Undergraduate programs

Shaping your *Future*



Les Roches

Global Hospitality Management Education

lesroches.edu

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Les Roches, one of the world's leading hospitality business schools



Your global adventures in hospitality start here



Hameed Zwelibandzi Khumalo
Eswatini
BBA, Class of 2019

Why choose Les Roches?

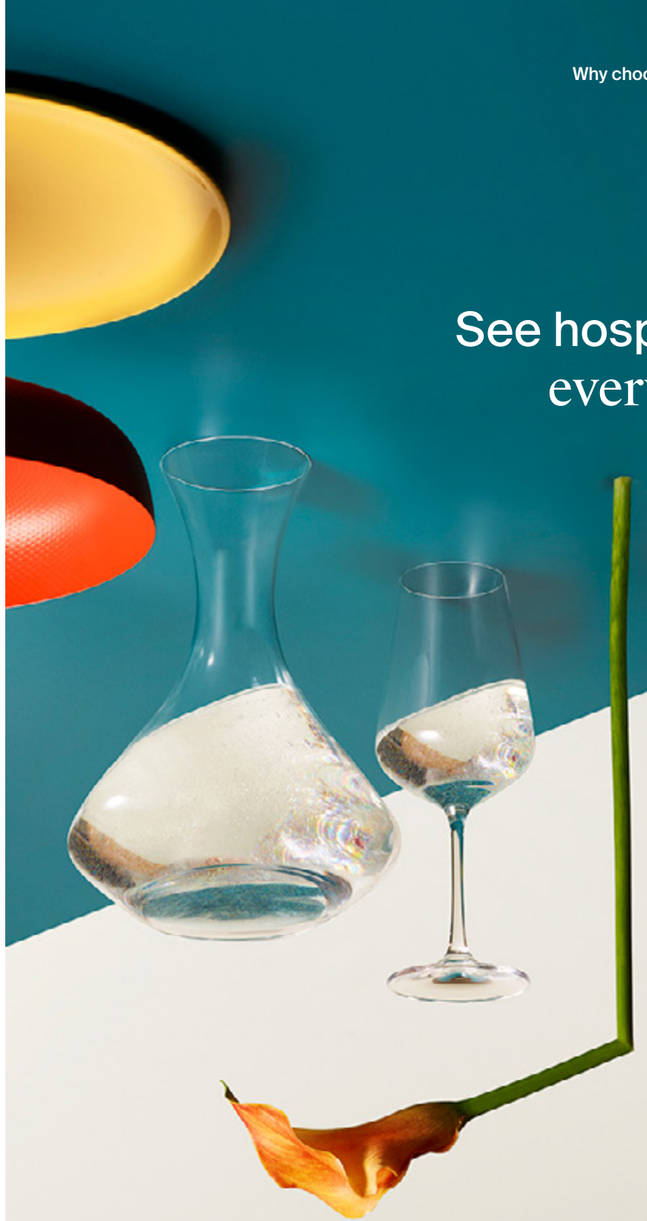
Inspiring. Energizing. Caring. This is hospitality

Hospitality is the happiness industry; it is the art of making memories; of finding new ways to create shared experiences that bring us a little closer together.

If this is what inspires you, you belong at Les Roches. We've been teaching the business of hospitality for almost 70 years, so we know a thing or two about what you'll need to succeed.

Shaping your future.





See hospitality from every angle

Walk into any of our campuses, or choose to study with us online, and you'll see what we mean. Les Roches is a place where a hundred cultures come together to learn with – and from – each other. No matter where you are in the world, with us you have a global community of lifelong friends ready and waiting.

We embrace the digital world and all the amazing opportunities it brings. We provide a home for innovators and a unique start-up ecosystem where the future of hospitality is being made. Technology is our friend – but we never forget that human experience is at the heart of successful hospitality.

We teach the Swiss way: immersive, hands-on and always with an eye to your future career. We keep our class sizes small and our teaching personal. Whether you're online or on campus, you'll never feel left out in a Les Roches classroom.

We have two words for all this: transformative education. You'll leave Les Roches a very different person from the one who walked through our doors that first time. Confident. Professional. Culturally fluent. Ready to be a change-maker.

Experience the Les Roches Way of Life ↗

Be recruited by top global employers from a myriad of industries:
hotels & restaurants, retail, events, digital, transport,...

Study around the world
Campuses in Switzerland and Spain, with remote learning everywhere.

5 Stars overall*
(Excellent)

Be your own boss
A third of Les Roches alumni become entrepreneurs.

Get your name known
Work on real-life projects with the biggest brands in hospitality.

*QS Stars higher education rating system, 2022

Open doors
Access to a global network of 13,000 alumni.

Join the community
Culturally diverse campuses with thriving sports and social scenes.

Get personal
Learn more through small class sizes and exciting specializations.

Spark your creativity →
Solve industry challenges, identify future trends, grow business ideas (p.21).

Shaping your future

The future is yours to grasp.

The future begins at Les Roches.

With us, you'll be at home among a passionate,
caring community where a hundred nationalities gather
to learn. Your heart will open to new cultures,
and your mind to new ideas.

You'll cultivate the soft skills and work ethic to stand out
from the crowd. You'll get closer to innovative thinking
and sustainable concepts.

Inside and outside the classroom,
you'll learn what you need to live your dreams.

Let's shape your future together.

Les Roches in numbers

Some of these important numbers are big, including the number of nationalities we're delighted to host on campus. Others are small, such as the number of students per faculty member. Together, they add up to the unique Les Roches offer.

2,512
Total student population

16:1
Student to faculty ratio

100+
Global companies recruiting at each Career Day

100+
Number of nationalities

50%
Europe

27%
Asia Pacific

12%
Middle East and Africa

11%
Americas

2019 data

The world is your campus

Les Roches opens up the world to you. Wherever you make your base, you have the chance to do a semester at another of our locations.

We celebrate diversity and the life-enhancing value that comes from the unique mix of cultures and perspectives on our campuses. In today's globalized world, it's more important than ever.



Marbella, Spain
Luxury hospitality management with sunny Mediterranean flair.
13–16 →



Crans-Montana, Switzerland
Tradition meets innovation in the heart of the Swiss Alps.
09–12 →



London, UK
Culture and connections where the world does business. (Exchange semesters available on the Glion campus – our sister school – on selected semesters.)

Living in Crans-Montana

“Being in the middle of so much nature is both relaxing and inspiring. There’s always something to do here, too. If you’re into winter sports, it’s paradise. In the warmer months, there are pools, hiking paths, and the world’s most beautiful soccer field.”

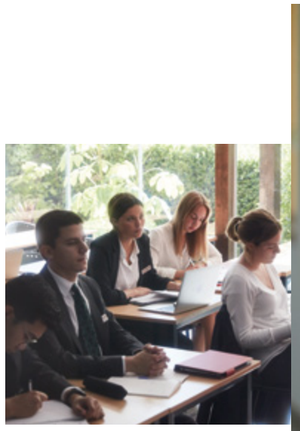
◆

Diogo Dutcher
USA/Portugal
BBA, Class of 2018

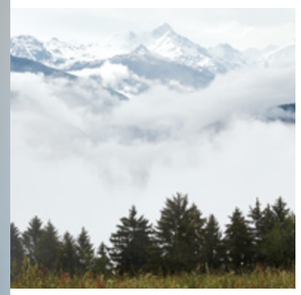


Awesome programs deserve awesome backdrops

Bluche is a beautiful, alpine village close to the world-famous ski resort of Crans-Montana, with spectacular views of the Alps. Nestled in the French-speaking part of Valais, the campus is well connected to the rest of Europe by Switzerland's famously efficient public transport.







