



Hotel Institute Montreux

www.him.ch

A Passion for Swiss Hotel Management Education



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Hotel Institute Montreux

A Passion for Swiss Hotel Management Education

Hospitality and Tourism is the world's fastest growing industry. According to the World Travel and Tourism Council, the industry is expected to triple in size over the next 15 years. HIM graduates are well prepared to meet the leadership needs of this exciting and dynamic industry.



The international reputation of HIM is based on world-class academic programs combined with high quality industry internship programs in Switzerland and abroad. In addition, state of the art facilities and the development of strong management, interpersonal, language and cultural skills provide a distinct advantage to HIM graduates.

Our mission is to foster the success of aspiring individuals through educational programs that blend renowned **Swiss hospitality practices** with contemporary **American management expertise**, offered within a **professional and supportive** learning environment.

HIM graduates receive not only the internationally recognized Swiss Higher Diploma in International Hotel Management, but are also awarded an American BBA in Hotel, Restaurant and Resort Management and a Swiss BBA (Hons) in Hospitality & Business Management. Our partner Northwood University, a leading Management University in the United States, awards the American degree. Students are also provided with two industry internship placements in either Switzerland or abroad. It is this combination of management, practical skills and industry recognized work experience that has resulted in our students being in such high demand by the industry.

HIM is one of Switzerland's finest Hotel Management Schools. I look forward to welcoming you to this unique environment.

Ronan Fitzgerald

Academic Director, HIM Hotel Institute Montreux
Switzerland

HIM Governing Board

The Governing Board is responsible for the quality and ethical conduct of HIM. The Governing Board aims to represent external and internal stakeholders and to approve the institutional procedures and policies to achieve HIM's mission and goals.

Mr Omer Acar

- General Manager, Ritz Paris, France

Mr Fernando Fernández

- Development Hotels & Resorts, Sol Meliá, Spain

Mr Bernard Fierens

- Director, Banque Privé Edmond de Rothschild, Switzerland

Mr Michel Poté

- Former Dean of ESSCA, France

Mrs Susanne Sinclair

- Founder, Morgaja, Switzerland



Hotel Europe Campus



Hotel Miramonte Campus

“HIM - One of Switzerland’s finest Hotel Schools”

Mr. Yves Givel
Director of Recruitment,
Hyatt International EAME

HIM has a long and proud tradition as one of Switzerland’s finest and most well established hotel management schools. Our international accreditations and affiliations, a strong alumni network and excellent links to the hospitality industry ensure that your qualification is recognized worldwide, providing you with the best possible career opportunities.

Reputation

HIM has built an excellent reputation worldwide for providing up-to-date hospitality programs of outstanding quality.

Alumni

Since its opening in 1984, thousands of students have graduated from our institute and now hold important positions within the hospitality industry. Many of our graduates are members of our Alumni Association currently active in more than 80 countries around the world.

Links to the Hospitality Industry

HIM maintains strong links with leaders in the hospitality industry to ensure that the curricula correspond to the latest requirements and developments of the industry.

Registration

HIM is officially registered in the “Handelsregister”, Canton de Vaud, Switzerland, as a private Hotel Management School.

Accreditations

HIM has successfully fulfilled the high quality criteria of the following accreditation bodies:

- ASEH, Swiss Hotel Schools Association
- NEASC, New England Association of Schools and Colleges Inc, USA

Affiliations

HIM and/or its staff are members of the following associations:

- AH&LA, American Hotel and Lodging Association
- AIEST, International Association of Scientific Experts in Tourism
- ASTD, American Society for Training and Development
- CHRIE, Council on Hotel, Restaurant and Institutional Education
- EUHOFA, International Association of Hotel Schools
- Institute of Hospitality, UK
- HSMAI, Hospitality Sales & Marketing Association International
- IH&RA, International Hotel and Restaurant Association
- NAFSA, National Association for Foreign Students Affairs
- Prosper Montagne, Swiss Academy of Gastronomes

Northwood University, USA

The HIM American BBA and MBA Degrees are awarded by Northwood University, which has campuses in Michigan, Florida and Texas. Northwood is accredited by the US Higher Learning Commission, which is recognized by the Secretary of Education and the Committee on Recognition of Postsecondary education.

www.northwood.edu

SEG Member

HIM is part of SEG, Swiss Education Group, a group of Switzerland’s Leading Hospitality Management Schools. A wide range of advantages and benefits are offered to students studying at SEG institutions.

www.swisseducation.com





Academic Programs

Working in the worldwide hospitality industry is very exciting and rewarding. The hospitality skills and management knowledge gained at HIM will play a key role in the success of your career. At HIM, a combined Swiss and American program is offered giving you the famous Swiss hospitality skills together with the widely recognized American management expertise.

Faculty

All lecturers are well qualified and experienced in both the field they are teaching and in delivering education to international students. All lecturers participate frequently in staff development programs. HIM boasts a strong team of long standing lecturers and supporting staff.

Guest Lecturers

HIM frequently invites guest speakers to give lectures on hospitality related topics.

Study Advisor

In year one, students have the option to request a study advisor, usually a BBA or MBA student, to help overcome any initial study difficulties.

Official Language

English is the official language at HIM although the school is located in the French speaking part of Switzerland.

English Foundation Programs

For students whose English ability is below the required entry level, a partially sponsored SEG English Foundation Program is offered at the SEG Language Center in Leysin. Course duration is between 4 to 16 weeks. Please refer to the pricelist for details.

Foreign Languages

Foreign languages are vital skills in the hospitality industry. HIM offers a range of French, German or Spanish classes.

