

RANKED 2<sup>nd</sup>  
BEST HOSPITALITY  
SCHOOL IN THE  
WORLD





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**RANKED 2<sup>nd</sup>**  
**BEST HOSPITALITY**  
**SCHOOL IN THE**  
**WORLD**



## Raising up leaders for the hospitality industry since 1992

There has never been a better time to become a leader of the hospitality industry than now. 2024 is seeing record numbers worldwide for traveling, dining, and attendance of world-class events, and over 1.4 million hospitality and leisure jobs were open at the beginning of the year (US Bureau of Labor Statistics, 2023). At the same time, Swiss Hotel Management School has been recognized as the second-best hospitality school in the world.

This means that worldwide, academics have certified the quality of education our students receive, and hospitality industry professionals have identified our school as the institution with the most competent, innovative, and effective graduates. Achieving such high recognition is no mean feat for a relatively small school like us. How did we do it?

### We are a true hotelier school – and proud of it.



We stay true to our hospitality roots, teaching tradition hand in hand with innovation. Our faculty is comprised of industry experts who have found their burning passion for preparing the future of the hospitality industry for success. We know how to give you every support and advantage you need to succeed, from the first day you step onto our campus to day one of your first professional position.

Your unique education comes with both practical hard skills such as project management and AI robot programming, as well as hospitality soft skills such as communication and creative thinking. As a graduate of Swiss Hotel Management School, you are a Swiss Army Knife prepared for any situation – and these all-encompassing skills are applicable no matter what field you choose, whether it is the luxury brand sector, retail and banking services, or lifestyle and design.

Jumpstart your future career and join us at Swiss Hotel Management School! Become part of a global network of alumni, industry partners, students, and staff who will stand by you in life and career. We are waiting for you, and we can't wait to welcome you home.

A handwritten signature in black ink, appearing to read 'Patrick Taffin d'Heursel'. The signature is fluid and cursive, with a large initial 'P' and 'T'.

**Patrick Taffin d'Heursel**  
*Acting Dean*

# Pursue your hospitality dreams in Switzerland



## A thriving field

Switzerland is renowned for its legacy of excellence hospitality – an industry that is flourishing, expanding its influence and innovations globally.

# 5.5tn

THE GLOBAL HOSPITALITY INDUSTRY IS PROJECTED TO GROW TO OVER USD 5.5 TRILLION IN 2024 (STATISTA)

# 413

MILLION JOBS WORLDWIDE PROJECTED FOR 2033 (STATISTA)

# 11%

OF THE GLOBAL GDP TO COME FROM HOSPITALITY IN THE NEXT DECADE (WTTC)

# 10%

INCREASE IN EXPERIENCE-BASED LUXURY GOODS IN 2024 (BAIN-ALTAGAMMA)



# The industry's school of choice



Get invaluable real-world experience. You'll learn from the greats, both in the classroom and in the workplace. Our unique partnerships and internship opportunities open doors to some of the world's top players.

◆◆◆ "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 Executive Officer  
Dorchester Collection



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### Career services

We equip our students to be ready for the real world. Learn how to navigate your career and find success with individually specialized guidance.

#### *Unlock your full potential*

Our career services empower you to discover and harness your strengths.

#### *Get personalized guidance*

Benefit from one-on-one coaching, tailored to your specific needs, ensuring you excel in writing your CV and mastering interview skills.

#### *Build a clear post-graduation roadmap*

Our counselors help you map out a clear and well-defined path after graduation, whether you pursue a graduate degree, enter the professional arena, or chart a unique career trajectory.

#### *Access limitless opportunities*

Explore a plethora of opportunities and internships, specially prepared to propel you towards a successful professional journey.

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### Distinguish yourself in the workforce

#### *Learn from an industry-aligned curriculum*

Our cutting-edge courses are meticulously designed to match the dynamic needs and latest trends of the industry.

#### *Gain real-world experience*

- ◆ Hospitality and Tourism: hotels, restaurants, fine dining, cruise ships, airlines
- ◆ Luxury: watchmaking, retail industry, personal goods
- ◆ Sports: events management and sports federations

Prepare to conquer the workforce with a powerful combination of theoretical knowledge and practical expertise in high-demand industries.

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### Partnerships, accreditation, and affiliations



