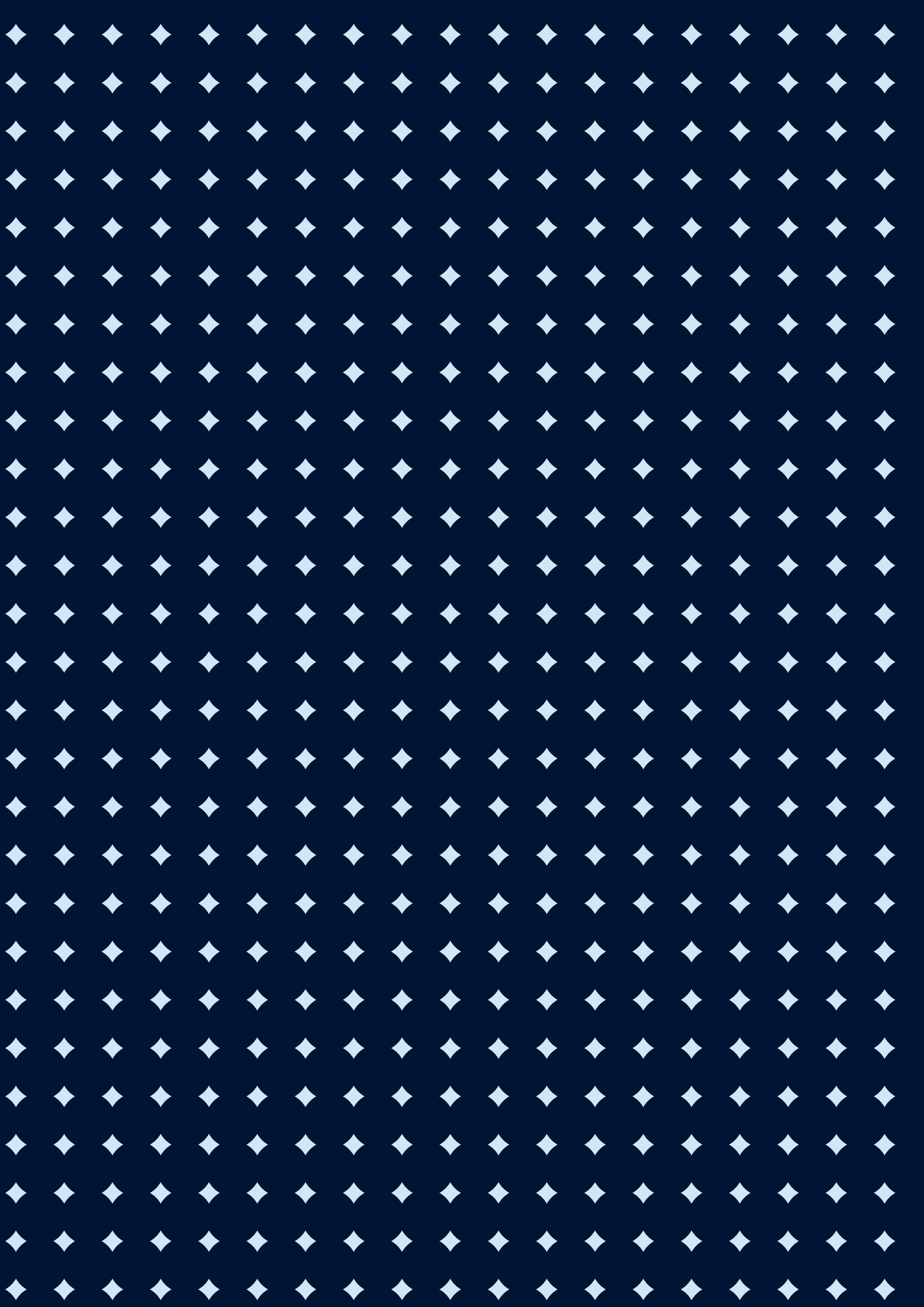




Business School



# Be World Ready



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# What does it mean to be world ready?

