



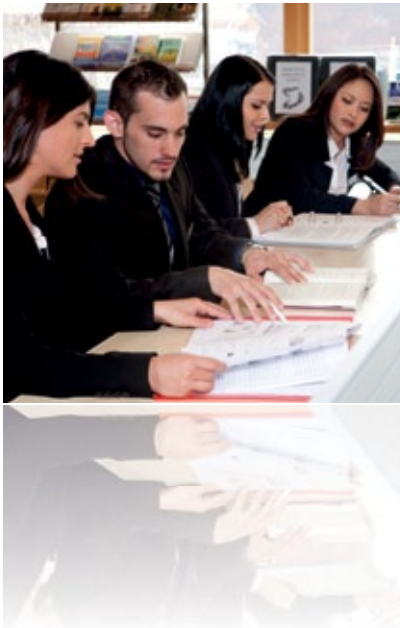
Les
Roches

INTERNATIONAL SCHOOL OF HOTEL MANAGEMENT

2012

ACADEMIC

PROGRAMS



SWITZERLAND

INTERNATIONAL SCHOOL | OF HOTEL MANAGEMENT

The hospitality industry is the world's largest employer offering a wide array of employment opportunities including hotels, restaurants, travel, leisure, wellness and many other sectors of the service industry. It is expected to keep expanding, thus offering people a wider spectrum of jobs than ever before. Since its inception in 1954 as an international school and then as a Hotel Management School in 1979, Les Roches has evolved into a world-class higher education institution that is focused on educating the future leaders of the hospitality industry.



MISSION

Les Roches International School of Hotel Management prepares students committed to a career in the service industries. Its hospitality education programs balance theory with practice, independent learning with strong faculty support, and a foundation for lifelong learning with the skills for immediate employment and progress to leadership positions in the industry. Through international sites, the Les Roches model of education is accessible to students throughout the world.

ACCREDITATION

Les Roches is accredited at university level by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges (NEASC) in the United States. It is one of the six associations recognized by the American department of education (www.neasc.org). Les Roches is one of only three hospitality schools in Switzerland that is recognized by NEASC at university level.



SWISS LEARNING

Swiss Learning promotes the excellence of education in Switzerland in collaboration with internationally renowned institutions. High quality programs are offered as a result of integrating Switzerland's own virtues of excellence, tradition and innovation.



LAUREATE INTERNATIONAL UNIVERSITIES

Les Roches is part of the Laureate International Universities (LIU) network. LIU is a network of institutions of higher education in 24 countries and is the leading hospitality management educator in the world. The Hospitality Education division of LIU manages 8 of the most respected and recognized schools in the world in hospitality higher education.





SWITZERLAND - THE HOME OF HOSPITALITY

Switzerland is reputed to be one of the most beautiful and trustworthy countries in the world, combining many unique privileges that make it the perfect place for students to grow and develop into young professionals. The concept of hospitality has its roots in Switzerland with many hospitality companies around the world employing Swiss-educated managers because of their rigor, strong work ethos, attention to detail, genuine affinity for hospitality, and effectiveness in managing a diverse workforce.

THE CAMPUS

Nestled in the majestic Swiss Alps, Les Roches is perched at 1,274 meters in Bluche, close to Crans-Montana, one of Switzerland's most famous sport and tourist resorts. Students live in comfortable residences spread throughout Bluche and Crans-Montana. Facilities on campus include a fitness center, volleyball and basketball courts, soccer field, outdoor swimming pool and many other winter and summer activities whether indoor or outdoor.

FACULTY

Les Roches benefits from an international and experienced faculty body. All faculty members have credentials appropriate to the courses they teach and keep up-to-date with the current industry trends. Some of our faculty members also spend periods of time working in the hospitality industry during which they update and perfect their knowledge and skills. Other faculty are involved in work on projects with local hospitality businesses, research companies and academic journals.

INTERNSHIP OPPORTUNITIES

Internships are part of the majority of the programs and play an important role in all undergraduate level studies. This valuable experience enables students to put into practice their theoretical knowledge and to face real work situations that are encountered in today's fast evolving environment. Internships also increase their employability as they enter their professional life with an education coupled with extensive professional work experience. Our Career Development and Industry Placement Office assists students in securing internships during their studies as well as positions upon graduation.

STRONG INDUSTRY RELATIONSHIPS

Each semester, over 30 international hotel chains and independent companies come to interview and recruit graduating students. Companies include Four Seasons, Hyatt, Louis Vuitton, Mandarin Oriental, Marriott, Orient Express, Rezidor, Ritz Carlton, Shangri-La, Starwood and many other prestigious international chains and luxury hotels.

