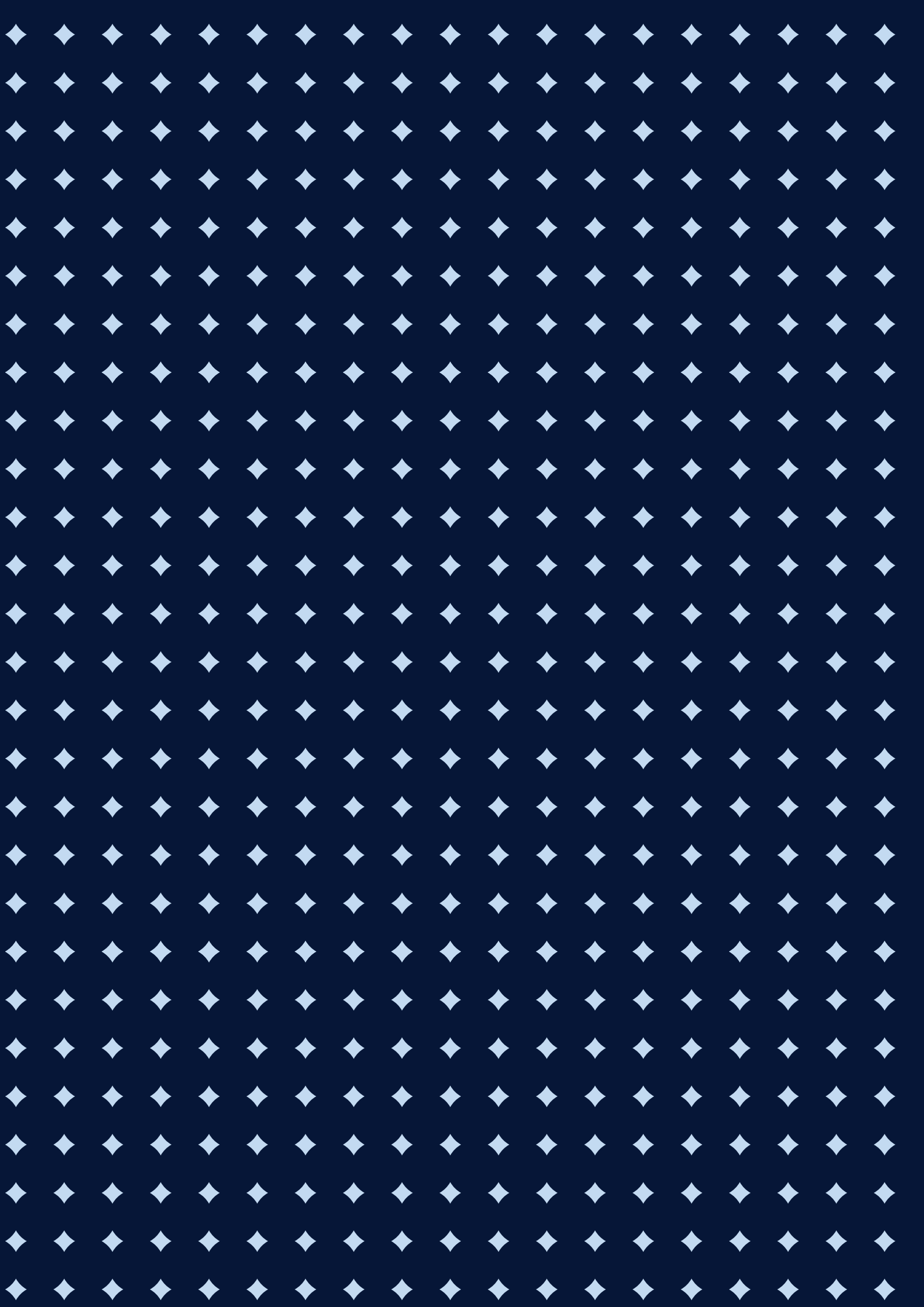




**Be  
world  
ready**

**2026**



## Why choose HIM?

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Start your journey today

# What does it mean to be world ready?

Being world ready isn't just a motto—it's our commitment to preparing you for success in the global business world. Our program is a fast track to a thriving career in luxury brand management, finance, human resources, and beyond.