Teaching Materials

HIM uses modern teaching materials to ensure that the content of every program is "State-of-the-Art".

Transfer Agreements

HIM credits are generally transferrable to other institutions of higher learning, as HIM provides internationally accredited university qualifications.

Internships

Years 1 and 2 of the main program and the postgraduate programs include a 4 to 6 month internship either in Switzerland or abroad.

Internships offer a unique opportunity to enhance both their practical and language skills. These skills are highly sought after in the hospitality industry.

Internship Office

The HIM Internship Office assists students in finding employment in a hotel or restaurant in Switzerland or abroad. The HIM Internship Coordinator will visit the students on internship and is always available for any assistance required during the placement.

Salary

By law, Swiss employers are required to remunerate students at prevailing industry trainee rates. Gross salary per month: CHF 2'168.- to CHF 2'450.-. Deductions for food, accommodation, tax and insurance are about CHF 1'000.- International internship salaries vary depending on the conditions in the selected country.

Swiss Diploma, Swiss Higher Diploma, BBA (Hons) and MBA Programs

Students who have successfully completed high school and have an English level equivalent to TOEFL 500, IELTS 5.0 or have scored 56+ points on the HIM placement test are eligible for direct entry to the HIM undergraduate program. The attractive combination of Swiss hospitality practices and American management expertise is taught in an intensive program that allows students to graduate in only 3 years, consisting of 4 academic terms and 2 industry internships. Upon completion of the 3-year program HIM students graduate with 5 internationally recognized qualifications and may choose to continue on to the MBA program.



2 YEARS

Swiss Diploma in Hotel Operations Management

2.5 YEARS

Swiss Higher Diploma in International Hotel Management and American Hotel and Lodging Association (AH&LA) Hospitality Management Diploma (optional)

3 YEARS

Swiss BBA (Hons) Degree in Hospitality & Business Management; American BBA Degree in Hotel, Restaurant and Resort Management (Northwood University)

4 YEARS

American Master's in Business Administration (MBA) from DeVos Graduate School of Management, Northwood University

YEAR 1: FOOD & BEVERAGE MANAGEMENT

Term 1: Academic / 5 months

- Introduction to the Hospitality Industry
- Food & Beverage Service Practical
- Food & Beverage Service Theory
- Food Production Theory
- Food Safety
- Bar & Beverage Management
- Accounting Principles
- Communications I
- Computer Applications I
- Introduction to College Studies
- World Cultures and Customs
- French, German or Spanish

Term 2: Internship / 4 - 6 months

Internship in hotels or restaurants in Switzerland or abroad.

Monthly salary in Switzerland:
CHF 2168.- to CHF 2450.-

Deductions for food, accommodation, meals, tax, insurance: approximately CHF 1000.-

YEAR 2: ROOMS DIVISION MANAGEMENT

Term 3: Academic / 5 months

- Front Office Management
- Front Office Operations
- Housekeeping Management
- Food & Beverage Management
- Supervision
- Banqueting & Events
- Convention Management
- Hospitality Sales & Marketing
- Financial Accounting
- Principles of Microeconomics
- Computer Applications II
- Travel & Tourism
- French, German or Spanish

Term 4: Internship / 4 - 6 months

Internship in hotels or restaurants in Switzerland or abroad.

Monthly salary in Switzerland:
CHF 2168.- to CHF 2450.-

Deductions for food, accommodation, meals, tax, insurance: approximately CHF 1000.-

Qualifications

Students in the three year program are awarded five internationally recognized qualifications:

- The Swiss Diploma in Hotel Operations Management
- The Swiss Higher Diploma in International Hotel Management
- The American Hotel and Lodging Association (AH&LA) Diploma in Hotel Management (optional)
- The American BBA Degree in Hotel, Restaurant and Resort Management (Northwood University)
- The Swiss BBA Degree (Hons) in Hospitality & Business Management (please refer to General Conditions for more details).

Five different qualifications and two work reference letters from internships in Swiss or international restaurants/hotels give HIM students a unique competitive advantage when applying for employment in the hospitality industry.

Entry Requirements

- Min. age: 17 years*
- English: TOEFL 500+ or IELTS 5.0 or HIM English Test 56+ points
- Students must have successfully completed their high school diploma
- For students with a lower level of English, we recommend our partially sponsored English Foundation program.

*Please note that students must be 18 years of age to commence the full-time industry internship. Those students who have not attained this age will be required to complete the second academic term at HIM before commencing their first internship placement.

Program Focus

The program develops hospitality and management skills. Hospitality skills are taught in a traditional, yet dynamic Swissmanner providing students with expertise in food and beverage service and rooms division, consisting of front office operations and housekeeping, in order to prepare HIM graduates for top-end-management positions.

Management skills are developed using American university expertise in the key management subjects of Human Resources, Finance and Marketing, which are essential for future industry leaders.

Program Structure

Years 1 and 2 include an intensive 5-month academic term followed by a 4 - 6 month internship. This combination allows the development of both the theoretical and practical aspects of hospitality management.

Starting Dates

Courses start in early February and early September each year.