To be prepared for the challenges of an ever-evolving business landscape is to be world ready. The HIM approach of incorporating social and resilience skills into a business program particularly appeals to students seeking to rapidly integrate into the workforce with practical skills and a forward-looking perspective.

## Transferable skills gained from a business degree

- AN UNDERSTANDING OF HOW ORGANIZATIONS OPERATE
- STRONG COMMUNICATION SKILLS (ORAL AND WRITTEN)
- ANALYTICAL AND CRITICAL THINKING
- PROBLEM-SOLVING
- DECISION-MAKING
- LOGICAL THINKING
- PRESENTATION AND REPORT WRITING SKILLS
- NUMERACY AND AN UNDERSTANDING OF HOW TO INTERPRET AND USE FINANCIAL DATA
- SELF-MOTIVATION, INITIATIVE, AND EFFECTIVE TIME MANAGEMENT
- PROJECT AND RESOURCE MANAGEMENT
- A CLOSE UNDERSTANDING OF ECONOMIC FLUCTUATIONS

Source: QS Top Universities article "Why study business?",  
By Laura Tucker, June 2, 2023



**97%**

OF OUR STUDENTS  
HIRED UPON  
GRADUATION



**90%**

OF OUR ALUMNI  
HOLD MANAGEMENT  
POSITIONS OR HAVE  
CREATED THEIR OWN  
COMPANY WITHIN  
FIVE YEARS OF  
GRADUATING



**70%**

WORK IN THE LUXURY  
LIFESTYLE SECTOR,  
INCLUDING BRAND  
MANAGEMENT AND  
TOURISM



**30%**

WORK IN THE SECTORS  
OF CONSULTANCY,  
EDUCATION, FINANCE,  
OR HEALTHCARE

**"Wherever there is a client, there is a need for hospitality!"**



Handwritten signature of Claire Jollain in black ink.

**CLAIRE JOLLAIN**  
Dean

**"HIM students are perfectly suited to the needs of a world in which excellent customer service is increasingly in demand. Their soft skills are applied in a variety of industries such as finance, luxury, and consulting. Our human-centered school, located in the heart of Europe with over 60 nationalities on campus, is a true talent developer: each student is unique, and each learning experience is personalized. HIM graduates are true global citizens, determined to make a positive impact on tomorrow's world by putting people at the heart of their work."**



# 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 to set you on the path to the career of your dreams than Switzerland.**

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

## **EXCELLING ACROSS SECTORS**

The magnitude of Switzerland's cultural contributions is disproportionate to its small size, and its strong economy is powered by a developed service sector led by financial services, luxury brands, and a high-tech manufacturing industry. It is home to many multinationals, including Nestlé, UBS, and Cartier.





**SWITZERLAND LEADS THE RANKINGS**



- Most Nobel Prizes won per capita



- Most patents registered per capita



- In the top 10 safest countries in the world



- Most business-friendly country (US News & World Report)



- N°1 country in the world to achieve career goals (Educations.com)



# The business of people

**Hospitality lives where people connect. As a business school with a Swiss hospitality legacy, our three learning pillars are designed to prepare students for lifelong success.**

**“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  
Vice President, Capital Markets  
JLL's Hotels & Hospitality

## **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 students are world ready by sharpening their 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, HIM students are prepared 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.**

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 that provides 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.

Putting people first, teaching human-centric skills through experiential learning, emphasizing the importance of customer relations, and supporting student development in both individual and team settings are the objectives of HIM.

## FOCUS ON THE REAL WORLD

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. You put what you learn into practice through industry projects, role play, company visits, excursions, and through organizing events such as themed nights and banquets.

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

## MULTICULTURAL ENVIRONMENT



**60+**  
NATIONALITIES

Our small-community feel 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 PART OF 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).

Students present at the Sustainable Hospitality Challenge in Dubai, 2022



Students partake in the EMCup finals in Maastricht, 2023



# Connect to the people that 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.**

## **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.

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

**Sharpen 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 provide you with hands-on experience, where you can put your knowledge and skills into practice, and offer an opportunity to explore the world.

