

*Real-world*  
global  
education  
with *lifelong*  
impact



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# Creating tomorrow's industry *leaders*



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ALL OUR SCHOOLS  
RANK IN THE WORLD'S  
TOP 8  
FOR HOSPITALITY  
AND LEISURE  
MANAGEMENT -  
QS RANKINGS



LIFELONG EDUCATION:  
HIGHER EDUCATION,  
JUNIOR AND FAMILY  
PROGRAMS,  
PROFESSIONAL  
SOLUTIONS, AND  
ONLINE COURSES



90% OF OUR  
STUDENTS  
HIRED UPON  
GRADUATION



100+ INDUSTRY  
PARTNERS



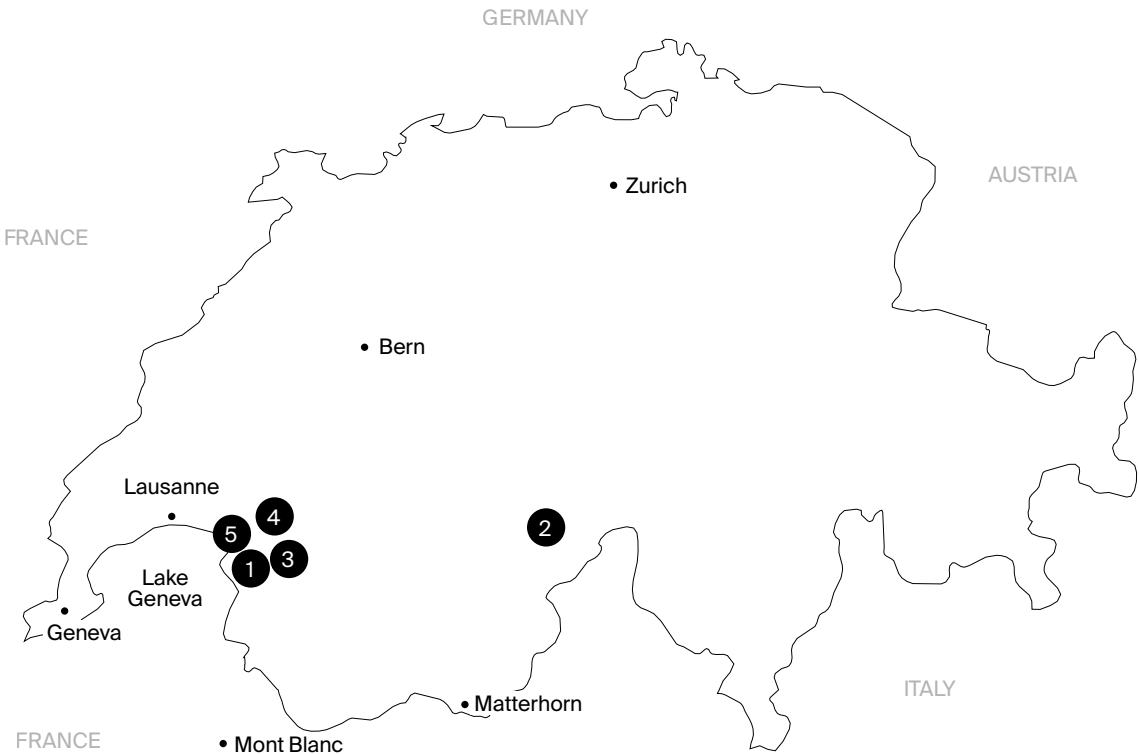
UNIQUE  
SPECIALIZATIONS  
AND REAL-WORLD  
EXPERIENCE  
FOR SUCCESSFUL  
CAREERS IN  
HOSPITALITY  
AND BEYOND

With over 40 years' experience in hospitality, business, and culinary arts education, Swiss Education Group currently operates four of the world's top hospitality schools.

Each of our schools offers a different educational focus, but they all share the same diverse international experience, firmly rooted in the Swiss tradition of hospitality education.