## Transferable business skills you'll develop

- CROSS-CULTURAL COLLABORATION
- NETWORKING AND RELATIONSHIP MANAGEMENT
- CUSTOMER SERVICE EXCELLENCE
- HUMAN-CENTRIC ANALYTICAL THINKING
- ANTICIPATION OF CUSTOMER EXPECTATIONS
- AI AND BIG DATA LITERACY
- PERSONAL BRANDING AND PROFESSIONAL PRESENCE



**92%**

OF HIRING MANAGERS  
INCREASINGLY VALUE  
SOFT SKILLS



**85%**

OF ALL INDUSTRIES  
SEEK OUT AT LEAST ONE  
TRANSFERABLE SKILL



**80%**

OF COMPANIES ARE  
PLANNING TO INVEST IN  
CUSTOMER INTERACTIONS



**75%**

OF COMPANIES ARE  
STRUGGLING TO FIND  
SOFT-SKILLED WORKERS





#### HIM TOPS HIGHER EDUCATION LISTS



## TOP 10

**HIM IS RANKED 6TH FOR EMPLOYER REPUTATION AND ACADEMIC REPUTATION WORLDWIDE IN H&L MANAGEMENT**

(QS World University Rankings 2025)



## TOP 15

**NORTHWOOD UNIVERSITY GRADUATES' SALARIES ARE AMONG THE HIGHEST OF ALL US BUSINESS SCHOOLS.**

(PayScale 2024 College Salary Report)



## TOP 5

**SWITZERLAND IS RANKED 1ST IN INNOVATION 5TH WORLDWIDE IN ENTREPRENEURSHIP.**

(WIPO & U.S. NEWS)

# The HIM Advantage

**HIM Business School evolved from the principles of hospitality, which makes our approach to business and education unique. Combining a comprehensive business education with the HIM learning pillars below assures that our students become world ready.**

## **EMPOWER YOUR SOFT SKILLS**

A team-focused atmosphere provides students with the cultural awareness, emotional intelligence, and leadership skills needed to succeed anywhere people come together.

## **IMMERSE YOURSELF IN THE REAL WORLD**

Prestigious partnerships and placements ensure you are world ready by sharpening your business, problem-solving, and decision making skills in real-world environments.

## **BE PROFESSIONAL AT ALL TIMES**

With an emphasis on cultural and social responsibility, adaptability, and empathy, you will learn to anticipate customer needs and motivations—essential skills for any business environment.

# Your learning experience



**Benefit from a unique fusion of acclaimed Swiss management principles and contemporary American business acumen, providing a versatile and hands-on business education that paves the way to diverse career opportunities.**

**"I chose HIM because it offered a strong business degree with valuable work experience and a specialization. This gave me an edge over my friends who chose to pursue more traditional academic business educations."**

● **LEONARDO GLOOR**

2018 graduate

Italy

Hospitality Investment Advisory & International Growth  
Diis Real Estate

Our top-ranked business degree combines experiential learning, connections with top global brands, and a learning model emphasizing personal growth and real-world accomplishment. This combination equips our graduates to be dynamic, intuitive, and flexible, with the necessary skill set for today and the future.

HIM students benefit from our world-class faculty who provide both a breadth of talent and depth of experience. While they come from various countries and industries, they share a passion for their subject, a commitment to academic rigor, and an open-minded approach to the fast-changing world.

The objectives of HIM put people first: we teach human-centric skills through experiential learning, emphasize the importance of customer relations, and support student development in both individual and team settings.



## FOCUS ON THE REAL WORLD

Put what you learn into practice through industry projects, role play, company visits, excursions, and events to challenge your organizational skills, such as themed nights and banquets. We believe you learn best when you are fully engaged in your educational journey. This means that real-life projects form an essential part of the curriculum, reinforcing what you learn in class and providing you with priceless opportunities to develop your professional and life skills.

Supplement your experience with exclusive access to unique extracurricular activities and masterclasses in topics that would not normally be covered in the curriculum.



# 50+

**NATIONALITIES**

## MULTICULTURAL ENVIRONMENT

Our small-community vibe fosters strong bonds among students, and the incredible diversity of our student body and faculty – representing more than 60 nationalities – creates a dynamic intercultural environment.

