



# The Business of Hospitality

## Why study in Switzerland?

P. 6

---

**Bring your dreams to life in Switzerland**

---

P. 10

---

In the heart of the Swiss Riviera

---

## Your learning experience

P. 12

---

**Discover the business of hospitality**

---

P. 16

---

Bachelor of Business Administration

---

P. 21

---

Real-world experience with lifelong connections

---

P. 25

---

A global community

---

## Live well, learn well

P. 26

---

**Student Life**

---

P. 30

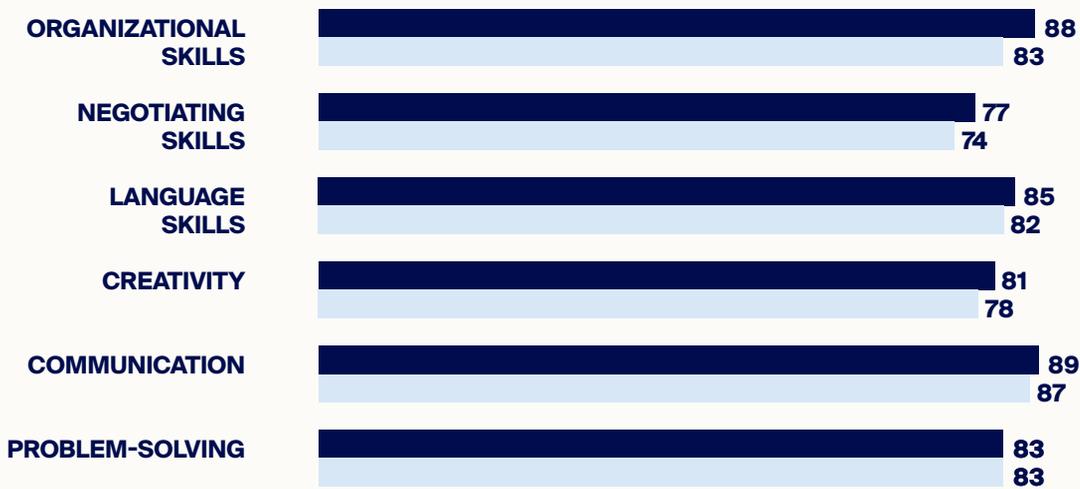
---

Explore your next steps

---

# If you want to study business, why choose a hospitality school?

Employers agree—hospitality graduates shine when it comes to the soft skills they bring to the workforce.



● Hospitality & Leisure Management graduates    ● Business & Management graduates

Employer satisfaction score, QS University Rankings 2022



**97%**

OF OUR STUDENTS HIRED UPON GRADUATION



**90%**

OF OUR ALUMNI HOLD MANAGEMENT POSITIONS OR HAVE CREATED THEIR OWN COMPANY WITHIN FIVE YEARS OF GRADUATING



**70%**

WORK IN THE SECTORS OF HOSPITALITY, TOURISM, AND CULINARY ARTS



**30%**

WORK IN THE SECTORS OF CONSULTANCY, EDUCATION, FINANCE, OR HEALTHCARE

**At the heart of any hospitality enterprise is the desire to create a unique and unforgettable experience in which people feel valued, welcomed, and cared for.**



*Ulrika Björklund*

**ULRIKA BJÖRKLUND**  
Dean

From learning how to welcome guests to building long-lasting relationships—wherever there is a client, there is a need for hospitality skills that go beyond what a business school is able to offer you.

At HIM, we apply the principles of hospitality to the entire student experience. Being a small, “boutique” school means that there is a real sense of family which makes you feel at home—interactive classrooms where you can engage directly with your lecturers, a host of school events and activities to choose from, and a lasting network of peers.

We offer you the flexibility to tailor your degree with unique specializations centered around experience relevant to your future career. Our partnerships with the industry breathe real life into the classroom. Real problems, real challenges, real insights—all of this equips you to graduate with an accurate understanding of the challenges you will face in the workplace.

I look forward to welcoming you to this unique environment and seeing where your experience with us will lead you!