Teaching Hours

- Academic Term 1: 33 hours per week
- Academic Term 2: 30 hours per week
- Academic Term 3: 26 hours per week
- Academic Term 4: 30 hours per week

YEAR 3: HOSPITALITY MANAGEMENT & INTERNATIONAL BUSINESS

Term 5: Academic / 5 months

- Resort Management
- Managerial Accounting
- Principles of Macroeconomics
- Human Resource Management
- Communications II
- Principles of Management
- Organizational Behavior & Leadership
- Management of Information Technologies
- Revenue Management
- Marketing Management
- Research Projects
- French, German or Spanish

Term 6: Academic / 5 months

- International Trade
- Introduction to Entrepreneurship
- Financial Management
- Introduction to Art
- Introduction to European Literature
- Business Law
- International Management
- Strategic Planning
- Statistics I
- Statistics II
- Philosophy of Enterprise

YEAR 4: MASTER OF BUSINESS ADMINISTRATION (MBA*)

Term 7: Academic / 5 months

- Understanding Individual & Group Behavior
- Leadership, Management and Influence
- Critical Thinking and Quantitative Analysis
- Process Improvement for Managers
- External and Internal Reporting
- Economic Perspective and Analysis
- Managerial Economics
- Competitive Strategy

Term 8: Academic / 5 months

- Managerial Marketing
- Corporate Financial Decision making
- Managing the Corporation
- Business Management Simulation and Exercises
- Entrepreneurship
- Entrepreneurial Project
- Management and Leadership Simulation
- Academic Fieldwork

*The MBA Degree is offered in collaboration with the Devos Graduate School, Northwood University, USA. For further details about the MBA program please refer to the separate MBA flyer.

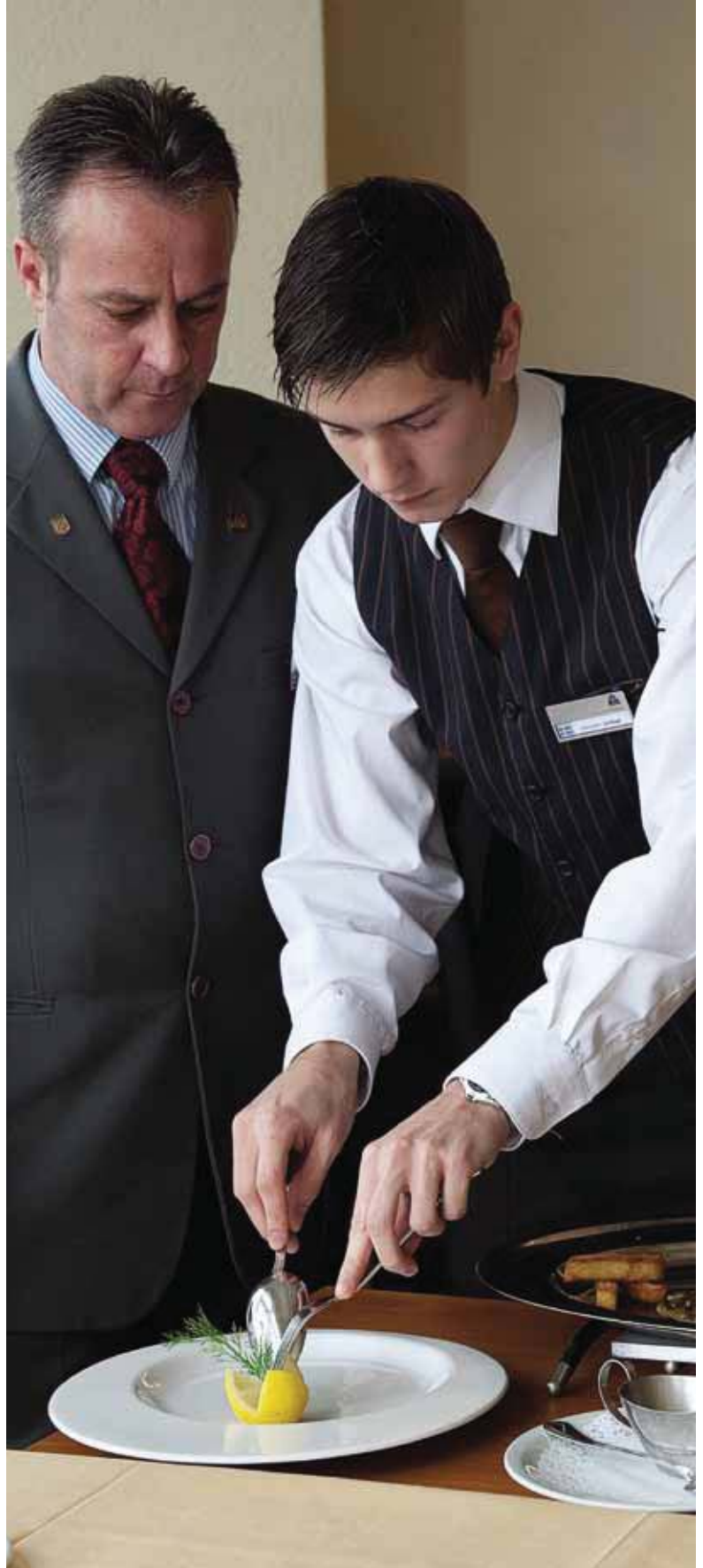
Year 1: Food & Beverage Management

The Food and Beverage Department is often considered the signature and highest profile department in a five star hotel. Top quality food combined with professional service standards give guests a lasting perception of the hotel.

In order to effectively organize and control the Food and Beverage Department, a future general manager needs to have an understanding of all aspects of Food and Beverage: production, service and management. This can only be achieved through real-life, hands-on experience.

Year 1 provides a broad range of Food and Beverage subjects and after completion of the academic term, students undertake a 4 to 6 month internship in the industry. This allows students to apply and practice the skills learnt during the academic term.

At the end of the first year students are equipped with a strong grasp of this key operational department.