## BUSINESS IS IN OUR DNA

The strong academic partnership we nurture with Northwood University (US) guarantees the quality of our education. Northwood University programs are accredited through ACBSP (Accreditation Council for Business Schools and Programs).

HIM is also a member of the European Foundation for Management Development (EFMD), an international organization that drives global excellence in management development. HIM students benefit from career services, networking, research, international projects, and other opportunities only available to EFMD members.



Student attends Geneva Watch Days to meet industry CEOs in Geneva, 2023



Students participate in the EMCup finals in Maastricht, 2023



# Connect to the people who matter



International Recruitment Forum, 2023

**Our strong bonds with both industry partners and global alumni keep us on the cutting edge of insight and innovation. These relationships shape our curriculum, inspire our students to succeed, and provide access to real-world experience through a range of placements and partnerships with prestigious global brands.**



**57+**  
**GUEST SPEAKERS**  
(in the past 3 years)



**30+**  
**COMPANY SITE VISITS**  
(in the past 3 years)



**25+**  
**BUSINESS CHALLENGES  
FROM COMPANIES**  
(in the past 3 years)



**7**  
**PROGRAM PARTNERS  
FOR ACADEMIC MAJORS**

## INCREASING YOUR EMPLOYABILITY

Become a critical thinker, hands-on leader, and self-starter – prized qualities in the professional world. We are firm believers in the dual Swiss model that skillfully integrates theory and practice. Through numerous industry partnerships and a growing list of alumni who return to share their success stories with current students, the curriculum is informed by the industry and supports our students' employability and career development.

**“I leaned on my personal career coach for support to find an internship and was placed with La Mer, a luxury beauty brand, as a sales expert. I was well prepared for my internship thanks to my communication skills, hospitality sales, and marketing knowledge.”**

● **WAN SZE HWAI**  
2021 graduate  
Malaysia  
Customer Service Executive  
Shangri-La Group, Malaysia

**Personalized career support:** At HIM, profit from specialized career services where you will be guided every step of the way.

**Coaching for your personal success:** Our dedicated career services team is here to provide you with tailored coaching, helping you to define and achieve your goals.

**Sharpening your CV and interview skills:** Receive expert assistance in creating impactful CVs and mastering interviews, setting you apart in the competitive job market.

**Navigating opportunities:** Let us assist you in exploring different career paths and preparing for internships, ensuring you're ready to embark on your professional journey.

## INTERNSHIPS

Internships not only offer an opportunity to explore the world, they provide you with hands-on experience putting your knowledge and skills into practice.

### Recent examples of student internship positions:

- E-commerce at Richemont
- Sales at Bulgari
- Events at MCI
- Finance at Le Grand Bellevue Hotel
- Human Resources at Alfa Laval AB
- Sales & Marketing at Clinique La Prairie





Industry partnerships with companies like La Mer infuse our curriculum with guest lectures and support your employability and career development.

LA MER

**“Being able to speak to students about our work and to give them insights into what could perhaps be their future career is a privilege.”**

● **ADRIAN GUTKNECHT**  
Portfolio Manager  
Edmond de Rothschild Private Bank



**EDMOND  
DE ROTHSCHILD**

## PARTNERING WITH THE INDUSTRY



**100+**

**NETWORKING  
OPPORTUNITIES**

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

The Forum is a private event that provides you with a truly unique opportunity to meet and engage with managers and potential employers. A simple conversation has the potential to completely change your life!





**FAST TRACK TO YOUR CAREER**

# Bachelor of Business Administration



**INTAKES:**  
**JANUARY, OCTOBER**



**3 years**



**3 internships**



**4 majors**

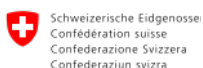
**GRADUATE WITH**

- **BACHELOR OF BUSINESS ADMINISTRATION IN CHOSEN MAJOR AWARDED BY NORTHWOOD UNIVERSITY\* (US)**  
\*Northwood University programs are accredited through ACBSP
- **SWISS FEDERAL DIPLOMA IN BUSINESS ADMINISTRATION AWARDED BY HIM BUSINESS SCHOOL\***  
\*Starting as of October 2026, pending recognition

**ENTRY REQUIREMENTS**

- Completed secondary school education (high school diploma or equivalent)
- Recommended minimum age of 18 years
- English language proficiency of IELTS academic module 5.5 or TOEFL iBT 46 or equivalent

**STAMP OF APPROVAL**



## PROGRAM PROGRESSION

### Year 1

#### UNDERSTANDING WORLD CULTURES AND PRINCIPLES OF BUSINESS

Learn what it means to be customer-centric as you develop your soft skills, resulting in a deeper understanding of the industry's human behavioral and operational aspects.