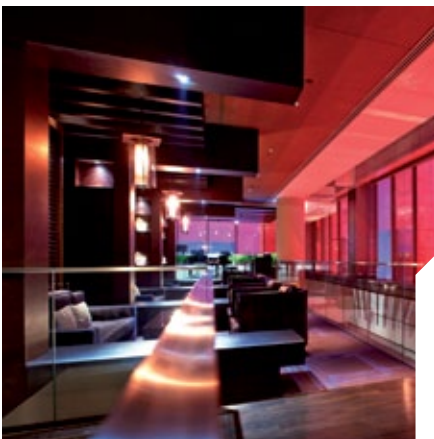
ALUMNI NETWORK

Graduating from Les Roches is the beginning of our students' professional careers within the hospitality industry. By becoming a member of the Les Roches alumni association our graduates gain access to a professional and social network with hospitality professionals working within major hospitality companies at all levels in 115 countries around the world.

AMONG THE TOP HOSPITALITY MANAGEMENT SCHOOLS

Les Roches again ranked among the top hospitality management schools worldwide. In a global survey of 5-star hotel hiring managers, Les Roches was ranked number 2 among all international hospitality management schools for an international career. Statistically, three institutes occupy this position (*TNS Global Survey, September 2010*).

LES ROCHES STUDENTS
COME FROM **OVER**
90 COUNTRIES
AROUND THE WORLD



FACTS | ABOUT LES ROCHES

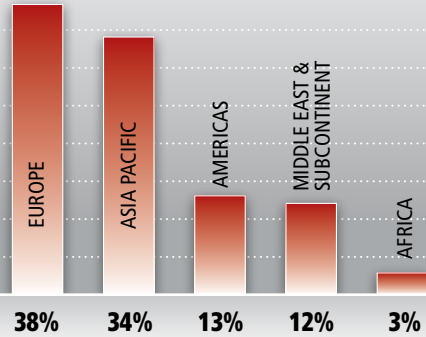
BASED ON 2011.1 DATA

CAMPUS FACTS

Total Student Population	1378
Total Students on Campus	753
Total Students on Internship	625
Undergraduate Students	1172
Postgraduate Students	157
Master Students	49
Total Number of Faculty Members	90
Students / Faculty Ratio	15:1
Average Class Size	25-30
Percentage of International Students	97%
Average Number of Countries Represented	93
Students Male / Female Ratio	48:52
Average Internship Opportunities per Student	3
Average Job Offers per Student	2

LES ROCHES BY CONTINENT

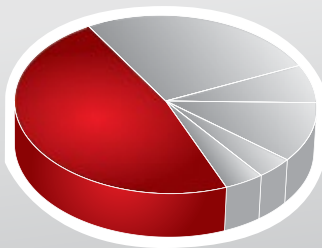
TOTAL STUDENT POPULATION BY CONTINENT



INTERNSHIP FACTS

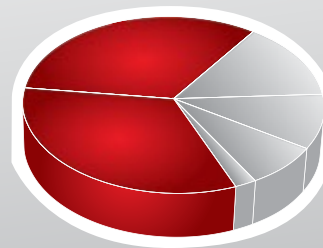
LOCATIONS

1ST INTERNSHIP (HO I)



Europe (Ex. Switzerland)	48%
Asia Pacific	27%
Middle East & Subcontinent	11%
Switzerland	7%
Americas	4%
Africa	3%

2ND INTERNSHIP (HO II)



Europe (Ex. Switzerland)	33%
Switzerland	33%
Asia Pacific	14%
Americas	10%
Middle East & Subcontinent	8%
Africa	2%

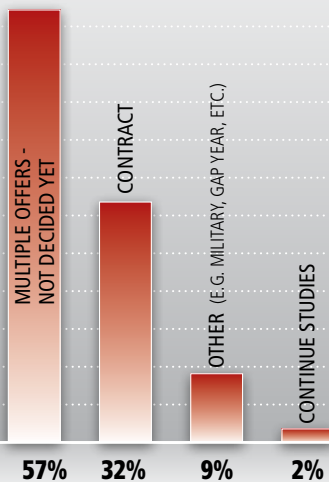
A SELECTION OF COMPANIES WHO VISITED LES ROCHES LAST SEMESTER TO RECRUIT STUDENTS:

RECRUITERS



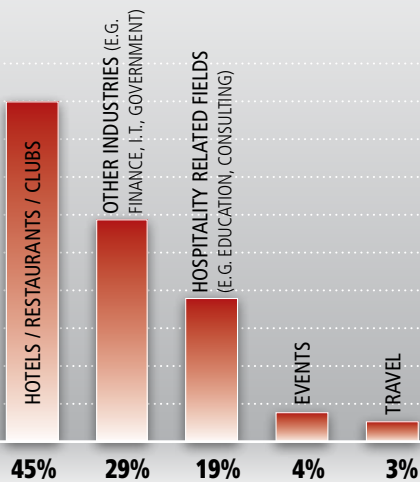
GRADUATION FACTS

EMPLOYMENT STATUS ON GRADUATION DAY (BBA, PGD, MBA)



ALUMNI PROFESSIONS

SECTORS LES ROCHES ALUMNI ARE CURRENTLY WORKING IN





UNDERGRADUATE POSTGRADUATE MASTER HOSPITALITY-FOCUSED BUSINESS DEGREES

Les Roches offers a variety of hospitality-focused business degrees for undergraduate, postgraduate and master level studies. Depending on the program level, the courses focus on operational, administrative and strategic management practices in hospitality-related sectors including tourism, travel, culinary and service organizations. Each curriculum prepares students to graduate with leadership qualities and business administration skills for their target job market in any modern company.