Our schools offer bachelors' and masters' programs, and the opportunity to get invaluable work experience through internships in a variety of industries. Our educational offer is completed by youth and family programs, as well as corporate solutions.

Switzerland is world-renowned for its excellence in luxury, quality, and service, and it is this Swiss *savoir faire* that makes our graduates highly sought after, both in the industry and beyond. It's no surprise then that Swiss hospitality management schools are among the best in the world.



1 Le Bouveret campus

2 Brig campus

3 Leysin campus

4 Caux campus

5 Montreux campus

# *Real-world experience*



Our unique partnerships and internship opportunities open the doors to some of the world's top global names across a broad range of industries. We offer our students invaluable real-world experience, and help them connect with people at the heart of the business—both in the classroom and in the workplace.

## Strong industry *partnerships*

We partner with leading hospitality, business, and culinary leaders to provide our students with industry expertise and know-how. Here are some of the leading companies we are privileged to collaborate with:



## Personalized career *support*

A dedicated career services team provides students with one-on-one coaching and practical input—from writing a CV to preparing for an interview—to help them identify and prepare for internship opportunities.

## Strength is in *numbers*

Belonging to Swiss Education Group adds value to the student experience at each of our schools. Students benefit from joint initiatives that not only enhance their time on campus but also increase their employability.

- We love seeing students reach their full potential which is why we organize a leadership forum twice a year for students from across our schools.
- Sports Day brings students together from all of our schools for some friendly competition.
- Twice a year, our students have exclusive access to the International Recruitment Forum, one of the largest career events in Europe, where they get the chance to attend career presentations, meet with recruiters from over 100 companies, participate in panel discussions, and network with alumni.



A global *community*

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

Some 70% of our alumni currently work in the hospitality, tourism, or culinary sectors, while 30% work in business consultancy, education, finance, or the healthcare industry, among others. Five years after graduating, 90% of alumni hold management positions or have created their own company.

” For us, the International Recruitment Forum is an opportunity to invest in our future and make sure we are students’ employer of choice. It’s a fantastic opportunity to meet and connect with them before everyone else.”

**John Timson**  
Vice President  
Sustainability and Safety  
Accor

A stamp of *approval*



Our international academic and accreditation partners ensure that students' qualifications are recognized worldwide and that high-quality educational standards are upheld.

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We are an official program provider of WSET–Wine & Spirit Education Trust, the most trusted and largest global provider of wine, spirits, and sake qualifications.



**WSET**  
APPROVED  
PROGRAMME PROVIDER

# Our schools

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“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 (US)**

2012 HIM graduate

Co-Founder

Inner Circle Travel, San Francisco

César Ritz  
Colleges  
Switzerland

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Academy  
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# César Ritz Colleges Switzerland

A leading hospitality school *with* entrepreneurship  
*and* sustainability *at its heart*



To thrive in the dynamic, ever-changing world of hospitality, innovation is key. César Ritz Colleges Switzerland sets students up for success by combining the finest of the César Ritz hospitality heritage with an entrepreneurial mindset.

A hands-on, experiential approach to learning challenges students to think outside the box and apply independent, visionary thinking. As the first

Green Globe-certified hospitality school in the world, a strong focus on sustainability shapes the students' experience on campus.

Hosted on two different campuses in some of Switzerland's most stunning locations, the school offers undergraduate and postgraduate degrees accredited by Washington State University (US) and the University of Derby (UK).



INSPIRING AN INNOVATIVE MINDSET

## Bachelor's Program

THREE YEARS

This bachelor's program, offered in partnership with Washington State University, provides an entrepreneurial approach to hospitality and culminates with the development of a personalized business plan.

On top of the more traditional hospitality disciplines such as room service and food & beverage, the curriculum covers key subjects such as business statistics, decision analysis, responsible sourcing, and sustainable science.