Closer to home, the local upmarket ski and golf resort is a short (and scenic) funicular ride away. Here, you'll find plenty to keep you entertained – including high-end food, culture and shopping.

Switzerland is the natural home of hospitality and tourism. It's also one of the world's safest and most innovative countries – and boasts a thriving economy. The headquarters of numerous multinational corporations and organizations are here, as are famed hotels and restaurants, and renowned luxury brands. The country also plays host to a full calendar of international conferences and events.

Have a look at our campus ↗

Crans-Montana campus





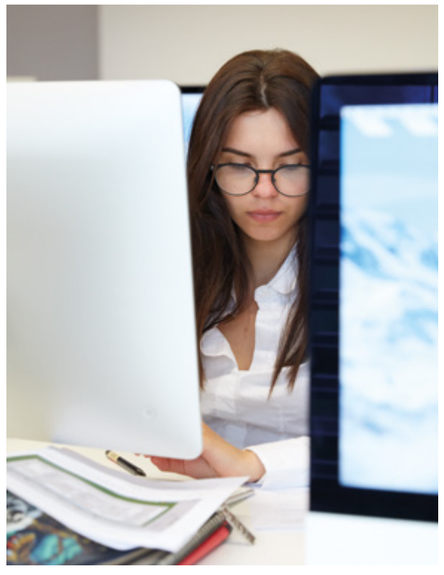
The home of hospitality

Amid the fresh air of the Alps, students at Les Roches Crans-Montana live in comfortable, chalet-style residences. You can choose between single and shared double rooms – all within strolling distance of your classes. The open campus also offers plenty of communal areas in which to catch up with friends and work on group projects.

A modern campus

Don't let the peaceful alpine surroundings fool you. Crans-Montana campus is a place where the future is being made, right now. It is one of two physical campus locations for Spark, our global innovation sphere. Spark is a place where new concepts are created, tested and incubated; it makes Les Roches the essential destination for hospitality's future leaders and innovators to learn their craft.
For more on Spark turn to page 21 →

You will also have access to physical innovation spaces, digital media studios and experience rooms, where you can experiment with latest technologies and develop your digital hospitality skills. And with Mac labs, professional kitchens, demonstration areas, student event spaces, and an extensive traditional and digital library, you'll have all the tools you need to unleash your creativity.



"The student life here is unlike anything else in the world. Les Roches is truly a tight-knit community. Living in the mountains allows us to partake in unique activities. And one thing for sure is that you will never get bored of the views from the classroom."

◆

Arianna Lalwani
USA/India
BBA, Class of 2021

The student life

Join a club. Take up a sport. Run an event. Dive into something new. These are just a few of the ways you can get involved at Les Roches Switzerland:

Clubs	Events	Sports
SharpSpeakers (public speaking)	Les Roches Got Talent	Skiing and snowboarding
Wine	Open Mic Night	Zumba and yoga
Green	Cultural Night	Mountain karting
Culinary	World of Wines Expo	Golf
Arts Society	ShiftIn'	Rugby
Les Roches Gives Back (charity)	Clubsgiving (charity)	Ice skating
Coffee	Culinary Club Gala Dinner	Surfing
Cocktail	Alpine Challenge Funky Fur (ski race)	
Finance		
Spark Society (innovation)		
SGA (Student Governance Association)		



Get a sneak peak of main campus events ↗



Food with a purpose

As you'd expect from a hospitality management school, we take our food – and our commitment to food sustainability – very seriously indeed.

At Roots, the philosophy is farm to table, with most fine-dining ingredients sourced within a 100km radius. At Restaurant Lab, students are firmly in the driving seat, creating unique and innovative restaurant concepts from a blank sheet of paper. Across the campus, we're working hard to eliminate food waste, and have introduced food-composting and waste-separation facilities to our kitchens.

You can enjoy healthy meals and delicious drinks at all these places (and you'll also get to work in them):

The Marketplace Buffet	B3: Baker, Brewer, Butcher Street food	Lobby Bar Refreshments and snacks
Roots Restaurant Farm-to-table concept	Fresh & Fast Light lunch, sushi and snacks	Restaurant Lab Ephemeral dinner concepts
Roots Bar Evening drinks		

Experience the best of Europe

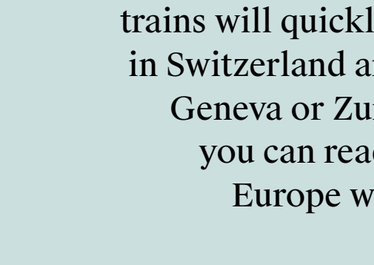
From Crans-Montana, the punctual Swiss trains will quickly connect you to major cities in Switzerland and beyond. Better still, from Geneva or Zurich international airport, you can reach anywhere in Western Europe within two hours or so.



By train from Sierre:

Montreux

(1hr)



By train from Sierre:

Jungfraujoch

(2hrs 30mins)



By train from Sierre:

Geneva

(2hrs)



By train from Sierre:

Milan

(2hrs 30mins)



By train from Sierre:

Zurich

(2hrs 30mins)

122

Michelin-starred restaurants
The highest density in Europe

5

Bordering countries
Hop over to Austria, France, Germany, Italy and Liechtenstein

1

Switzerland
Is ranked world's most innovative country

Don't miss:

- Cheese and chocolate factories of La Gruyère ↗
- Vineyards of Lavaux ↗
- Interlaken and the Jungfrau region ↗
- The cosmopolitan flair of Zurich ↗
- Zermatt and the Matterhorn ↗
- The Olympic Museum in Lausanne ↗
- Luxury boutiques and hotels of Geneva ↗
- The great Aletsch Glacier ↗

Sierre is the nearest train station to Crans-Montana

Living in Marbella ↗

“Living here is where your destiny begins. From luxurious hospitality establishments and year-round sunny weather to a friendly, international community – everyone should experience this glamorous city by the Mediterranean Sea.”

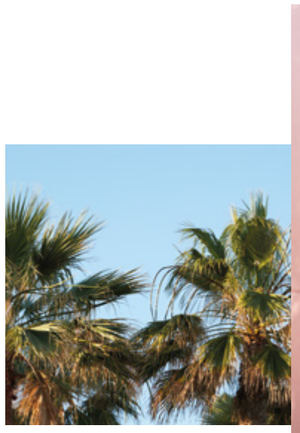
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Jose Emmanuel Soler
Philippines
Director of Student Services & Operations
Class of 2001

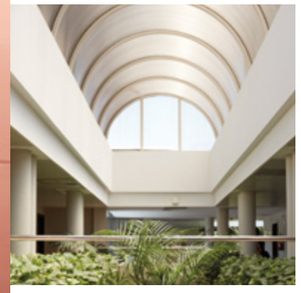


Immerse yourself in one of Europe's luxury tourist destinations

The jewel of the Costa del Sol offers year-round sunshine, golf resorts, cultural attractions, and the delights of Mediterranean cuisine. For hospitality management students, it's a living classroom.







The surrounding region of Andalusia is also home to some of Spain's most famous cities, including Seville, Granada and Cordoba.

With its rich cultural heritage, lively towns, enviable weather, and world-class gastronomy, it's no wonder Spain is the world's second most visited country. The country's high-speed rail network is also impressive. It is the largest in Europe and the second largest in the world and is the perfect way to explore your new home.