UNDERGRADUATE - A FIRST DEGREE IN HOSPITALITY

Upon completion of their secondary studies, many students are unsure about their objectives and they may be tired of the traditional classroom setting. Les Roches' undergraduate programs address this need for direction and applicable skills by offering programs that combine hands-on learning with professional internships and academic theory to promote "soft-skills" for team work and multicultural management perspectives while also developing self-discipline and project management skills.

The BBA in International Hotel Management gives students first-hand knowledge of hotel operations and administration, combined with general management competencies. The final year of the BBA focuses exclusively on core management principles with specialization courses for a degree in Marketing, Finance, Entrepreneurship, Hotel Design and Project Management, or Culinary Business Management.

POSTGRADUATE - A NEW DIPLOMA FOR A NEW CAREER

Les Roches' postgraduate programs are designed for mature students who want to orient their career towards hospitality management or obtain a new position in culinary business management.

The Postgraduate Diploma in Hospitality Administration/Management will open the doors for a new career. During one academic year, postgraduate students learn to oversee and manage hospitality facilities, services and events. An internship culminates the experience by allowing the student to try their hand at supervision or management in an international hospitality business.

The postgraduate program for culinary arts professionals focuses on business administration skills for the next level of management opportunities in F&B administration. With a diploma in culinary arts, or significant experience in F&B industries, students can join this program to take their career beyond the kitchen to open a new business or access senior management positions in culinary businesses or the F&B departments of major hospitality organizations.

MBA - STRATEGIC MANAGEMENT COMPETENCIES

The MBA in Hospitality is a master's program for hospitality professionals and graduates who want to develop higher-level strategic management skills for executive positions. To get the full benefit of the MBA curriculum, this one-year program is recommended for students who have at least one year of supervisory, administrative or management experience in some type of hospitality, tourism, or service related organization. Taking advantage of Les Roches' extensive diversity and the professional backgrounds of both faculty and students on this program, the MBA courses address management theory and case-studies for developing and improving organizational performance in service organizations around the globe.



Please note: the course titles listed in this academic program are guidelines and are subject to change at any time.

BACHELOR | DEGREE

BACHELOR OF BUSINESS ADMINISTRATION // 3.5 YEARS



PROGRAM OVERVIEW

Level:

Undergraduate

Length:

3.5 years

(5 academic semesters + 2 internship semesters)

Intakes:

January/February and July/August of each year

Typical admissions requirements:

Normally 18 and above, with High School Diploma or equivalent, TOEFL 500 / IELTS 5.0 (see page 15 for full admission requirements)

What will I study?

The BBA in International Hotel Management prepares students to enter the world of hospitality. It combines sound theory and craft based learning (practical classes) with professional internships in the industry. In the last year, students take a variety of courses for business management, general education courses as elective subjects, and specific courses for their specialization track. Additionally, students take a wide variety of courses for the general business management practices in hospitality.

Students can choose one of 5 BBA pathways:

- *BBA (Honors) in International Hotel Management with Entrepreneurship*
- *BBA (Honors) in International Hotel Management with Finance*
- *BBA (Honors) in International Hotel Management with Marketing*
- *BBA (Honors) in International Hotel Management with Hotel Design and Project Management*
- *BBA (Honors) in International Hotel Management with Culinary Business Management*

This three and a half year program fully prepares students to enter the hospitality industry with confidence and particularly develops management theories and competencies using a range of teaching and learning processes.

The final year of study develops strategic and management skills that are both relevant to the industrial setting in which students are destined to work and are a prerequisite for possible graduate studies at a later date. Building on their operational skills and knowledge the program further develops generic management theories and competencies using a range of teaching and learning processes.

Please note: students who wish to graduate with an honors degree must have maintained at least an average of 75% prior to entry into semester 6 and have maintained at least an average of 70% in semester 6. They must also complete a dissertation of 10,000 words during semester 7.

* From July 2012, semester 4 internship will be taken after Semester 5 (Administration).

