



The Business of Hospitality



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By choosing Hotel Institute Montreux, you're choosing an experience

Experience a dynamic school life as you find your place within a vibrant community of students and hospitality experts. As a student at Hotel Institute Montreux, you uncover new opportunities, connect with a global family of students and alumni – the industry experts of today and the leaders of tomorrow.



Ulrika Björklund
ULRIKA BJÖRKLUND
Dean

We pride ourselves on creating a student experience that will make you feel cared for. We offer you the flexibility to tailor your degree with unique specializations that will set you apart and put you on the path to a future full of possibilities.

Our programs are centered around experience that is relevant to your future career, and we understand the value of bringing hands-on know-how to the classroom. This is key to providing you with an education that not only blends the best of hospitality and business, but enables you to be agile, dynamic, and innovative - just like the wonderful world of hospitality!

Hotel Institute Montreux has always delivered world-class academic programs, and the experience and education we offer you will be one you carry with you as you enter the professional sphere. Our greatest pride undoubtedly lies in our graduates who have gone on to have successful careers in multiple professional fields, and who we see applying the values and skills learned while studying with us to the real world.

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

“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

Why study in Switzerland?



Bring your dreams to life in Switzerland

- The terraced vineyards of Lavaux overlooking Lake Geneva

Located in the heart of Europe, Switzerland is a well-known tourist destination, respected and celebrated around the world. As a Hotel Institute Montreux student, studying in the same pristine air and breathtaking landscapes that drew the first tourists, you will participate in the long-standing tradition of Swiss hospitality known for its excellence. There is no safer or more well-reputed stepping stone to set you on the path to the career of your dreams than Switzerland.

Swiss hospitality management schools are the top in the world, a testament to the country's long tradition of excellence in hospitality and culinary education. 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, both within the industry and beyond.



● Hotel Europe, home to our campus

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

N°1 on the Euro Health Consumer Index

In the top 10 safest and most crime-free countries

Best country based on its quality of life and approach to education, direct democracy, and business (US News & World Report)

N°4 in the Top 10 Places in the World to Study Abroad (Educations.com)

TOPPING THE LIST FOR HIGHER EDUCATION

Hotel Institute Montreux attracts students from around the world, giving you the opportunity to interact with many cultures, and a competitive edge for an international career. This multicultural environment will equip you with life skills that will prove valuable throughout your career.



We are proud to be ranked 6th in the world for Hospitality and Leisure Management by the QS World University Rankings.





Montreux: In the heart of the Swiss Riviera

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 and the terraced vineyards of Lavaux. 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 Lavaux terraces — a UNESCO World Heritage Site where you can discover some of Switzerland's finest wines — or to set off for a day of hiking or skiing in the Alps.

The rock band Queen owned a recording studio in Montreux, and recorded some of their most popular albums there. "Queen: the Studio Experience" museum and a statue of Freddie Mercury, the band's flamboyant lead singer, are places of pilgrimage for rock fans. One of our campuses is named after Freddie Mercury and includes many subtle references to his musical genius.

Today the region continues to cultivate its international reputation and is especially rich in cultural events such as the legendary Montreux Jazz Festival, the Christmas market — one of Europe's finest — and sporting events such as the astonishing Montreux Grand Prix, where world-class drivers race up narrow mountain roads.

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

“Hotel Institute Montreux 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
Head of Operations,
COTO Co-Living

Your learning experience



Discover the business of hospitality



An education from Hotel Institute Montreux is designed to help you stand out from the crowd. With a blend of renowned Swiss hospitality management practices and modern American business expertise, you will receive a well-rounded, practical education that opens doors across multiple industries.

Our modern curriculum is designed to ensure students are ahead of today's trends, and covers topics including digitalization, artificial intelligence, and business sustainability. As a student, you are encouraged to be creative and innovative in everything you do.

Your time at Hotel Institute Montreux will help you build a customer-centric mindset and improve your agility to give you that 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. You will also learn from your fellow classmates joining you from all over the world to create a unique international environment.

At the end of your journey, you will leave prepared not only for a career in hospitality, but in any industry, thanks to your acquired business acumen.