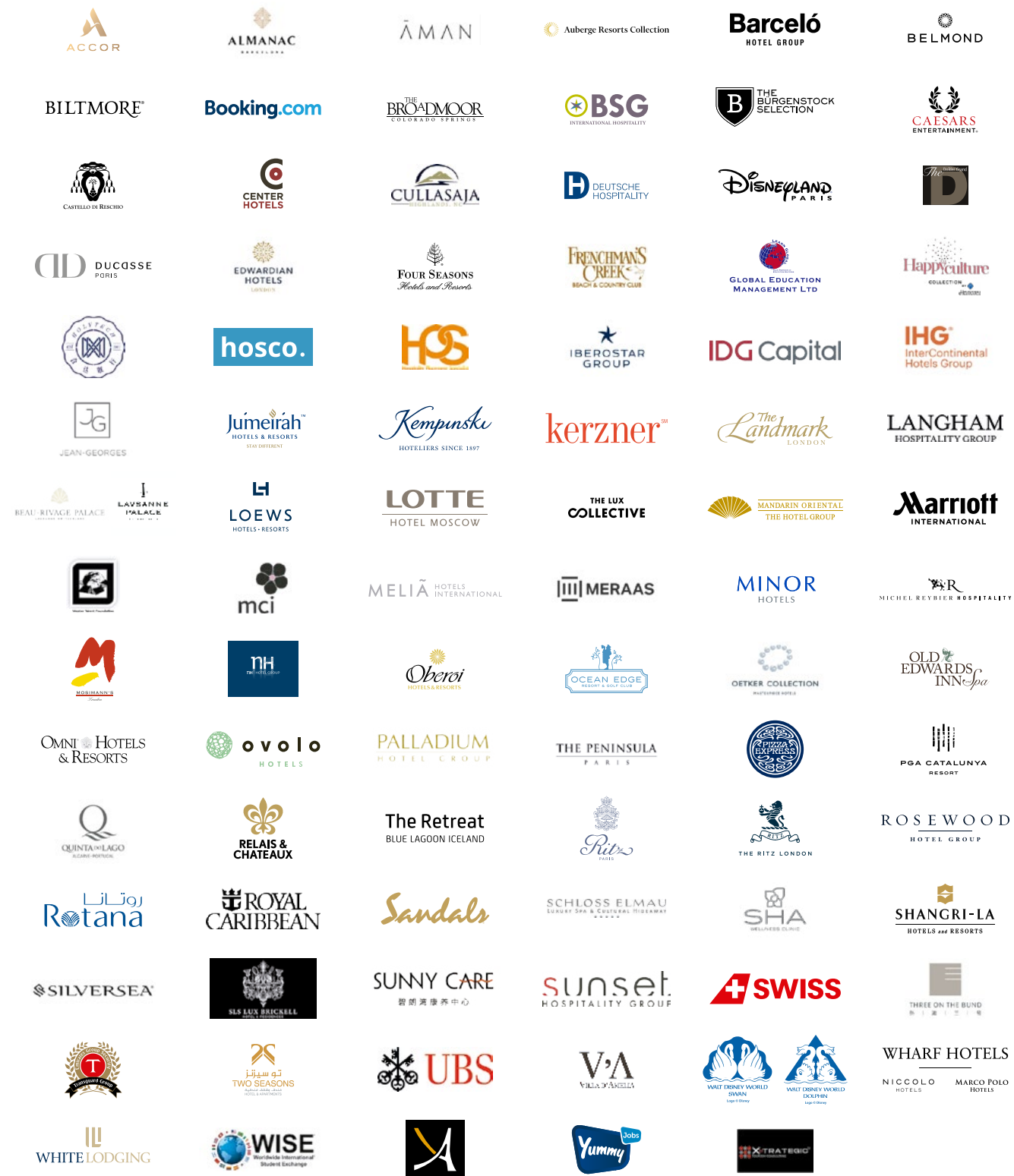


**Connect with industry leaders**

Twice a year, you gain exclusive access to the *International Recruitment Forum*. This is where you can connect with recruiters from various industries, including hotel groups, independent properties, catering and events companies, retail, and banking, as well as airlines and cruise lines from around the world.

**Key benefits:**

- 100+ international companies
- 3000+ professional opportunities
- Networking with alumni





# A global community

With 35 chapters and over 25,000 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 Bogota to Shanghai."