** HO = Hotel Operations

Students will take the following common courses throughout the 3.5 year bachelor program:

HO I	SEMESTER 1	<ul style="list-style-type: none"> • Service Techniques – Craft-based Learning • Principles of Cleaning Science and Food Hygiene • Principles of Bar and Beverage Operations • Service Concepts • Rooms Division Operations • Introduction to the World of Hospitality • Introduction to Computer Applications • Effective Writing / Academic English 	<p>2 FROM THE FOLLOWING AS REQUIRED:</p> <ul style="list-style-type: none"> • Effective Writing • Professional English • Academic English • French, German or Spanish Level 1 • French or Spanish Level 2 • Mathematics (as required)
	SEMESTER 2 // INTERNSHIP		
HO II	SEMESTER 3	<ul style="list-style-type: none"> • Culinary Arts – Craft-based Learning • Pastry and Bakery Operations – Craft-based Learning • Culinary Concepts • Hospitality Financial Accounting and Control • Rooms Division Administration • Scientific Principles of Human Nutrition and Food • Organizational Behavior 	<p>2 FROM THE FOLLOWING AS REQUIRED:</p> <ul style="list-style-type: none"> • Advanced Writing Skills • Effective Communication • French, German or Spanish Level 1 • French, German or Spanish Level 2 • French or Spanish Level 3
	SEMESTER 4 // INTERNSHIP		
HO III	SEMESTER 5	<ul style="list-style-type: none"> • Rooms Division Management • Food and Beverage Management • Facilities Management • Hospitality Managerial Accounting • Hospitality Human Resources • Hospitality Marketing • Economics • Psychology 	<p>1 FROM THE FOLLOWING AS REQUIRED:</p> <ul style="list-style-type: none"> • French, Spanish, Mandarin or Italian Level 1 • French, German or Spanish Level 2 • French, German or Spanish Level 3 • French Level 4
	BBA COMPLETION	SEMESTER 6	<ul style="list-style-type: none"> • Modelling for Management • International Strategic Marketing • Financial Management • Quantitative Techniques • Research Methods • Leadership and Human Resource Management
SEMESTER 7		<ul style="list-style-type: none"> • Revenue and Pricing Management • Tourism Studies • Dissertation (compulsory for Honors Degree students) • BBA specialization courses as outlined on pages 8 and 9 	<p>1 OR 2 FROM THE FOLLOWING AS REQUIRED:</p> <ul style="list-style-type: none"> • Politics and International Affairs • Contemporary History • Theater Studies and Drama • Healthy Lifestyles • Right and Wrong - Ethics and Morals in Society • Aesthetic Expressions • Anthropology of Tourism • Web Development • Microbes and Society • Environmental Studies • The Science and Culture of Gastronomy • Architecture and Building Design • People, Conflict and Negotiation • Reading between the Lines

Please note: students who wish to opt-out of the Bachelor Degree program before completion will be awarded the following qualifications dependant upon the number of semesters completed:

Hotel Management Diploma - Students can exit the Bachelor program after semester 5 and complete one extra 6-month internship to be awarded with a Hotel Management Diploma. The total number of credits for this option is 86.5.

Associate Degree Program - To graduate with an associate degree, students must complete Semesters 1-4 as well as gain 6 credits from Semester 5 either in Rooms Division Management or in Food and Beverage Management. They also have to pass a general education subject. The total number of credits for this option is 63.5.

BACHELOR | SPECIALIZATIONS

In addition to the common courses, students will take the courses of one of the five BBA pathways outlined below during semesters 6 and 7.

1.

ENTREPRENEURSHIP



This pathway is open to students who desire to enter the hospitality industry in large hotel chains, general hotel management or step into the entrepreneurial world and start their own business. In this specialization track, students will develop an understanding of strategic marketing, financial objectives and the development of projects to meet and exceed business goals.

BBA in International Hotel Management with Entrepreneurship students will take the following additional courses in semesters 6 and 7:

- *Financial Management*
- *Hotel Design*
- *Business Planning*

2.

FINANCE



This pathway prepares the student to manage areas of finance including analyzing business performance, interpreting financial statements, and making sound investment decisions. Through case studies and applied theory, students gain the essential skills for financial management in an international business environment.

BBA in International Hotel Management with Finance students will take the following additional courses in semesters 6 and 7:

- *Financial Management*
- *Performance Management*
- *Financial Management for Decision Making*

3.

MARKETING



The role of marketing is vital to any business, especially in today's global and competitive environment. Students on this track will be able to develop skills in strategic decision making, as well as understand internet based marketing and emerging hospitality distribution tactics and business models.

BBA in International Hotel Management with Marketing students will take the following additional courses in semesters 6 and 7:

- *International Strategic Marketing*
- *Integrated Marketing Communication*
- *Hospitality Distribution and E-Commerce*

4. **HOTEL DESIGN & PROJECT MANAGEMENT**



Rights Reserved

Hotels and resorts are constantly developing new sites and refurbishing existing ones to improve the customer's experience with efficiency, luxury and style. Learn to manage long-term projects efficiently from start to finish along with the basic understanding of architecture, interior and exterior design concepts for hospitality facilities, and building management.