A PERSONALIZED EDUCATIONAL EXPERIENCE

We pride ourselves in creating customized educational journeys and collaborative learning environments in which our friendly faculty are highly engaged with each and every student. Our teachers understand the importance of tailoring the curriculum to the students' needs and are sensitive to working with different learning styles.

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.

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 and excursions, and through organizing events such as themed nights and banquets.

This robust curriculum is supplemented by industry-endorsed master classes, internships, and case studies ensuring you graduate ready to succeed in the competitive and rapidly changing world of business and hospitality.

PREPARING YOU FOR SUCCESS

Our accredited degrees, awarded in partnership with Northwood University (US) are recognized by employers around the world, with Hotel Institute Montreux graduates highly sought after within the hospitality industry and beyond.

Hotel Institute Montreux is also approved as a Wine & Spirit Education Trust (WSET) course provider. WSET is the most reputable and largest global provider of wine, spirits, and sake qualifications.



01



01

Students enjoying the terrace at Hotel Europe

02

Career coach counseling

03

Student of the Month award ceremony

04

Room with a view



ONE DEGREE, ENDLESS POSSIBILITIES

Bachelor of Business Administration in Hospitality Management with specialization

- Three-year program with two internships
- Small classes, personalized learning
- Focus on customer centricity
- Choice of one or more 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.

Whatever specialization you choose, you will finish your degree with an edge in the job market.



Year 1

FOOD & BEVERAGE AND ROOMS DIVISION MANAGEMENT

Familiarize yourself with the core of hospitality as you develop an understanding of the human and operational sides of the industry. Build on your communication skills, while engaging hands-on in food & beverage service.

TERM 1 (11 WEEKS)

Food & Beverage Service Theory and Practical

Food Production Theory and Food Safety

Introduction to the Hospitality Industry

Introduction to College Studies

Language (French, German, or Spanish)

TERM 2 (11 WEEKS)

Food & Beverage Management

Bar and Beverage Management

World Cultures and Customs

Communications

Principles of Microeconomics

Accounting Principles

Language (French, German, or Spanish)

WORLDWIDE INTERNSHIP

Year 2

MANAGEMENT APPLICATION

Increase your influence as a leader by developing your emotional intelligence and acquiring key managerial skills.

TERM 3 (11 WEEKS)

Front Office Management and Operations

Housekeeping Management

Human Resource Management

Principles of Macroeconomics

Hospitality Sales and Marketing

Language (French, German, or Spanish)

TERM 4 (11 WEEKS)

Principles of Management

Introduction to Art

Convention Management, Banqueting, and Events

Financial and Managerial Accounting

Management of Information Technologies

Language (French, German, Mandarin, or Spanish)

WORLDWIDE INTERNSHIP

In partnership with

LUXURY BRAND MANAGEMENT:



FINANCIAL ANALYSIS AND WEALTH MANAGEMENT:



HUMAN CAPITAL AND DEVELOPMENT:



FRANCHISE BUSINESS MANAGEMENT:



MANAGEMENT FOR THE SENIOR LIVING INDUSTRY:



CHOOSE FROM ONE OR MORE SPECIALIZATIONS OFFERED IN PARTNERSHIP WITH LEADING COMPANIES

Luxury Brand Management

This specialization provides you with a thorough insight into today's global luxury sector and the impact of new technologies on the brand and customer experience. While exploring the role of marketing within luxury companies, you will acquire the critical skills that help identify potential new market opportunities, develop effective communication strategies, and bridge the human and digital customer experience.

Competitive Analysis for Luxury Business

Luxury Marketing and Communication Strategies

High Tech and High Touch Experiences

Financial Analysis and Wealth Management

This specialization offers a complete approach to the financial component of a business plan and focuses on the management of portfolios, giving you an understanding of capital markets and fundamental analysis.

Corporate Investment Decisions

Portfolio Management

Capital Markets and Analysis

Human Capital and Development

This specialization teaches you 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

Franchise Business Management

Whether you want to launch your own franchise concept, purchase an existing franchise, take over a family-owned business, or advance your existing franchise to the next level, this program will prepare you: learn the principles of franchising, how to address typical compliance issues, and develop successful franchise strategies.

