3rd BEST
HOSPITALITY
SCHOOL IN THE
WORLD



CENTRE OF EXCELLENCE
S·H·M·S
Swiss Hotel
Management School

Developing *leaders* for the global hospitality industry

2023 shms.com

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CENTRE OF EXCELLENCE

S·H·M·S

Swiss Hotel
Management School

3rd BEST HOSPITALITY SCHOOL IN THE WORLD

Swiss Hotel Management School has been leading the way in hospitality education since 1992, raising up leaders for the hospitality industry.

2022 was a great year for Swiss Hotel Management School: not only did we celebrate our 30th anniversary, but we ranked as the third-best hospitality school in the world, and second in Switzerland, which is an incredible achievement.
We've always been a very good school and it's an honor to be recognized as a world-class provider of hospitality education. This is because we understand what we do, how we do it, and why we do it.

It's no surprise then why employers affirm us as their school of choice when it comes to recruiting new talent.

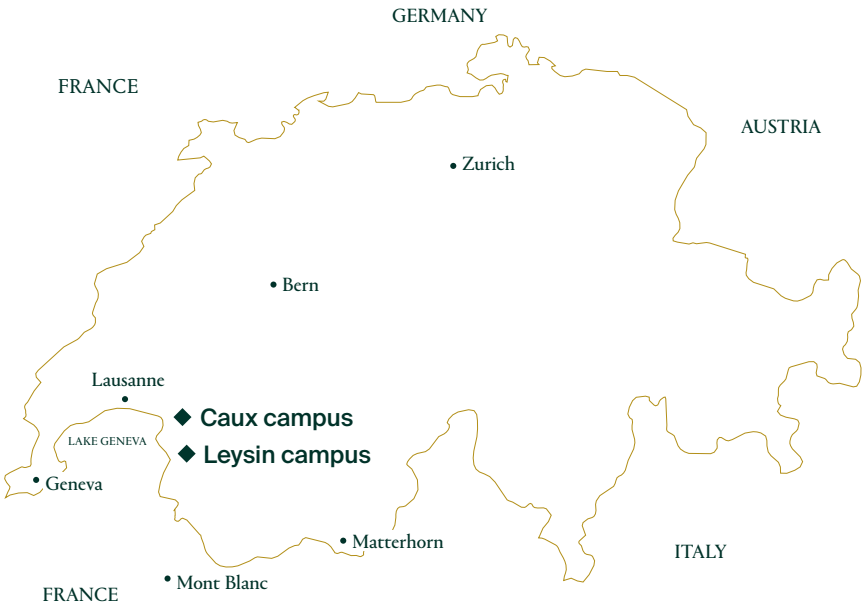
The message is clear right now with a rebound taking place in the industry–what a great time to be in hospitality and what a great time to be studying at Swiss Hotel Management School! We offer a contemporary education with multiple specializations to choose from, and provide you with practical, hands-on experience, true to what really happens in the hospitality industry. You can be assured that you will graduate with all the skills you need to succeed in your career as a future leader. When you join Swiss Hotel Management School, you join a global community of alumni, industry partners, students, and staff. On their behalf, it is my absolute privilege to welcome you!





Dr. Dominic Szambowski
Dean

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 breathtaking landscapes for themselves. The first palace-style hotels were built to accommodate them and cater to their needs.

◆◆◆ "My degree turned me into a true hospitality professional and prepared me for what has been a thrilling journey with one of the leading hospitality brands in the world."

Eric Masalwala
Dubai
2007
Director of Rooms
Radisson Hotel Group, UAE

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



Fill your lungs with the clean, mountain air of Leysin, the sunniest town in all of Switzerland and home to one of our campuses.



Both of our campuses are accessible by cogwheel train, perfectly suited to take passengers up mountains.

Excelling 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
- In the top 10 safest and most crime-free countries
- Most business friendly country (US News & World Report, 2022)
- N°1 country in the world to achieve career goals (Educations.com, 2022)

The country's strong economy is powered by a highly developed service sector led by financial services and a high-tech manufacturing industry.