Immersed in an environment that inspires creativity and innovation, students benefit from a high-caliber academic faculty and two worldwide internships. They also have a unique opportunity to ignite innovative ideas during Innovation Week.

STUDENTS GRADUATE WITH A:

**Bachelor of International Business in Hotel and Tourism Management,**  
awarded by César Ritz Colleges Switzerland



**Bachelor of Arts in Hospitality Business Management,**  
awarded by Washington State University



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TAKE YOUR FUTURE INTO YOUR OWN HANDS

## Master's Program

ONE YEAR

This master's program, offered in partnership with the University of Derby, equips hospitality professionals to explore innovative business ideas and flex their entrepreneurial muscle.

They learn the underlying principles of starting a business and develop the skills they need to succeed—from decision-making and risk-taking, to digital marketing and e-commerce. The program culminates with an integrated business project and an internship.

STUDENTS GRADUATE WITH A:

**Master of International Business in Entrepreneurship,**  
awarded by César Ritz Colleges Switzerland



**Master of Arts in Hospitality and Tourism Entrepreneurship,**  
awarded by the University of Derby





César Ritz Colleges takes a hands-on, experiential approach to education and promotes learning anchored in real-life situations. During Innovation Week, students are presented with a challenge to address, create business plans and multiple prototypes, practice their storytelling skills, and perfect their pitch before presenting their project to a jury.

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“ César Ritz Colleges Switzerland provided me with a broad foundation that was easily transferable to different industries. It opened up the world for me. Studying abroad within such an international environment also gave me a cosmopolitan outlook for my career.”

**Isabela Joffe (Brazil)**  
2002 graduate  
Independent contractor  
Calibre One, Miami

Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



# Culinary Arts Academy Switzerland

*Passion for food, career for life*



Regarded as one of the world's finest culinary schools, Culinary Arts Academy Switzerland blends a hands-on culinary arts education with practical business theory. The school hosts cutting-edge facilities that promote sustainability and inspire innovation.

Hosted on two different campuses, the school offers both a bachelor's and a master's degree, accredited by the University of Derby, with pathways in vegetarian arts, culinary arts, and pastry & chocolate arts. These three specializations can also be pursued as a one-year diploma.



A RECIPE FOR SUCCESS

# Bachelor of Arts in Culinary Arts

THREE YEARS

Aspiring chefs build a solid foundation in kitchen fundamentals and business expertise, with this bachelor's program offered in partnership with the University of Derby. Students gain the entrepreneurial know-how to launch their own food-based business by embarking on specialized pathways in Culinary Arts, Pastry & Chocolate Arts, and Vegetarian Culinary Arts, and two worldwide internships.

Whether it's creating a business plan, matching wines, or perfecting a gourmet dessert, students leave the program as well-rounded, capable and creative chefs, ready to take on the world.



STUDENTS GRADUATE WITH A:

**Bachelor of International Business**  
in chosen pathway,  
awarded by Culinary Arts Academy Switzerland  
and César Ritz Colleges Switzerland

**Bachelor of Arts (Honours) in Culinary Arts,**  
awarded by the University of Derby



SPICE UP YOUR CAREER

# Master of Arts in Culinary Business Management

ONE YEAR

Seasoned culinary professionals or hospitality executives keen to pivot into a culinary career can carve out their own future in food with this University of Derby-accredited master's program.

Students sharpen their skillset through a combination of hands-on training, modules in business and management, and a worldwide internship. A final consultancy project or business plan, that can be done while on internship or on campus, ties it all together.

STUDENTS GRADUATE WITH A:

**Master of International Business  
in Culinary Business Management,**  
awarded by Culinary Arts Academy Switzerland  
and César Ritz Colleges Switzerland

&

**Master of Arts in Culinary  
Business Management,**  
awarded by the University of Derby



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“ At Culinary Arts Academy Switzerland, I learned how to think for myself and come to the answers on my own. I didn't just learn how to cook, I also learned a lot about business and hospitality.”