**“I chose HIM because it offered a strong business degree with valuable work experience and a specialization. This gave me an edge over my friends who chose to pursue more traditional academic business educations.”**

● The terraced vineyards of Lavaux overlooking Lake Geneva

● **LEONARDO GLOOR**  
2018 graduate  
Italy  
Vice President Capital Markets  
JLL's Hotels & Hospitality

# Why study in Switzerland?

# Bring your dreams to life in Switzerland



**Located in the heart of Europe, Switzerland is a well-known tourist destination, respected and celebrated around the world. There is no better stepping stone to set you on the path to the career of your dreams than Switzerland.**

As a HIM student, surrounded by the same breathtaking landscapes that drew the first tourists, you will participate in the long-standing tradition of Swiss hospitality, known for its excellence. Switzerland is world-renowned for its commitment to luxury, quality, and service, and it is this Swiss *savoir faire* that makes our graduates highly sought after.



● Hotel Europe,  
home to  
our campus



100 m



## EXCELLING ACROSS SECTORS

Switzerland's cultural contributions are disproportionate to its small size, and its strong economy is powered by a highly developed service sector led by financial services and a high-tech manufacturing industry. It is home to many multinationals, including Nestlé and UBS.

### Switzerland rises to the top of many international rankings:

---

Most Nobel Prizes won per capita

---

Most patents registered per capita

---

In the top 10 safest and most crime-free countries

---

Most business friendly country (US News & World Report)

---

N°1 country in the world to achieve career goals (Educations.com)

## TOPPING THE LIST FOR HIGHER EDUCATION

On the global education scene, Switzerland continues to be the best country to study hospitality management, with seven of the top 10 schools all found within its borders. As a school, we are ranked 7<sup>th</sup> in the world for Hospitality and Leisure Management by the QS World University Rankings. The same rankings place us 5<sup>th</sup> for employer reputation.

In a recent worldwide survey, HIM scored an outstanding 100% student satisfaction rate in the area of employability and “getting a good job”, and consistently scores high for program content and learning support (THE-ICE Student Barometer Survey).





# In the heart of the Swiss Riviera

## ● View of Montreux

**On the shores of Lac Léman (Lake Geneva), in the heart of the Swiss Riviera, Montreux offers stunning views of the Swiss and French Alps. Benefiting from a unique microclimate, the city has an undeniable Mediterranean flair.**

The late 1800s saw Montreux become one of Switzerland's top tourist destinations and first winter resorts. Many hotels were built to accommodate the visitors, including well-known personalities from around the world. In 1912, Montreux had no fewer than 85 hotels, including Hotel Europe, which is home today to our main campus.

Throughout the years, this little piece of paradise has attracted many artists, writers, and travelers in search of beauty, tranquility, and inspiration.

**You will find Montreux to be the perfect starting point to explore the beautiful terraced vineyards of Lavaux—where you can discover some of Switzerland's finest wines—or to set off for a day of hiking or skiing in the Alps.**

Today the region continues to cultivate its international reputation and is especially rich in cultural events such as the legendary Montreux Jazz Festival and the Christmas market, one of Europe's finest.

Montreux also boasts some of the best private health and wellness clinics in the world and hosts numerous international conferences.

**“HIM offered a great mix within its curriculum, which covered all the topics I wanted to be an expert in. I noticed right away how HIM had a very impressive and professional, yet humble approach compared to other schools in the area, which really spoke to me.”**

● **AMANDA HOSIE**

2014 graduate  
Germany  
City Lead  
MindSPACE



# Your learning experience

# Discover the business of hospitality



**With a blend of renowned Swiss hospitality management practices and modern American business expertise, HIM gives you a well-rounded, practical business education that opens doors across multiple industries.**

We are committed to maintaining a standard of excellence, while always keeping an eye on the horizon to what is coming up. Our modern curriculum is designed to ensure you stay ahead of today's trends, and covers topics such as digitalization, artificial intelligence, and business sustainability.

Your time at HIM will help you build a customer-centric mindset and improve your agility to give you an edge in business. Our curriculum is delivered by experienced faculty and guest lecturers who are experts in their respective fields. They bring their real-life experience to the classroom and are committed to being available to students.

## FOCUS ON THE REAL WORLD

We believe you learn best when you are fully engaged in your educational journey. This means that real-life projects form an essential part of the curriculum, reinforcing what you learn in class and providing you with priceless opportunities to develop your professional and life skills. You will have the chance to put what you learn into practice through industry projects, role play, company visits, excursions, and through organizing events such as themed nights and banquets.

The program is supplemented by unique extracurricular activities and masterclasses each term, in topics that would not normally be covered in the curriculum.