BBA in International Hotel Management with Hotel Design & Project Management students will take the following additional courses in semester 7:

- *Project Management and Contract*
- *Designing and Managing Buildings*
- *Architecture and Building Design*

5. **CULINARY BUSINESS MANAGEMENT**



Sourced: Mandarin Oriental

Students will learn how to organize a restaurant concept, plan menus and develop a discerning palette for food combinations and wines. At the same time, your courses will focus on entrepreneurship for event and food preparation management. With this degree track, you will be ready to start your own culinary business, transform an existing restaurant venture, or become a manager for hospitality dining establishments.

BBA in International Hotel Management with Culinary Business Management students will take the following additional courses in semester 7:

- *Menu Engineering and Product Knowledge*
- *Culinary Business and Events Management*
- *The Science and Culture of Gastronomy*

Students specializing in 'Culinary Business Management', please note: either before or after semester 6, students in the 'Culinary Business Management' specialization track are required to complete a 'professional development semester' of 6 months at our branch campus, The Royal Academy of Culinary Arts (RACA) in Amman, Jordan. An additional fee is charged for this semester. Please refer to the 'Tuition and Other Fees' document for pricing information.

POSTGRADUATE | PROGRAMS

POSTGRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY ADMINISTRATION // 1.5 YEARS

POSTGRADUATE HIGHER DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT // 2 YEARS



POSTGRADUATE DIPLOMA



POSTGRADUATE HIGHER DIPLOMA

PROGRAM OVERVIEW

Level:

Postgraduate

Length:

Postgraduate Diploma:

1.5 years (2 academic semesters + 1 internship semester)

Postgraduate Higher Diploma:

2 years (3 academic semesters + 1 internship semester)

Intakes:

February and August of each year

Typical admissions requirements:

Normally 24 and above, Bachelor degree holder (non-degree holders will receive a 'professional development diploma') or have 3 years working experience, TOEFL 500 / IELTS 5.0 (see page 15 for full admission requirements)

What will I study?

The Postgraduate curriculum is designed for career-changers or students who need to gain the basic administrative skills for hospitality operations. Additionally, students take a wide variety of courses for the general business management practices in hospitality.

This program is designed for people who already have a bachelor degree (not related to the hospitality industry) who wish to change career and join the exciting world of hospitality. Students will be exposed to operational management and strategic issues that hospitality managers face today in order to prepare them for making the proper decisions.

Depending on personal motivation and program level students wish to achieve, they can select the *Postgraduate Diploma In International Hospitality Administration* which consists of 2 taught semesters plus 1 internship in the industry or the more complete *Postgraduate Higher Diploma In International Hospitality Management* which consists of 3 taught semesters plus 1 internship in the industry.

Although both programs include an internship after completing the taught semesters, it is highly recommended that students undergo a 3 to 6 months work experience in a hospitality environment prior to starting the program.

Please note: students with work experience and no bachelor degree will be awarded a "Professional Development Diploma" in place of the Postgraduate Diploma or a "Professional Development Higher Diploma" in place of the "Postgraduate Higher Diploma".

SEMESTER 1	<ul style="list-style-type: none"> • Financial Management • Operational Human Resource Management • Rooms Division Operations Management • Food and Beverage Operations Management 	<ul style="list-style-type: none"> • Food Production and Service Operations • English Learning Support • Pre-Intermediate French • Basic French or German or Spanish
SEMESTER 2	<ul style="list-style-type: none"> • Performance Management • Planning and Development • Yield and Revenue Management • Food Production Management 	<ul style="list-style-type: none"> • Marketing Management • Events Management
SEMESTER 3	<p>Consists of 6 courses from Semester 1 of the MBA program</p>	

INTERNSHIP (after semester 2 or 3 depending on the program chosen)

POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION FOR CULINARY ARTS PROFESSIONALS // 1 YEAR



POSTGRADUATE DIPLOMA

PROGRAM OVERVIEW

Level: _____

Postgraduate

Length: _____

1 year (2 academic semesters)

Intakes: _____

February and August of each year

Typical admissions requirements: _____

Normally 24 and above, Bachelor degree holder (non-degree holders will receive a 'professional development diploma'), 3 years of culinary arts work experience, TOEFL 500 / IELTS 5.0 (see page 15 for full admission requirements)

What will I study? _____

The aim of this postgraduate program is to expose students to operational management issues and the range of strategic choices facing today's hospitality managers, providing them with the necessary skills to make informed decisions.