Topping the list for higher education

On the global education scene, Switzerland continues to be the best country to study hospitality management, with seven of the top 10 schools all found within its borders. As for Swiss Hotel Management School, it currently ranks third best in the world and second best in Switzerland for the study of hospitality.

A rich history





Both of our campuses are located in former luxury palace hotels, built in a period that shouldered the *Belle Epoque* era of the late 19th and early 20th centuries, a time when confidence, opulence, and advancement flourished. Thanks to the newly developed railway system, wealthy tourists from around the world flocked to Switzerland, known for its healthy climate and breathtaking landscapes.

Caux Palace

Built in 1902, the Caux Palace was one of the largest, most advanced, and luxurious hotels ever designed. Notables such as the then-future king of Saudi Arabia, Prince Ibn Saud, English author Rudyard Kipling, American business magnate John D. Rockefeller, and the Kellogg and Gillette families visited until the Second World War. Since the war, the Caux Palace has played an instrumental role in worldwide peacebuilding and reconciliation efforts. It became home to Swiss Hotel Management School in 1994.

Mont-Blanc Palace

Built in 1896, Mont-Blanc Palace is one of the first palace hotels in Europe. With a classic *façade* and five domed rooftops, it was the first hotel to have an electric elevator. Through the years, the building provided care to tuberculosis patients and recovering World War I soldiers, and was the first winter Club Med in the world. In 2004, Mont-Blanc Palace and its sister hotel, Belvédère, became Swiss Hotel Management School.



The Caux Palace was one of the largest, most advanced, and luxurious hotels ever designed.



Mont-Blanc Palace is one of the first palace hotels in Europe.



Caux Palace in 1933



Mont-Blanc Palace
in the early 20th century

Learn the rules before breaking them

At Swiss Hotel Management School, we believe in the power of learning by doing. Real-life hospitality projects form an essential part of the curriculum, reinforcing what you learn in class and giving you opportunities to challenge the status quo and come up with creative, new solutions to old challenges.

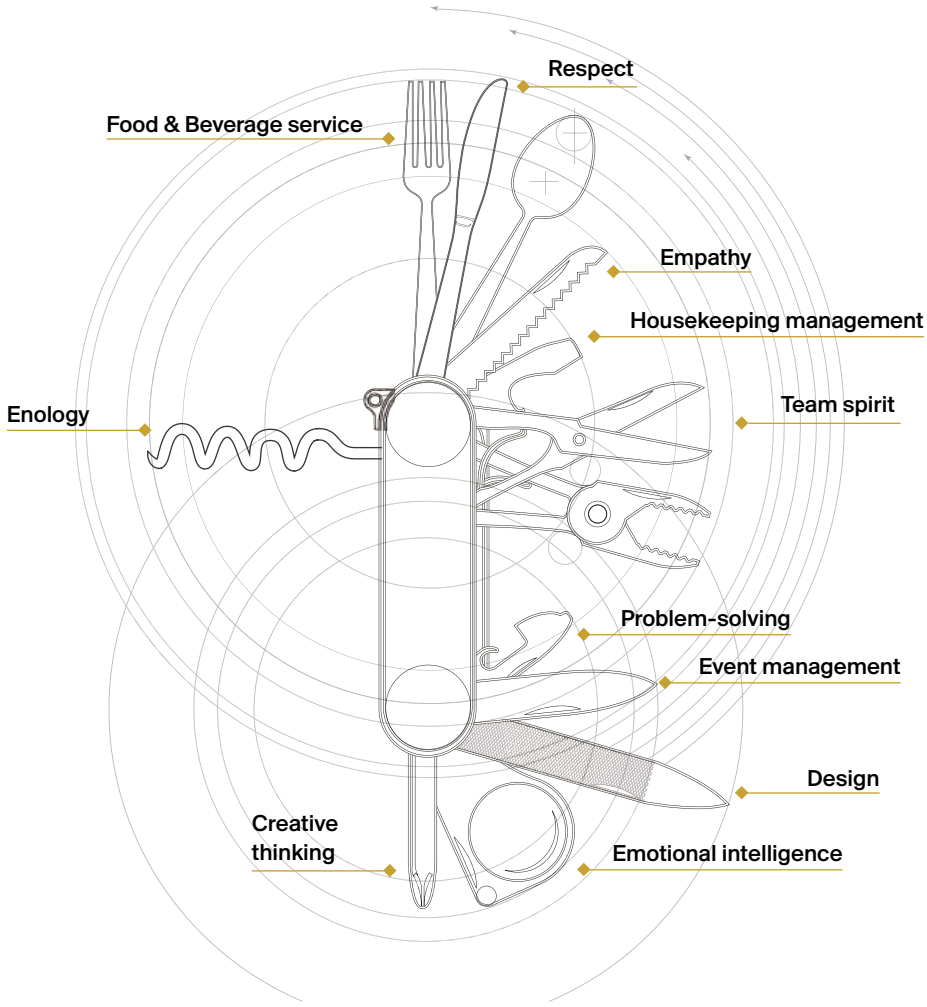
◆◆◆ "I chose Swiss Hotel Management School because it's a school that sets you apart from typical universities. From the beginning, I loved the lectures and the people and felt completely at home. With all the real-world experiences on campus, the classes are tangible and prepare students for real life."