Principles of Franchising

Franchise Compliance Issues

Franchise Strategy Development

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

Year 3

HOSPITALITY MANAGEMENT AND INTERNATIONAL BUSINESS

Build on your previous studies and develop a strong understanding of operating international business in preparation for a career in a multicultural environment. Deepen your understanding of social responsibility as you learn to face contemporary global issues.

Choose from one of our diverse specializations endorsed by some of the world's most respected business and industry leaders who assist us in creating course content, hold guest lectures, host company visits, assign student projects, and offer exclusive career opportunities to our students.

TERM 5 (11 WEEKS)

Organizational Behavior and Leadership

Digital Marketing

Financial Management

Language (French, German, Mandarin, or Spanish)

TERM 6 (11 WEEKS)

Business Ethics

Strategic Planning

Responsible Resort Management

Innovative Hospitality Models

Statistics

TERM 7 (11 WEEKS)

Contemporary Global Issues

Business Law

International Management

Environmental Science

Yield and Revenue Management

Philosophy of Enterprise

GRADUATE WITH A

Bachelor of Business Administration in Hospitality Management (with specialization) awarded by Northwood University (US) and Hotel Institute Montreux *

*Hotel Institute Montreux 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 Hotel Institute Montreux of the tertiary standards achieved by BBA graduates.



UNLOCK A WORLD OF OPPORTUNITIES

Master of International Business in Hospitality Management with specialization

Final intake: October 2021

- Choice of an industry-endorsed specialization
- One-week field trip (in Europe or Switzerland)
- A six-month worldwide internship

Open doors to executive-level career opportunities as you broaden your understanding of the business world and develop your hospitality management skills. Allowing you to focus on a specialization of your choice, this industry-endorsed program will give you in-depth mastery in your area of interest, helping you stand out in the job market.

Year 1

TERM 1 (11 WEEKS)

Managerial Accounting

Yield and Revenue Management

Tourism and Resort Management

International Strategic Human Resource Management

Business and Leadership Skills

Digital Marketing

Optional Language (French, German, or Spanish)

TERM 2 (11 WEEKS)

Business Economics

Innovation, Creativity, and Change

Integrated Hotel Management Project

Optional Language (French, German, or Spanish)

WORLDWIDE INTERNSHIP

GRADUATE WITH A

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CHOOSE FROM ONE OR MORE SPECIALIZATIONS OFFERED IN PARTNERSHIP WITH LEADING COMPANIES

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Performance Management Systems



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Operations Management for Senior Living Facilities

Managing Health and Changing Lifestyles



FLEXIBLE LEARNING TO TAKE YOU TO THE NEXT LEVEL

Master of Business Administration

- A one-year fully accredited degree in partnership with the DeVos Graduate School (Northwood University)
- Six months on campus in Montreux and six months of flexible online study
- 100% of our faculty hold PhDs
- Participation in a system-wide MBA capstone event
- Applied learning focused on discussion and solving real-world problems

Engage in a transformational journey through this integrated curriculum that will teach you to make a difference in today's global marketplace. Benefit from the expertise of our faculty who hold PhDs and, as accomplished leaders in their fields, bring real-life executive experience to the classroom.

For the first six months, study on campus in Switzerland and immerse yourself in the world of hospitality. Learn how to apply a customer-centric approach to the business sphere, as you refine your communication skills and develop your emotional intelligence. Take advantage of the exclusive opportunities we provide to connect with industry leaders and expand your professional network.

The next six months take place online, providing a flexible solution for anyone seeking to work alongside their studies, regardless of your schedule or location.

Get a fully-accredited Master of Business Administration offered through the DeVos Graduate School at Northwood University, one of the top online MBA programs in the US.