Have a look at our campus ↗

Marbella campus



Live that Mediterranean lifestyle

The Les Roches Marbella campus is perfectly placed between the city center, the marina and the luxury shopping district of Puerto Banús. Most students choose to share double rooms with en-suite bathrooms, but single rooms are also available.





A modern campus

This is sun-kissed innovation. Marbella campus is the second of two physical locations for our Spark global innovation sphere. Spark is a living innovation lab, where you'll get to work with some of the brightest stars in Spain's – and Europe's – start-up ecosystem. For more on Spark turn to page 21 →

The campus also features four professional kitchens – tailored to different resort restaurant concepts – as well as a demonstration bar, front office, housekeeping office, and hotel room. Other learning facilities include a state-of-the-art classroom with Apple technology, Mac lab, plus a traditional and digital academic library.



The student life ↗

Join a club. Take up a sport. Run an event. Dive into something new. These are just a few of the ways you can get involved at Les Roches Marbella:

Clubs

- Cocktail
- Reading
- Running
- Sustainability
- Nutrition and Wellbeing
- Golf
- Cooking
- Events
- Football
- Tennis
- Wine
- Yogi Healthy
- Spark Society (innovation)

Events

- SUTUS
- Digital Health and Medical Experience
- Theme nights
- Sports days
- Stage Fair (student internship fair)
- Houses Cultural Expo
- Cancer Research Dinner
- Concordia Gala Dinner

Sports

- Kayaking
- Football
- Tennis
- Beach volleyball
- Stand-up paddle
- Yoga
- Crossfit



Fine dining

As you'd expect from a hospitality management school in a country with more than 170 Michelin stars, we take our food very seriously indeed. You can enjoy healthy meals and delicious drinks at the following campus spots:

Le Marché
Buffet

ONE: Origin Nature Essence
International fusion cuisine

House of Colors Bistro
Light meals and snacks

El Olivo
Fine dining

As a Les Roches Marbella student, you have free access to the Manolo Santana Racquets Club – including the tennis courts, gym and pool. It's just a few minutes' stroll from campus.

Spain is just the start

With Málaga's airport and train station a short hop away, you can reach the rest of Spain and Europe in a couple of hours. Enjoy weekend city breaks in Barcelona, Madrid, Valencia or Bilbao – or cross the border to explore France, Andorra and Portugal.



By train from Málaga:

Cordoba
(50mins)



By train from Málaga:

Madrid
(2hrs 35mins)



By plane from Málaga:

Barcelona
(1hr 30mins)



By plane from Málaga:

Paris
(2hrs 35mins)



By plane from Málaga:

Lisbon
(1hr 35mins)

48

UNESCO World Heritage sites in Spain

5

Bordering countries
Explore Gibraltar, Andorra, France, Portugal and Morocco

Don't miss:

- The Pompidou Museum in Málaga ↗
- The Picasso Museum in Málaga ↗
- The Alhambra in Granada ↗
- The cathedral and alcázar in Seville ↗
- Beaches along the Mediterranean
- The region's vineyards ↗
- Wind sports in Tarifa ↗
- Winter skiing in the Sierra Nevada mountains ↗
- The art and architecture of Barcelona ↗

SPARK

**INNOVATION SPHERE
BY LES ROCHES**

Future-proofing your hospitality management education



Hospitality was, is, and always will be fundamentally a ‘people’ business with human-to-human interaction at its heart. That’s why we help our students develop soft skills and intercultural fluency alongside their academic and business learning.

Today, though, innovation is sweeping through hospitality at an unprecedented pace. We are witnessing a rapid evolution of our industry brought about by new technologies and digital transformation.

With change on this scale comes opportunities to evolve the way hospitality experiences are marketed and delivered. How can we ensure - through our BBA curriculum - that our students graduate ready to grasp these opportunities?

The answer is a global initiative we call Spark. ↗



“Digital technology is making its way into every aspect of the hospitality industry: hotel operations, guest services, communications, revenue management, distribution, CRM and marketing. This necessitates the emergence of a new type of digital transformation leaders and managers, who understand the business applications of technology.”

Max Starkov, Hospitality & Online Travel Tech Consultant & Strategist

What is Spark?
Spark is a physical innovation space on campus, an academic philosophy, and a means to incubate disruptive startups.

Our goal with Spark is to expose our students to the latest technologies and innovative ideas which are driving next-generation hospitality. Through Spark, we let the industry’s future leaders explore the potential of innovation to:

- Enhance the human experience;
- Meet ever-evolving customer needs;
- Drive organizational efficiency;
- Increase revenues;
- And above all to keep their future employer – or their own business – one step ahead of the competition.



Spark for learning
With our industry and technology partners, we create innovation-focused academic projects that are part of the curriculum for every program we teach (see over page for examples).

These academic assignments allow our students to prepare for the future by working with early adopters of technological innovations that sit on the cusp of the mainstream. They are real-world projects with real-world potential.

Spark for business
Through Spark, we are also investing directly in the future of hospitality, by supporting disruptive ideas and startups as they make their journeys to market.

Our incubation and pre-incubation services have already signed up dozens of high potential startups. Many of these are led by Les Roches alumni, while others are extracurricular projects of entrepreneurially-minded students.

Spark sectors

Our hospitality innovation curriculum is focused on these key technologies:

- AI and face recognition
- Robotics
- WebApp/ecommerce
- AR/VR/XR
- Internet of things (IoT)
- Blockchain
- Product technology
- AI and Big Data

Visit our website ↗



How Spark academic projects ignite our students' learning
At the heart of our Spark philosophy is to **Ignite** our students' intellectual curiosity and critical thinking, as they evaluate the potential for innovative ideas and technologies to deliver exceptional customer experiences.

Through Spark, we bring together technology companies, industry partners, innovation specialists and our own expert faculty. This creates opportunities for students to work on real-life business consultancy and academic projects, where they can assess - and enhance - innovative solutions for hospitality and beyond.

On this page we feature some examples of projects our students have successfully undertaken.



Student insights to make VR training more effective
Virtual Reality (VR) is a technology which has fascinating potential for hospitality-related training. For instance, how do you train hotel reception staff to deal with inebriated customers in as realistic a way as possible? By placing them in a virtual environment, this tricky scenario can be played out without a drop of alcohol involved!

The technology is still young, however, and there is much scope for development. Through a Spark academic project, our Bachelor students have researched the cultural differences when customers check-in at hotels in different countries. This research will be used to update the VR training solutions for customer facing staff.



Putting environmental innovations to the test
For hotels, laundering guest towels involves significant consumption of water and electricity. So, from a sustainability perspective there's logic to replacing the traditional towel with an all-over body dryer that uses a stream of air generated by an economical electrical motor.

But can such an innovation work in practice? Would guests accept it instead of their more familiar towels? A Spark partner is at the forefront of developing body drying devices and is now exploring the potential for the technology to be deployed in hospitality settings.

Working with Les Roches students has allowed our partner to gain insights from a hotel operations perspective, as well as getting individual reactions from an academic group representing a huge variety of different cultures and backgrounds. Meanwhile, a separate student group is looking in depth at the data to assess whether switching to body dryers makes financial sense for a hotel.



Our undergraduate programs

Bachelor of Business Administration (BBA) in Global Hospitality Management

Gain the knowledge, skills and qualifications you need to launch your hospitality management career or build a foundation for graduate studies.

Available at our Swiss and Spanish campuses, our flagship program combines academic theory and hands-on experience, to deliver a well-rounded management education. Opportunities to study abroad and specialization options allow you to customize your undergraduate experience.