Constanze Engelhardt
Germany
2019 graduate
Recruiting Manager
Hirmer Hospitality



Explore colors, shapes, and textures in our design studio.

Recognized worldwide, prepared for any situation



Our students learn how to embody the art of hospitality. Always putting the needs of those they serve first, they are willing to pull up their sleeves to get the job done, or as one employer puts it, "They will find a creative solution to any challenge thrown at them." Swiss Hotel Management School graduates are truly the Swiss Army knives of hospitality.

Throughout your studies you will have the opportunity to put your skills into practice across our iconic campus facilities that feature lavish banquet halls, a grand theater, wet and dry spas, and multiple restaurants. This hands-on education will allow you to hone your skills in fine dining service, culinary arts, enology, front office, and housekeeping. Our accredited degrees, awarded in partnership with the acclaimed University of Derby, UK, are recognized by employers around the world. You will graduate with a mindset that not only prepares you to get the job done, but to do it well and drive meaningful change.



Commitment to excellence

Swiss Hotel Management School is the first hospitality school in the world to be designated as an Apple Distinguished School, considered some of the most innovative in the world. This honor reflects our commitment to leveraging the latest technology to inspire creativity, collaboration, and critical thinking skills. This equips you to challenge the status quo and blaze new trails in the hospitality industry.

A personalized, multicultural experience

This commitment to educational excellence is combined with a personalized learning experience. Throughout your studies, you will be guided and supported by our experienced team of lecturers who come from both academic and industry backgrounds–each one committed to nurturing hands-on future hospitality leaders and responsible managers.

Our teacher-to-student ratio ensures that classes are kept small, giving you the opportunity to form strong personal bonds with both faculty and peers, who represent over 100 different nationalities.

◆◆◆ "Technology allows us to develop problem-solving, sense-making, creativity, and other key skills graduates require in the future workplace in ways we never could have imagined."

Lisa Peel
Head of Learning Resources and Apple Distinguished Educator



◆◆◆ "Swiss Hotel Management School opened me up to the world of hospitality, gave me valuable knowledge with hands-on learning, and helped me develop a hospitality mindset, which has led my career in the right direction. I still keep up with Swiss Hotel Management School activities and I am so happy that the school has continued to maintain such a high quality of education."

Trang Cations
Vietnam
2014 graduate
General Manager
V Hotel Nha Trang, Vietnam

A hands-on undergraduate program

Bachelor of Arts in International Hospitality Management

- Accredited degree from the University of Derby, UK
- Specializations in hospitality, events, or design
- Multi-campus, multicultural experience
- Two internships for a head start in your career

Pave the way for a career in hospitality with this hands-on degree that blends traditional hospitality skills with a contemporary approach to management. Refine your skills with specializations in events or design, and graduate ready to succeed in the global hospitality industry.

This three-year program awards degrees
from both Swiss Hotel Management School and the University of Derby.

Year 1
◆ Caux

Year 2
◆ Caux

Food & Beverage Management

Rooms Division Management

Semester 1

Master the tools of food & beverage management in this practical semester that will immerse you in the world of hospitality. Learn all about the high standards required in service.

