

César Ritz
COLLEGES
SWITZERLAND

A LEADING HOSPITALITY SCHOOL *with* ENTREPRENEURSHIP *and* SUSTAINABILITY *at its* HEART

cesarritzcolleges.edu 2023


THE FUTURE
is in
YOUR HANDS

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Someone once said, "Entrepreneurship is neither a science nor an art. It is a practice." This is the mindset that permeates what and how we have been teaching at César Ritz Colleges for over 40 years.



TANJA FLORENTHAL
DEAN

We cultivate this entrepreneurial mindset by articulating our learning around three central pillars: innovation, sustainability, and experiential learning. As a student, we encourage you to think outside the box and to consider the wider environmental and social impact of everything you do.

In today's world, managers also need to be exceptional leaders. At César Ritz Colleges, our goal is to help you become the leader every company dreams of–from rethinking your leadership style and strengthening your unique characteristics, to building a collaborative and authentic culture that encourages business acumen, idea sharing, and creativity.

Developing an entrepreneurial mindset means you graduate with a deep self-awareness of your key skills and passions, knowing what value you bring to your community, the marketplace, and the world. Not only will you be able to choose from a variety of global career opportunities, you will be prepared to adapt to anything that comes your way.

We can't wait to see what mark you will leave on the world!

WHY STUDY IN

Switzerland?



Swiss hospitality management schools are the best in the world, a testament to the country's long tradition of excellence in hospitality and culinary education.

BRING YOUR *dreams* TO *life* IN SWITZERLAND



Located in the heart of Europe, Switzerland is a well-known destination, respected and celebrated around the world. Its reputation as the birthplace of modern hospitality was established in the 19th century when a growing number of wealthy tourists–aristocracy and royalty from around the world–arrived *en masse* to breathe in the pristine mountain air and experience the stunning landscapes for themselves. The first palace-style hotels were built to accommodate them and cater to their needs.

The Swiss commitment to innovation is perfectly tailored to today's dynamic, rapidly evolving world. Switzerland is world-renowned for its commitment to luxury, quality, and service, and it is this Swiss *savoir faire* that makes Swiss hospitality school graduates highly sought after, both within the industry and beyond.



EXCELLING ACROSS SECTORS

According to the World Economic Forum, "Switzerland arguably possesses one of the world's most fertile innovation ecosystems. It combines a very conducive policy environment and infrastructure, academic excellence, an unmatched capacity to attract the best talent, and large multinationals that are often leaders in their sector, as well as a dense network of small and medium-sized enterprises across sectors."

This reputation for quality and drive for innovation repeatedly places Switzerland at the top of many international rankings:

- Most innovative country in the world
- Most Nobel Prizes won per capita
- Most patents registered per capita
- N°3 in the Global Sustainability Index
- One of 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

Switzerland boasts a cosmopolitan environment that makes it attractive for students of higher education institutions. On the global education scene, Switzerland continues to be the best country to study hospitality management, with seven of the top 10 all found within its borders. As a school, we are ranked 6th in the world for Hospitality and Leisure Management by the QS World University Rankings.



GUIDED *by* THE ETHOS OF INDUSTRY *pioneer* CÉSAR RITZ



Our namesake, César Ritz, was a pioneer who thought outside the box to create standards of service and excellence that have defined the luxury hospitality industry.

Born in 1850, the 13th son of a family from a small mountain village in Switzerland, César Ritz used his creativity and innovative spirit to write hospitality history. He worked tirelessly to acquire the skills and experience to move up–slowly but surely–through the ranks of the restaurant and hotel industry. Innovative, agile, eager to learn, and decisive, he became known as the master of difficult situations and for his incredible memory of guests and their needs. His relentless focus on the guest experience comes through clearly in this famous quote: "The customer is never wrong."

Ritz went on to manage and buy hotels, always introducing bold innovations. His most prestigious accomplishment was creating and running the Ritz Paris Hotel, an unprecedented example of comfort and elegance. It was during this time that his lifelong friendship and partnership with Chef Auguste Escoffier began.