**Mathias Schneider**  
Sweden  
2013 graduate  
General Manager  
Gimo Herrgård, Sweden

90%

RECEIVE MORE THAN ONE JOB OFFER BEFORE GRADUATION

89%

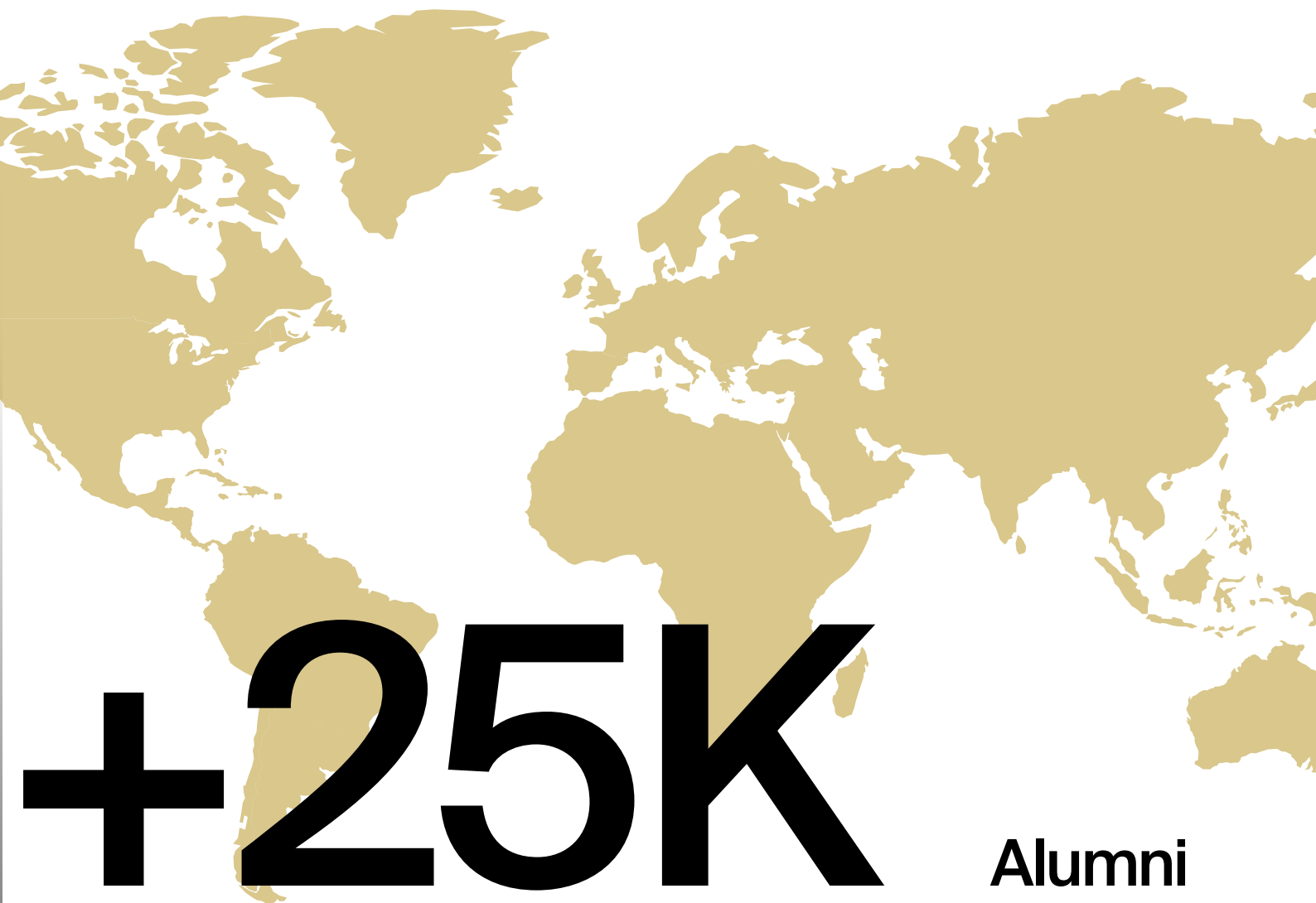
HOLD MANAGEMENT POSITIONS WITHIN FIVE YEARS AFTER GRADUATION

71%

WORK IN THE HOSPITALITY INDUSTRY IN INTERNATIONAL HOTEL CHAINS, LEISURE AND TOURISM, RESTAURANTS AND BARS, AND EVENTS

29%

WORK IN OTHER SECTORS SUCH AS RETAIL, LUXURY, BANKING, REAL ESTATE, AND CONSULTING



**+25K Alumni**

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**Benefits**

Find your dream job with access to exclusive job opportunities and connections with top employers

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Stay connected and up-to-date on the latest trends with news from your alma mater and the wider industry

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Connect with classmates and build new relationships with the greater network at alumni events

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Advance your career with exclusive alumni offers, webinars, and career development support

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# Caux campus



Live and learn hospitality in an iconic Swiss palace hotel, overlooking Lake Geneva in the commune of Montreux. Built in 1902, Caux Palace has housed esteemed guests such as 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. It has been home to Swiss Hotel Management School since 1994 and now features state-of-the-art kitchens, high-tech classrooms, and modern leisure facilities carefully crafted for students as a home away from home.



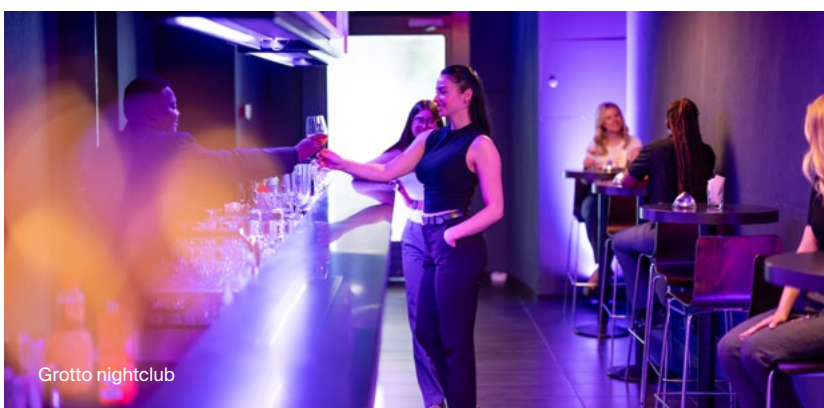


### Accommodation and meals

A double standard room and meals are included in student fees. Rooms are located in the main campus building (Caux Palace) or an annex residence building.

*Room upgrades are available on a first-come, first-served basis:*

- ◆ Single Standard Room
- ◆ Double Deluxe Room
- ◆ Single Deluxe Room
- ◆ Double Superior Deluxe



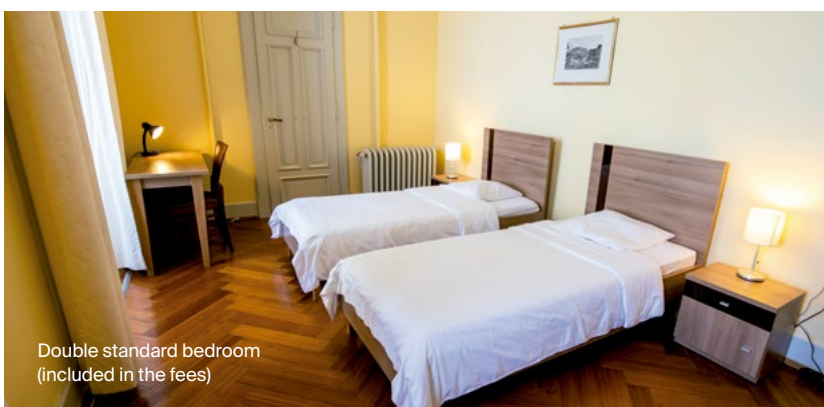
*Students choose from a range of dining options on campus:*

- ◆ Four Seasons: International Buffet
- ◆ Le Caux-Palace: Fine Dining Restaurant
- ◆ Buffet de la Gare: Concept Restaurant

### Activities and facilities

All students have easy access to state-of-the-art entertainment and sports facilities, day and night.