**Recent examples of student internship positions:**

- E-commerce at Richemont
- Events intern at MCI
- Finance trainee at Le Grand Bellevue Hotel
- Sustainability & Marketing at Wyndham Hotel
- Sales intern at Marriott Hotel







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



“Innovative Business Models for a More Sustainable Future in Hospitality” was the topic of a student project conducted with our partner Bluewater.



### 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!

**“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



The logo for Geneva Watch Days 2023 is positioned in the upper right corner. It features the text "GENEVA WATCH DAYS" in a bold, sans-serif font, with "GENEVA" in red and "WATCH DAYS" in black. The year "2023" is written in red to the right of "DAYS". The entire text is enclosed within a circular border composed of small black dots.

**GENEVA**  
**WATCH**  
**DAYS** 2023



Students partake in the Geneva Watch Days, 2023 and meet with CEOs from the industry.



**VERSATILITY IN BUSINESS**

# Bachelor of Business Administration

THREE-YEAR PROGRAM WITH THREE INTERNSHIPS

**Intakes: January, October**



## THE BUSINESS OF PEOPLE

**Empower your soft skills**

**Immerse yourself in the real world**

**Be professional at all times**

**No matter the business, the customer comes first. When it comes to career opportunities, this three-year degree, awarded in partnership with Northwood University (US), unlocks endless possibilities in whatever path you choose.**

## 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 55 or equivalent

## Year 1

### WORLD CULTURE 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.

#### TERM 1 (11 WEEKS)

Bar and Beverage Management

World Cultures and Customs

Introduction to Customer Experience

Applied Business Research

Data-driven decision-making

Accounting Principles

Language (French, German, or Spanish)

#### TERM 2 (11 WEEKS)

Food and Beverage Management

Human Resource Management

Communications

Microeconomics

Front Office Management

Language (French, German, or Spanish)

Worldwide Internship (4-6 months)

## Year 2

### DEVELOPING LEADERSHIP SKILLS AND COMPETITIVE ADVANTAGE

Develop your leadership potential through emotional intelligence and key managerial skills. In term 4 you take the first step in customizing your degree by choosing your specialization (see page 18).

#### TERM 3 (11 WEEKS)

Principles of Management

Innovate with AI

Managerial Accounting

Macroeconomics

Digital Marketing

Convention Management, Banqueting, and Events

#### TERM 4 (11 WEEKS)

Organizational Behavior and Leadership

Introduction to Art

Financial Management

Specialized Learning Pathway (page 18)

Worldwide Internship (4-6 months)

**"The best way to understand people and culture is through their food and drinks."**

● **CLAIRE JOLLAIN**  
Dean



Three students explore how hospitality can embrace sustainability at the Sustainable Hospitality Challenge finals in Dubai.



## Year 3

### INTERNATIONAL BUSINESS

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

#### TERM 5 (11 WEEKS)

Business Ethics

Business Law

Responsible Resort Management

Innovative Hospitality Models

Statistics

Economics of Public Policy

#### TERM 6 (11 WEEKS)

Environmental Science

Philosophy of American Enterprise

Business Law I

Pathway Courses

**Worldwide Internship (4-6 months)**

### CHOOSE YOUR PATHWAY (TERM 6)

In Term 6, you will customize your education further by choosing your pathway, putting the finishing touch on your degree.

#### HOSPITALITY MANAGEMENT

Resort Management

Innovative Hospitality Models

Revenue Management

#### MANAGEMENT

Operations Management

Practice of Management and Leadership

Management of Info Technologies

## Graduate with a

Bachelor of Business Administration, awarded by Northwood University\* (US)



\*Northwood University programs are accredited through ACBSP.



# Customize your degree

Discover your dream job  
in partnership with leading companies.



## LUXURY BRAND MANAGEMENT

This specialization explores the role of marketing within the luxury industry. Through guest lectures and case studies from partner companies, students learn critical skills to identify opportunities for market expansion and potential new luxury products.