The rise of his professional renown would have been unthinkable without his wife, Marie-Louise. When Ritz's health no longer allowed him to manage his hotels, Marie-Louise picked up the reins. Having her own origins in the hotel trade, she had valuable experience in running a business on her own.

This blend of entrepreneurism, partnership, and exemplary service of César and Marie-Louise guides our entire experience, from the ambition of our students to the way we nurture the next generation of visionaries.



CÉSAR AND MARIE-LOUISE RITZ
HOSPITALITY PIONEERS

YOUR LEARNING

Experience



We foster a unique educational culture that emphasizes entrepreneurship, sustainability, and innovation. We pride ourselves in creating an inclusive, forward-thinking learning environment, where your independence and ideas are highly valued and creativity is strongly encouraged.

Alexander Mäder

"MY DEGREE FROM CÉSAR RITZ COLLEGES SET THE BAR ON HOW TO ENGAGE WITH CLIENTS. THE HOSPITALITY MINDSET I DEVELOPED THROUGHOUT MY STUDIES DIFFERENTIATES ME FROM MANY OF MY PEERS AND ADDS IMMENSE VALUE TO OUR CUSTOMER SERVICE."

SWITZERLAND, ASSISTANT RELATIONSHIP MANAGER, CREDIT SUISSE

LEADING THE WAY THROUGH *innovation* AND *entrepreneurship*



Our three core values are integral to how we see entrepreneurship played out in our approach to learning. We make sure that these values are integrated in our curriculum and in extracurricular activities.



INNOVATION AS A MINDSET

We prioritize innovation in all aspects of our curriculum and ground ourselves in research through the creation and dissemination of knowledge. Our intentional integration of the research process and innovative teaching methods help nurture your creativity and critical thinking skills and empower you to think beyond what is possible.

Students in our Innovation Club work together to find new and creative ways of enhancing student life. Their innovative contributions include:

- Increasing the spaces available for group work
- More sustainable printing options
- An e-scooter project



INVESTING IN THE FUTURE

We are convinced that sustainability is key for the future of the hospitality and tourism sectors, and that education is the primary tool to raise environmental awareness among the leaders of tomorrow.

Sustainability is built into our curriculum –ethical sourcing, green housekeeping, biodiversity, and principles of circular economy are among the topics explored throughout your time with us, alongside additional workshops and guest lectures.

We prioritize locally sourced ingredients and implement sustainable practices that nurture a respect for the environment, biodiversity, and the local community.

Sharing our campuses with Culinary Arts Academy Switzerland, no food goes to waste– food made in classes that isn't consumed in the restaurant is turned into biofuel.

- 1st Green Globe-certified hospitality school, the highest standard of sustainability
- 250,000 bees on campus produce 100 kg of honey
- Our very own student-led Green Globe club, which promotes awareness of sustainable practices on campus



EXPERIENTIAL LEARNING

We want you to be engaged in learning, which is why we bring real-life examples into our classrooms to complement the lectures. These activities stimulate your creativity and encourage you to take risks and make mistakes, which ultimately improves your learning and retention.

Experiential learning also requires you to reflect on your own learning processes and to understand what can be applied to your future career.

Here are a few examples of our many activities designed for experiential learning:

- Take part in an escape game to explore business ethics
- Put on an age-simulation suit and experience the physical constraints an elderly person might face in a hotel setting
- Learn how to fight corruption through an anti-bribery certificate delivered by the UN World Tourism Organization

Sylvana Navarro

"A MIND THAT IS CHALLENGED BY A NEW EXPERIENCE CAN NEVER RETURN TO ITS ORIGINAL PERSPECTIVE."

ASSISTANT DEAN, CÉSAR RITZ COLLEGES SWITZERLAND



Franziska Lein

"CÉSAR RITZ COLLEGES SWITZERLAND PREPARED ME TO BELIEVE IN MYSELF AND TO USE MY PERSONALITY, EXPERIENCES, AND STRENGTHS TO SUCCEED! I LEARNED HOW TO MEET GUESTS' NEEDS AND EXCEED THEIR EXPECTATIONS."