**Lavr Kozlov (Russia)**  
2019 graduate  
Entrepreneur

Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



# Swiss Hotel Management School

Developing *leaders* for  
the global *hospitality* industry



Swiss Hotel Management School combines the best of Switzerland's rich hotelier heritage with tomorrow's forward-thinking and innovative learning tools. Ranked third-best in the world, the school offers a multi-campus, hands-on education in iconic former palace hotels.

Offering multiple undergraduate and postgraduate degrees in partnership with the University of Derby,

students can choose from various specializations to tailor their educational experience.

An industry-endorsed curriculum—enhanced by master-classes and internships, and with Swiss excellence at its core—ensures that students graduate ready to succeed in the competitive and rapidly changing world of hospitality management.



In 2022, the school celebrated its 30<sup>th</sup> anniversary.

A HANDS-ON UNDERGRADUATE PROGRAM

# Bachelor of Arts in International Hospitality Management

THREE YEARS

This three-year degree, run in partnership with the University of Derby, offers specializations in hospitality, events or design, two internship opportunities, and a multi-campus, multicultural experience.

Traditional hospitality skills are coupled with a contemporary approach to management that means students graduate ready to take the lead in the global hospitality industry. Studies culminate in a digital portfolio project.

STUDENTS GRADUATE WITH A:

**Bachelor in International Hospitality Management,**  
awarded by Swiss Hotel Management School



**Bachelor of Arts (Honours)**  
in International Hospitality Management,  
awarded by the University of Derby



SHIFT GEARS INTO HOSPITALITY

# Postgraduate Diploma in International Hotel, Resort, and Spa Management

ONE YEAR

In just one year, students with an undergraduate degree or work experience outside of hospitality gain key skills in hotel operations through organizing events on campus, managing a spa, or running a fine dining restaurant.

The program culminates in an internship and provides direct access to the master's programs.

STUDENTS GRADUATE WITH A:

**Postgraduate Diploma in  
International Hotel, Resort, and Spa Management,  
awarded by Swiss Hotel Management School**



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“Swiss Hotel Management School not only taught me the basics of hotel management, it also inculcated in me discipline, professionalism, and teamwork, which help me to this day.”

**Nick Teo (Singapore)**

Business Development Director  
Canaccord Genuity Wealth Management



CAREER-CHANGING, LIFE-DEFINING

## Master of Arts in International Hospitality Business Management

ONE YEAR

This master's program, run in partnership with the University of Derby, is the perfect opportunity for students with no previous experience in hospitality.

Through a comprehensive overview of key areas of hospitality and the choice of a specialization in hotel, luxury brand, or event management, students can confidently embark on a new career path. A four to six-month internship and an integrated business project wrap up the year.

STUDENTS GRADUATE WITH A:

**Master in International Hospitality Business Management,**  
awarded by Swiss Hotel Management School



**Master of Arts in International Hospitality Business Management,**  
awarded by the University of Derby



ENHANCE YOUR CAREER

## Master of Science in International Hospitality Management

ONE YEAR

This master's degree, run in partnership with the University of Derby, opens doors to advanced research degrees as well as more senior leadership positions.

The independent study module provides students with the opportunity to research and create a contemporary project on a subject of their choice.

Students take a critical look at challenges faced by the industry and are empowered to respond.

STUDENTS GRADUATE WITH A:

**Master in International Hospitality Management,**  
awarded by Swiss Hotel Management School



**Master of Science in International Hospitality Management,**  
awarded by the University of Derby





**FLEXIBLE AND SELF-PACED**

## Online Executive Master of Hospitality Management

ONE TO TWO YEARS

This self-paced, online program is designed for working professionals who want to grow their management and leadership skills, all while fitting study around their busy lifestyle.

Students can choose from two flexible schedules covering 12 modules, and have the option of spending two weeks on campus in Switzerland.

