

Your Path to a Hotel Management Career

Work & Study Program

International. Practice-oriented. Career-ready.

ISM

INTERNATIONAL
SCHOOL OF MANAGEMENT

University of Applied Sciences



Exclusive cooperation partner of

MOTEL **1** ONE

Ready to Build a Career in Hotel Management?

Then you've come to the right place! Kick-start your future with the **Work & Study Program**, offered in exclusive cooperation with the **Motel One Group**. Gain valuable **on-the-job experience** in one of Motel One's hotels across Europe while earning your **bachelor's degree** in Hotel Management at the ISM Digital Campus. From day one, you will take on responsibility, continuously develop your skills, and become part of an international hospitality brand.

Motel One invests in your future: your tuition fees are covered, you receive financial support, and you benefit from excellent **career opportunities** within one of Europe's most dynamic hotel companies.

The bachelor's program in Hotel Management was jointly developed by ISM and Motel One. It is aimed both at new talents starting their journey with Motel One and at current Motel One employees who want to take the next step in their careers.

If you want to step into a **career in hotel management** while **studying at one of Germany's best business schools**, then the Work & Study Program is tailor-made for you.

ISM — The Business School for Careers

Studying is more than earning a degree. It's an investment in your future. In your network. In your personality. And in your career.

A career doesn't start just anywhere—it starts in the right environment. **ISM offers exactly that:** close to business practice, excellent in teaching, flexible in learning, and a personal approach that supports you individually. **Everything you need to unlock real career opportunities.**

For over 35 years, we have been preparing people for careers in management. ISM believes in the difference each individual can make—and that **success** is created where potential is recognized, nurtured, and developed step by step.

Why ISM?

Developing You — Not Just Your CV:

- Practice-oriented studies with a strong career focus
- Lecturers with industry backgrounds, career services & alumni network
- 35+ years of educational expertise, 10,000+ alumni & state recognition
- Small study groups, study coaches & individual support
- International experiences, internships & soft skills development
- The **first** private University of Applied Sciences in Germany with the prestigious **AACSB accreditation**, a top distinction held by **only around 6% of business schools** worldwide (including Harvard)





At a Glance

- **Standard period of study:**
7 semesters (180 ECTS)
- **Semester start:**
October (fall term)
- **Degree:**
Bachelor of Arts (currently in accreditation process)
- **Lectures and campus:**
Live online courses (approx. 1–2 days per weeks) at ISM Digital Campus
- **Practical experience:**
Part-time work (approx. 20–25 hours per week) at one of the many Motel One hotels across Europe, plus workshops at Motel One Campus in Munich, Germany
- **Language:**
100% English
- **Tuition fees and compensation:**
Tuition fees are fully covered by Motel One as well as travel and accommodation costs in Munich for special events (such as academic trips 1–2 times per year to different European countries). In addition, Motel One provides you with a monthly allowance.

Study Hotel Management — Where Theory Meets Practice

Across seven semesters, you'll immerse yourself in engaging **academic phases** at ISM Digital Campus. Seasoned ISM lecturers with strong business backgrounds equip you with up-to-date expertise—**practice-oriented, well-founded, and focused on launching your career**. You'll dive deep into subjects such as business administration, accounting, tourism marketing and management, market research, social media, and even AI. Thanks to small class sizes, you'll benefit from close support, genuine exchange, and an **inspiring study experience** that empowers you to thrive both professionally and personally.

During your **practical phases** with the Motel One Group, you'll gain hands-on **experience across all key hotel departments** and take on responsibility early on. From front office and reservations to breakfast service and housekeeping, you'll receive comprehensive insights into daily operations. In addition, you'll **build valuable expertise** in areas such as sales, revenue management, accounting, and administration—allowing you to apply your academic knowledge directly in practice.

Our Work & Study Program prepares you perfectly for **leadership roles** in the hospitality industry. By the time you graduate, you'll be **career-ready**.

Application Process

ISM has its own admission process designed to get to know applicants personally and assess them on an individual basis. We recommend contacting our study advisory team as early as possible for personal, one-to-one guidance.

Launch your **hotel management career** with ISM & Motel One.

Bachelor's degree in Hotel Management (taught in German)

We offer you an alternative to the Work & Study Program: an **on-campus/in-person bachelor's degree in Munich**, combined with hands-on experience in one of the many Motel One hotels across Germany.

Benefit from academic excellence and valuable practical phases. You will study in German (with selected modules in English), preparing you for an international career in hospitality.

Learn more here: [ISM.de/motel-one](https://ism.de/motel-one)

Schedule Your Individual Consultation Now

- Personal guidance without obligation
- Get all the details

Our study advisors are here to support you.

Let's plan your academic journey together.
We look forward to helping you shape your future.

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WhatsApp: [+49 151.41 97 68 03](https://wa.me/4915141976803)

For more info go to:
en.ism.de/motel-one



Or scan me!