---

Competitive Analysis for Luxury Business

---

Luxury Marketing and Communication Strategies

---

High-Tech and High-Touch Experiences

In partnership with



## FINANCIAL ANALYSIS AND WEALTH MANAGEMENT

Learn how to approach the financial component of a business plan, how to manage portfolios, and how to effectively research and assess financial markets and economies.

---

Corporate Investment Decisions

---

Portfolio Management

---

Capital Markets and Analysis

In partnership with



**Marielle McElrath**  
2019 HIM Graduate  
Luxury Brand Management Specialization  
Manager In Training, Louis Vuitton, Dubai, UAE



**Francesco Liam Gullo**  
2019 HIM Graduate  
Financial Analysis & Wealth Management Specialization  
Senior Corporate Accountant at Kempinski Hotels, Switzerland





Hotel Europe  
HIM campus

### HIM TOPS HIGHER EDUCATION LISTS



**N°7**

**IN THE WORLD FOR  
HOSPITALITY AND  
LEISURE MANAGEMENT**  
(QS World  
University Rankings)



**N°6**

**FOR EMPLOYER  
REPUTATION**  
(QS World  
University Rankings)



**100%**

**STUDENT SATISFACTION  
IN THE AREA OF  
EMPLOYABILITY**  
(THE-ICE Student  
Barometer Survey)

# Alumni network

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



**Ninh Do**  
Cloud Partner Marketing Manager  
Google  
North America  
2006 Graduate



**Deep Kumar Sindhi**  
Commercial Director  
The Ned  
Qatar  
2010 Graduate



**Robert Stekovic**  
Chief Commercial Officer  
Lidl  
Sweden  
2011 Graduate



**Elisa Tordjman**  
Finance Manager  
Procter & Gamble HQ  
Switzerland  
2017 Graduate



**With 35 chapters and over 25,000 members, alumni from across all of Swiss Education Group schools have access to one of the largest hospitality business networks in the world.**

**BENEFITS**



- Get noticed by top employers through your online career profile and gain access to exclusive job opportunities



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



- Build on lifelong relationships with former classmates at alumni events and build new relationships with the wider alumni network



- Benefit from exclusive alumni offers, including masterclasses, travel booking and accommodation discounts, webinars, and career development support

**+25K 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

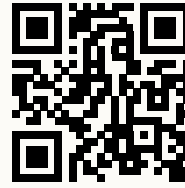
# Live well, learn well

# 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



Take a virtual tour of our campuses!

Dining hall



Double standard room in Hotel Europe



The late 1800s saw Montreux become a top European tourist destination, and one of the first winter resorts. Many hotels were built to accommodate the visitors, including well-known personalities from around the world. In 1912, Montreux had no fewer than 85 hotels, including Hotel Europe, which is home to our main campus today.

Throughout the years, this little piece of paradise has attracted many artists, writers, and travelers in search of beauty, tranquility, and inspiration. Today the region continues to cultivate its international reputation and is especially rich in cultural events such as the legendary Montreux Jazz Festival and the Christmas market, one of Europe's finest.

Montreux also boasts some of the best private health and wellness clinics in the world and hosts numerous international conferences and sporting events.



# Student life

## A DIVERSE AND DYNAMIC COMMUNITY

There is always something 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 any of our themed nights, BBQs, and movie nights or make use of our various sporting options, including the local volleyball and basketball courts and weekly football 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, there's not much better than 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.



## 2 LEADERSHIP FORUMS HELD ANNUALLY

Twice a year, students who have demonstrated leadership potential are invited to take part in a leadership forum with representatives from all our sister schools. During this forum, students have the opportunity to learn from and connect with industry experts around the topic of leadership.

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 Alps, explore beautiful towns, discover exquisite wines in neighboring Lavaux, 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 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 eight 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)**





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ACCREDITED MEMBER

International Centre  
of Excellence in  
Tourism and Hospitality  
Education (THE-ICE)

Accredited to meet THE-ICE Standards of Excellence