### Year 2

#### DEVELOPING LEADERSHIP SKILLS AND COMPETITIVE ADVANTAGE

Develop your leadership potential through emotional intelligence and key managerial skills. In year 2 you take the first step in customizing your degree by choosing your major.

### Year 3

#### MASTERING INTERNATIONAL BUSINESS AND ETHICS

Learn the in-depth operations of an international business framework and how to be socially responsible in a multicultural setting.



## CHOOSE YOUR MAJOR



### MARKETING

Master the art and science of influence in a digitally driven world. This major sharpens your skills in branding, data analysis, and strategic communication—preparing you to craft impactful campaigns and drive customer engagement across global markets.

#### In partnership with



BVLGARI



### FINANCE

Build the financial intelligence to thrive in fast-paced global markets. This major develops your expertise in corporate investment, international finance, and portfolio strategy—preparing you for high-stakes roles in elite financial environments.

#### In partnership with



EDMOND  
DE ROTHSCHILD



### MANAGEMENT

Step into leadership with confidence. This major sharpens your ability to manage people, processes, and performance on an international scale—readying you to take charge in complex, cross-cultural business environments.

#### In partnership with

Michael Page



### HOSPITALITY

Turn your passion for service into a strategic career. With a focus on innovation, operations, and leadership, this major equips you to manage high-end experiences across the global hospitality industry—from resort management to revenue strategy.

#### In partnership with



LE MIRADOR  
RESORT & SPA

# Alumni network

These snapshots of our alumni reflect the boundless possibilities that await you as a part of the HIM community.



**Emelie – 2023**  
HR Operations Officer  
Swissquote Switzerland



**Timur – 2023**  
Investor Relations Specialist  
Fonte Capital Kazakhstan



**Marielle – 2020**  
Boutique Manager  
Louis Vuitton, Dubai



**Bowei – 2019**  
Communication Manager  
LKQ Europe, Switzerland



**Our alumni get noticed by top employers, have access to exclusive job opportunities, stay informed with the latest news, and build lifelong relationships and ongoing career development support.**



**90%**

**OF ALUMNI ARE  
HIGHLY SATISFIED  
WITH HIM\***



**87%**

**OF HIM ALUMNI  
WORK IN MARKETING,  
FINANCE, HUMAN  
RESOURCES, OR  
CUSTOMER SERVICE**



**101**

**NATIONALITIES IN  
THE HIM COMMUNITY**



**45K**

**GRADUATES IN THE  
SWISS EDUCATION  
GROUP ALUMNI  
NETWORK**

\*According to Net Promoter Score

**+10K HIM Alumni**

**“I love Montreux; it’s my favorite city on earth. Every time I have a stressful day or have a lot of exams to prepare, I just go outside, take a walk, swim in the lake, or go up to the mountains. It’s the perfect location.”**

● **BEATA LOODH**  
2019 graduate  
Sweden  
Junior Key Account Manager  
Lavazza

**“I felt confident that with this degree I would have endless career paths and opportunities to choose from within and beyond the hotel and tourism industry.”**

● **DESIREE OVERHAGE**  
2012 graduate  
United States  
Co-founder  
Inner Circle Travel