- Beverage Studies
- Introduction to Hospitality and Events
- Introduction to Service and Kitchen Theory
- Service and Kitchen Practice
- Food & Beverage Cost Control
- Hospitality Design I
- Accounting I
- Business and Academic Communications I
- Art of Employability I
- Language (French or German)

Semester 2

Discover how to use administrative tools for daily tasks and learn the management principles for various departments. In this semester, our experienced faculty will lead you through a more academic approach to hospitality management theory.

- Yield and Revenue Optimization
- Marketing
- Housekeeping Management
- Rooms Division Management
- Event Concept Design
- Hospitality Design II
- Accounting II
- Business and Academic Communications II
- Art of Employability II
- Language (French or German)

Worldwide internship (4-6 months)

Your first professional experience plays a crucial role in your undergraduate studies, providing you with real-world experience at a leading company.

Worldwide internship (4-6 months)

This internship allows you to take responsibility and apply the management concepts you have learned in class.

Year 3

◆ Leysin

Selection of specialization

Selection of specialization

Semester 3

This semester gives you the opportunity to dive into your chosen specialization.

Shared courses

- Data-Driven Decision-Making
- Human Resources and Leadership
- Marketing and Branding Management
- Accounting III
- Project Management
- Research and Reporting

Specialization 1 | Hospitality Management

- AI and Digital Innovation
- Ethics, Sustainability, and Business Culture
- MICE and Logistics
- Hospitality Economics

Specialization 2 | Event Management

- Event Experience Creation
- Event Experience Management
- MICE and Logistics
- Hospitality Economics

Specialization 3 | Design Management

- Digital Design and Visual Technology
- Hospitality Design III
- Food & Beverage Outlet Design
- AutoCAD

Semester 4

During this semester, you will focus on your specialization and add the final touch to your studies with a digital portfolio project.

Shared courses

- Contemporary Trends
- Strategic Management
- Digital Marketing
- International Resort and Spa Management

Specialization 1 | Hospitality Management

- Food & Beverage Development
- People and Intercultural Strategies

Specialization 2 | Event Management

- Sustainable Event Management
- Entrepreneurship in Hospitality and Events

Specialization 3 | Design Management

- Retail Management of Luxury Brands
- Innovation in Design and Technology

Digital Portfolio Project

- Reflective iBook
- Remote or on-campus

Graduate with a:

Bachelor in International Hospitality Management, awarded by Swiss Hotel Management School
&
Bachelor of Arts (Honours) in International Hospitality Management, awarded by the University of Derby

"Studying at Swiss Hotel Management not only shaped my core principles of integrity and commitment, but also emboldened my resolve to strive for excellence in both my professional and personal life."

William Ndoto
Kenya
2005 graduate
Asset Manager
XANADU Hospitality, Nairobi



Shift gears into hospitality

Postgraduate Diploma in International Hotel, Resort, and Spa Management

Bridge to our master's programs

Fast-track program for seasoned professionals

World-class training outlets

Build on your previous work experience in another discipline to shift gears into the field of hospitality. In just one year, gain key operational skills through organizing events on campus, managing a spa, or running a fine dining outlet.

Semester 1

◆ Leysin

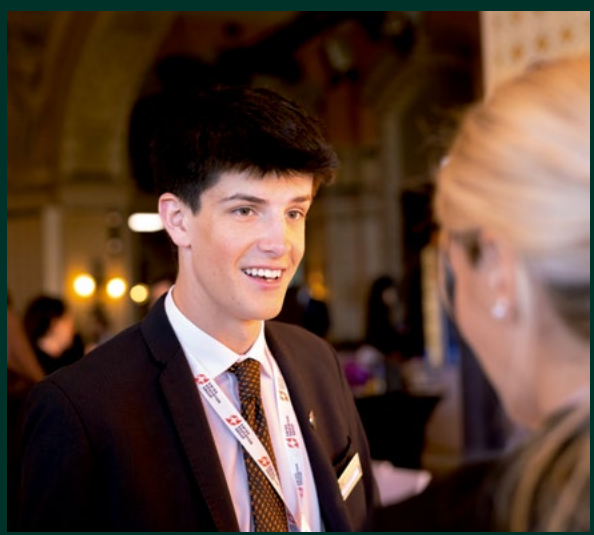
- Food & Beverage Management Principles
- Front Office Management Principles
- Finance and Yield Management Principles
- Event Planning and Organization
- Human Resource Management
- Business Market Research
- Digital Sales and Marketing
- Concept Lab–Fine Dining and Spa
- Language (French or German) and Academic English Skills