Duration: 3.5 years
Total US credits: 123 (126 with Honors Degree)
Intakes: March and September



Semester 1 is 20 weeks.
All other semesters are 15 teaching weeks and 2 exam weeks.

Exchange options*
Crans-Montana, Marbella, London

Specializations (for BBA 7)

- Entrepreneurship (Crans-Montana/Marbella)
- Digital Marketing Strategies (Crans-Montana/Marbella)
- Financial Performance Management (Crans-Montana)
- Resort Development and Management (Marbella)
- Sustainable Developments and Practices (Crans-Montana)

See Specializations on page 25 → and 26 →

Postgraduate and summer experience opportunities at Les Roches

We offer a comprehensive range of hospitality-focused postgraduate education, featuring programs at Postgraduate Diploma, Master's and MBA level. We also operate a well-established and highly successful Summer Program series, with one-week and two-week experiences that provide an exciting immersion into the world of hospitality. Visit our website ↗ for more details.

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

* Subject to eligibility criteria

For remote learning options see following page.

Les Roches Connect* – remote learning options for the first semester of your Bachelor's degree

If you're not sure about traveling to campus to begin your Bachelor's degree, Les Roches Connect remote learning will keep your education on track.

With Les Roches Connect, you can choose a full, 20-week semester of remote Practical Arts study, or opt for 10 weeks at home followed by 10 weeks on campus. Both options deliver the same learning outcomes as a full semester taught on campus.

Alongside live video classes and demonstrations, your Connect curriculum features competitions and challenges, 'meet the expert' guest speaker interviews, one-to-one coaching and mentoring, as well as the same personalized career services enjoyed by our on-campus students.

We'll support you at every step.

*Remote learning options are pending NECHE validation intake by intake



"I thought it was so nice how Les Roches made students who were studying online feel like they were a part of the community still, especially how the majority of the items are Les Roches customized."

◆

Khyra Darmanto Hartono
UK
BBA student

Connect BBA 10+10 ↗

Receive your Les Roches student's welcome kit at the beginning of the semester

10 weeks remote learning from home

10 weeks on campus in Crans-Montana or Marbella

4 remote modules

Induction

- The Art of Gastronomy
- The Wine & Bar Universe
- Rooms Division and Hotel Operations

On campus courses

Crans-Montana

- Innovation & Entrepreneurship
- Fine Dining & Farm to Table Concept
- Innovative Restaurant Concepts
- Skills & Techniques in F&B

Marbella

- Management for Hospitality
- Gastronomy Olivio Restaurant
- Gourmet Experience One Restaurant
- Trends for Foodies Marche Restaurant
- Food & Beverage Trends

Connect BBA 20 ↗

Receive your Les Roches student's welcome kit at the beginning of the semester

20 weeks remote learning from home

6 remote modules

Induction

- Virtual campus tour
- Video conferencing get together

Wine, Bar and Beverages

- The Bar Universe
- The Wine Universe – Mastering the Essentials
- The World of Beverage & Spirits

Food and Gastronomy

- The Art of Gastronomy – French Pastry & Culinary I & II
- Luxury Gastronomy
- The World of Restaurants
- International Cuisines: Food & Culture
- Culinary styles and themes

Hospitality Immersion

- Rooms Division & Hotel Operations I & II
- Immersion in Hotels – Front & Back of the House
- Hospitality Business & Economics
- Trends & Innovations – Food Scene & Hotels & Lodging

French Pâtisserie Masterclass

- Masterclass in French Pastry with École Ducasse

Communication and individual project

- Business English & Business Professional Communication
- Personal Development & Professional Communication Individual project

BBA1 complete

Get our support to begin your first internship or start your second academic semester

Why choose one of these Connect options?

- No need to delay your Bachelor studies if international travel is still restricted.
- You'll benefit from a state-of-the-art approach to 'virtual' Practical Arts teaching.
- You'll enjoy all the 'value added' benefits of a Les Roches education, including personalized Career Services.
- You'll reach your semester 1 goals the same as if you were based on campus.
- You can arrange your internships and academic semesters to suit your needs.
- Your Les Roches community will be waiting to welcome you to Switzerland or Spain once it's time to join us on campus.

Bachelor of Business Administration (BBA) in Global Hospitality Management

Semester 1 on campus

18 Academic subjects under the following categories:

Innovation, Entrepreneurship and Communication

From the Farm to the Table

Guest Relations and Hotel Operations

Skills and Techniques in F&B

Restaurant Lab

Languages

Choose one:

French

Spanish

German

English

Semester 2

Professional immersion:
6-month internship

+
Reflection on Practice I

Professional Development I

Semester 3

Hospitality Financial Accounting

Academic Communication Skills

Marketing for the Hospitality Industry

Principles of Sustainability and Innovation

Human Resources and Diversity in The Global Workplace

Hospitality Innovation Project*

Electives

Choose one:

French

Spanish

German

Mandarin

World of Wine and Viticulture

A Diverse and Inclusive World

Global Culinary History

Fundamentals of Data Analysis and Visualization

Semester 4

Food and Beverage Management

Leading Teams to Success

Tourism Principles and Practices

Experiential Marketing

Revenue and Pricing Management

Models for Problem Solving and Decision Making

Hospitality Innovation Project *

Electives

Choose one:

French

Spanish

German

Mandarin

Sensorial Design Experiences

The Psychological Dimensions of Wellbeing

Advanced Communication Skills

Blockchain and Emerging Technologies

Semester 5

Professional immersion:
6-month internship

+
Reflection on Practice II

Professional Development II

Semester 6

Hospitality Financial Management

Customer Relationship Management

Data Analytics & Optimization

Methods of Research Enquiry

Hospitality Luxury and Value Creation

Fundamentals of Economics

Hospitality Innovation Project*

Electives

Choose one:

French

Spanish

German

Mandarin

Advanced Visual Analytics

Culture and Society

Environmental Studies

Advanced Revenue Management

Semester 7

Specialization courses or General Management track electives

Dissertation
(honors degree only)

Electives

Choose one:

Politics and International Affairs

People Conflict and Negotiation

Law in the 21st Century

The Science and Culture of Gastronomy

Event Operations and Project Management

Health and Wellness Management

Specializations

Select a specialization in your final year to gain in-depth knowledge of a particular field – or take the General Management track to build your own curriculum of elective courses.

Entrepreneurship

Gain the skills you need to bring innovation to large hotel chains or to start your own business. You'll plan and develop your own hospitality business concept and learn how to turn ideas into reality.

Innovation Practices in Hospitality and Tourism

Legal & Ethical Considerations for Start-up Projects

Financial Intelligence for Entrepreneurs

Start-Up Marketing for Entrepreneurs

+ Final Specialization Project

Digital Marketing Strategies

Learn how to market your brand in the digital world. You'll develop a deep understanding of digital and social media marketing, consumer behavior, and cross-cultural communication.

Marketing 5.0

Innovative Sales Strategies

Global Strategic Marketing

Digital Marketing and Media Engagement

+ Final Specialization Project

Financial Performance Management

Develop essential business skills including financial analysis and accounting, problem-solving and fact-based decision-making. Finance is critical to all hospitality functions and often serves as a gateway to senior management positions.

Performance Management

Corporate Financial Decision-Making

Applied Investment and Hospitality Business Valuation

Hospitality Finance Forecasting and Modelling

+ Final Specialization Project

Sustainable Developments and Practices

Acquire the tools and knowledge to deliver a more sustainable approach to hospitality, tourism and the experience economy. Improve your understanding of corporate governance and the evolving demands of customers and other key stakeholders.