COURSE DESCRIPTIONS:

Introduction to the Hospitality Industry

Provides students with an introduction to the lodging and food service industry, while emphasizing its dynamic and ever changing nature. In addition it introduces the role and function of all major hotel departments along with the basic management principles involved.

Food & Beverage Service Practical

Exposes students to restaurant service operations, including fine dining and informal service within hotels and restaurants. It also introduces students to systems of cost control and cash management.

Food & Beverage Service Theory

Covers basic as well as advanced topics that future food service professionals need to know in order to provide successful and personalized table and customer service.

Food Production Theory

Introduces the principles of basic management of a small kitchen and their application in international kitchen operations. Emphasis is placed on kitchen organization, controls, menu knowledge, cost and menu planning.

Food Safety

Combines theoretical concepts with practical applications of food service hygiene and sanitation, complemented with accurate, up-to-date, scientific information on all aspects of handling food. Students learn to identify and apply correct, hygienic work practices, and to avoid potential dangers and problems in a food-catering environment.

Bar & Beverage Management

Introduces the management theory necessary to control a beverage operation. Emphasis is placed on controlling

beverage operations and product knowledge, combined with social skills, customer relations, bar planning and the legal aspects of beverage operation.

Accounting Principles

Reviews mathematical principles as well as accounting and other hotel industry related topics that have a direct or indirect link with calculations. In addition, it introduces accounting and business terminology.

Communications I

Explores various channels of business communication and provides a framework within which to practice the communication skills required. Business memoranda, letters, curriculum vitae, motivation letter and hotel fact sheets and brochures are addressed as well as basic public speaking practice.

Computer Applications I

Introduces the student to the role of information technology in the hospitality industry and to the use of computers as office tools.

Introduction to College Studies

Analysis of good study and listening habits, the library, counseling services, and the objectives and philosophy of Hotel Institute Montreux.

World Culture and Customs

Gives students a global perspective by examining cultural regions of the world, through analysis of geography, economics, history, religion, philosophy, value systems, and cultural factors such as language, art and music.

Year 2: Rooms Division Management

A major profit center for a hotel is the Rooms Division. When arriving in a hotel, the first impression guests receive is provided by the front desk staff at check-in. Guest satisfaction is also directly influenced by the standard of accommodation provided by the hotel.

The second year of the program is based on the efficient and profitable operation of the Rooms Division, which includes both Front Office and Housekeeping Management. The program focuses on the provision of both quality service and effective management techniques to maximize the guest experience from check-in to check-out.

The second year includes more advanced management subjects and language training, which builds on the foundation provided in year one.



COURSE DESCRIPTIONS:

Front Office Management

Examines the central role played by the Front Office in the success of a hotel. It traces the guest cycle from reservations to departure, evaluating front office functions, examining the relationship between departments, the use of technology, the importance of guest security, and the key element of service in the guest's experience.

Front Office Operations

Examines how using the Property Management System, Fidelio, can make operations at the front desk more efficient and accurate, and as a result, improve the quality of the guest services provided at the front desk.

Housekeeping Management

Presents the management principles and applied techniques required in today's lodging and institutional housekeeping departments. Emphasis is placed on techniques of quality assurance, cost control and staff productivity.

Food & Beverage Management

Emphasis is placed on the cost control cycle, menu planning, food and beverage sales and marketing promotion and includes a practical menu management exercise.

Supervision

Combines theoretical knowledge with practical exposure in order to prepare students for present-day hospitality supervision. Emphasis is placed on communication, motivation and leadership, team building, dealing with conflict, staff scheduling and supervising in a practical environment.

Banqueting & Events

Develops skills, strategies, knowledge, and understanding about planning, organizing, scheduling, marketing, and implementing meetings and events for various groups.

Convention Management

Underlines the importance of the group convention market, its specific segments and the strategies and techniques used in servicing their needs.

Hospitality Sales & Marketing

Gives students an in-depth understanding of how to maintain a profitable level of business by utilizing the functions of sales, marketing, advertising and promotions.

Financial Accounting

Develops accounting techniques, enabling students to apply these to record business transactions, balance accounts, and produce final accounts for a hospitality business, following generally accepted accounting principles.

Principles of Microeconomics

Examines general microeconomic theory with an emphasis on supply and demand, opportunity cost, consumer choice, the firm, the market structure(s) and regulation, allocation of resources, capital, interest, profit, labor unions, income analysis, energy, natural resource economics and public policy.

Computer Applications II

Builds up advanced concepts and techniques of Microsoft Office as a business tool by applying accounting skills and knowledge to computer and data management.

Travel & Tourism

Introduces students to the concepts of tourism; in order to study Tourism at future stages it is essential that students are able to precisely define Tourism and be able to distinguish between the various concepts and definitions of Tourism, identifying its key features and components.



Year 3: (Term 5) Hospitality Management

The third year of the program consists of 2 academic terms focusing on Hospitality Management and International Business. This complements the more practical studies of the first two years, ensuring that students have a significant theoretical as well as practical grounding and are ready for an executive management career in the hospitality industry.

During this year students also work on comprehensive management projects. These projects enable the students to examine, develop and test their skills and knowledge with sophisticated case studies. Teamwork skills are further developed as students work on these concepts together and present the final projects to their lecturers.



COURSE DESCRIPTIONS:

Resort Management

Offers a complete approach to the operation of resort properties. Beginning with historical development, details are presented in planning, development, financial investment management, and marketing that deal with the unique nature of resort business. The course also examines the future and the impact of the condominium concept, timesharing, technological change, and the increased cost of energy and transportation.

Managerial Accounting

Helps students to understand, evaluate and apply different management accounting techniques used at the supervisory and managerial levels in the hospitality industry, in order to make sound financial decisions.