## MULTICULTURAL ENVIRONMENT

Our small-community feel fosters strong bonds among students, and the incredible diversity of our student body and faculty—representing more than 60 nationalities—creates a dynamic intercultural environment.



## BUSINESS IS PART OF OUR DNA

The strong academic partnership we nurture with Northwood University (US) guarantees the quality of our education delivery. The hospitality management program at Northwood is one of the few accredited by the Accreditation Council for Business Schools and Programs (ACBSP), which strengthens our positioning as a business-minded hospitality school.

- Students put their smell to the test in this masterclass offered by perfume company Valeur Absolue Parfums.



**ONE DEGREE, ENDLESS POSSIBILITIES**

# Bachelor of Business Administration



- The International Recruitment Forum, held twice a year, is a great opportunity to land your next internship.

- Three-year program with three internships

- Small classes, personalized learning

- Focus on customer centricity

- Choice of one of our industry-endorsed specializations

**Wherever there are consumers, there's a need for hospitality; therefore, when it comes to career opportunities, this three-year degree, awarded in partnership with Northwood University (US), unlocks endless possibilities.**

Tailor your study experience by choosing from our range of specializations endorsed by and created with industry leaders. Learn to bring hospitality's customer-centric approach to the business world and build up a mental agility that will enable you to adapt your skills to work in the realm of hospitality or industries beyond. Whichever specialization you choose, you will finish your degree with an edge in the job market.

## Year 1

### INTRODUCTION TO HOSPITALITY

Learn what it means to be customer-centric as you develop an understanding of the human and operational sides of the industry.

#### TERM 1 (11 WEEKS)

Bar and Beverage Management

World Cultures and Customs

Introduction to the Hospitality Industry

Applied Business Research

Accounting Principles

Language (French, German, or Spanish)

#### TERM 2 (11 WEEKS)

Food & Beverage Management

Human Resource Management

Communications

Microeconomics

Front Office Management

Language (French, German, or Spanish)

**WORLDWIDE INTERNSHIP (4-6 MONTHS)**



- HIM's commitment to bringing the industry into the classroom means students often work together on real-life case studies.

## Year 2

### MANAGEMENT AND LEADERSHIP PRINCIPLES + SPECIALIZATION

Increase your influence as a leader by developing your emotional intelligence and key managerial skills. Choose a specialization to delve into your sector of interest.

#### TERM 3 (11 WEEKS)

Principles of Management

Management of Information Technologies

Managerial Accounting

Macroeconomics

Digital Marketing

Convention Management, Banqueting, and Events

#### TERM 4 (11 WEEKS)

Organizational Behavior and Leadership

Introduction to Art

Financial Management

Specialization

**WORLDWIDE INTERNSHIP (4-6 MONTHS)**



- Thanks to our small class sizes, you will be fully engaged in your learning.

# Choose a specialization offered in partnership with leading companies



## LUXURY BRAND MANAGEMENT

This specialization takes a closer look at the global luxury sector. While exploring the role of marketing within luxury companies, you will gain the critical skills to identify potential new luxury products.

---

Competitive Analysis for Luxury Business

---

Luxury Marketing and Communication Strategies

---

High-Tech and High-Touch Experiences

**In partnership with**



## FINANCIAL ANALYSIS AND WEALTH MANAGEMENT

Learn how to approach the financial component of a business plan, how to manage portfolios, and how to effectively research and assess financial markets and economies.

---

Corporate Investment Decisions

---

Portfolio Management

---

Capital Markets and Analysis

**In partnership with**



## HUMAN CAPITAL AND DEVELOPMENT

Learn how to align the human resource function with an organization's strategy. You will acquire knowledge in mediation, performance and conflict management, recruitment, and building team spirit and loyalty.

---

Mediation and Workplace Conflict

---

Strategic Management of Human Resources

---

Performance Management Systems

**In partnership with**





### FRANCHISE BUSINESS MANAGEMENT

Whether you want to launch your own franchise concept or purchase an existing one, this specialization will help you take your business to the next level.

---

Principles of Franchising

---

Franchise Compliance Issues

---

Franchise Strategy Development

**In partnership with**



### MANAGEMENT FOR THE SENIOR LIVING INDUSTRY

With advances being made in health, nutrition, and wellness, rather than suggesting the end of an active life, retirement marks the beginning of a new one. This specialization explores the innovative opportunities offered by an aging population.

