

Live & Learn *Hospitality*  
in *Iconic* Swiss Palaces

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



Top 3  
school

QS World  
University Ranking

N.2  
worldwide

for Employer  
Reputation

17.5K  
alumni

around the  
Globe

+30  
years

of excellence in  
Hospitality Education

## About SHMS

Swiss Hotel Management School (SHMS) is one of the world's leading hospitality schools, where genuine care meets Swiss excellence. Students live and learn in iconic palace hotels for an authentic and immersive learning experience. SHMS fosters a culture of belonging, integrity, and mastery—shaping hospitality professionals who are not only skilled, but truly driven to make a difference, exemplifying the honest care of true hoteliers.



### Caux Campus

Study surrounded by stunning views and timeless Swiss grandeur at our Caux Palace campus overlooking Lake Geneva.



### Leysin Campus

At our Leysin campus in the Swiss Alps, live and learn in two historic palace hotels, The Belvedere and Mont-Blanc Palace, connected by a private Skytrain.

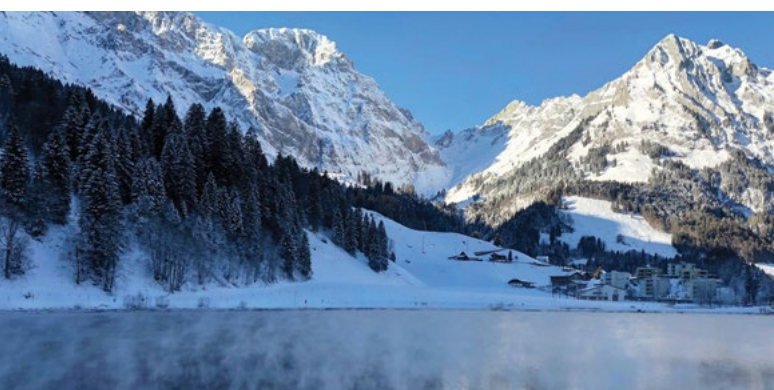
## Why SHMS?

- Global leader in hospitality education since 1992
- Multi-campus, hands-on education in iconic former palace hotels
- Perfect balance between practical and academic learning for career-ready graduates
- Worldwide internship opportunities
- Two degrees: one from SHMS, one from the University of Derby, UK
- Swiss Advanced Federal Diploma



## Why study in Switzerland?

- Birthplace of hospitality excellence
- One of the safest countries in the world
- N°1 country in the world to achieve career goals
- Most innovative country in the world
- Renowned for luxury, finance, and hospitality
- Swiss Riviera lifestyle



## English Foundation Program

Location  
Leysin Campus

Duration  
10 weeks

Boost your English and academic skills before starting your degree. This program builds language confidence for success at university and in your hospitality career.

- Improve English to meet IELTS/DELT admission requirements
- Strengthen study skills for university-level learning
- Explore cultural and academic expectations in hospitality

## Immersion Foundation Program

Location  
Leysin Campus

Duration  
4 weeks

Settle into life in Switzerland and gain a head start on your studies. This program builds confidence through hands-on learning and academic preparation.

- Build hospitality communication skills for class and internships
- Strengthen study techniques for university success
- Understand Swiss culture and academic expectations



## Access Foundation Program

Location  
Leysin Campus

Duration  
18 weeks

Unlock higher education access, whether you have previous industry experience or are looking for a fresh start to achieve your academic goals. This program equips you with both academic and practical skills essential to access the Bachelor's Program.

### Program details

- Accelerate your start into the first year of undergraduate studies
- Full-time classes from Monday to Friday
- Certification awarded by SHMS
- Have the possibility to take an optional GED Exam

### Tailored curriculum

Courses are customized to every student, and may include:

- Mathematics
- Travel & Tourism
- Business Studies
- English Language
- Practical Hospitality Studies

### Entry requirements

- English language proficiency of IELTS 4.5 or equivalent
- Applicants must be at least 16 years old at the start of classes
- A personal statement and CV, plus admissions interview
- Hospitality work experience is a plus



# Bachelor of Arts (Honours) in International Hospitality Management

Specializations in  
hospitality, events, or design

Multicampus, multicultural  
experience

Two internships for a  
head start in your career

## Year 1 | Caux

### Semester 1 ♦ Food & Beverage Management

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

### Semester 2 ♦ Rooms Division & Management

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

## Year 2 | Leysin

### Global Internship ♦ Paid internship, 6 months

### Semester 3 ♦ Focus on Specialization

- Data-Driven Decision-Making
- Accounting III
- Research & Reporting
- Human Resources & Leadership
- Marketing & Branding Management
- Specialization courses
- **Project Management**  
(Travail de diplôme)

Upon successful completion, earn the **Swiss Advanced Federal Diploma of Higher Education in Hospitality Management**.

## Year 3 | Leysin

### Global Internship ♦ Paid internship, 6 months

### Semester 4 ♦ Leadership Skills

- Contemporary Trends
- Strategic Management
- Digital Marketing
- International Resort & Spa Management
- Specialization courses
- **Final Project**
  - Capstone Project
  - Reflective Individual Portfolio

## ♦ Specializations ♦

### Hospitality Management

- AI & Digital Innovation
- MICE & Logistics
- Hospitality Economics
- Ethics, Sustainability, & Business Culture
- Food & Beverage Development
- People & Intercultural Strategies

### Event Management

- MICE & Logistics
- Hospitality Economics
- Event Experience Creation
- Event Experience Management
- Sustainable Event Management
- Entrepreneurship in Hospitality & Events

### Design Management

- Digital Design & Visual Technology
- Hospitality Design III
- Food & Beverage Outlet Design
- AutoCAD
- Innovation in Design & Technology
- Retail Management of Luxury Brands