Principles of Macroeconomics

Examines general macroeconomic theory with an emphasis on government spending and taxation, national income accounting, economic fluctuations, fiscal policy, monetary policy, the banking system, economic stabilization, international trade, economic growth and comparative economic systems.

Human Resource Management

Gives an introduction to the elements of human resources management in the hospitality industry. Focus is on the managerial functions of recruiting, selection, staffing, employee evaluation, discipline, retention and ethics.

Communications II

Builds on the basic communication skills covered in the first year. Emphasis is on meeting management, conflict resolution and company presentations. Students are encouraged to assess the cross-cultural communication difficulties they confront in the hospitality industry.

Principles of Management

Provides an overview of the principles, concepts and theories that underlie the discipline of management, and its relationship to the other disciplines that are the components of a business education. This course is a prerequisite for other management courses.

Organizational Behaviour & Leadership

Examines how the behavior of individuals and the relationship among individuals and groups within an organization impact its effectiveness. It teaches the skills and tools necessary to effectively manage change within an organization and evolve into successful leaders in a complex global environment.

Management of Information Technologies

Students will learn to use and manage information technologies to revitalize business processes, improve decision-making and gain a competitive advantage. Emphasis is placed on the essential role of the Internet and networked technologies to create efficiencies that will help contribute to business success.

Revenue Management

Focuses on the study and application of the concept of revenue management used in the hospitality industry. It traces the issues involved in the effective management of room capacity, discount allocation, duration control, measuring yield, reservation systems to maximize hotel room's revenue, function space, restaurant revenue, golf revenue, demand forecasting and revenue management strategies and tactics during high and low demand.

Marketing Management

Familiarizes students with marketing perspectives, concepts, approaches and tools to assist in the quest to manage hospitality marketing more effectively.

Research Projects

Introduces students to the nature of research, both academic and business, and its role within the hospitality industry. The key features of research, including data collection, research methodologies and analysis, are addressed in depth and through the development of an innovative idea or concept.

Year 3: (Term 6) International Business



COURSE DESCRIPTIONS:

International Trade

Examines the bases of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world trade.

Introduction to Entrepreneurship

Introduces the creative and innovative managerial practices of successful entrepreneurship. Reviews the significant economic and social contributions entrepreneurs provide to society, the intense entrepreneurial lifestyle commitment, and the skills necessary for entrepreneurial success.

Financial Management

Studies the theoretical and conceptual framework that the financial manager uses to reach decisions. Particular emphasis is given to the finance function and its relevance to the management of an enterprise. Analysis, problem-solving techniques and decision-making tools are emphasized.

Introduction to Art

Surveys visual media, past and present, with particular emphasis on expressionism and realism and how they mirror society. Technique as well as theory is discussed.

Introduction to European Literature

Examines the European Literature of the 20th Century, mainly through the interpretation of short stories by the most significant European authors. Literary criticism will be applied to various European literary movements (expressionism, existentialism, post-modernism...).

Business Law

Basic principles of law applicable to the business world, emphasizing contracts and sales, as well as period after sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance and real estate.

International Management

Familiarizes students with the evolution of the multinational enterprise and addresses the challenges today's managers of such enterprises confront.

Strategic Planning

Integrates the various theories, concepts and models covered in previous management courses, and presents the student with a comprehensive view of the competitive environment of today's global business enterprise. Teaches students the skills necessary to formulate and implement strategy and exercise effective leadership in diverse organizational settings and business environments.

Statistics I

An introduction to the concepts of probability, probability distributions and sampling distributions, inference through estimation by confidence intervals. Students will determine which statistical technique is appropriate depending on the data type and level of measurement, analyze the data and then interpret the results.

Statistics II

Builds upon the concepts covered in Statistics I. Includes hypothesis testing of proportions, means and variances, correlation, multiple regression, forecasting, statistical process control, and analysis of variance.

Philosophy of Enterprise

This course deals with advanced philosophical topics relating to the role of values, freedom, property rights, enterprise, trade, and finance, in the evolution of enterprise. Special attention is given to the results of the interactions of all factors.

Year 4: Master of Business Administration (MBA)

Through an innovative partnership with DeVos Graduate School, Northwood University, HIM provides students the opportunity to pursue a fully accredited US graduate degree. This accelerated MBA program is designed for high-caliber students from undergraduate programs and companies across the globe. Students are prepared to excel in today's global economy.

The purpose of the MBA program is to create highly effective executives and managers through a process of personal and professional transformation. This transformation is achieved through an innovative curriculum integrating key management and leadership topics to ensure well-rounded, active, critical thinkers.

MBA PROGRAM HIGHLIGHTS INCLUDE:

- 10 month program of study (September to June)
- Team-oriented learning approach
- Interactive case-based learning environment
- A consulting project with a European-based company
- Diverse student group – energized learning environment
- Prominent American MBA faculty with deep industry and teaching experience

COURSE DESCRIPTIONS:

Leadership I: Human Behavior

Designed to help the student develop the capabilities to observe and affect individual and group behavior within an organizational setting. The student will learn to understand self as well as others toward the goal of effectively managing relationships with a wide range of people.

Leadership II: Managing and Leading People

Focuses on the behaviors of effective leaders, addressing the ideas of leadership versus management, power and influence, contemporary practices in management and leadership, change management, ethical decision-making, and managing conflict in the workplace.