Sustainable tourism, development, and practices

Corporate governance, social responsibility, and ethics

Sustainable hospitality

Eco luxury and sustainable design

+ Final Specialization Project

Study trip

*Learn more on these Spark applied project on p.42

Bachelor of Business Administration (BBA) in Global Hospitality Management

Semester 1 on campus

- Gourmet Experiences
- Skills & Techniques in F&B
- F&B Trends
- Rooms Division and Hotel Operations
- Principles of Resorts: Operations & Communications

Languages

Choose one foreign language:

- French
- Spanish
- German
- English

Semester 2

- Professional immersion: 6-month internship

+

- Reflection on Practice I
- Professional Development I

Semester 3

- Hospitality Financial Accounting
- Academic Communication Skills
- Marketing for the Hospitality Industry
- Fundamentals of Data Analysis and Visualization
- Managing Diversity in the Global Workplace
- Principles of Sustainability and Innovation

Languages

Choose one foreign language:

- French
- Spanish
- German

Semester 4

- Digital Marketing and Sales
- Fundamentals of Economics
- Rooms Inventory and Control Management
- Hospitality Managerial Accounting
- Food and Beverage Management
- Hospitality Facilities Management
- Leading Teams to Success

Languages

Choose one foreign language:

- Mandarin
- French
- Spanish
- German

Semester 5

- Professional immersion: 6-month internship

+

- Reflection on Practice II
- Professional Development II

Semester 6

- Revenue and Pricing Management
- Hospitality Financial Management
- Customer Relationship Management
- Data analytics for business optimisation
- Business and Academic Research Methods
- Models for Problem-solving and Decision-making

Electives

One course from the following:

- Sustainable Development in a Globalized World
- Events Management
- Managing Change and Digital Transformation

Semester 7

- Specialization courses and General Management track electives
- Dissertation (honors degree only)

Electives

One/two courses from the following:

- Managing in challenging times
- Influencing Through Communication in Business
- Strategic Human Resources
- Responsible Global Citizen and Socially Responsible Organizations
- Convention and Trade Fair Planning

Specializations

Select a specialization in your final year to gain in-depth knowledge of a particular field – or take the General Management track to build your own curriculum of elective courses.

Entrepreneurship & Business Development
Gain the skills you need to bring innovation to large hotel chains or to start your own business. You'll plan and develop your own hospitality business concept and learn how to turn ideas into reality.

- SME Business Planning
- SME Management
- Maximising Return on Investment
- Advanced Finance and Budgeting

Digital Marketing Strategies
Learn how to market your brand in the digital world. You'll develop a deep understanding of digital and social media marketing, consumer behavior, and cross-cultural communication.

- Marketing 4.0
- Innovative Sales Strategies
- Global Strategic Marketing
- Digital Marketing and Content Creation

Resort Development and Management
Build the skills you need to manage luxury resorts and related businesses. You'll develop your understanding of the tourism business industry – particularly the challenges involved in managing large, recreational properties.

- Resort Management and Operations
- Introduction to Golf Club Management
- Spa, Health and Wellness in Resorts
- Project Management for Resort Properties

Admission requirements

Les Roches students want to become future business leaders – to travel and study abroad, and to seek an education that allows them to experience it all.

As well as academic rigor, they demonstrate leadership and entrepreneurial qualities, and personal achievements – including service and team work – from extracurricular activities.

Keen to work in a dynamic, international industry, they come highly recommended by a counselor, coach or industry professional.

To maintain its world-leading reputation for excellence, Les Roches takes a holistic approach to student admissions, evaluating a range of criteria.

Completed application form
With all pertinent supporting documents, lesroches.edu/apply ↗

Academic requirements
Senior high school diploma or equivalent; and official high school transcripts are required. Documents are accepted in English for all campuses. Additionally, in French, German and Italian for our Swiss campus; and Spanish, Italian, French and Portuguese for our Spanish campus. Otherwise, an official notarized translation in English will be required. Additional credentials (A-Levels, AP or International Baccalaureate courses and programs) are highly encouraged, but not required.

Minimum age
17 years and 6 months by program entry date.

Resume
To include up-to-date personal profile, academic qualifications, languages spoken, work experience, extra-curricular activities, travel, and leadership qualities.

Study/post-study plan
A 300-word essay, signed and dated, highlighting experiences, leadership, areas of development, and future aspirations for a career in the hospitality experience industry, and why you want to study with Les Roches.

Admission assessment
By written exercise and interview. Prospective students should acquaint themselves with some aspect of the hospitality business – through internships, shadow opportunities, industry-related employment or informational interviews – before applying.

English language
Must be proficient enough for higher education studies. English language exam scores (issued in the last 12 months prior to the intended intake) are required for non-native speakers, or those who have not spent the last two years in full-time English education.

Minimum English language exam scores:

	TOEFL	IELTS Academic**	Cambridge***
BBA	70 (internet-based)	Average 5.5 and minimum 5.0 in each component	FCE: grade C (minimum 160 points) CAE: minimum 160 points

*The Les Roches Switzerland TOEFL testing code number is 9827

The Les Roches Spain TOEFL testing code number is B941

**IELTS Academic has four components (writing, reading, speaking, listening)

***Cambridge: First Certificate Exam (FCE) – please also provide statement of results

Help with your English

Those marginally below the stated official English level can take additional English support pre-sessional programs prior to the intended program.

Application process

With such high demand for places, we recommend getting your application in as early as possible.

For more information, head to:
lesroches.edu/apply ↗

1
Submit your application

We strongly recommend to all students to apply early.

If you need a visa, please be sure to allow enough time between your application and the start of the semester.

2
Prepare for your admissions assessment
Within 2 days of submitting your documents

After submitting your application and relevant documents you will be contacted to schedule your admissions assessment.

3
Receive a letter of offer
Within 1–2 weeks

If your application is successful, you will receive a letter of offer.

4
Confirm place
Within 15 days of receiving your letter of offer

To confirm your place at Les Roches Crans-Montana/Marbella, you must make the downpayment on your tuition fees as outlined in your letter of offer. This also confirms your acceptance to Les Roches' terms and conditions

You will then be sent a complete acceptance package that contains:
– Official Acceptance Letter
– Invoice for the first semester
– Pre-arrival guide
– Visa Attestation (if required)

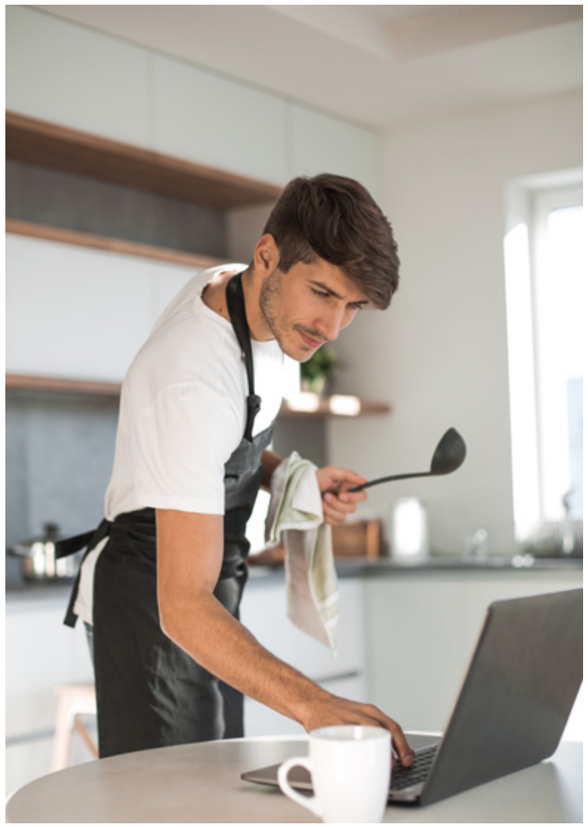
5
Pre-arrival support
Until your program starts