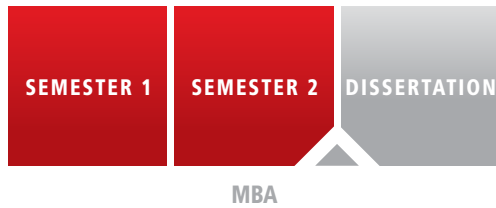
This program is a specialized business diploma for bachelor degree holders who are Culinary Arts professionals and are looking to improve their general management and leadership skills. The one-year Postgraduate curriculum builds upon the existing skills of culinary and food service professionals to prepare them for the responsibilities of general business administration. Designed for mature students, this program will allow students to advance their career in the foodservice industry or to open your own successful business.

Please note: students with work experience and no bachelor degree will be awarded a "Professional Development Diploma in Business Administration" in place of the "Postgraduate Diploma in Business Administration".

SEMESTER 1	<ul style="list-style-type: none"> • Financial Management • Operational Human Resource Management • Tourism Studies • Hospitality Marketing 	<ul style="list-style-type: none"> • Architecture and Design • English Learning Support • Pre-Intermediate French • Basic French or German or Spanish
SEMESTER 2	<ul style="list-style-type: none"> • Performance Management • Planning and Development • Yield and Revenue Management 	<ul style="list-style-type: none"> • Marketing Management • Events Management • Business Planning

MASTER OF BUSINESS ADMINISTRATION

MBA IN HOSPITALITY WITH FINANCE // 1 YEAR MBA IN HOSPITALITY WITH MARKETING // 1 YEAR



PROGRAM OVERVIEW

Level: _____

Master

Length: _____

1 year (2 academic semesters)

Intakes: _____

January and July of each year

Typical admissions requirements: _____

Normally 24 and above, Bachelor degree holder, TOEFL 550 / IELTS 5.5 (see page 15 for full admission requirements)

What will I study? _____

The MBA courses cover hospitality and strategic issues in the 21st century. These courses build together into a comprehensive program of advanced study culminating in the submission of a dissertation.

The MBA aims to develop young professionals into more effective individuals so that they are able to progress to senior managerial positions. Through its industry relevant and academically grounded curriculum, the program will challenge students so that they become “reflective” individuals, empowered to meet the challenges of ambitious and wide-ranging career aspirations.

The program consists of 2 taught semesters including a dissertation. Students may choose either the finance or the marketing track depending on their motivation and objectives.

At the start of semester 1, students will have short introductory courses in the following subject areas:

- *Accounting Fundamentals*
- *Economics*
- *Research Methods*
- *Communication and Public Speaking*

SEMESTER 1	<ul style="list-style-type: none"> • Management Across Cultures • Leadership and Development • Strategic Hospitality Management • Sustainability 	<ul style="list-style-type: none"> • Trends in Tourism and Hospitality • Data Analysis and Decision Making • Strategic Operational Management • Hospitality Financial Management and Budgeting
SEMESTER 2	<ul style="list-style-type: none"> • Business Economics • Strategic Management • Revenue and Pricing Management • Tourism Destination and Event Planning • Six Sigma and a Comparative Overview of Quality System 	

During semester 2, students must choose a specialization pathway in Finance or Marketing. They will take the following specialization courses:

SPECIALIZATION	MBA IN HOSPITALITY WITH FINANCE	
	<ul style="list-style-type: none"> • Hospitality Real Estate • Corporate Finance 	<ul style="list-style-type: none"> • Investment Strategies for Financial Markets and Asset Management
	MBA IN HOSPITALITY WITH MARKETING	
	<ul style="list-style-type: none"> • Consumer Behavior • Brand Marketing 	<ul style="list-style-type: none"> • E-Marketing

INTERNATIONAL | STUDY PROGRAMS

Studying in two international locations during your bachelor degree is an excellent way to prepare yourself for the hospitality industry. The Les Roches network will offer you the opportunity to discover new educational atmospheres and hospitality cultures through our International Study Programs. These programs make it easy to transfer to one of our affiliated schools or campus where you will find the same quality programs following the Swiss hospitality education model.

UNDERGRADUATE PROGRAMS

During the third year of the BBA program, students have the chance to study and work abroad at other Les Roches campuses around the world.



LES ROCHES INTERNATIONAL SCHOOL OF HOTEL MANAGEMENT, MARBELLA - SPAIN

Les Roches Marbella is located in the beautiful "Costa del Sol" area known for its high quality tourism and exclusive golf courses. Les Roches Marbella opened its doors in 1995 and offers the same learning structure and internationally recognized programs as the Swiss flagship campus. Surrounded by the Mediterranean sea and mountains, the school's design and agreeable location create the feeling of living, working and learning in a modern international hotel.



www.lesroches.es

BLUE MOUNTAINS INTERNATIONAL HOTEL MANAGEMENT SCHOOL (BMIHMS) - AUSTRALIA

Since its foundation in 1991, Blue Mountains International Hotel Management School has adopted the Swiss educational model with a balanced combination of practical and theoretical courses. With 2 campuses situated in Sydney and Leura (an hour and a half away from Sydney) students will enjoy the best of both worlds - a residential practical learning campus and a executive business campus.