Semester 2

◆ Worldwide internship

(4-6 months)

You will not only gain work experience that you can include on your CV, but also strong professional skills, valuable industry connections, and first-hand knowledge of current industry standards.



Graduate with a:

Postgraduate Diploma
in International Hotel, Resort, and Spa Management,
awarded by Swiss Hotel Management School.
This program gives direct access to the Master of Arts or the Master of Science programs.

◆◆◆ "Swiss Hotel Management School played a great part in shaping who I am today. The journey prepared me to face obstacles, embrace opportunities, make decisions, and create connections which gave me a better sense of who I can be and what I can contribute to society."

Eliza Zephir
Mauritius
2018 graduate
Sales & Marketing Executive
Merchant House, Bahrain



Career-changing, life-defining

Master of Arts in International Hospitality Business Management

- Accredited degree from the University of Derby, UK
- 3 specializations to choose from
- Practical, hands-on learning
- Integrated business project

Draw from your previous study and work experience in another industry and dive into the world of hospitality. This one-year master's program provides you with hands-on learning and a solid foundation in hotel business management theory.

This program awards master's degrees
from both Swiss Hotel Management School and the University of Derby.

Semester 1

◆ Caux

Shared courses

Hotel Operations Management	Developing Business Leadership Skills	Marketing Management
Food & Beverage Management	Wine and Beverage Management	Evidence-Based Learning

Specialization 1 | Hotel Management

Event Management	Current Trends in Hospitality	Strategic Revenue and Financial Management

Specialization 2 | Luxury Brand Management

The Craft of Excellence	Strategic Luxury Brand Management	The Modern Luxury Consumer

Specialization 3 | Event Management

Event Management	International MICE Management	Festival and Digital Event Innovation

Semester 2

◆ Worldwide internship
(4-6 months)

Integrated business project

Graduate with a:

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

&

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



◆◆◆ "My experience at Swiss Hotel Management School was unforgettable. I appreciated living and learning in a close-knit environment where everyone from the staff to the students were passionate about this industry and all had something of value to add."

Candace Matson
USA
2017 graduate
Guest Experience Manager
The Walt Disney Company



Take your career to the next level

Master of Science in International Hospitality Management

- Accredited degree from the University of Derby, UK
- Intensive academic program
- Focus on management and leadership skills

Whether you are a recent hospitality graduate with a hunger for more or an established manager who wants to broaden your horizons, deepen your knowledge of hospitality with this intensive academic program.

This program is awarded with master's degrees
from both Swiss Hotel Management School and the University of Derby.

Semester 1

◆ Leysin

- Project Management
- Evidence-Based Learning
- Developing Skills for Business Leadership
- Content and Social Media Strategies
- Sustainable Value Creation
- Understanding the Modern Consumer
- Data-Driven Analytics and Decision-Making Strategies
- Innovative Technology-Driven Value Creation
- Strategic AI and AR Integration
- Strategic Experience Design and Operations Management

Semester 2

◆ Off campus

Integrated business project or dissertation

Graduate with a:

Master in International Hospitality Management,
awarded by Swiss Hotel Management School
&
Master of Science in International Hospitality Management,
awarded by the University of Derby

Flexible and self-paced

Online Executive Master of Hospitality Management

- 12 six-week modules to be completed within 1-2 years
- Develop your management and leadership skills
- Networking opportunities

This online, industry-endorsed master's program is perfect for active professionals who want to scale up their skills. Choose the length and intensity of your studies, from one to two years. You can connect from anywhere and at any time.