One-year program

JANUARY (11 WEEKS)

APRIL (11 WEEKS)

JUNE (4 WEEKS)

AUGUST (16 WEEKS)

ONSITE AT HOTEL
INSTITUTE MONTREUX

ONSITE AT HOTEL
INSTITUTE MONTREUX

ONLINE WITH
NORTHWOOD UNIVERISTY

ONLINE WITH
NORTHWOOD UNIVERISTY

Human Behavior
in Organizations

Fundamental Concepts
and Approaches to
Decision-Making

Financial Reporting

Process Improvement
for Managers

Competitive Strategy
and Marketing

Strategic Management

Corporate Financial
Decision-Making

Competitive Strategy
and Marketing, Practicum

Management and
Leadership Capstone:

*An online business
simulation with students
from all of Northwood
University's MBA programs*

Managing and
Leading People

Business and
Economic Policy

Integration and
Implementation

OPTIONAL WORLDWIDE
INTERNSHIP

GRADUATE WITH A

Master of Business
Administration awarded
by Northwood University
(DeVos Graduate School)



“One of the executives from my company commented that they could tell a difference in how I approach work and solve problems. Where I had been tentative in the past, I was now confident. This led to two major assignments I feel I would have never received had it not been for the DeVos MBA.”

● **MARK ALLEY**
VP of Manufacturing Operations Strategy
Emergent BioSolutions





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. The skills you will acquire at Hotel Institute Montreux will prepare you for success within the hospitality industry and beyond — wherever there are consumers, there's a need for hospitality skills.

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.

Our Further Education counselor will help you identify your strengths and map out your steps after graduation, whether that is pursuing another degree at one of Swiss Education Group's schools, stepping into the professional arena, or marking out a whole new path.

01



02



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, insurances, or retail.

PARTNERING WITH THE INDUSTRY

Thanks to key partnerships with multinational industry leaders across a variety of sectors, you will gain key insights into real-life operations as the industry is brought into the classroom.

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, participate in panel discussions, and network with alumni.

“I am so impressed by the way the upper management of Hotel Institute Montreux reaches out to the industry and encourages connectivity and relationships through the International Recruitment Forum. This is very special and unique. Additionally, the innovative teaching methods that balance practical teachings with theory stand out from the crowd for me.”

● **PATRICK GHIEMMETTI**
Vice President of Human Resources
Asia Pacific Four Seasons Hotels and Resorts

01

Student speaking with Kempinski recruiter
– International Recruitment Forum

02

Hublot company visit
– Nyon, Switzerland

03

Le Mirador Resort & Spa
– Chardonne, Switzerland

04

La Mer guest lecture
– Hotel Institute Montreux

“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**
Switzerland
Portfolio Manager
Edmond de Rothschild Private Bank

“I leaned on my personal career coach for support finding 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**
BBA Student
China

03



04





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.

97%

OF STUDENTS HIRED UPON GRADUATION

90%

HOLD MANAGEMENT POSITIONS OR HAVE CREATED THEIR OWN COMPANY WITHIN FIVE YEARS OF GRADUATION

70%

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

30%

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

+24K Alumni

**“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

**Live well,
learn well**



An unparalleled student experience

Hotel Institute Montreux's location and facilities are hard to beat. Located in the picturesque town of Montreux on the shores of Lake Geneva, you are central to all the culture, beauty, and amenities this vibrant region has to offer.

Hotel Institute Montreux is housed across three buildings, including a historic former hotel. The Hotel Europe, Léman Residence, and the Freddie Mercury are all within walking distance of one another. 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.



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, karaoke, BBQs, and movie nights or make use of our various sporting options, including the local volleyball and basketball courts and weekly football practices.

You will have access to a local gym and a student lounge where you can gather to play pool, darts, video games, 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. This much-anticipated event brings students together from across all Swiss Education Group schools for a fun day of sports competition held at our sister school, César Ritz Colleges Switzerland, in Brig.



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.

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, tobogganing, 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 Switzerland 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



Contact us



Meet a regional representative at an event near you



Attend one of our Open Days



Apply online



WANT TO FIND OUT MORE?

Attend one of our upcoming events and discover if Hotel Institute Montreux is the place for you!

FIND AN EVENT NEAR YOU

hotelinstitutemontreux.com/events



With nearly 40 years of experience in hospitality, business, and culinary arts education, and rooted in the Swiss tradition of hospitality, Swiss Education Group is committed to equipping tomorrow's professionals with the leadership and entrepreneurial skills highly sought after in the hospitality industry and beyond.

Swiss Education Group schools offer a wide range of courses, bachelor's and master's degrees, and short professional certificates, allowing students to choose programs that suit their individual learning needs and interests.



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MONTREUX**

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