To help you prepare for your program, we provide:
– Visa support services
– Arrival assistance
– New student Facebook group
– Live Instagram Q&As
– Pre-departure webinar

6
Arrival on campus
Your first week on campus, all activites compulsory

On official arrival days, we will welcome you with:
– Welcome booth at airport and transfer to campus
– Check-in and registration
– Authentication of Entry Academic Documents
– Induction week activities

Immersive teaching – face-to-face or remote



(Pictured right)

Henrique Varanda
Sagaseta de Seixas
Portugal/Spain
BBA, Class of 2019

Nothing teaches better than doing

Our students graduate with more than just a degree in hospitality management. They leave us with a way of looking at the world that shapes their way of thinking forever. Our immersive approach to teaching makes sure of that.





See the complete picture
At Les Roches, we teach the theory and the practice of hospitality – so you'll get to see the complete picture.

Our remote learning* and face-to-face options are both designed to give you maximum access to our world-class faculty. You'll develop expertise in all the key hospitality departments, including rooms division, food and beverage, and event management. You'll work with real-life case studies, enjoy immersive field trips to stunning locations and create meaningful relationships with key industry players.

Our undergraduate programs also offer two industry internships. These are your chance to develop resourcefulness and discover the secrets of the best, and most innovative, hospitality companies.

Designed for a globalized world
You'll be joined on this journey by classmates from all over the world. The global theme continues with the curriculum, too. Throughout your time as a Les Roches student, you'll have opportunities to live, study and work in multiple countries. It all adds up to a global outlook that will serve you well in your career.

Something worth working for
It won't be easy; the most rewarding things rarely are. But if you're up for a challenge and prepared to leave your comfort zone, the Les Roches learning experience has the power to transform your life.

* Remote study options are subject to NECHE approval intake by intake.

The art, and science, of becoming ‘you’

Academic excellence
Great careers are built on a foundation of soft skills and hard knowledge. That’s why a comprehensive academic education remains the bedrock of all our programs.

We’ll teach you how business works. How money is made and spent. How you can make a difference through marketing, innovation, entrepreneurship and applying cutting-edge technologies.

You won’t just be sitting taking notes, though. You’ll undertake research projects on your own and in groups, propose solutions to real-world problems, and present in front of audiences.



Be inspired. Every day

Our faculty members are hand-picked for their expertise in their chosen fields – and with a student to staff ratio of just 16:1 you’ll have plenty of one-on-one time to soak up their knowledge.

The inspiration extends beyond the classroom, too. Each semester, we welcome leading figures from hospitality and related sectors to share their insights with our students. And if you’re not with us on campus, you can tune in live to join the conversation.

Our previous speakers

Jean-Claude Biver
CEO,
Hublot

Katharine Pottinger
Chief Hospitality Officer,
Oasis

Amir Segall
VP International,
HotelTonight

Radha Arora
President,
Rosewood Hotels
and Les Roches alumnus

John Stauss
Regional VP and General Manager,
Four Seasons Hotels
and Resorts

Panos Tzivanidis
International Olympic Committee
Associate Director – Hospitality,
Events & Logistics

Leigh Bowman-Perks
Author of *Inspiring Women Leaders*
and CEO, Clareo Potential

Chip Conley
Strategic Advisor
for Hospitality & Leadership,
Airbnb

Eric Favre
Inventor & Founder,
Nespresso

Taleb Rifai
Secretary-General,
United Nations World
Tourism Organization

“Les Roches enlists the best in the industry to serve as full-time teachers and frequent lecturers.”

◆

Lama Matta
Hospitality Consultant at Erga Group E-Hospitality, Dubai
Class of 2012







A practical immersion
Once you understand the operational basics you have the perfect foundation to be a leader in hospitality. Our Swiss-approach hospitality education puts an emphasis on practical learning, so you can build first-hand knowledge of industry standards and who does what within a hospitality business.

Your introduction to hospitality's practical arts comes in semester 1. You can choose to study this semester on campus, all remotely, or start remotely then finish on campus*. Same learning outcomes, same personalized support throughout.

At the end of the Practical Arts semester, you can opt to work your first professional internship or postpone and instead study your first academic semester with us on campus.

* Remote study options are subject to NECHE approval intake by intake.



Develop your skills
Semester 1 is a thorough immersion in the world of premium hospitality.

You'll learn the secrets of great service, discover the sensory world of wine and – whether you are with us on campus or at home – you will mix cocktails and develop your kitchen skills under the guidance of expert practitioners.

You will also be taken into the nerve center of the hotel operation, getting to grips with property management systems and experiencing the attention to detail needed in the all-important rooms division. It will be challenging – but you'll emerge with a deeper understanding of how to manage teams and businesses.





Intern at the biggest names in hospitality
Internships play a key role in your Les Roches education. Exciting and challenging, they're a chance to apply everything you've learned, grow your network and gain invaluable career experience – all before you've graduated.

Spread your wings
Hospitality is an international business, so we coach and support you to secure internships all over the wold all over the world that match your ambitions and personality. While your visa requirements may impact where you can work, we always encourage our students to travel. Immersing yourself in a new culture is the best way to develop your language skills and broaden your global outlook.

Find the right fit
The type of internship you choose will depend on your program and interests. It could be food service, rooms division, business administration, or marketing. Or perhaps there's a certain brand with which you really want to work? Whatever you go for, you'll take on new responsibilities and experience life in different departments.

Our outstanding reputation means we have a long list of international companies eager to take on interns from Les Roches. You'll have no shortage of options. Whether you are studying on campus or remotely, your career counselor will be on hand to help you polish your CV, hone your interview skills and choose the perfect internship for your career.

See a student's internship
at luxury watchmakers, Hublot ↗



A world of opportunities



Diana Xing Wang
Singapore
BBA, Class of 2019

Get the perfect balance of soft and hard skills

New technology and the rise of the sharing economy have ushered in a new era for hospitality and tourism.

Be a free thinker
As our industry adapts to this new era, there are unlimited opportunities on offer to those who can blend business know-how with an ability to think for themselves and the confidence to thrive in any environment. These traits come as standard with a Les Roches education – and combined with the enduring power of our name they will make you stand out to the most selective employers.

Your passport to global careers
An undergraduate qualification from Les Roches is your passport to a global career. Not just in hospitality, but in any industry where empathy, creativity, leadership and cultural fluency are prized assets. Which is pretty much all of them.

It's this mix of hard and soft skills that makes our graduates so incredibly employable – why 94% of our job-seeking graduates leave us with at least one job offer in their pocket.

Here is just a flavor of the career options you'll have after studying with us:

Travel and tourism • Events
Marketing • Digital technology
Health & wellness • Retail
International finance • Media



"It's like Picasso said – learn the rules like a pro so you can break them like an artist... I share that drive for innovation with Les Roches."

•

Jose Fernandez
Spain
General Manager at La Granja Ibiza
Class of 2009







“Owners often forget about people and just focus on numbers. We saw a big opportunity – and the agency was formed.”