Online delivery

- Academic Foundation and Integrity (introduction to the program and the online platform)
- Strategies for Sustainability
- Experience Mapping
- Project Management
- Quality Operations Management
- Global Hospitality Trends
- Strategies for Leadership
- Financial Decision-Making
- Digital Sales and Marketing Strategy
- Strategic Business Planning and Entrepreneurship
- Consumer Intelligence and Value Creation
- AI and Technology-Driven Innovation
- Managing Generational and Cultural Diversity

Optional: Swiss immersion

◆ Leysin
Includes:

- Cultural and culinary experiences
- Company and industry visits
- Graduation and gala dinner event

Graduate with an:

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



◆◆◆ "The program is designed in such a way that I can juggle work and studies at the same time."

Anna Soukup
Senior Director Quality Management SIXT

The industry's school of choice



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

◆◆◆ "Education, growth, and development are a core part of our culture at Dorchester Collection and we are proud of our longstanding partnership with Swiss Hotel Management School. This collaboration allows us to create opportunities for growth and knowledge with both students and faculty."

Eugenio Pirri
Chief Culture and Operations Executive
Dorchester Collection



Career services

We equip our students to be critical thinkers, hands-on leaders, and responsible managers–a real asset for your CV and of immense value in the professional world. 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 help you find opportunities and prepare for your internships.

Preparing for the workforce

We ensure that our curriculum is aligned with the needs of the industry and the latest trends. Internships take place in a variety of sectors: the hospitality and tourism industry (hotels, restaurants, fine dining, cruise ships, airlines), luxury (watchmaking, retail industry, personal goods), and sports (events and sports federations).

We will help you identify your strengths and map out your steps after graduation.

Our education counselor helps you identify your strengths and map out your steps after graduation, whether a graduate degree, stepping into the professional arena, or marking out a wholly unique new path.

Partnering with the industry

Twice a year you have exclusive access to the International Recruitment Forum, where you can attend career presentations, meet with recruiters from over 100 companies, and network with alumni. 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.

Examples of internships:

- Food & beverage at Mandarin Oriental Geneva
- In-room dining service at Fairmont Le Montreux Palace
- Banquet service at Intercontinental Group
- Customer experience at LVMH Paris
- Front office at Jumeirah Dubai
- Guest experience at Hyatt Tokyo
- Digital marketing at Intercontinental Geneva
- Guest service at Novotel Hong Kong
- Spa and wellness front office at Six Senses Koh Samui
- Guest relations at Rosewood Hong Kong
- Design at Accor Group Worldwide
- Guest relations at Ritz Carlton Bangkok
- Event coordination at Intercontinental Paris
- Public relations and events at MCI Geneva

A global community



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

◆◆◆ "Swiss Hotel Management School not only gave me a well-recognized degree and a solid foundation, but also an edge in the job market and an invaluable network spanning from Shanghai to Bogota."

Mathias Schneider
Sweden
2013 graduate
General Manager
Gimo Herrgård, Sweden

90%

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

70%

WORK IN HOSPITALITY, TOURISM, AND CULINARY ARTS

30%

WORK IN CONSULTANCY, EDUCATION, FINANCE, AND HEALTHCARE



+24K Alumni

Benefits

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

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

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

Exclusive alumni offers, webinars, and career development support

An immersive learning experience



Experience campus life across two stunning locations–from our high-tech learning facilities to our high-quality campus restaurants and comfortable single or double bedrooms, you will fall in love with your new home away from home.

◆◆◆ "The campuses are the perfect setting to immerse yourself into the world of hospitality. You live and breathe the industry surrounded by like-minded students from across the globe. It is this multicultural experience, colored by the tradition of Swiss excellence, that sets this place apart."

Markos Chaidemenos
Greece
2007 graduate
Managing Director
Canaves Oia Luxury Hotels, Santorini

Caux campus

Live and learn in an architectural masterpiece overlooking Lake Geneva. Most of your time in Caux will be spent in the main building, though additional accommodation is within walking distance. When class is over, head into Montreux, a bustling town with a variety of dining and shopping options, cultural events, and beautiful lakeside promenades.