---

Social Gerontology—The Study of Aging

---

Operations Management for Senior Living Facilities

---

Managing Health and Changing Lifestyles

**In partnership with**



- Former students regularly return to share their professional journeys.



- In the Portfolio Management class, students receive an imaginary CHF 1,000,000 to invest in Swiss stocks and bonds.



## Year 3

### INTERNATIONAL BUSINESS

Learn how to operate an international business and what social responsibility looks like in a multicultural setting.

#### TERM 5 (11 WEEKS)

Business Ethics

Business Law

Responsible Resort Management

Innovative Hospitality Models

Statistics

Economics of Public Policy

#### TERM 6 (11 WEEKS)

Contemporary Global Issues

Strategic Planning

International Management

Environmental Science

Yield and Revenue Management

Philosophy of Enterprise

#### WORLDWIDE INTERNSHIP (4-6 MONTHS)



- Three students explored how hospitality can embrace sustainability at the Sustainable Hospitality Challenge finals in Dubai.

### GRADUATE WITH A

Bachelor of Business Administration (with specialization), awarded by HIM\*

Bachelor of Business Administration, awarded by Northwood University (US)

*\*HIM awards its own separate degree confirming the successful completion of Northwood University's BBA program at its campus in Switzerland, and this degree is a formal recognition by HIM of the tertiary standards achieved by BBA graduates.*



# Real-world experience with lifelong connections



**Our unique partnerships and internship opportunities open the doors to some of the world's top global names across a broad range of industries. Get invaluable real-world experience, connect with people at the heart of the business, and learn from the greats—both in the classroom and in the workplace.**

## **INCREASING YOUR EMPLOYABILITY**

We equip our students to be critical thinkers, hands-on leaders, self-starters, and responsible managers—a real asset and of immense value in the professional world. We are firm believers in the dual Swiss model which skillfully integrates theory and practice. Through numerous industry partnerships and a growing list of alumni who return to share their success stories with current students, the curriculum is informed by the industry and supports our students' employability and career development.

## PERSONALIZED CAREER SUPPORT

A dedicated career services team provides you with one-on-one coaching and practical input—from writing a CV to preparing for an interview—as you explore different career paths. They will work alongside you to help you identify and prepare for internship opportunities.



**“I leaned on my personal career coach for support to find an internship and was placed with the luxury beauty brand, La Mer as a sales expert. I was well prepared for my internship thanks to my communication skills and hospitality sales and marketing knowledge.”**

- **WAN SZE HWAI**  
2021 graduate  
Malaysia  
Customer Service Executive  
Shangri-La Group, Malaysia

## INTERNSHIPS

Internships provide you with hands-on experience where you can put your knowledge and skills into practice, and are an opportunity to explore the world.

Internships can take place in a variety of sectors: for example in the hospitality and tourism industry (hotels, restaurants, cruise ships, airlines), luxury (watchmaking, beauty, personal goods), banks, insurance companies, or retail.



## PARTNERING WITH THE INDUSTRY

Twice a year, you have exclusive access to the International Recruitment Forum, one of the largest career events in Europe, where you get the chance to attend career presentations, meet with recruiters from over 100 companies, and network with alumni.

Because it's a private event, and open only to students from our schools, it means that the recruiters are there solely for you. It is a unique opportunity for you to meet and engage with managers and potential employers. There's no knowing where a simple conversation may lead.

**“Innovative Business Models for a More Sustainable Future in Hospitality” was the topic of a student project conducted with our partner Bluewater.**



**Industry partnerships with companies like La Mer inform our curriculum through guest lectures and support your employability and career development.**



**“Being able to speak to students about our work and to give them insights into what could perhaps be their future career is a privilege.”**

- **ADRIAN GUTKNECHT**  
Portfolio Manager  
Edmond de Rothschild Private Bank



# A global community

With 32 chapters and over 24,000 members, alumni from across all of Swiss Education Group schools have access to one of the largest hospitality networks in the world.

# +24K Alumni

## Benefits



Get noticed by top employers through your online career profile and gain access to exclusive job opportunities.



Up-to-date news from your alma mater and the wider industry.



Reconnect with former classmates at alumni events and build new relationships with the wider alumni network.



Exclusive alumni offers, webinars, and career development support.