◆

Maria Ines Coma Cobar & Gabriela Gonzales Rubio
Guatemala
Founders of Destinadas
Class of 2012

Learn from the best. Work for the best

The Les Roches name is known and trusted the world over. We're your unfair advantage in the job market.

The possibilities are endless
When studying with Les Roches, you quickly realize it's not just about where a degree in hospitality management can take you – it's about where you can take your hospitality education. That could be leading an international company, driving innovation for your favorite brand, or starting the next era-defining business.

Recruited by leading companies
The biggest brands in hospitality and beyond come to us when they need fresh talent. Around 200 of them visit our campuses every year – in person or virtually – to recruit students for internships and full-time roles.

See why companies recruit from Les Roches ↗

"We know that Les Roches has a very strict recruitment process; it is looking for the same qualities and skills that we, the business, are looking for as well."

◆

Carolina Korody
Human Resources Manager
Relais & Châteaux

"We see the skill set that the students from Les Roches have is a very good match for what we look for."

◆

Bruno Bassani
EMEA Global Customer Support Team Leader
Bloomberg

Tap into experience
To help you find your perfect role, you'll have access to expert career counselors – each responsible for different world regions. As well as guiding and supporting you, they'll set up interviews, help you prepare, and give you advice on your options.

Some of the brands that have recruited Les Roches students and alumni:

"It's been really nice to meet Les Roches students. I think they are our future leaders, have a great entrepreneurial spirit, they are confident, they are thinking outside of the box, and they are really problem-solving."

◆

Kerry Robins
Director of Talent Acquisition
Jumeirah Group

Our global family

There’s no such thing as a boring Les Roches reunion. Our alumni are a fascinating mix of high-achievers who’ve gone on to forge careers and businesses around the world.

With 13,000 members spanning generations and continents, the Les Roches Global Alumni Association is a valuable networking resource – and proof that a hospitality degree opens all the right doors.

“Networking for me is everything. And there’s no better network than Les Roches alumni. I’ve had access to Presidents of countries, CEOs of Fortune 500 companies, Foreign Ministers, Attorney Generals, and so many more influencers and decision-makers – all directly from alumni contacts.”

Nicholas Allen
Australia
Executive Director, Illuminate Plus
Class of 1992

Discover successful Les Roches alumni from around the world ↗

A worldwide community. Life-long benefits.

After you graduate, your alumni family will be behind you every step of the way to support you throughout your career journey.

How? Through the Alumni Platform, industry connections, the mentorship program, and various development resources. Let’s not forget about the selection of alumni benefits you will gain access to. From preferential rates at hotels, complimentary experiences with luxury brands, and other alumni-to-alumni offers, there will be plenty of options to choose from!



Elena Fabbrini
BBA Class of 2014

Italian

Profile Summary

Since graduation from Les Roches in 2014, Elena has lived in some of the most exciting locations in the world, holding enviable positions with leading hospitality brands. “After internships at Cipriani in Ibiza and Venice, I was promoted to Restaurant Manager in Miami. Then I moved to Cipriani New York and worked on 5th Avenue, I learned a lot and met so many interesting people, Woody Allen, Diane Keaton, the Rolling Stones, it was great.”

Leadership roles in LA and London followed, before Elena returned to her native Italy and switched from employee to entrepreneur, founding Nest. “Italy has everything from food and fashion, to arts, our only problem is we don’t know how to sell our own country. That’s why I decided to go back and use my international knowledge and what I learned at Les Roches to promote what we have.”

As Founder and CEO, Elena has a clear understanding of the purpose behind NEST Italy luxury concierge offering. “Nest is the point of reference of Italian hospitality, with the aim of creating unique experiences made in Italy. If you want to come to Italy, you can check the Nest website and whether you want to go to an artistic event or book a chalet in the mountains, you can do it through Nest.”

“Know that if you have a concept that you feel passion for, this will be the key to your success. If you love what you do, others will feel it.”

Career history summary

2020-Present
Founder & CEO, NEST Italy

2020-2020
F&B/Restaurant Operations Manager, Treehouse Hotels

2019-2020
Operations Manager, Sketch Restaurants & Bars

2018-2019
Restaurant Manager, C London by Cipriani

2015-2019
Restaurant Operations Manager, Cipriani New York

2016-2017
Restaurant Manager, Cipriani New York

2015-2016
Restaurant Manager, Cipriani Miami

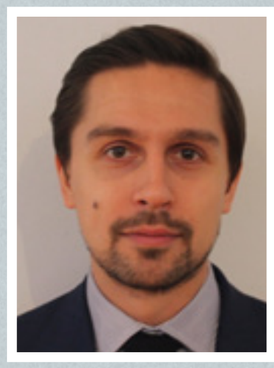
2015-2015
F&B Manager, Cipriani Venezia

2015-2015
Assistant Manager, Cipriani Ibiza

2017-2017
Hotel MIT Program Front Office Operations, Mr C Beverly Hills

2014-2015
Catering, Conference, Events Assistant Manager (Trainee), Mandarin Oriental Hotel Group

Assistant Sales & Marketing Manager / Public Relations (Trainee), Four Seasons Hotels & Resorts, Firenze



Alex Bengtsson
BBA Class of 2014

Swedish

Profile Summary

Half Swedish and half Polish, Alexander Martins Bengtsson was born and raised in Stockholm, where, from a young age, he displayed strong determination and a passion for hospitality. “It has always been a personal goal to secure a Bachelor’s degree, and being naturally ambitious led me to aim for the best hotel management universities in the world.”

Alexander gained more than a world-class degree from Les Roches, he currently lives in London with his wife Rita, whom he met on-campus. Upon graduating, Alexander secured a place on the Rooms division management trainee program at Rosewood (the President of which is a Les Roches alumni), followed by senior positions at Four Seasons, The Arts Club and Deloitte, where he is responsible for their London offices. “It is a strategic hospitality and service driven role within a corporate setting, where I am responsible for measuring and benchmarking the quality of services delivered by Deloitte’s service partners against contractual KPIs & SLAs.”

Alexander has achieved a considerable amount in his professional career so far, much of which he attributes to his time at Les Roches. “It’s an institution that makes hospitality feel limitless, mainly because the university exposes you to all of the industry, and its major employers. By playing your cards right, you can become very successful and make contacts for life.”

“A hospitality career is limitless, there’s a vast number of different segments within the industry, and there’s the cultures and strong international community too.”

Career history summary

2020-Present
Workplace Performance Manager, Deloitte

2017-2019
Deputy Reception and Reservations Manager, The Arts Club

2016-2017
Assistant Front Office Manager, Four Seasons Hotels and Resorts

2015-2016
Senior Butler, Rosewood Hotels & Resorts

2014-2015
Management Trainee – Rooms Division, Rosewood Hotels & Resorts

LES ROCHES ALUMNI



Coco Chen
BBA Class of 2015

Hong Kongese

Profile Summary

Growing up in Hong Kong with a love for food and cuisine, Coco made it her career path through her Les Roches Bachelor's. "I discovered my passion for food and beverage through the two internships I completed, and decided to pursue a career to become a restaurant manager after graduation."

But Coco didn't even have to wait that long. "As I was about to graduate, I received an opportunity to work as an MIT (Manager in Training) at Waldorf Astoria New York. I was able to experience the entire food and beverage operation, and decided to branch out my career to work through the various departments."

