerations when using AI in academic and hospitality contexts.
- Strengthen mathematical foundations by solving problems using arithmetic, ratios, and basic algebra for business applications.
- Develop academic communication skills by structuring written work effectively and delivering persuasive oral presentations.
- Enhance employability by building professional tools such as a CV and LinkedIn profile.



## Course Plan

The Hospitality and Business track is designed as a 14-week program, offered on-site at Singapore campus. All activities are supported by individual practice exercises, with feedback provided by professors, student peers and self-assessment.

### WEEK 1 - 5

#### Business & Analytical Foundations

- Build quantitative competencies, including basic mathematics, core economic principles, and microeconomic mechanisms such as supply, demand, and incentives.
- Develop a foundational understanding of key management principles, theories, and real-world organizational practices.
- Reflect on and improve their own behaviour and effectiveness as members of a class, a team, and a work group

### WEEK 6 - 10

#### Digital Marketing, AI & Hospitality Practices

- Understand the marketing mix, core digital marketing concepts, and how organizations create, promote, and deliver value propositions that meet customer needs.
- Analyze how pricing, quality, and perceived value influence customer decision-making and overall organizational profitability.
- Appreciate the strategic importance of digital marketing as a key driver of business success and an essential competency for managers.
- Build foundational AI literacy by understanding how AI works, how it has evolved, and the strategic role of data as a critical organizational asset.
- Develop ethical awareness regarding AI by exploring issues such as bias, privacy, transparency, and the societal impact of data-driven decision-making.

### WEEK 11 - 14

#### Career Skills & Multicultural Communication Essentials

- Build practical employability skills through CV development, LinkedIn optimization, and insights into hospitality and related service industries.
- Develop strong professional communication skills that support effective interaction in business environments.
- Understand how communication shapes trust, collaboration, influence, and overall workplace dynamics.
- Identify strategies to navigate cross-cultural challenges and foster inclusive, respectful, and effective collaboration.

## Ready to apply?

For more details about Admissions & Tuition Fees, please visit → [ehl.edu/foundation](http://ehl.edu/foundation)

Contact us at [admissions@ehl.ch](mailto:admissions@ehl.ch)



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