01

01 Theater

02 Grotto nightclub

03 Terrace

04 View from Caux

05 Double standard bedroom (included in the fees)



02



03



04



05

Leysin campus

Leysin offers a genuine alpine experience with stunning views and a mountain resort vibe. The campus sprawls over two former palace hotels, now linked to one another by a Skytrain. In your free time, go to one of the local cafés for some tasty Swiss food, set out on a hiking path, or take advantage of the many sporting facilities around town.

01 Double standard bedroom (included in the fees)

02 Skytrain

03 Club Maxx nightclub

04 Grand Hall

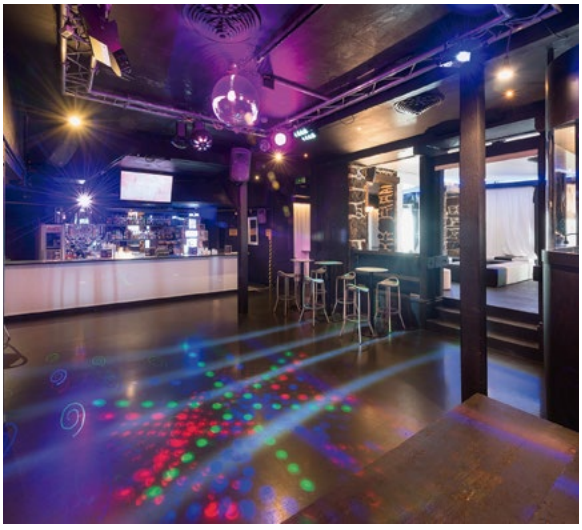
05 Spa facilities



01



02



03



04



05

A vibrant student community

When you're not busy studying, you can choose from a wide variety of exciting activities to make the most of your time on campus. Have fun at any of our regularly planned theme nights, concerts, BBQs, and movie nights or head over to the campus bar and nightclub–the Grotto in Caux and Club Maxx in Leysin. Each campus has a gym, open exclusively to students. A variety of sporting equipment is available to borrow, including bikes or rollerblades. Additionally, both campuses are equipped with games like pool and ping-pong, as well as video games and virtual reality sets. Free or paid fitness classes, such as yoga and Zumba, are available across both campuses.

Have fun at any of our regularly planned theme nights, concerts, BBQs, and movie nights or head over to the campus bar and night-club, the Grotto in Caux and Club Maxx in Leysin.

Some regular highlights during the school year include our International Day in Caux and the World of Hospitality in Leysin.









Explore Switzerland and beyond
Every semester, we offer free excursions to some of Switzerland's top cities and destinations so you can enjoy all the country has to offer. Whether you're visiting the capital of Bern, or another sought-after site such as Lucerne, Zurich, or Interlaken, you'll have many opportunities to explore, shop, dine, and discover Switzerland's unique culture.

With nearly 200 winter sports resorts across the country, there are plenty of activities, including skiing, sledding, skating, hockey, and ice climbing.



Switzerland also provides year-round opportunities for outdoor activities such as mountain biking, hiking, swimming, river rafting, sailing, water-skiing, golfing, horseback riding, and paragliding. With nearly 200 winter sports resorts across the country, there are plenty of activities, including skiing, sledding, skating, hockey, and ice climbing to keep you busy in the winter months. Switzerland also offers an extensive range of cultural experiences. Enjoy world-renowned exhibitions, trade fairs, film festivals, museums, and musical events throughout the year or stroll through the many traditional Christmas, antique, and farmers markets. And with its central location, you'll be only a few hours by train or plane away from Europe's top destinations.