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**STUDENTS GRADUATE WITH AN:**

**Executive Master of Hospitality Management,  
awarded by Swiss Hotel Management School**



Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.

  
Dorchester  
Collection

**bidroom**



**IIIOF**  
MATTER OF FORM

**Club Med**  
amazing you



## The *business* of hospitality



HIM brings the hospitality approach to business education. Based in the heart of the vibrant Swiss Riviera, students have the flexibility to tailor their degree with unique specializations, in close collaboration with prominent global industry leaders in business and management.

These partnerships breathe real life into the classroom—real problems, real challenges, real insights—all of this equips students to graduate with an accurate understanding of the challenges they will face in the workplace.

ONE DEGREE, ENDLESS POSSIBILITIES

# Bachelor of Business Administration in Hospitality Management

THREE YEARS

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, unlocks endless possibilities across multiple industries.

Students acquire hospitality's customer-centric approach to the business world, build mental agility to adapt to the changing needs of hospitality and beyond, and embark on two industry internships that will give them a competitive advantage in their future career.

Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



“The versatility in what I studied allowed me to venture outside of traditional hospitality and into a completely new field.”

**Alexander Mccloughlin (Singapore/Ireland)**  
2017 graduate  
Head of Casino Operations, Bally's Interactive

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## STUDENT'S GRADUATE WITH A:

**Bachelor of Business Administration  
in Hospitality Management (with specialization),  
awarded by HIM**



**Bachelor of Business Administration  
in Hospitality Management,  
awarded by Northwood University (US)**



Choose from one or more specializations offered in partnership with leading companies:

Luxury Brand Management



Financial Analysis and Wealth Management



Human Capital and Development



Franchise Business Management



Management for the Senior Living Industry



# Lifelong *learning*

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▣ There is only one word that describes this summer camp: amazing! The activities are great too, a brilliant way of getting to know students from around the world. ▣

**Carlos**  
Age 17



Our world-class approach to education extends to youth eager to make a mark on the world, and professionals with a desire for growth and improvement.

## Swiss Education Academy

Swiss Education Academy gives young people and families the opportunity to explore their interests, unlock new passions, and make new friends in one of the most beautiful countries in the world.

Dynamic summer and winter programs take a holistic approach—blending engaging, hands-on learning with experiences that boost confidence and create lasting memories. Young people aged 10-20 can explore the art of Swiss hospitality, unlock new opportunities with a language course, or bring their love of food to life. Families are also invited to explore Switzerland, with its unique culture and delicious food.



[swisseducationacademy.com](http://swisseducationacademy.com)



3 JUNIOR PROGRAMS  
FOR YOUNG PEOPLE  
AGES 10-20



TAILOR-MADE  
PROGRAMS FOR  
FAMILIES AND HIGH  
SCHOOL STUDENTS



OVER 35 YEARS  
OF EXPERIENCE

## Swiss Education Group *Professional*

As the corporate arm of Swiss Education Group, SEG Professional partners with companies, associations, and governments to improve the value of their people, culture, and business by designing competitive, differentiated business propositions.

SEG Professional also offers online certificate programs to help professionals invest in their careers and develop their skills.



[swisseducationpro.com](http://swisseducationpro.com)



CONSULTING AND  
ADVISORY SERVICES  
AND SCALABLE  
PROJECT MANAGEMENT



ACADEMIC BRAND  
LICENSING  
AND FRANCHISING



EXECUTIVE DEVELOPMENT  
COURSES AND FACULTY  
TRAINING AND CERTIFICATION



ONLINE PROFESSIONAL  
LEARNING PRODUCTS



“We are committed to giving our emerging leaders the ability to continue their professional development. Swiss Education Group Professional has worked with us to develop an immersive and challenging program that will help us stand by our commitment.”

**Eugenio Pirri**  
Chief Operations and Culture Executive  
Dorchester Collection

# Explore the *possibilities*

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Take our quiz to find out  
which school is for you



Follow us on  
social media



Attend one  
of our events





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