Gaining successive promotions and new roles, Coco moved up the career ladder in a short space of time to her current role of Assistant Director of Food and Beverage. "I oversee two restaurants, two bars and two grab and go markets, with a team of five managers and three supervisors. My goal is to become Director of Food and Beverage of a luxury hotel, and then use my experience and knowledge to create my own establishment that would be the result of everything I have learned on my journey."

"I was very happy to be able to graduate already having work experience on my resume, as most college programs do not offer that opportunity."

Career history summary

2021 -present
Assistant Director of Food and Beverage at the Ritz-Carlton Hotel

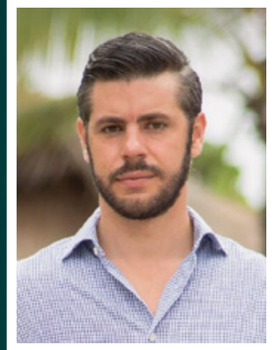
2020-2020
Assistant Director of Food and Beverage, Ritz Carlton Bal Harbour, Miami

2019-2020
Senior Food and Beverage Manager

2018-2019
Food and Beverage Manager

2017-2018
Private Dining Manager (IRD), St. Regis San Francisco

2016-2017
Manager in Training (MIT), Waldorf Astoria New York



Javier Martínez Luna
BBA Class of 2009

Spanish

Profile Summary

Born in Spain, Javier developed a hunger for success at a young age, a trait that has transferred into his professional life. "Having a better life is a goal for me, I'm passionate about breaking records and achieving goals." Attending Les Roches Marbella and graduating in 2009, Javier went straight into a leadership career with Marriott Hotels.

In a short space of time, Javier has charted an impressive career path, holding leadership positions in Quality Assurance where he was responsible for evaluating luxury hotels in over 100 countries. A manager of departments, properties and resorts around the world, he held the Managing Director position at the renowned Azulik in Mexico, making it one of the most desired properties around the world during his tenure.

Still driven by his ambitious nature, Javier was winner of the InMexico Best GM in Playa del Carmen 2020. In his current role as Cluster General Manager at Palmaïa - The House of AïA, he and his team created a whole new brand for the property. "Leading my team and training people on daily basis is something I love, I am a very creative person and I am proud to have created the hotel´s concept."

"In hospitality there are no limits, you can go as far as you want, as far as you are prepared for through education."

Career history summary

2019-Present
Cluster General Manager, Palmaïa – The house of AïA

2018-2019
Managing Director, Azulik

2017-2018
Hotel Manager – Acting GM, Karisma Hotels & Resorts

2016-2017
Hotel Manager, Bahia Principe Hotels & Resorts

2013-2016
Quality Assurance Consultant/Senior Consultant, LRA by Deloitte

2010-2013
Night Manager/Senior Front Office Supervisor/Front Office & Quality Manager - Executive Committee, Marriott Hotels



Salma Miss
BBA Class of 2012

Moroccan

Profile Summary

Class of 2012 Les Roches alumna and Founder of growth marketing agency, Disrupt, Salma Miss is a true force in the world of tech startups. Initially working in hotels in the US and Egypt after graduation, she then headed to Dubai and Abu Dhabi as a Brand Manager, before scaling-up a promising French startup. From there she took the entrepreneurial leap.

“At first, Disrupt was more of a brand agency, but I realized my hospitality background gave me a head-start on all things user experience. Now, we touch on a lot of strategic areas, helping startups understand their market opportunities, their customers and how to best reach them.”

Well-established in the Hong Kong startup ecosystem, Disrupt is supporting the growth of innovative tech businesses from the inside. “We’re involved in some of the accelerators in Hong Kong and around the world, mentoring startups. Our purpose is to not only help them drive results, we also put a big focus on helping them learn the ropes. We work hand-in-hand with their teams to instill a growth mindset, while helping them up their skills in growth marketing.”

“During my Bachelor’s internship in the Seychelles, the owner asked me to help interview hotel management groups for a private island project. I was 20 and meeting the heads of Rixos Hotel, Strohmeyer hotels, and Raffles, it was fantastic.”

Career history summary

2015-Present
Founder & Managing Director, Disrupt.

2019-2020
Growth Manager, Gini

2018-2018
Communication Manager, Pirata Group

2015-2016
Business Development & Marketing Communications Manager, StarOfService

2015-2015
International Product Specialist - Travel Academy Student, Tourico Holidays

2015-2015
Marketing Executive, The Crystal Group LLC

2014-2014
Business Development & Marketing Comms Asst. Manager, Caribbean World Resorts Soma Bay

2013-2013
Front Desk Management Trainee, Starwood Hotels & Resorts Worldwide



Radha Arora
BBA Class of 1982

British

“My passion for travel and hospitality was sparked at an early age. As my father was a diplomat, we were constantly on the move throughout the world. I’ve always believed that the best hotels are those that connect to their local cultures and communities. It’s something I try to emphasize in my current role with Rosewood.

“I graduated from Les Roches in 1982. I like to think of it as the ‘Ivy League’ of hotel schools. It was the place where you could learn your craft; the skills of the trade. For people who took hospitality seriously, Les Roches was the place to go.

“Since graduation, I’ve enjoyed a 30-year career in luxury hospitality. I started in London with one of the most famous names in the hotel business – The Savoy – before joining Four Seasons, Intercontinental and then Four Seasons again. During my second career with Four Seasons, I added another iconic hotel to my resume, as I had the honor to be General Manager of the Beverly Wilshire in Los Angeles, USA, as well as being the company’s Regional Vice-president.

“I joined Rosewood in 2011. Since then, it has been a thrill to play my part in relaunching the brand and expanding our footprint globally, including opening our first hotel in Asia, Rosewood Beijing, in 2014. I’ve also had the privilege of launching two iconic properties within our brand: the re-opening of the historic Hôtel de Crillon, a Rosewood Hotel, which – within its first year – earned the coveted ‘Palace’ distinction; and, most recently, our new global flagship, Rosewood Hong Kong, which has set a new standard for ultra-luxury properties globally.

“We now operate in 15 countries and are rightly considered to be among the world’s leading luxury hotel groups. I’m very thankful to Les Roches for giving me such a great start to my journey in hospitality.”

Present
President of Rosewood Hotels & Resorts

“I like to think of it as the ‘Ivy League’ of hotel schools.”

Where will Les Roches take you?

#lesrocheswayoflife

Facebook ↗
LesRoches

Instagram ↗
@lesrochesswitzerland

Twitter ↗
@lesrochesnews

LinkedIn ↗
Les Roches Crans-Montana Global Hospitality

Youtube ↗
Les Roches Crans-Montana Switzerland

TikTok ↗
lesroches.edu

Facebook ↗
LesRochesMarbellaFanPage

Instagram ↗
@lesrochesspain

Twitter ↗
@lesroches_en

LinkedIn ↗
Les Roches Marbella Global Hospitality

Youtube ↗
Les Roches Marbella

TikTok ↗
lesroches.edu

For more information, follow the QR code and speak with us on WeChat

lesroches.edu
lesroches.edu/apply

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Switzerland: +41 27 485 9600
Spain: +34 952764145

Awards and accreditations

Accredited by the New England Commission of Higher Education (NECHE)

Recognized as a degree-awarding institution by the education department of the Canton of Valais (Les Roches Crans-Montana)

Member of AACSB International

Affiliate member of the United Nations World Tourism Organization (UNWTO)

Member of the Council on Hotel Restaurant and Institutional Education (CHRIE) and EUROCHRIE (Europe)



lesroches.edu