**“I felt confident that with this degree, I would have endless career paths and opportunities to choose from within and beyond the hotel industry.”**

● **DESIREE OVERHAGE**

2012 graduate, US

Co-founder, Inner Circle Travel, California



● Student excursion in Zermatt, Switzerland

# Live well, learn well

# Student life

**HIM's location and facilities are hard to beat. Located in downtown Montreux, you are central to all the culture, beauty, and amenities this vibrant region has to offer.**

Our campus is spread out across two buildings—Hotel Europe, a historic former hotel, and Léman Residence, both within walking distance of each other. Each building has been renovated and equipped to provide state-of-the-art accommodation and modern learning facilities. During the summer months, you can enjoy the gardens in front of Hotel Europe or relax on the panoramic terrace and watch the sun set over the Alps.

**Students enjoying the terrace**



**Dining hall**



## Hotel Europe



**“I love Montreux, it’s my favorite city on earth. Every time I have a stressful day or have a lot of exams to prepare, I just go outside, take a walk, swim in the lake, or go up to the mountains. It’s the perfect location.”**

- **BEATA LOODH**  
2019 graduate  
Sweden  
Junior Key Account Manager  
Lavazza

## Double deluxe room in Leman Residence



## Double standard room in Hotel Europe



## A DIVERSE AND DYNAMIC COMMUNITY

There is always something happening on campus. When you aren’t busy studying, you can choose from a wide variety of activities organized by our Sports and Leisure Coordinator. Have fun at any of our themed nights, BBQs, and movie nights or make use of our various sporting options, including the local volleyball and basketball courts and weekly football practices.

You also have access to a local gym and a student lounge where you can gather to play pool, darts, video and board games or just relax with your friends.

Throughout the school year, we host several student events, including our quarterly Icebreaker Welcome events, our yearly Cultural Night where students share food and performances from their home countries, and our Sports Day held twice a year.

## FOSTERING THE NEXT GENERATION OF LEADERS

Each term, students are elected to represent the interests of their peers as part of the Student Ambassador Forum. These ambassadors meet on a regular basis and help develop campus engagement strategies.

Twice a year, students who have demonstrated leadership potential are invited to take part in a leadership forum with representatives from all our sister schools. During this forum, students have the opportunity to learn from and connect with industry experts around the topic of leadership.

**The Student Ambassador Forum (SAF), is elected BY the student body FOR the student body. Their main duty is to liaise with faculty with the aim of improving the student experience.**



**Christmas Market in Montreux**



## EXPLORE SWITZERLAND AND BEYOND

Switzerland is a beautiful place to explore all year round. You can ski or hike in the Alps, explore beautiful towns, discover exquisite wines in neighboring Lavaux, and taste the local cuisine.

Switzerland's stunning array of mountains, valleys, lakes, and glaciers offer you a host of outdoor activities to choose from. Throughout the summer months, you can enjoy mountain biking, river rafting, sailing, waterskiing, golf, horseback riding, and paragliding. With nearly 200 winter sport resorts across the country, you can enjoy skiing, sledding, skating, hockey, ice climbing, and mountaineering throughout the winter months.

Every term, we offer free excursions to some of Switzerland's top cities and destinations so you can enjoy all the country has to offer. Whether you're visiting the capital of Bern, or another sought-after site such as Lucerne, Zurich, or Interlaken, you'll have hours of free time to explore, shop, dine, and discover Switzerland's unique culture. And with its central location, you're only a few hours by train or plane away from Europe's top destinations.



**Switzerland's stunning array of mountains, valleys, lakes, and glaciers offers you a host of outdoor activities to choose from.**

# Explore your next steps



Follow us on social media



Attend one of our events



Download our tuition and fees



Check entry requirements and intakes



Prepare your documents and apply online



Confirm your place



Level up your English skills in our English Foundation Program



Apply for a visa if needed



Prepare for your arrival



Start your HIM journey!

**Firmly rooted in the Swiss tradition of hospitality education, Swiss Education Group currently operates four of the world's top eight hospitality schools. Each school offers a different educational focus, but they all share the same diverse international experience.**

**Swiss Education Group schools offer a wide range of bachelor's, master's, and diploma programs, as well as the opportunity to get invaluable work experience through internships in a variety of industries. The educational offer is completed by youth and family programs, as well as corporate solutions.**



ACCREDITED MEMBER



Accredited to meet THE-ICE Standards of Excellence



HIM

Avenue des Alpes 15  
CH-1820 Montreux  
Switzerland

T +41 21 966 46 46  
[contact@him.ch](mailto:contact@him.ch)