- ◆ Fully equipped gym
- ◆ Multimedia room
- ◆ Music rooms with instruments and audio equipment
- ◆ Theater
- ◆ Grotto campus bar and nightclub



Caux Palace in 1933

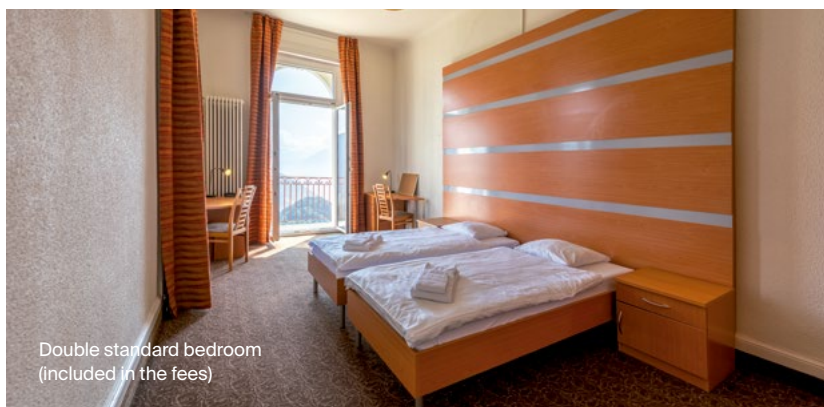


# Leysin campus

Welcome to the sunniest village in Switzerland, nestled high in the Swiss Alps. The Leysin campus is housed in two former palace hotels: Mont-Blanc Palace and the Belvédère, linked by a private Skytrain. Historically, these buildings provided medical care to recovering World War I soldiers, and Mont-Blanc Palace was also the first winter Club Med in the world. The Leysin campus of Swiss Hotel Management School was established in 2004, offering an unforgettable student life experience among luxurious Swiss mountain resorts.







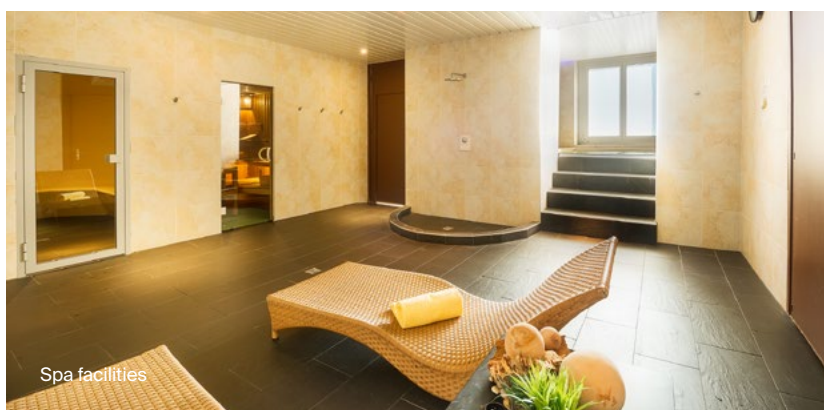
Double standard bedroom (included in the fees)

### Accommodation and meals

A double standard room and meals are included in student fees. Rooms are located in the Mont-Blanc building and the Belvédère building.

*Room upgrades are available on a first-come, first-served basis:*

- ◆ Single Standard Room
- ◆ Double Deluxe Room
- ◆ Single Deluxe Room
- ◆ Superior Deluxe Room



Spa facilities

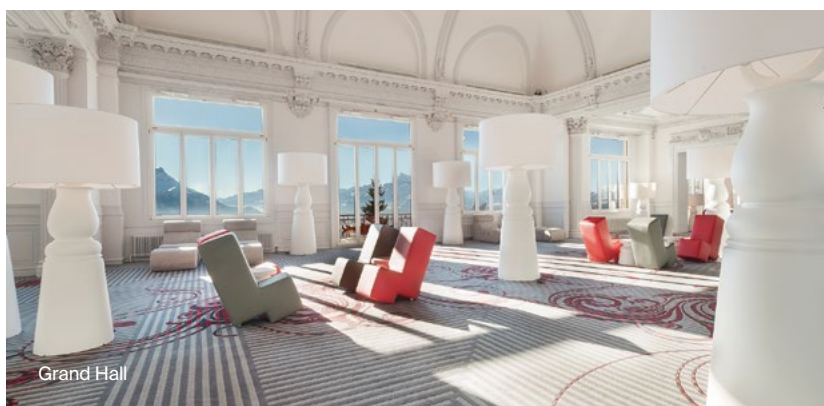
*For meals, students can choose from a range of dining options on campus:*

- ◆ Market Place: International Buffet
- ◆ Concept Lab Restaurant
- ◆ Mont-Blanc Fine Dining Restaurant

### Activities and facilities

Students have easy access to state-of-the-art entertainment and sports facilities right on campus.

- ◆ Fully-equipped gym
- ◆ Multimedia room
- ◆ Music room
- ◆ Club Maxx campus bar and nightclub
- ◆ Beleza Spa: sauna, steam room, jacuzzi
- ◆ Beauty Spa: haircuts, massages, nail styling, facial treatments



Grand Hall



Club Maxx nightclub

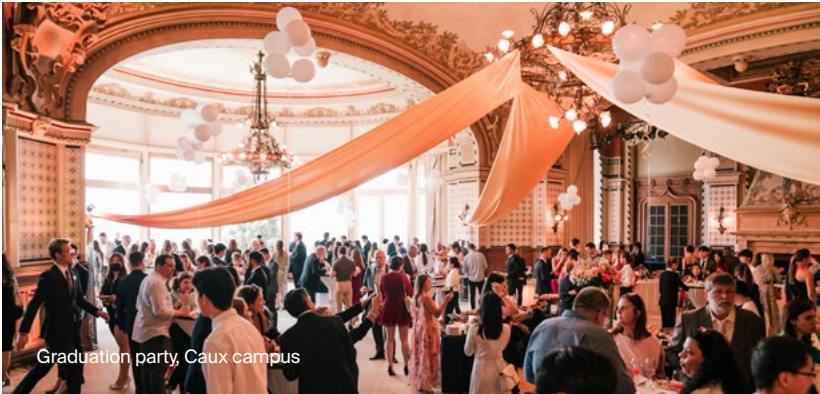


Mont-Blanc Palace in the early 20<sup>th</sup> century



## A vibrant student community

Among planned activities, school clubs, and regular events such as International Day in Caux and the World of Hospitality in Leysin, you will find your place and make the most of your time on campus. With over 100 different nationalities represented in the student body and faculty, life at Swiss Hotel Management School is a truly multicultural experience.