GERMANY, 2011 GRADUATE,
CUSTOMER SUCCESS MANAGER, PAYPAL BERLIN

INSPIRING AN INNOVATIVE MINDSET

BACHELOR'S PROGRAM

Three-year program with two internships

Focus on sustainability, entrepreneurship, and innovation

Accredited degree from Washington State University (US)

Immersed in an environment that sparks creativity and innovation, discover the world of hospitality and what it means to be a leader who isn't afraid of taking risks.

This three-year program is awarded with degrees from both César Ritz Colleges Switzerland and Washington State University.

César Ritz COLLEGES SWITZERLAND

WASHINGTON STATE UNIVERSITY

Year 1

LE BOUVERET

Beyond the knowledge you'll gain during your classes, during your first year you'll grow in your understanding of yourself. You'll have the opportunity to take a personality test to assess your skills, and will be encouraged to take risks in your decision-making.

Term 1
(11 WEEKS)

- Introduction to Hospitality and Tourism Management
- Management Information Systems
- Nutrition, Health, and Special Diets
- Personal Development and Life Skills
- Introduction to Industry Experience
- Introduction to Food Service
- Language (French or German)

Term 2
(11 WEEKS)

- Fine Dining Operations and Leadership
- Business Writing
- Wine and Beverage Management
- Mathematics for the Hospitality Business
- Language (French or German)

WORLDWIDE INTERNSHIP

Your first internship will generally be in the food & beverage department, and will provide you with real-world experience at leading companies such as:

- Fairmont Hotel
- Four Seasons
- Palace Luzern
- Beau-Rivage Palace
- Nestlé
- Intercontinental Davos
- Ritz Carlton, Ritz Paris
- Emirates Palace
- Kempinski Hotel Bahia

Year 2

BRIG

In your second year, deepen your understanding of the realm of business, but also of how it fits into and impacts the world on a larger scale.

Term 3
(11 WEEKS)

- Rooms Division Operations
- Current Global, Social, and Sustainable Affairs
- Business Statistics
- Microeconomics for Hospitality Managers
- Financial Accounting

Term 4
(11 WEEKS)

- Hospitality Business Ethics
- Hotel and Restaurant Design
- Macroeconomics for the Tourism Industry
- Managerial Accounting
- Cultural Diversity in Organizations

Term 5
(11 WEEKS)

- Hospitality and Tourism Law
- International Politics
- Food, Beverage, and Events Management
- Decision Analysis for Entrepreneurs
- Science for Sustainable Hospitality and Tourism

WORLDWIDE INTERNSHIP

Your second internship, usually in the front office, food & beverage, housekeeping, administration, or sales and marketing, will prompt you to take responsibility and apply the skills you have acquired over the program to the real world.

Year 3

BRIG

In your final year, develop your very own business plan and ignite innovative ideas during Innovation Week.

Term 6
(11 WEEKS)

- Innovation: From Creativity to Entrepreneurship
- Financial Management
- International Tourism
- Business Start-up I
- Career Management and Leadership
- Quantitative Methods for Business

Term 7
(11 WEEKS)

- Hospitality Marketing for Entrepreneurs
- Hospitality Operational Analysis
- Service Operations Management
- International Business and Entrepreneurship
- Business Start-up II

Term 8
(11 WEEKS)

- Human Resource Management
- Economics for International Business and Entrepreneurship
- Social Psychology of Hospitality
- Hospitality Leadership and Organizational Behavior
- Strategic Hotel Management

In their final year, students take part in Innovation Week where they are tasked with coming up with innovative solutions to real-life challenges. They create business plans and prototypes, which they then pitch to a jury that includes entrepreneurs and innovation experts.



