

The Three Pillar Approach - A Transformative Education Philosophy



Blue Mountains International Hotel Management School –an overview

- Swiss style Hotel School education
- Bachelor of Business (International Hotel and Resort Management)
- Simulated Hotel environment
- Applied Campus – Leura
- Business Campus - Sydney



Educational Vision

- To be the leader in the delivery of transformative hospitality business education

The Three Pillar Approach

- Academic achievement

Bachelor Degree: Quality endorsed by University of Queensland

Practical skills development

**two terms of applied training plus 2 x 6 months paid
Industry Placement**

- Personal and Professional Development

and this is where the fun starts.....

It's how we get from this.....



To this.....



Academic and practical skills development and support

- CALS: Centre for academic learning and support
- Academic Intervention Program
- Applied learning – and a lot of it
- Highly proactive Career Development Department
- Industry Guest Speaker Program
- Graduate Privilege Partner Program
- Mentoring Scholarship Program



Combined with Personal and Professional Development.

WHY?

To encourage students to grow and develop into professional business graduates and enabling them to reach their full potential while with BMIHMS:

- Honesty and integrity
- Respect for others
- The Hospitality professional
- Cultural ambassador
- Teamwork and leadership
- Communication
- Personal and professional development
- Curiosity for learning

The message could be:

“What got you here.....

Will not get you to the next level.....

so how can we assist you to get to that next level?

And how do we to facilitate this growth?

- Starts on day 1
- Customer service
- Corporate business attire
- Code of Conduct
- Make up hours
- Three Pillar Awards
- Cultural evenings
- Strong SRC
- Strong Alumni



The "Three Pillar" Approach

Student Recognition Award

October 2010

The Hospitality Professional

The Blue Mountains International Hotel Management School congratulates Dondy Khouw for receiving October's Three Pillar Award! Dondy serves with a smile and is well groomed, always greeting demonstrating his passion and enthusiasm!



Congratulations to all the Nominees!



LEFT TO RIGHT - BACK: Per Granstroem, Jim Hopwood, Dondy Khouw, Alice Wyatt, Johan Gibson, LEFT TO RIGHT - FRONT: Ashleigh Butt, Maia Isla, Mellissa Commans, Angelica Lai

Congratulations



Dondy Khouw

Creates a great sense of belonging and pride and strong BMIHMS community



and how does this learning environment engage and support Net Gen students?

- Sounds REALLY old fashioned..... but
 - Clear expectations of positive academic and professional development
 - Consequences
 - Community
 - Connections
 - Culture
 - Care



In the end.....does it work?

- 94% satisfaction – i-graduate survey 2010
(benchmarked with 3,000 other HE institutions worldwide)
- Average 5.2% annual attrition –
- Ranked No 1 Hospitality Management School in Australasia - for an International Career *(Taylor Nelson Sofres 2010 survey of international hotel HR managers)*

Highly successful graduates:

- Daniel Ballis: 2010 – Conf & Events Assist. Manager-
Four Seasons Sydney
- Jackie Brown 2010 MIT Westin Melbourne
- Carolin Ewers 2011 First Future Leaders Program
candidate for Europe - Toga
Hospitality
- Christina Ntoka 2010 Assistant Manager – Holiday Inn
Darwin
- Mandy Posetti 2007 Recruitment and Training Director
Four Points by Sheraton
- Betsy Westcott 2009 Mortgage Specialist NAB
- Ankit Pilani 2010 Night Manager – Medina Perth

THANK YOU

Jane Adams
Campus Director
Blue Mountains International Hotel
Management School