Critical Thinking, Reasoning & Analysis I: Fundamental Concept & Approaches to Decision Making

Designed to raise the critical thinking skills of the student. Emphasis is placed on developing the skills to identify problems, evaluate alternative actions, and to justify and defend decisions. The goal is for each student to develop the ability to apply thinking and reasoning skills to business decisions and to develop the skills to influence others.

Critical Thinking, Reasoning & Analysis II: Process Improvement for Managers

Exposes the student to problem-solving philosophies. The module includes several team-based, business simulations and exercises where students are given the opportunity to implement their problem solving and critical thinking learnings in a dynamic and complex business environment.



Discover the leader in you



Measurement I: Financial Reporting

Focuses on developing the student's ability to read and interpret reported financial information through review of accounting fundamentals, application of accounting principles, and evaluation of accounting rules. Students will explore principles of internal control, external auditing, and corporate fraud.

Measurement II: Corporate Financial Decision Making

Students will review tools used to measure and review internal performance for the purpose of effective managerial decision-making. Specific emphasis is also placed on the role of effective corporate governance in ensuring the availability of information for decision-making and the appropriate use of that information.

External Environment: Global Markets, Policy and Regulation

Building on the overarching principle that management decisions and actions are impacted by conditions in which a manager is operating, this course focuses on the macro setting external to the firm. Throughout the module, emphasis is on integrating an understanding of how the external environment sets the context for leadership, strategy, and managerial effectiveness.

Satisfying Customers I: Strategic Perspective

Focuses on achieving sustainable strategic differentiation at the line-of-business level. This requires the simultaneous evaluation and management of the organization's internal and external environment in an effort to satisfy the selected primary customer needs that guide the business strategy.

Satisfying Customers II: Operational Perspective

Building on Satisfying Customers I, the focus of this course is on achieving sustainable marketing differentiation by managing the marketing function within the organization. Areas to be investigated include: internal/external assessment, creating value, and managing the marketing mix, to capture and sustain value for the firm.

Satisfying Shareholders: Corporate Strategy

Building on the Satisfying Customers and Measurement Modules, this course develops the student's ability to anticipate, evaluate, and respond to shareholder expectations using strategy and measurement concepts. Skills to satisfy shareholders include: articulating vision, choosing boundaries and lines-of-business, and identifying and managing capabilities/resources across multiple lines-of-business.

Integration: Entrepreneurship & Intrapreneurship

Focuses on developing of the student's ability to synthesize, integrate, and implement concepts and skills across the spectrum of managerial and leadership roles and responsibilities, incorporating learning from all prior MBA courses. A major focus of this course will be for students to fully develop a project for implementation to their work environment or with regard to a business opportunity.

Management & Leadership Simulation

The module is a team-based, five-day intensive business simulation. The student is required to implement their leadership and management learnings in a dynamic and complex business environment.



Postgraduate Diploma Program (PGD)

The Postgraduate Diploma program (PGD) is designed for candidates who have already completed a Bachelor's Degree in any discipline or who have at least 3 years work experience at a supervisory level and wish to build a career in the hospitality industry.

PGD in Hotel Management

The PGD (Postgraduate Diploma) in Hotel Management is designed to meet the needs of applicants considering entry into non-operational positions within the hospitality industry or further study. This comprehensive program provides graduates with a broad theoretical understanding of hotel management.

PGD in Hotel Operations Management

The PGD (Postgraduate Diploma) in Hotel Operations Management is designed to meet the needs of applicants wishing to transfer to the hospitality industry. This comprehensive program provides graduates with a broad practical understanding of hotel operations management.

Program Structure

The Postgraduate Diploma Programs include an optional 4 to 6 month internship.

Starting Dates

Courses start early February and early September each year.

Teaching Hours

- 30-36 hours per week (including practical).

Qualifications

- Postgraduate Diploma in Hotel Management or in Hotel Operations Management.

Entry Requirements

- Minimum age: 21 years
- English: TOEFL 500+ or IELTS 5.0 or HIM English Test 56+ points
- Bachelor's Degree in any discipline or at least 3 years work experience in a supervisory position in any industry.

PGD IN HOTEL OPERATIONS MANAGEMENT

Term 1: Academic / 5 months

- Introduction to Hospitality Industry
- Food & Beverage Service Practical
- Food & Beverage Service Theory
- Food & Beverage Management
- Bar & Beverage Management
- Front Office Management
- Banqueting and Events
- Hospitality Sales & Marketing
- Financial Accounting
- Human Resource Management
- Computer Applications
- Intercultural Communications
- French, German or Spanish

Term 2: Internship / 4 - 6 months

Internship in hotels or restaurants in Switzerland or abroad.

Monthly salary in Switzerland:
CHF 2168.- to CHF 2450.-

Deductions for food, accommodation, meals, tax, insurance: approximately CHF 1000.-

PGD IN HOTEL MANAGEMENT

Term 1: Academic / 5 months

- Introduction to Hospitality Industry
- Food & Beverage Management
- Bar & Beverage Management
- Front Office Management
- Convention Management
- Hospitality Sales and Marketing
- Human Resource Management
- Intercultural Communications
- Resort Management
- Financial Accounting
- Computer Applications
- Revenue Management
- French, German or Spanish

Term 2: Internship / 4 - 6 months

Optional internship in hotels or restaurants in Switzerland or abroad.

Monthly salary in Switzerland:
CHF 2168.- to CHF 2450.-

Deductions for food, accommodation, meals, tax, insurance: approximately CHF 1000.-

Life at HIM

Montreux! A city located in the most majestic and beautiful part of Switzerland; the Swiss Riviera. Known for its mild microclimate and visited by hundreds of thousands of tourists each year, Montreux has a lot to offer all year round! HIM campuses are located in the city center with easy access to all available facilities.