## Graduate with:

Bachelor in International Hospitality Management and chosen specialization awarded by SHMS

Bachelor of Arts (Honours) in International Hospitality Management and chosen specialization awarded by the University of Derby, UK

# Master of Science in International Hospitality Management

Focus on management  
and leadership skills

Intensive 1-year  
program

Accredited degree from the  
University of Derby, UK

**Semester 1 ♦ Leysin** | Advanced Management Strategies in Business & Hospitality

## Core Modules

- Developing Skills for Business Leadership
- Evidence-Based Learning
- Strategic Experience Design & Operations
- Strategic Directions
- Managing Risk & Uncertainty
- Innovative Technology-Driven Value Creation

## Elective Modules (choose 2 of 4)

- Content & Social Media Strategies
- Data-Driven Analytics & Decision-Making Strategies
- Strategic Revenue Management
- Strategic Hospitality Design & Entrepreneurship

**Semester 2 ♦ Off Campus** | Business Project or Dissertation, 5 months

**Global Internship (Optional) ♦** Paid internship, 4-6 months

**Graduate with:**

Master in International Hospitality  
Management awarded by SHMS

Master of Science in International  
Hospitality Management awarded  
by the University of Derby, UK

# Master of Arts in International Hospitality Business Management

Transition to your dream  
career in hospitality

1-year  
program

3 specializations  
to choose from

**Semester 1 ♦ Caux** | Advanced Hospitality Operations & Business Management

## Shared courses

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

## Specialization courses

### Hotel Management

- Event Management
- Current Trends in Hospitality
- Strategic Revenue & Financial Management

### Luxury Brand Management

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

### Event Management

- Event Management
- International MICE Management
- Festival & Digital Event Innovation

**Semester 2 ♦ Off Campus** | Business Project, 5 months

**Global Internship (Optional) ♦** Paid internship, 4-6 months

**Graduate with:**

Master in International Hospitality  
Business Management awarded  
by SHMS

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

# Postgraduate Diploma in International Hotel, Resort, and Spa Management

Fast-track program for  
experienced professionals

Practical, hands-on  
learning

Bridge to our  
master's programs

## Semester 1 ♦ Leysin | Essential Skills in Hospitality & Business

- Food & Beverage Management Principles
- Front Office Management Principles
- Finance & Yield Management Principles

- Event Planning & Organization
- Human Resource Management
- Business Market Research
- Digital Sales and Marketing
- Language (French or German) & Academic English Skills

### Concept Lab:

- The Art of Service
- Fundamentals of International Cuisine
- Spa & Guest Services

## Global Internship ♦ Paid internship, 4-6 months

### Graduate with:

Postgraduate Diploma in International Hotel, Resort, and Spa Management awarded by SHMS

This program gives direct access to the Master of Arts or the Master of Science programs

# Master of Arts in Executive Hospitality Management (Online)

6 modules,  
each 10 weeks

Flexible duration  
from 1.5 to 2+ years

Networking  
opportunities

## Online Delivery ♦ Off campus | Study at Your Own Pace

- AI Technology & Data Analysis Forecasting & Financial Decision-Making

- Digital Sales & Marketing Strategy
- Strategies for Leadership & Corporate Culture

- Quality Operations & Project Management
- Experience Mapping & Design for Sustainability

## Business Project or Dissertation ♦ Home study, 5 months

## Residency Week (Optional) ♦ Leysin

- Company and industry visits

- Cultural and culinary experiences

- Graduation and Gala Dinner event

### Graduate with:

Master in Executive Hospitality Management awarded by SHMS

Master of Arts in Executive Hospitality Management awarded by the University of Derby, UK

# Paid Global Internships

Internships provide real-world experience and industry connections that give you an advantage when you start your career—our career counselors will help you find your perfect fit.

## Examples of internships

- Mandarin Oriental Group Food & Beverage
- Fairmont Hotels & Resorts Spa & Wellness
- Four Seasons Hotels & Resorts Front Office
- Intercontinental Group Banquet Service

## Renowned Industry Partners

Learn from the best—in school and on the job. Our partnerships with industry leaders offer master classes and internships, and connect you with some of the world's top players.



ROSEWOOD  
HOTEL GROUP



## Exclusive International Recruitment Forum

The IRF connects you with recruiters from over 100 top global companies—opening doors to internships and future careers.



2  
Exclusive events  
per year



3,600+  
International job  
opportunities

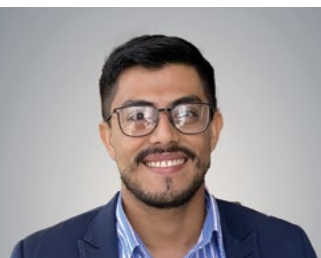


1,500+  
Interviews  
conducted



100+  
Recruiters from  
30+ countries

## Powerful Alumni Network



**Orlando Serrano**

Training Coordinator  
at Waldorf Astoria Panama



**Zujingxin Cherry Shang**

Director of Sales  
at InterContinental Sanlitun Beijing



**Gurtej Singh**

Cluster Guest Experience & Rooms  
Division at Center Hotels Reykjavik



**Anesu Pawandiwa**

Assistant Outlet Manager  
at Jumeirah Marsa Al Arab

**90%**  
Receive more than  
one job offer before  
graduation

**89%**  
Hold management  
positions


**71%**  
Work in the  
hospitality  
industry

**29%**  
Work in other  
sectors

**45K**  
Alumni in the  
SEG network





 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

 UNIVERSITY OF  
DERBY

EDUQUA

ACCREDITED MEMBER  
International Centre  
of Excellence in  
Tourism and Hospitality  
Education (ITHE-ICE)

 CHARTERED  
SOCIETY OF  
DESIGNERS

## Contact

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EDUCATION  
GROUP



Instagram



Website



Tuition & Fees