90%

of our faculty in Brig hold a PhD

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



Roland Semaan

"CÉSAR RITZ COLLEGES SWITZERLAND PREPARED ME FOR THE REAL WORLD. I NOT ONLY GAINED A PROPER, QUALITY EDUCATION IN THE BUSINESS AND ACADEMIC SENSE, BUT I ALSO LEARNED A LOT ABOUT DISCIPLINE AND HOW TO ALWAYS GIVE MY BEST, EVEN FOR THE SMALLEST OF TASKS."

LEBANON, 1998 GRADUATE, CEO AND FOUNDER, BALADE

TAKE YOUR FUTURE INTO YOUR OWN HANDS

MASTER'S PROGRAM

One-year program with a worldwide internship | Transferable skills | Interactive case studies | Integrated business project

The sky's the limit with this one-year intensive master's program offered in partnership with the University of Derby. Explore innovative career opportunities and learn how to maintain a sustainable and profitable business in hospitality and beyond in today's challenging global environment.

This program is awarded with degrees
from both César Ritz Colleges Switzerland and the University of Derby.

César Ritz COLLEGES SWITZERLAND

UNIVERSITY OF DERBY

Year 1

BRIG

Term 1

(11 WEEKS)

- Creativity and Innovation for Competitive Advantage
- Hospitality Industry Operations and Trends
- Decision-Making in Entrepreneurial Finance
- Corporate Entrepreneurship for Hospitality and Tourism
- Business Research Methods
- Language (French or German)

Term 2

(11 WEEKS)

- Strategic Marketing for Entrepreneurs
- Risk, Crisis, and Recovery in the Global Hospitality and Tourism Industry
- Digital Marketing and E-Commerce in the Hospitality and Tourism Industry
- Leading Success Through Human Capital
- Business Sustainability in Hospitality and Tourism
- Language (French or German)

Terms 3 and 4

INTEGRATED BUSINESS PROJECT

Business plan, consultancy project, or dissertation

Can be done on campus, online, or during your internship



WORLDWIDE INTERNSHIP



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

*The Master of International Business doesn't grant automatic access to the Swiss Higher Education sector


Defining a
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REAL-WORLD EXPERIENCE *with* LIFELONG CONNECTIONS



Our unique partnerships and internship opportunities open the doors to some of the world's biggest 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.

Maryia Aliakseyenka

"MY INTERNSHIP WITH BÜRGENSTOCK HOTELS AND RESORTS IN LUCERNE WAS MY FIRST STEP OUT OF STUDENT LIFE AND INTO SERIOUS LIFE. IT WAS VERY CHALLENGING, BOTH IN TERMS OF PHYSICAL WORK AND LEARNING HOW TO THINK DIFFERENTLY. WE WERE TOLD THAT WE WOULDN'T BE THE SAME PERSON AFTER OUR FIRST INTERNSHIP–NOW I KNOW THIS TO BE TRUE."

BELARUS, 2018 GRADUATE, EXECUTIVE ASSISTANT,
EMIRATES SPECIALITY HOSPITAL, DUBAI

INCREASING YOUR EMPLOYABILITY

We equip our students to be critical thinkers, hands-on leaders, self-starters, and responsible managers–a real asset for your CV and of immense value in the professional world. The skills you will acquire at César Ritz Colleges Switzerland will equip you for success within the hospitality industry and in the business world: wherever there is a client, there is a need for hospitality skills.



PERSONALIZED CAREER SUPPORT

A dedicated career services team provides you with one-on-one coaching and practical input as you explore different career paths. They will work alongside you to help you identify and prepare for internship opportunities. Personality tests are used to help you write a CV that showcases your strengths and we offer you great opportunities to practice your interview techniques with people from the industry.

We will also help you identify your strengths and map out your steps after graduation, whether that is pursuing a graduate degree, stepping into the professional arena, or carving out a whole new path.

THE INTERNATIONAL RECRUITMENT FORUM, ONE OF THE LARGEST CAREER EVENTS IN EUROPE, TAKES PLACE TWICE A YEAR.