Graduation party, Caux campus



International Day, Leysin campus



World of Hospitality, Leysin campus

### Foster your leadership skills

Each semester, students are elected to represent their peers on the Student Ambassador Forum. These representatives develop campus engagement strategies and help organize activities, excursions, professional visits, and cultural events, as well as support the student body academically and culturally.

Events and activities include Sports Day competitions, tickets to local classical concerts, photography competitions, culturally themed celebrations, and tours of local points of interest such as Chillon Castle and the Lavaux Vineyard Terraces, a UNESCO World Heritage Site.

### Sports and Leisure

Students can enjoy a variety of sports at each campus, including volleyball, basketball, badminton, and football. In colder seasons, easily access skiing, ice skating, and other mountain winter sports. In warmer seasons, join student excursions to go hiking, swimming, or paddle boarding.



SEG Sports Day



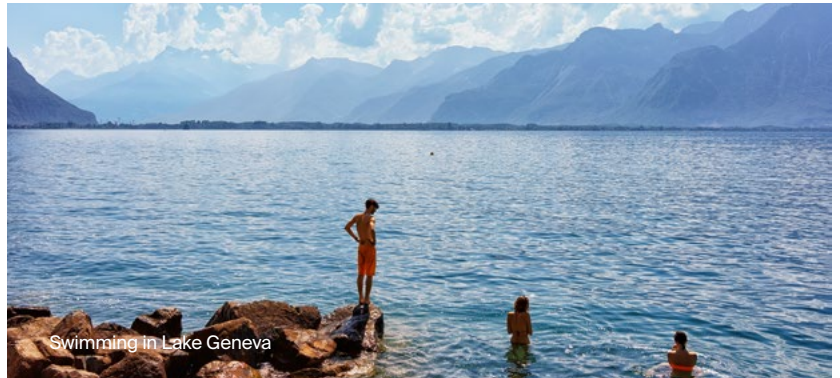
# Discover Switzerland and beyond

Every semester, we offer free excursions to some of Switzerland's top cities and destinations so that 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. And with its central location, you'll only be a few hours away by train or plane from Europe's top destinations.

## Explore Switzerland

Switzerland provides year-round opportunities for outdoor activities such as mountain biking, hiking, swimming, river rafting, sailing, water-skiing, golfing, horseback riding, and paragliding.

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.



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





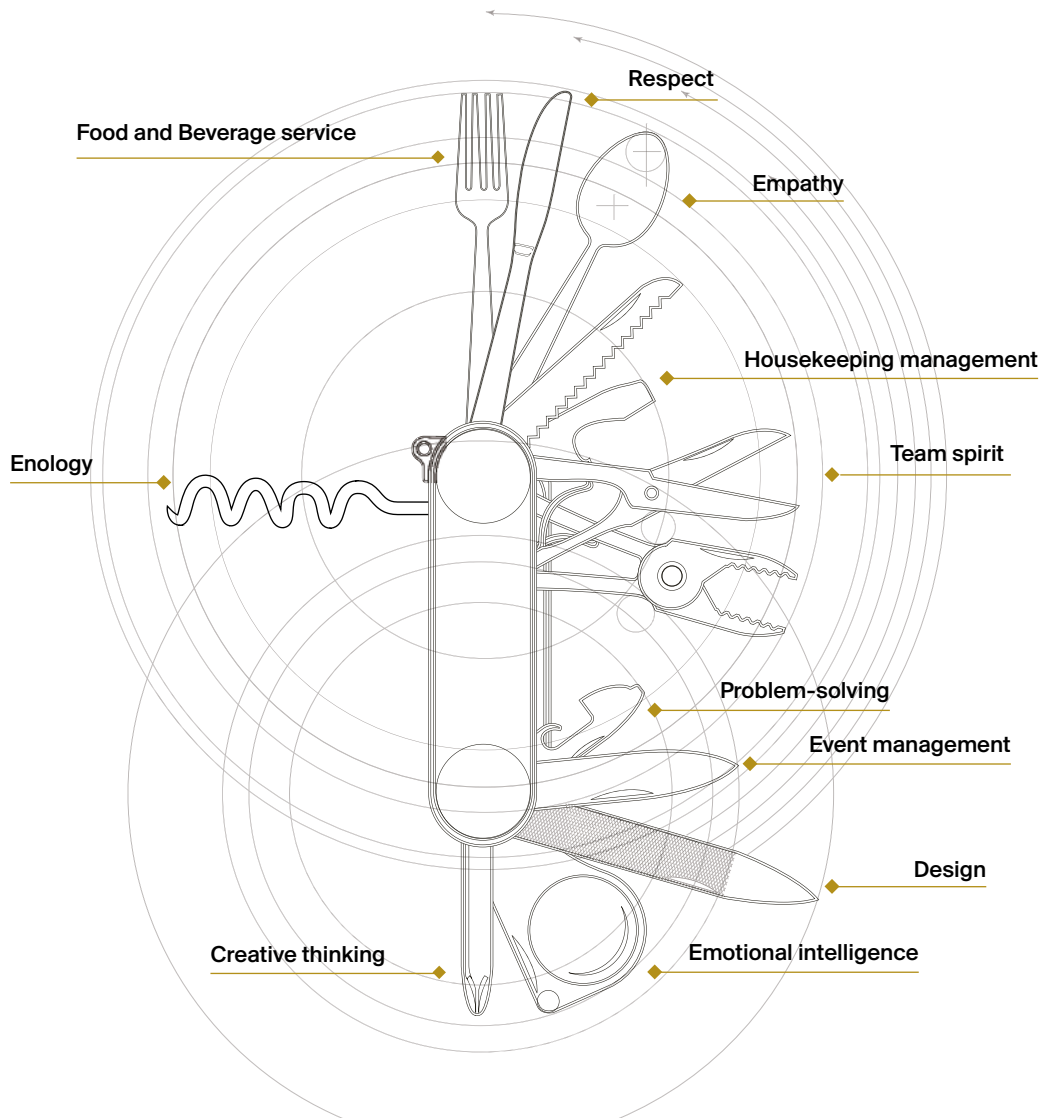
# Learn the rules before breaking them

Be ready as a hospitality leader to challenge the status quo with creative solutions to old problems. At Swiss Hotel Management School, we believe in the power of learning by doing. Real-world hospitality projects are an essential part of the curriculum, giving you practical opportunities to reinforce what you learn in class.