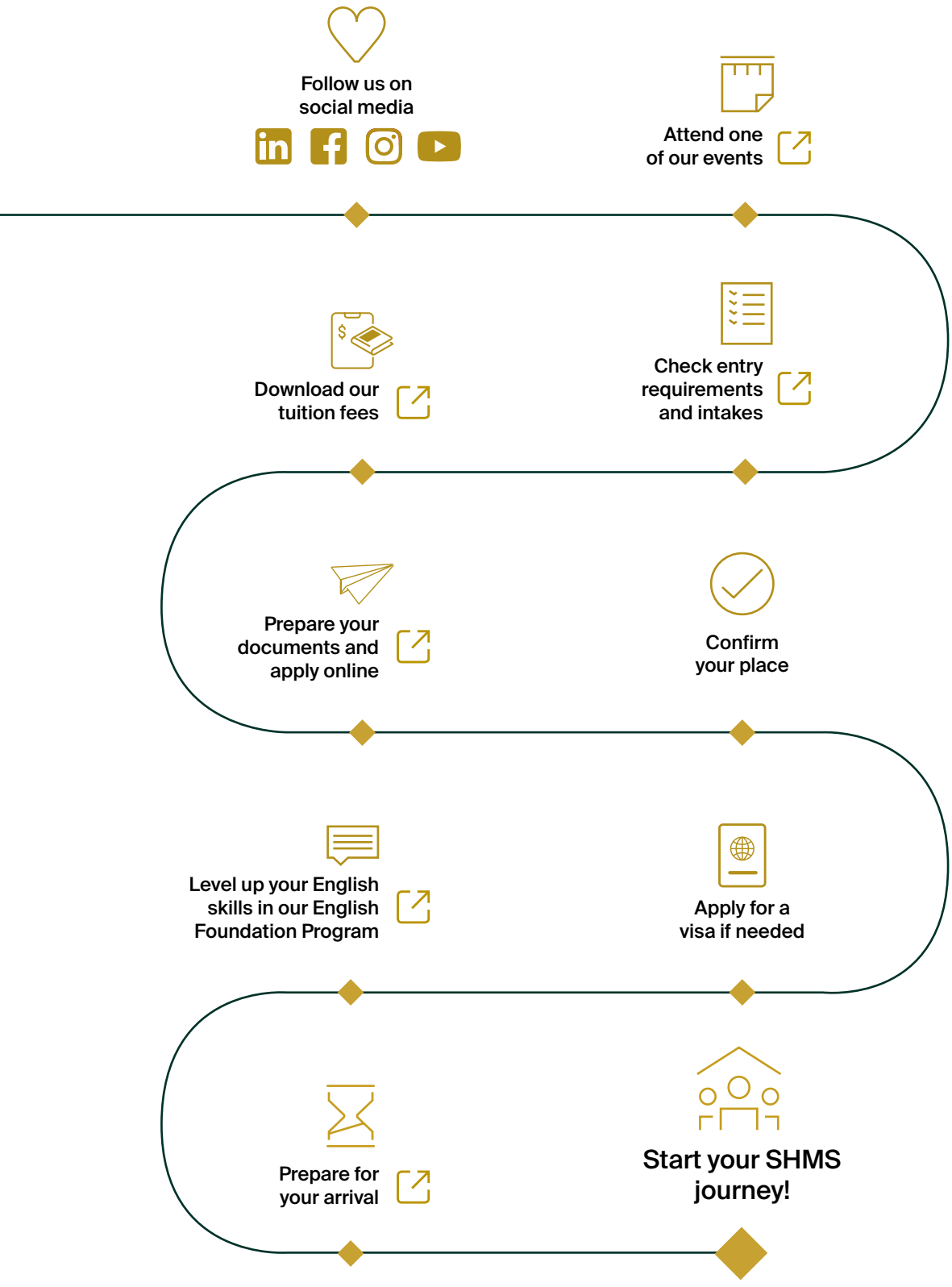


Fostering the next generation of leaders
Each semester, students are elected to represent the interests of their peers as part of the Student Ambassador Forum. These ambassadors meet on a regular basis and help develop campus engagement strategies.

Twice a year, students who have demonstrated leadership potential are invited to take part in a leadership forum with representatives 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.



Explore your next steps



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.
Updated: July 2022 / Photos: Nuno Acàcio, Ben Smith, Adrien Giovannelli
Vintage posters: Leysin, Chemin de Fer Aigle - Leysin, service été 1905, Maurice Zimmermann, 1905
Caux above Montreux, Jacomo Muller (Jacques Müller), 1925

ACCREDITED MEMBER
International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)
Accredited to meet THE-ICE Standards of Excellence

EDUQUA

CHARTERED SOCIETY OF DESIGNERS

Distinguished School

Contact us for more info
contact@shms.com
www.shms.com

Leysin campus
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Avenue Léopold de Reynier 2
1854 Leysin, Switzerland
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