Lars von der Wettern

"AS WE STRIVE TO HAVE A POSITIVE IMPACT AND DRIVE CHANGE WITHIN THE INDUSTRY, IT IS CRUCIAL FOR US TO GAIN FRESH INSIGHTS AND ADDRESS THE QUESTIONS RAISED BY THE NEW GENERATION OF HOSPITALITY MANAGERS."

SINGULAR PLACES





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 will attend career presentations, meet with recruiters from over 100 companies, participate in panel discussions, and network with alumni.

Globally respected business and industry leaders assist us in creating course content, hold guest lectures and masterclasses, host company visits, and offer exclusive career opportunities to our students.

SOME OF OUR KEY INDUSTRY PARTNERS



A GLOBAL *community*



RECONNECTING WITH OLD FRIENDS
Alumni reunion

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.

Patric Farah

"GRADUATING FROM ONE OF THE BEST HOSPITALITY SCHOOLS IN THE WORLD OPENS UP POSSIBILITIES THAT OTHER PEOPLE SIMPLY DON'T HAVE. THE REACTION YOU GET FROM RECRUITERS WHEN THEY SEE YOUR DEGREE IS UNBELIEVABLE."

LEBANON, 2008 GRADUATE, OWNER/MANAGING DIRECTOR,
PATRIC FARAH HOSPITALITY MANAGEMENT CONSULTING, DUBAI

+24K

ALUMNI

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, and healthcare



BENEFITS

Get noticed by top employers through an online career platform and gain access to exclusive job opportunities

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

Alumni networking events: reconnect with former classmates and build new relationships with the wider alumni network

Exclusive alumni offers, webinars, and career development support

LIVE *well,* LEARN *well*

César Ritz Colleges Switzerland offers a unique, multi-campus experience. From the shores of Lake Geneva to the sunny Rhône Valley, our campuses will provide you with a one-of-a-kind cultural experience and a true taste of the beauty that sets Switzerland apart.

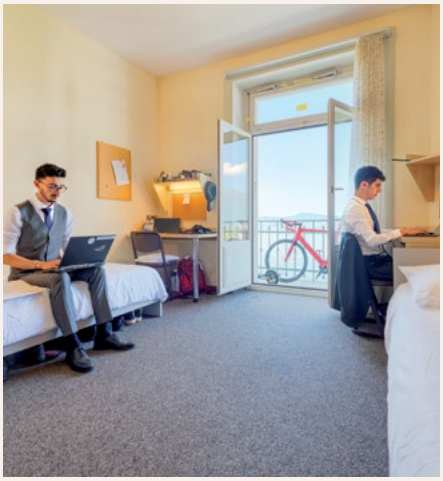
LE BOUVERET CAMPUS

Le Bouveret is a beautiful lakeside resort on the shores of Lake Geneva, minutes away from the French border, with breathtaking views of the Swiss Riviera and alpine foothills.

The campus is housed in three buildings, including a magnificent former hotel, and offers a tranquil and safe study environment with modern facilities that include 15 training kitchens.

The campus is also home to Apicius–a brand new, state-of-the-art culinary arts facility where delicious meals are prepared and served by Culinary Arts Academy Switzerland students.









Daniel Nygaard Munk

"SWITZERLAND IS ONE OF THE BEST PLACES IN THE WORLD TO STUDY HOSPITALITY. I KNEW STUDYING IN AN ENVIRONMENT STEEPED IN SUCH A RICH HERITAGE WOULD BE A GREAT NEXT STEP FOR ME."

STUDENT AMBASSADOR AT CÉSAR RITZ COLLEGES

BRIG CAMPUS

Nestled in the sunny Rhône Valley at the foot of the Alps in the beautiful Valais region, this German-speaking town and its surroundings offer a relaxed lifestyle, and a host of activities to keep you entertained.

The campus is situated in two buildings in the heart of town and offers a full range of modern facilities, which include a learning resource center, a library, study rooms, a computer lab, a theater-style auditorium, and fully equipped accommodation.