◆◆◆ "I chose Swiss Hotel Management School because the school 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  
Group HR Manager  
Travel Charme Hotels & Resorts

## Versatile and sharp, prepared for any situation



Graduates of Swiss Hotel Management School are the Swiss Army Knives of hospitality. Learn how to embody the Swiss Hospitality Touch, putting the needs of those you serve first. Be willing to pull up your sleeves to get the job done, or as one employer puts it, "You find a creative solution to any challenge thrown at you."



Meet students from around the world

# Study Abroad Program

◆◆◆  
6, 12, or 18  
weeks

◆◆◆  
Leysin  
campus

◆◆◆  
Explore  
Europe

◆◆◆  
3 pathways to  
choose from

Take a break and find a change of pace from your current academic program to come study at a top-tier school in Switzerland. Create unforgettable memories during this once-in-a-lifetime experience as you live abroad and learn alongside students from all over the world. The blend of academic and practical learning is designed to fully prepare you for a rewarding career in hospitality, events, luxury, and more.

- ◆ Explore Europe through included school excursions or your weekend trips
- ◆ Learn invaluable soft and hard skills applicable to any career you choose
- ◆ Transfer credits easily
- ◆ Choose from three concept lab pathways:
  - ◆ The Art of Service
  - ◆ Spa & Guest Relations
  - ◆ Fundamentals of International Cuisine

### Entry requirements:

- ◆ English language proficiency IELTS 5.5 or equivalent
- ◆ Applicants must be at least 18 years old at the start of classes

Boost your language skills

## English Foundation Program

◆ Leysin



10 weeks

Prior to starting classes at Swiss Hotel Management School, increase your English language scores and boost your skills and confidence. This program prepares you to communicate effectively in hospitality situations. Learn from language and hospitality professionals through a combination of traditional English language educational and practical applications tailored to your needs.

- ◆ Develop core English language skills to earn the IELTS/DELT scores required for hospitality study
- ◆ Reinforce key academic and study skills to prepare you for university-level studies
- ◆ Learn about diverse cultures and the academic demands of university-level study to make the most of your hospitality courses

A taste of what your future holds

## Immersion Foundation Program

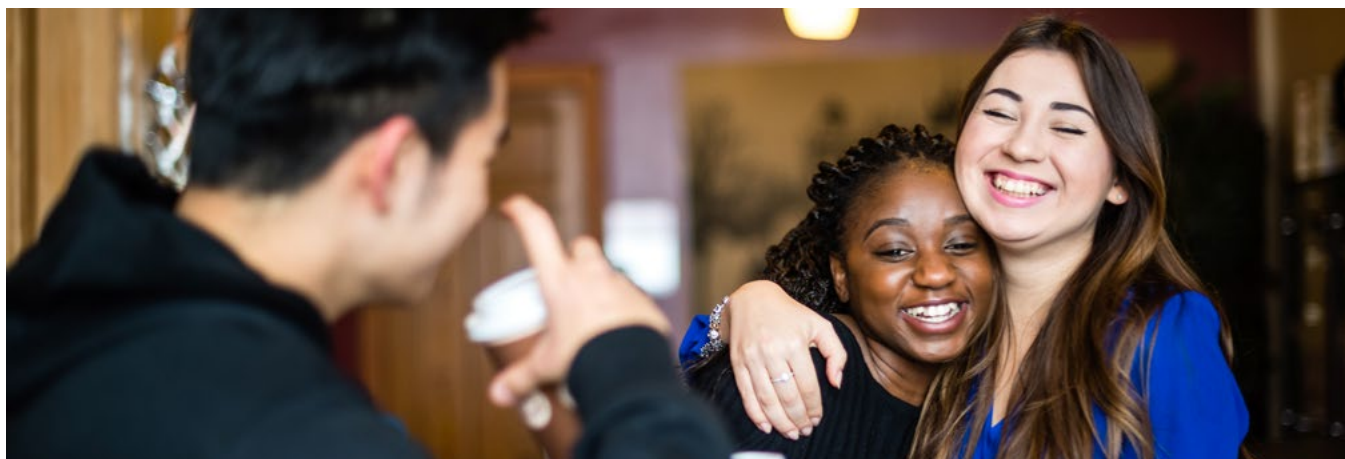
◆ Leysin



4 weeks

Get comfortable living and studying in Switzerland before the new semester. This program introduces you to the learning styles, practical hospitality classes, and academic expectations of higher education. Start your academic career with confidence at Swiss Hotel Management School.

- ◆ Learn specific practical communication skills for hospitality education, internships, and jobs
- ◆ Reinforce key academic and study skills to prepare yourself for university-level studies
- ◆ Engage with and understand both the cultural and academic contexts of university-level study, enabling you to fully benefit from your degree courses





◆◆◆ "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  
Chief Commercial Officer  
Triatum Hospitality



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Tradition meets innovation

# Bachelor of Arts (Honours) in International Hospitality Management

◆◆◆  
Accredited degree  
from the University  
of Derby, UK

◆◆◆  
Specializations in  
hospitality, events,  
or design

◆◆◆  
Multicampus,  
multicultural  
experience

◆◆◆  
Two internships  
for a head start  
in your career

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Pave the way for a management 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 hospitality, events or design, and graduate ready to succeed in the global hospitality industry.