Facilities

HIM is housed in four former hotels, Hotel Europe, Hotel Miramonte, Hotel Jura and Residence Rosemont. The buildings have been renovated and equipped to provide state-of-the-art accommodation and learning facilities.

The central location of all buildings makes student life very convenient. The main train station, the post office, shopping centers, coffee shops, restaurants and pubs or the famous "Quai des Fleurs" are all within five minutes walking distance of the school.

Facilities throughout the buildings include:

- Academic Center
- Learning Resource Center (LRC)
- Graduate Career Center (GCC)
- Internship Office
- Conference room
- Front Desk
- Modern Lobby
- Student Lounge
- Restaurants and Cafeterias
- Coffee Beans
- Internet Café
- Lakeside Garden
- Panorama Terrace
- 24h vending machines
- Computer Room
- Student Bar • Garden
- Mini-Spa with Jacuzzi and Sauna

Accommodation

The following accommodation options are available:

a) Double or Single Superior Deluxe Rooms

Comfortable rooms with bath or shower, a spectacular lake view, TV, DVD, stereo system, wireless Internet access and telephone for incoming calls.

b) Double or Single Deluxe Rooms

Comfortable rooms with bath or shower, a spectacular lake view, wireless internet access and telephone for incoming calls.

c) Double or Single Standard Rooms

Comfortable rooms with shared shower or bath and mountain view, wireless internet access and telephone for incoming calls.

d) Apartments

Apartments are available upon request for students returning for year 3, BBA and MBA programs.

Double standard rooms are included in the indicated fees; a surcharge will apply to all other room categories (please refer to our dates and fees).





Meals

Full board is provided throughout the week and is included in the fees. Three meals are served from Monday to Friday, brunch and dinner on weekends. Students have the choice of eating in either of the following restaurants:

Hotel Europe

- One5 French Training Restaurant
- Lakeside Café

Hotel Miramonte

- Garden Café

During the summer months, students have the option to enjoy their meals on the “Panorama Terrace” overlooking Lake Geneva and the French Alps. The “Panorama Terrace” is also a great place to relax in the evening and enjoy the sunset over Lake Geneva.



Leisure, Sports and Student Ambassador Forum

HIM's Leisure Manager organizes, in cooperation with the HIM Student Ambassador Forum, a wide range of sports and leisure activities as well as excursions and professional visits.

Sports and social activities provide an important balance to academic study. Many of these events are fully or partly funded by HIM.

School sports teams are also organized each term. This allows students not only to get to know Switzerland better but also to relax and enjoy their stay.



Sports

- Tennis
- Volleyball
- Mountain Biking
- Hiking
- Swimming
- Horseback Riding
- Water-skiing
- Free access to professional Gym

Social Activities

- BBQ's
- In-house-Parties
- International Night
- Pubs
- Discos
- Cinemas
- Concerts.

Excursions

- Lausanne
- Geneva
- Berne
- Chillon Castle
- Olympic Museum
- Exhibitions

Professional Visits

- Hotel Tours
- Workshops
- Wine tasting trip
- Seminars

HIM SUPPORT CENTER

The HIM Support Center provides students with assistance on personal, medical or academic issues. In addition, a career guidance service is also available.

• Medical and Personal Assistance

Our Student Counselor is available as required and can arrange appointments with specialized doctors as needed.

• Academic Guidance

Our Program Leaders are available for any academic assistance requested.

• Career Guidance

Career guidance is provided through the GCC, Graduate Career Center (refer to page 26).

In addition, a Duty Manager is available 24 h/day, 7 days a week for any kind of assistance required.



After Graduation

Being a member of SEG, Swiss Education Group, HIM is able to offer our students an outstanding graduate placement service.

This service helps students launch their careers in the hotel industry as well as a wide range of other hospitality and tourism-related businesses. This includes exciting opportunities in restaurants, catering, banqueting, conferences, resorts, spas, airlines and cruise lines, sporting and cultural events, theme parks and attractions, and many more service-related industries as well.

Exciting career opportunities await in the dynamic and international hospitality industry!

Placement of students

GCC, Graduate Career Center is very successful in placing students in key positions in leading hotels around the world. During the last 12 months, students have been placed in:

- Marriott
- Accor
- Shangri-La
- Inter-Continental Hotels
- Ritz-Carlton
- Hyatt
- Four Seasons
- Hilton
- Sheraton
- Kempinski
- Moevenpick
- Fairmont Hotels... to mention just a few

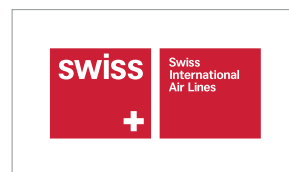
HIM Alumni Association

HIM has a strong alumni network in over 80 countries. Alumni keep in touch and are informed through our HIM Alumni website, the regular newsletter and Alumni events organized in Switzerland and around the world. Alumni provide job opportunities for new graduates and also have access to positions advertised by GCC.



SEG International Recruitment Forum (IRF)

Each semester HIM students are given the opportunity to meet with industry leaders from around the world at the SEG International Recruitment Forum (IRF). The event takes place in March and October and welcomes hotel groups, boutique hotels, resorts, airlines, cruise lines and many other industry groups. At the forum, HIM students attend presentations, are interviewed and recruited for full-time employment as well as internship positions. The IRF fulfils an increasing demand from the global Hospitality and Tourism industry for highly qualified managers. The participation of employers from around the world highlights the esteem and recognition of SEG schools by industry leaders.