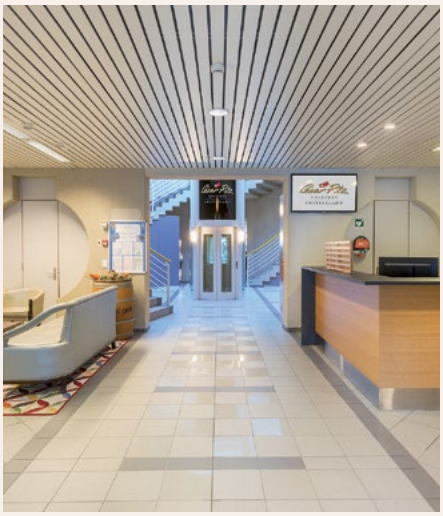
STUDENT LOUNGE
Le Bouveret campus

It's important to us that you have an enjoyable learning experience. That's why our faculty work hard to foster open, collaborative, and innovative environments across all our campuses so that students and faculty can thrive as individuals and as a community. Each staff and faculty member is dedicated to mentoring and supporting you academically and personally during your time with us on campus.

EXPERIENCE CAMPUS LIFE
Our classrooms are well-designed and equipped with interactive technology and our facilities are comfortable and modern.

Plus, with shared campuses with Culinary Arts Academy Switzerland–Switzerland's finest culinary arts school–you can have a front-row seat to some of the region's best chefs and kitchens.





RECEPTION
Brig campus

Angelica Suraga

"THE BEST PART OF STUDYING AT CÉSAR RITZ COLLEGES SWITZERLAND WAS THE EXPERIENCE OF BEING WITH PEOPLE FROM ALL PARTS OF THE WORLD. IT WAS ALSO GREAT TO BE SURROUNDED BY PEOPLE WHO WERE AS PASSIONATE ABOUT THE INDUSTRY AS I WAS. ADDITIONALLY, THE INSTRUCTORS BROUGHT EXTENSIVE KNOWLEDGE AND EXPERIENCE TO THE CLASSROOM THAT THEY SHARED WITH US."

SWEDEN, 2004 GRADUATE,
SALES MANAGER SWEDEN, SCANDIC HOTEL

FOSTERING THE NEXT GENERATION OF LEADERS

Each term, students are elected to represent the interests of their peers as part of the Student Ambassador Committee. 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 attending from all our partner schools. During this forum, students have the opportunity to learn from and connect with industry experts around the topic of leadership.

Our school hosts a chapter of the Eta Sigma Delta Honor Society, a professional student organization that recognizes students in the top 20th percentile for outstanding academic achievements and professionalism.

A VIBRANT STUDENT COMMUNITY

When you aren't busy studying, you can choose from a wide variety of exciting activities to make the most of your time on campus.

Chill out with your fellow classmates in one of our recreational rooms or join one of our extracurricular clubs.

Each term, you can look forward to Sports Day, which brings students together from across all Swiss Education Group schools for a fun day of sports competition held at our Brig campus.

EXPLORE SWITZERLAND AND BEYOND

Switzerland offers a great variety of cultural experiences such as festivals, museums, musical events, exhibitions, and countless opportunities to take in its stunning natural beauty. Enjoy a range of outdoor activities in the Alps, devour a delicious plate of Italian pasta in Domodossola, hike around the beautiful Swiss mountains, or enjoy a quiet stroll through one of the many markets.

In the summer months, you can enjoy mountain biking, hiking, swimming, river rafting, sailing, waterskiing, golfing, horseback riding, and paragliding. In the winter, you can enjoy skiing, sledding, skating, hockey, and ice climbing at any of the more than 200 winter resorts across the country.







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 César Ritz Colleges journey!

Member of
SWISS
EDUCATION
GROUP

Firmly rooted in the Swiss tradition of hospitality education, Swiss Education Group currently operates four of the world's top 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.

Swiss Education Group reserves the right to modify any information
contained within this brochure at any given time, without prior notice.
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ACCREDITED MEMBER
International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)
Accredited to meet THE-ICE Standards of Excellence

EDUQUA

AACSB Business Education Alliance Member

GREEN GLOBE CERTIFIED

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César Ritz
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