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#### Entry requirements:

- ◆ Completed secondary school education (high school diploma or equivalent)
  - ◆ Recommended minimum age of 17 years old
- ◆ English language proficiency of IELTS academic module 5.5 or TOEFL iBT 46 or equivalent

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





# Year 1

◆ Caux

# Year 2

◆ Caux

## Food and Beverage Management

## Rooms Division Management

### Semester 1

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

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Beverage Studies

---

Introduction to Hospitality and Events

---

Introduction to Service and Kitchen Theory

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Service and Kitchen Practice

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Food and Beverage Cost Control

---

Hospitality Design I

---

Accounting I

---

Business and Academic Communications I

---

Art of Employability I

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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.

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Yield and Revenue Optimization

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Marketing

---

Housekeeping Management

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Rooms Division Management

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Event Concept Design

---

Hospitality Design II

---

Accounting II

---

Business and Academic Communications II

---

Art of Employability II

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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.

### One-year internship option + crosstraining

You also have the option to embark on a one-year internship after taking semesters 1 and 2 consecutively.

## Year 3

◆ Leysin

## Selection of Specialization

## Semester 3

Dive into your chosen specialization while continuing to develop your core hospitality skills. This semester is when you cultivate your niche within the hospitality industry. Complete the semester with a Capstone Project in the Project Management course.

## Shared courses

Data-Driven  
Decision-MakingHuman Resources and  
LeadershipMarketing and Branding  
Management

Accounting III

Research and Reporting

Project Management

## Semester 4

Focus on your specialization this semester. Add the final touch to your studies with a digital portfolio project and stand out to industry employers with this sample of your personal hospitality experience.

## Shared courses

Contemporary Trends

Strategic Management

Digital Marketing

International Resort and  
Spa Management

## Specialization 1 | Hospitality Management

AI and Digital Innovation

Ethics, Sustainability, and  
Business Culture

MICE and Logistics

Hospitality Economics

Food and Beverage  
DevelopmentPeople and Intercultural  
Strategies

## Specialization 2 | Event Management

Event Experience Creation

Event Experience  
Management

MICE and Logistics

Hospitality Economics

Sustainable Events  
ManagementEntrepreneurship  
in Hospitality and Events

## Specialization 3 | Design Management

Digital Design and Visual  
Technology

Hospitality Design III

Food and Beverage Outlet  
Design

AutoCAD

Retail Management of  
Luxury Brands

Digital Portfolio Project

Reflective iBook

Remote or on-campus

Innovation in Design and  
Technology

Graduate with a:

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



Shift gears into hospitality

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



Fast-track program for  
seasoned professionals



World-class  
training outlets



Bridge to our  
master's programs

---

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

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### Entry requirements:

- ◆ Completion of secondary education with at least 3 years of work experience, or a recognized bachelor's degree in any discipline
  - ◆ Recommended minimum age of 21 years
  - ◆ English language proficiency of IELTS academic module 5.5 or TOEFL iBT 46 or equivalent

## Semester 1

◆ Leysin

Food and 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:

- ◆ The Art of Service
- ◆ Fundamentals of International Cuisine
- ◆ Spa and Guest Services

Language (French or German) and Academic English Skills



The Concept Labs are six-week modules designed to immerse students in different hospitality skills. Each lab features its own dedicated teachers and projects, providing specialized training in areas such as service excellence, international cuisine, and spa management.

Throughout the postgraduate program, students rotate through all three labs, gaining comprehensive, hands-on experience in each aspect of the hospitality industry.

## Semester 2

- ◆ Worldwide internship (4-6 months)

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  
Catering and Conferences Service Executive  
The Ritz-Carlton, Bahrain



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Refine your career, define your life

# Master of Arts in International Hospitality Business Management

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◆◆◆  
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 become a leader in 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.

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#### **Entry requirements:**

- ◆ Recommended minimum age of 21 years
  - ◆ Postgraduate diploma from any SEG school with an internship or recognized bachelor's degree (minimum 2.2 Hons or equivalent) in any discipline or five years of work experience at managerial/supervisory level in the hospitality industry, plus an admissions interview
  - ◆ English language proficiency of IELTS academic module 6.0 or TOEFL iBT 60 or equivalent
- 

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





## Semester 1

◆ Caux

Advance your hospitality know-how and innovate in practical training while you develop your chosen specialization. Work, network, and learn from hospitality professionals and leaders.

### Shared courses

Hotel Operations Management

Developing Business Leadership Skills

Marketing Management

Food and 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

Available with a minimum of 10 students.

SHMS reserves the right to postpone an offered specialization should the minimum student requirement not be met.

## Semester 2

◆ Off campus

◆ Worldwide internship (optional)  
(4-6 months)

◆ Integrated business project  
(5 months)

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





Become the Swiss Army Knife of hospitality

# 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 graduate craving for more or a professional aspiring to become an exceptional hospitality manager or consultant, deep-dive into hospitality with this intensive academic program. Stay ahead of the curve with critical knowledge, crucial skills development, and the latest trends.

#### Entry requirements:

- ◆ Postgraduate diploma from Swiss Hotel Management School, or
- ◆ Recognized bachelor's degree (minimum 2.2 Hons or equivalent) in Hospitality/Events Management, or five years of work experience at managerial/supervisory level in the industry, plus an admission interview
- ◆ English language proficiency of IELTS academic module 6.0 or TOEFL iBT 60 or equivalent

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





## Semester 1

◆ Leysin

Master the ins and outs of each facet of hospitality and become an authority in your chosen dissertation topic. Industry-experienced staff and specialized hospitality professionals guide you in your studies.