SEG Advisory Board

The SEG Advisory Board ensures that all SEG schools and programs, including HIM, meet the high quality expectations of the industry.

SEG MEMBERS

Mr Emanuel D. Donhauser

- Executive Director, Academic, SEG, Swiss Education Group

Mr Florent Rondez

- Chief Operating Officer, SEG, Swiss Education Group

Mr Benoît Samson

- Executive Director, Business Development, SEG, Swiss Education Group

ACADEMIC MEMBERS

Dr Peter Dewhurst

- Dean, University of Derby, Buxton

Dr Dan Liechty

- Dean of International Programs, Northwood University

INDUSTRY MEMBERS

Mr Alain Borgers

- General Manager, Shangri-La Hotel Paris

Mr Yves P. Givel

- Director of Recruitment, Hyatt International EAME

Mr Paul E. Muller

- Président Directeur Général, Manotel Hotel Group Geneva

Mr Philippe Rossiter

- Chief Executive, Institute of Hospitality, UK

Mr Michael Smithuis

- General Manager, Fairmont Le Montreux Palace

Dr Craig Thompson

- Higher Education Project Manager, Chairman of SEG Advisory Board

SEG, Swiss Education Group

SEG, Swiss Education Group combines four of Switzerland's finest hotel management schools into Switzerland's leading hotel school alliance. The "6 SEG benefits" make SEG member-schools the ultimate choice for students from more than 80 countries every year.

1. Swiss Owned

All SEG member schools are officially registered in Switzerland and are 100% Swiss owned, which ensures that your education is based upon the famous Swiss Tradition, you benefit from the "Swiss Hospitality Touch" and your qualification will be fully recognized worldwide.

2. SEG Academic Quality Assurance

All SEG member schools are subject to stringent academic quality assurance and create the renowned high level Swiss Education. To prepare you in the best possible way for an international career, you will be awarded a Swiss qualification in addition to a Bachelor's or Master's Degree from a leading British or American University. This dual Swiss-American or Swiss-British qualification opens doors to leading positions in the booming hospitality industry everywhere in the world!

3. Sponsored SEG English Foundation Program

SEG wants you to succeed with your studies! The SEG English Foundation program is a great option to improve your English level and to prepare yourself for the first year of study. What is more, SEG subsidizes the major part of the cost of this program.

4. SEG Graduate Placement Service & Alumni

SEG graduates are in high demand on the international job market! The SEG Graduate Career Center enjoys very strong links with the leading hotel chains. Students also have direct access to these organizations at the SEG International Recruitment Forum (IRF) and regular

recruitment events offered in all member schools. The combined SEG Alumni, boasting many thousands of members, is an additional potential source for future employment opportunities.

5. State of the Art Services & Facilities

The learning environment plays an important role in your learning outcome. SEG schools offer a wide range of services including social care, medical assistance, student support centers, sport and leisure activities and some of the very best facilities, all of which are regularly updated and developed.

6. Lower Investment

SEG member schools have adapted their study programs to the needs of international students. The intensive programs offer up to 33 teaching hours a week, as compared to twenty hours a week or less offered in more traditional institutions. Our fully recognized BA/BBA Degree programs can therefore be completed in only 4 academic terms (plus internships), which means a lower cost/investment and an earlier start into your career.

That's what they say...



"I chose HIM because I wanted to study hospitality at the highest level of professionalism. At HIM the professors are your coaches and the students are your friends. HIM has been a place for me to explore who I am and opened my eyes to different points of views."

Filippos (Greece)



"Studying at HIM has been a memorable experience. The internship allows us to apply what we learn in class to a real work setting, and that hands-on experience will help me launch my career after graduation."

Cherry (Hong Kong)



"At HIM the learning environment, the well-planned courses and the supportive professors have provided me with the knowledge and experience I need to become a successful hospitality manager."

Helen (Germany)



"I've always wanted to work in the hospitality industry and by completing my BBA program at HIM I've learned the importance of teamwork and the skills it takes to manage a hospitality workplace."

Efim (Russia)



"At HIM you learn the skills necessary to be an excellent manager. HIM is an international community, so while you're learning, you also have a better understanding of the different cultures of the world."

Johan (South Africa)



"HIM provides the right atmosphere for students to truly grow and learn within a multicultural and diverse environment. Teamwork is an important part of the intensive program, and has given me friends and skills for life."

Antonios (Crete)



HIM is the place to learn not only about your future hospitality profession, but also a whole life experience in a multicultural environment. It provided me with top level education and the opportunity to make friends for life.



Mr Fernando

Fernández Tolosa

VP Development

Sol Melià Hotels & Resorts,

Spain

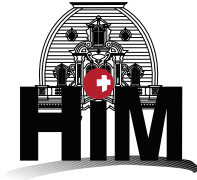


The Swiss Education Group, the leading hospitality education provider in Switzerland, is proud to have HIM as one of its member schools. HIM has an international reputation in the hospitality industry for the quality of its programs and its graduates, thanks to its balanced approach to practical skills and theoretical management training, highly sought after by industry recruiters.



Marco Martelli

Member of the SEG Board



Hotel Institute Montreux

A Passion for Swiss Hotel Management Education

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www.him.ch

Open House at HIM

Open days for interested students and their parents are arranged monthly. Please check our website for dates or contact HIM directly.

Individual Visits

HIM welcomes visits from interested students and their parents. Please contact visit@him.ch indicating the suggested date of your visit.

Member of SEG, Swiss Education Group
Member of ASEH, Swiss Hotel Schools Association

Our Local Representative. If no address is indicated, please contact the school.