Student excursion in Zermatt, Switzerland

# Live well, learn well





TAKE A VIRTUAL TOUR  
OF OUR CAMPUS





# Historic location. Future thinking.

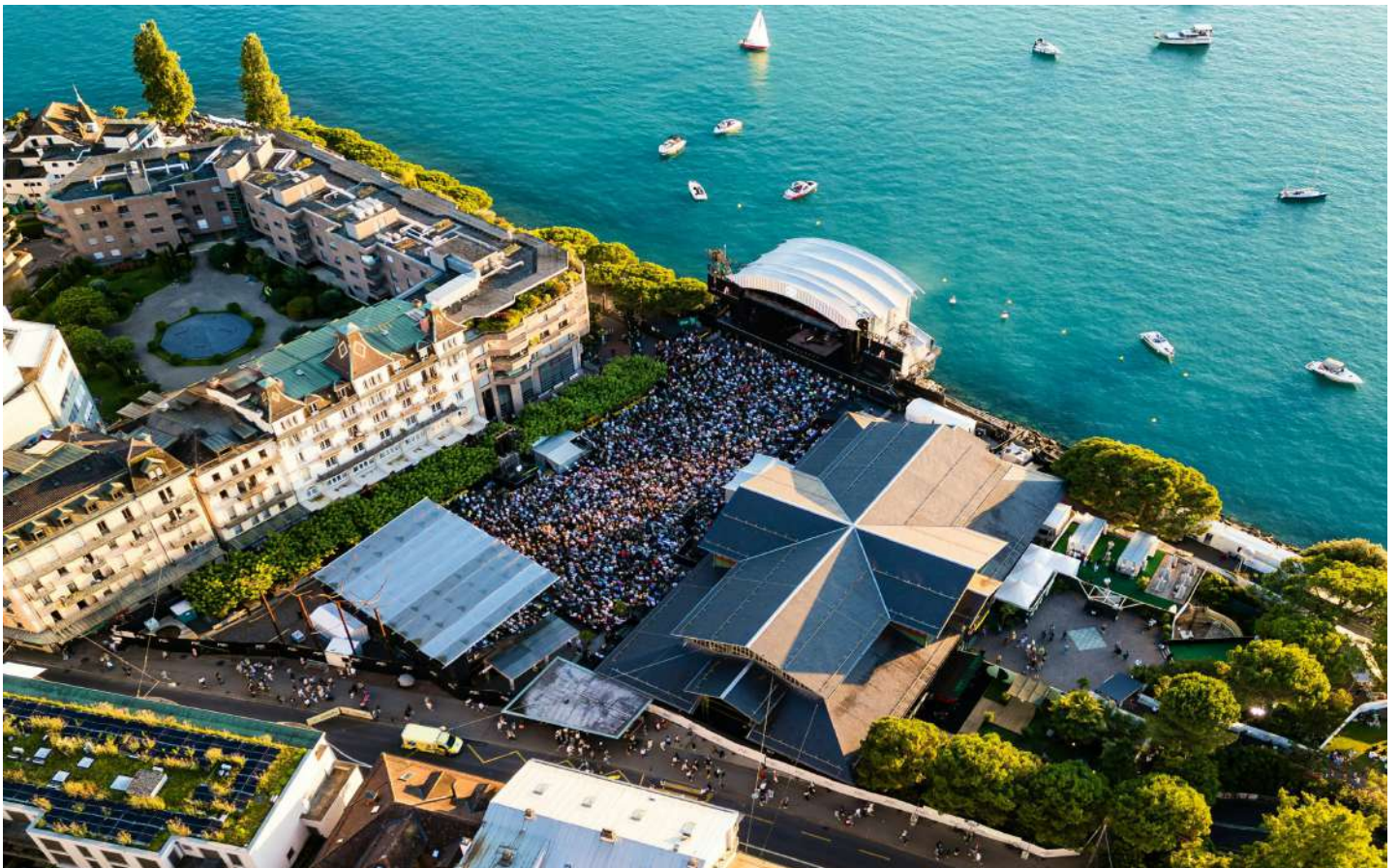


**Located in the heart of Europe, Switzerland is a well-known tourist destination, respected and celebrated around the world. You will find no better stepping stone than Switzerland to set you on the path to the career of your dreams.**

Switzerland is world-renowned for its commitment to luxury, quality, and service. This Swiss *savoir faire* is what makes our graduates highly sought after.

## **EXCELLING ACROSS SECTORS**

The magnitude of Switzerland's cultural contributions is far out of proportion to its small size. The strong economy powers a developed service sector led by financial services, luxury brands, and a high-tech manufacturing industry closely aligned with two federal universities, one of which academically ranks number one in Europe. Many multinationals call Switzerland home, including Nestlé, UBS, and Cartier.