www.bluemountains.edu.au

LES ROCHES JIN JIANG INTERNATIONAL HOTEL MANAGEMENT COLLEGE - CHINA

This state of the art campus is located in the world's fastest growing economy making it one of the most exciting and lively places to study. China's hospitality industry is growing faster than anywhere in the world making Shanghai the ideal starting point for a professional hospitality career. While studying in the "Pearl of the Orient" students will be immersed in a highly international environment developing their cross-cultural awareness which increases their global employment options.



www.lrjj.cn

ROYAL ACADEMY OF CULINARY ARTS (RACA) - JORDAN*

The RACA campus is built over 4,022 square meters of private setting offering students a privileged culinary learning experience in a pleasant serene atmosphere. The campus is comprised of 9 craft-based learning centers such as pastry and bakery lab, theatre kitchen, a production a la carte area to serve chef's table, as well as a modern restaurant and a banqueting area.



www.raca-lesroches.edu.jo

* This is only open to students taking the BBA in Hospitality Management with Culinary Business Management, and they will complete a 'professional development semester' before or after semester 6 at RACA.

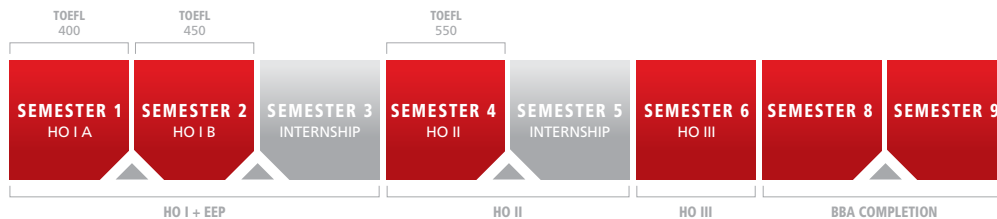
ENGLISH | PROGRAM AND COURSE

UNDERGRADUATE STUDENTS

This program is for students who do not quite meet the English level requirements for Les Roches Bluche, but have a strong desire to learn and discover more about the hospitality industry. Students who enroll on the program start a special program of 2 semesters that combines an English language program with the first semester of the Bachelor degree (HO I).

SPECIAL HO I AND ENGLISH ENHANCEMENT PROGRAM

The objective of the program is to provide students with relevant English language skills including: comprehension, listening, writing and speaking as well as providing an introduction to hospitality through classes and craft-based learning (HO I) in order to bring their English to the required TOEFL 550 (IELTS 5.5) equivalent by the time they start semester 4.



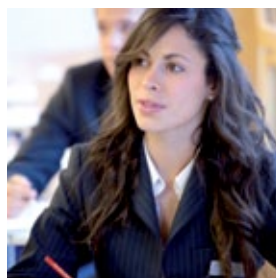
After 4 years of study, students will receive a Bachelor of Business Administration (BBA) in International Hotel Management.

Comparison with standard BBA program:



ADMISSION CRITERIA

In order to enroll on this program, students must have a minimum TOEFL 400 points (IELTS 4.0) or equivalent as well as meeting all other academic and non academic criteria needed for the BBA (age, education level, etc.)



KEY POINTS:

- Entry level of minimum TOEFL score of 400 or IELTS 4.0
- HO I A + HO I B = 2 Semesters
- 4 years to gain BBA in International Hotel Management
- Intakes January / February and July / August

POSTGRADUATE STUDENTS

Students who do not meet the English level requirements have the opportunity to take a one semester intensive English language course.

INTENSIVE ENGLISH LANGUAGE COURSE

The objective is to provide students with relevant English skills that include; comprehension, listening and speaking for entry into one of our undergraduate or postgraduate programs. This course will introduce students to hospitality, raising cultural awareness in preparation for further studies at Les Roches.

To start this class, students needs to have the TOEFL with a minimum score of 400 (paper based test) or equivalent. Students will attend the following courses:

- Writing Skills
- Reading Skills
- Grammar Focus
- Tourism and Culture
- English Skills
- Listening Skills

ADMISSIONS | REQUIREMENTS

BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL HOTEL MANAGEMENT

1. Normally 18 years old and above. Students can be under that age provided they are 18 years old by the time they start their first internship.
2. A completed application form with all pertinent attachments and an application fee of CHF. 100.-
3. A complete CV, a study and post-study plan letter, dated and signed.
4. An official copy of your High School Diploma or equivalent. Students must have completed at least six years of secondary education and provide evidence. Complete information on the school, including school transcript and/or certificate of public examination (including an explanatory note of the grading system) should be provided (transcripts / certificates must be written in English, if they are not you need to have them translated).
5. If you have not studied in an English language environment for at least 3 years, please provide one of the following certificate and scores:
 - 5.1. TOEFL: minimum score of 500 points for the paper based test, 173 points for the computer based test or 61 for the internet-based test.*
 - 5.2. Cambridge First Certificate Exam (FCE): grade C.
 - 5.3. I.E.L.T.S: Students must apply to take the Academic Module examination and obtain a minimum overall band of 5.0 and score at least 5.0 in each sub-category (listening, reading, writing, speaking).
 - 5.4. All English certificates must have been issued in the last 12 months prior to admission.
 - 5.5. If you do not meet the above English language requirements, you have the possibility of registering on our Intensive English Language program to acquire the English entry level.
6. A valid medical certificate.