### Core Modules

Developing Skills for Business Leadership Evidence-Based Learning

Innovative Technology-Driven Value Creation

Strategic Directions

Managing Risk and Uncertainty

Strategic Experience Design and Operations

### Elective Modules (choose 2 of 4)

Content and Social Media Strategies

Data-Driven Analytics and Decision-Making Strategies

Strategic Revenue Management

Strategic Hospitality Design and Entrepreneurship

## Semester 2

◆ Off campus

◆ Integrated business project or dissertation  
(5 months)

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

◆◆◆ "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 Graduate  
General Manager  
Premier Inn Hotels





Flexible and self-paced

# Master of Arts in Executive Hospitality Management (Online)



Six 10-week modules to be completed as quickly as 18 months



Develop your management and leadership skills



Networking opportunities

You can connect from anywhere and at any time to obtain your accredited master's degree. This online program is perfect for active professionals who want to get that promotion, become a hospitality leader, or simply become better hoteliers. Choose the length and intensity of your studies with the Accelerated Track of 18 months or the Professional Track of 2+ years.

### Entry requirements:

- ◆ Recommended minimum age of 21 years
- ◆ A bachelor's degree (UK Bachelor (minimum 2.2 Hons or equivalent) , or
- ◆ Minimum of five years of work experience in a supervisory/managerial position in the hospitality/tourism industry
- ◆ English language proficiency of IELTS academic module 6.0 or TOEFL iBT 60 or equivalent

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



## Online delivery

◆ Off campus

Six online modules (10 weeks each)

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Digital Sales and Marketing Strategy

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Forecasting and Financial Decision-Making

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AI Technology and Data Analysis

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Strategies for Leadership and Corporate Culture

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Quality Operations and Project Management

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Experience Mapping and Design for Sustainability

◆ Integrated business project or dissertation  
(5 months)

Optional: Swiss immersion

◆ Leysin

Includes:

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Cultural and culinary experiences

Company and industry visits

Graduation and gala dinner event

Graduate with a:

Master in Executive Hospitality Management  
awarded by Swiss Hotel Management School

&

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



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

**Anna Soukup**  
2023 graduate  
Senior Director Quality and Customer Experience  
SIXT



# Explore your next steps



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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 SHMS journey!

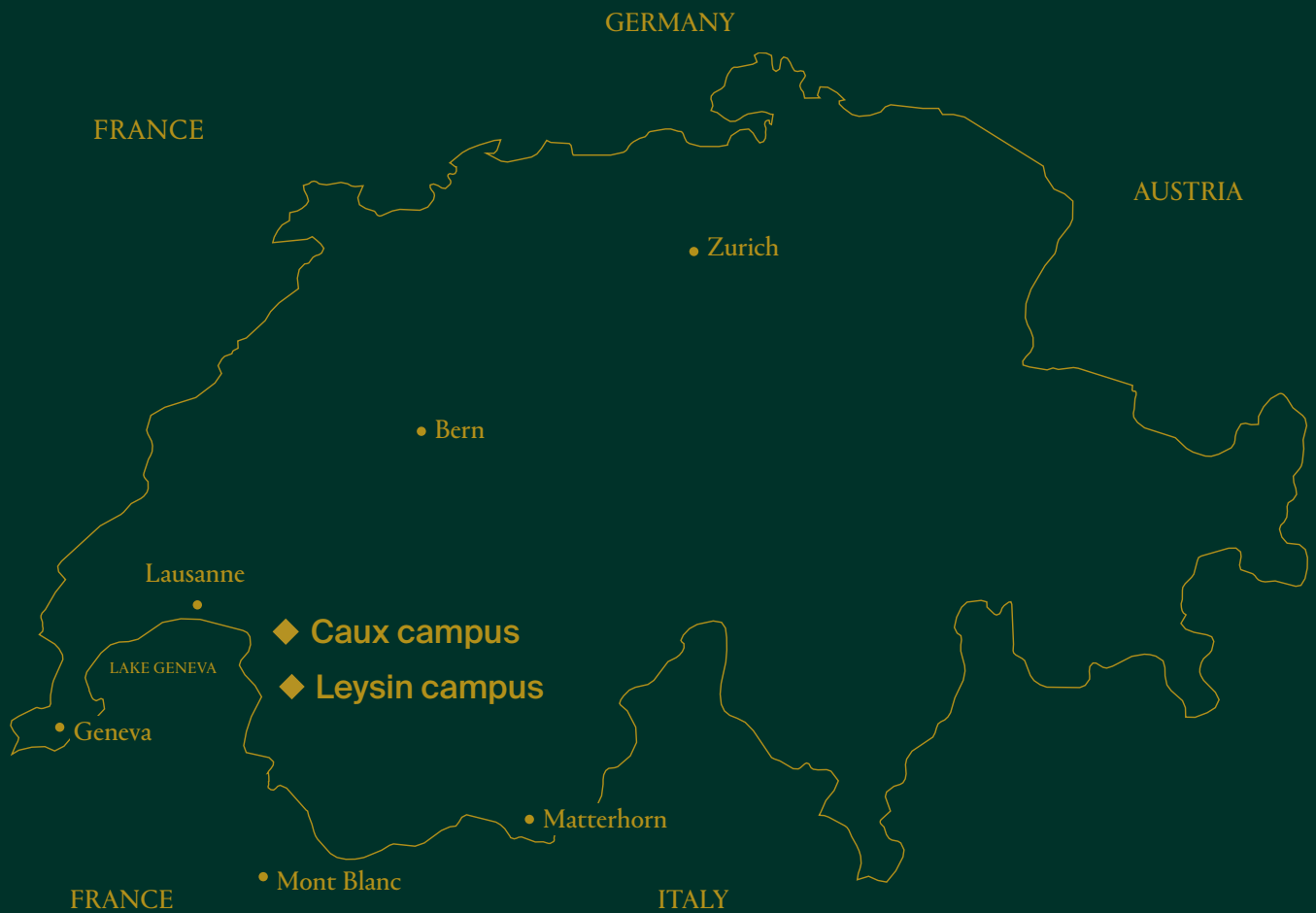
Firmly rooted in the Swiss tradition of hospitality education, Swiss Education Group currently operates four of the world's top hospitality schools. Each school offers a different educational focus, but they all share the same diverse international experience.

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.

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





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