# In the heart of the Swiss Riviera

**On the shores of Lac Léman (Lake Geneva), in the heart of the Swiss Riviera, Montreux offers stunning views of the Swiss and French Alps. Benefiting from a unique microclimate, the city has an undeniable Mediterranean flair.**

Spread across five buildings, the entire community is within walking distance, creating the close-knit connections and sense of belonging that are at the heart of HIM. Each building has been renovated and equipped to provide state-of-the-art accommodation and modern learning facilities. During the summer months, you can enjoy the gardens in front of Hotel Europe or relax on the panoramic terrace and watch the sun set over the Alps.



Students enjoying the terrace



Dining hall



Double standard room in Hotel Europe

In the late 1800s, Montreux became a top European tourist destination and one of the first winter resorts. This little piece of paradise has attracted many artists, writers, musicians, and travelers in search of beauty, tranquility, and inspiration.

As a result, today this small town is bustling with a wide variety of shops, restaurants, and cultural activities. Additionally, Montreux is an easy distance from the city of Lausanne making Montreux truly an idyllic location for a student who is quietly creative or one who prefers a metropolitan scene.

Today, the region, teeming with natural and architectural beauty, continues cultivating its international reputation. It is especially rich in cultural events such as the legendary Montreux Jazz Festival and the Christmas market, one of Europe's finest. Our students are often surprised at how much the town of Montreux has to offer.

# Student life

## A DIVERSE AND DYNAMIC COMMUNITY

Something is always happening on campus. When you aren't busy studying, you can choose from a wide variety of activities organized by our Sports and Leisure Coordinator. Have fun at our themed nights, BBQs, and movie nights or make use of our various sporting options, including the local volleyball and basketball courts and weekly soccer practices.

You also have access to a local gym and a student lounge where you can gather to play pool, darts, video and board games, or just relax with your friends.



**12**  
EVENTS HOSTED  
ANNUALLY

Throughout the school year, we host several student events, including our quarterly Icebreaker Welcome events, our yearly Cultural Night, where students share food and performances from their home countries, and our Sports Day held twice a year.



Each new term starts with a bang when students literally break the ice – by smashing an ice sculpture!



Students from across all our sister schools come together once a term for Swiss Education Group Sports Day.



Students experience enjoyable hospitality, great food, and fun with classmates through various themed events.



When summer comes to Switzerland, nothing can compare to a group BBQ on the stunning campus terrace.



## BUILDING THE NEXT GENERATION OF LEADERS

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



The Student Ambassador Forum (SAF) is elected BY the student body FOR the student body. Their main duty is to liaise with faculty with the aim of improving the student experience.



Christmas Market in Montreux



Switzerland's stunning array of mountains, valleys, lakes, and glaciers offers you a host of outdoor activities to choose from.

## EXPLORE SWITZERLAND AND BEYOND

Switzerland is a beautiful place to explore all year round. You can ski or hike in the Swiss Alps, explore beautiful towns, discover exquisite wines in neighboring Lavaux, a UNESCO world heritage site, and taste the local cuisine.

Switzerland's stunning array of mountains, valleys, lakes, and glaciers offer you a host of outdoor activities to choose from. Throughout the summer months, you can enjoy mountain biking, river rafting, sailing, waterskiing, golf, horseback riding, and paragliding. With nearly 200 winter sport resorts across the country, you can enjoy skiing, sledding, skating, hockey, ice climbing, and mountaineering throughout the winter months.

Every term, we offer free excursions to some of Switzerland's top cities and destinations so you can enjoy all the country has to offer. Whether you're visiting the federal capital of Bern, or another sought-after site such as Lucerne, Zurich, or Interlaken, you'll have hours of free time to explore, shop, dine, and discover Switzerland's unique culture. And with its central location, you're only a few hours away by train or plane from Europe's top destinations.

# Start your journey today



**Follow us on  
social media**



**Attend one  
of our events**



**Download our  
tuition and fees**



**Check entry requirements  
and intakes**



**Prepare your  
documents and  
apply online**



**Confirm  
your place**



**Level up your English  
skills in our English  
Foundation Program**



**Apply for a visa  
if needed**



**Prepare for  
your arrival**



**Start your  
HIM journey!**



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

**Find out more at:  
[www.swisseducation.com](http://www.swisseducation.com)**





**EDUQUA**



**Business school of the year**  
Finalist  
[pioneerawards.com](https://pioneerawards.com)

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Instagram



Website



Fees