BACHELOR OF BUSINESS ADMINISTRATION COMPLETION (direct entry to semester 6 or 7)

1. A completed application form with all pertinent attachments and an application fee of CHF. 100.- (for new students only).
2. A complete CV, a study and post-study plan letter, dated and signed. (for new students only).
3. Students must hold one of the following:
 - 3.1. Les Roches Higher Diploma in Hotel Management or Hotel Management Diploma.
 - 3.2. BTEC Higher National Diploma.
 - 3.3. Diploma of a Hotel School or other recognized diploma with minimum of 2.5 year program.
 - 3.4. Applications from students wishing to transfer from other programs will be considered.
4. Students from other hotel schools will be considered for entry into this program. Appropriate entry level will be determined according to their qualifications. In order to make a formal academic evaluation, candidates are required to submit an official program outline and transcript of previous studies (transcripts / certificates must be written in English, if they are not you need to have them translated).
5. Copies of work experience certificates in the hotel industry if applicable.
6. If you have not studied in an English language environment for at least 3 years, please provide one of the following certificate and scores:
 - 6.1. TOEFL: minimum score of 550 points for the paper based test, 213 points for the computer based test or 79-80 for the internet-based test.*
 - 6.2. Cambridge First Certificate Exam (FCE): grade A or Cambridge Advanced Exam (CAE): grade C.
 - 6.3. I.E.L.T.S: Students must apply to take the Academic Module examination and obtain a minimum overall band of 5.5 and score at least 5.0 in each sub-category (listening, reading, writing, speaking).
 - 6.4. All English certificates must have been issued in the last 12 months prior to admission.
7. A valid medical certificate.

POSTGRADUATE PROGRAM

1. Normally 24 years old and above.
2. A completed application form with all pertinent attachments and an application fee of CHF. 100.-
3. A complete CV, a study and post-study plan letter, dated and signed.
4. Must hold a Bachelor Degree from an accredited institution of higher learning in any non-hospitality field or have over three years of documented work experience at an appropriate level (transcripts / certificates must be written in English, if they are not you need to have them translated). Non-degree holders will receive a Professional Development Diploma or Higher Diploma.
5. 'Postgraduate Diploma in Business Administration for Culinary Arts Professionals' must have at least 3 years of proven culinary experience.
6. A reference letter of a professional or academic nature.
7. If you have not studied in an English language environment for at least 3 years, please provide one of the following certificate and scores:
 - 7.1. TOEFL: minimum score of 500 points for the paper based test, 173 points for the computer based test or 61 for the internet-based test.*
 - 7.2. Cambridge First Certificate Exam (FCE): grade C.
 - 7.3. I.E.L.T.S: Students must apply to take the Academic Module examination and obtain a minimum overall band of 5.0 and score at least 5.0 in each sub-category (listening, reading, writing, speaking).
 - 7.4. All English certificates must have been issued in the last 12 months prior to admission.
8. A valid medical certificate.

MASTER OF BUSINESS ADMINISTRATION

1. Normally aged 24 years old or above.
2. A completed application form with all pertinent attachments and an application fee of CHF. 100.- (for new students).
3. A complete CV, a study and post-study plan letter, dated and signed.
4. Must hold a Bachelor Degree from an accredited Institution of higher learning in any field (transcripts / certificates must be written in English, if they are not you need to have them translated).
5. A confidential reference form which the Admissions Department will send to the candidate upon receipt of his/her application.
6. A reference letter of professional or academic nature.
7. If you have not studied in an English language environment for at least 3 years, please provide one of the following certificate and scores:
 - 7.1. TOEFL: minimum score of 550 points for the paper based test, 213 points for the computer based test or 79-80 for the internet-based test.*
 - 7.2. Cambridge First Certificate Exam (FCE): grade A or Cambridge Advanced Exam (CAE): grade C.
 - 7.3. I.E.L.T.S: Students must apply to take the Academic Module examination and obtain a minimum overall band of 5.5 and score at least 5.0 in each sub-category (listening, reading, writing, speaking).
 - 7.4. All English certificates must have been issued in the last 12 months prior to admission.
8. A valid medical certificate.
9. The school may require a phone or personal interview before admission into the program.

* The TOEFL testing code number for Les Roches is 9827.

ADMISSIONS ADDRESS

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