



The Swiss Hotel Management School



A World Leader
in Hotel Management



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SHMS.

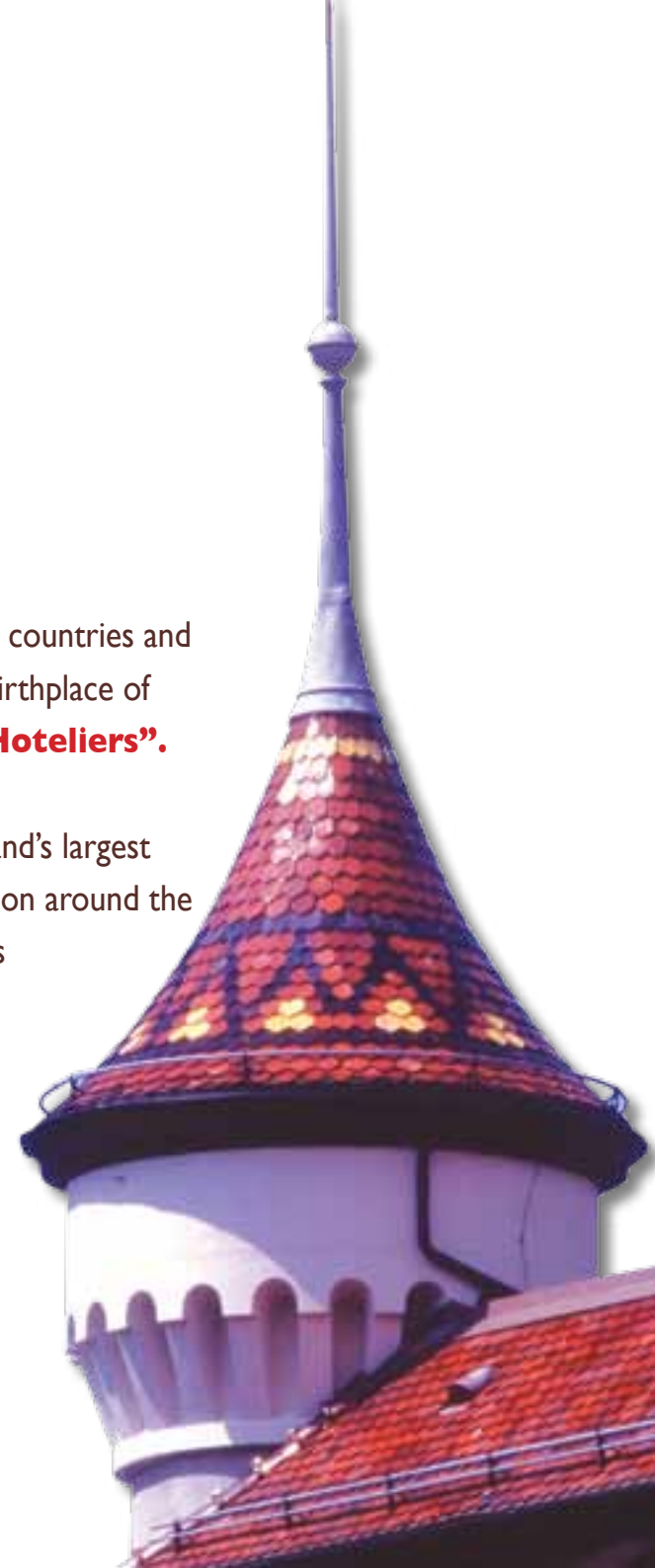
An Introduction...

Every year, the SHMS University Centre welcomes students from more than 60 countries and trains them in the unique environment of the former 5 * Caux-Palace - the birthplace of Switzerland's reputation for hotel management - to become **"Swiss Made Hoteliers"**.

Over the last decade, the SHMS University Centre has grown to be Switzerland's largest English speaking Hotel Management School Institution with an excellent reputation around the globe. A qualification from SHMS opens doors to leading positions in the hospitality industry, anywhere in the world.

This prospectus outlines our educational programmes as well as the extensive range of services and facilities offered.
We trust you will find this information helpful.

Dr. Andreas **Kunzli**
Member of the Board



Learning the Finesses of a “Swiss Made Hotelier”

Switzerland's history of excellence in hotel management began more than 100 years ago when the first hotels were built in Switzerland. The “Caux-Palace”, nestled in the mountains overlooking both Montreux and Lake Geneva, was the largest, most impressive and exclusive establishment of the day. It was here – at the “Caux-Palace” – where Switzerland's reputation for hospitality was born.

Today, the “Caux-Palace” is home of SHMS. Students from more than 60 different countries join SHMS every year to learn in this unique atmosphere, at the very source of Switzerland's Hospitality reputation. In the inspiring environment of the “Caux-Palace” we train our students to become true leaders in the ever expanding Hospitality Industry.

In this real life environment our well qualified hospitality experts will teach you the “Finesse” of hotel management using the traditional Swiss approach. You will follow a very colourful curriculum, comprising a wealth of practical elements, Management expertise and languages. Each individual subject will provide knowledge and skill critical to your future career in the Hospitality Industry.

Each year you will also complete a paid internship to gain even more practical experience. By the time you finish your education programme at SHMS you will have the world famous “**Swiss Hospitality Touch**” which is so sought after in the industry. After successful completion of the programme, eligible candidates will receive membership in the prestigious “Swiss Made Hoteliers Club”.

And to make you even more attractive on the international job market, you may graduate with up to three internationally recognised qualifications from Switzerland (SHMS), United Kingdom (University of Derby) and the United States (AH&LA).

The number of students at SHMS has consistently increased over the last decade, with many of our new students being recommended to us by our current students and our large alumni. In 2003, when our enrolments exceeded our capacity in Caux, we purchased a second campus in Leysin. After a complete renovation, our Leysin Campus was opened in September 2004 offering state of the art learning and leisure facilities, outstanding accommodation for almost 600 students, and an extended range of excellent educational programmes.

SHMS' experienced, dynamic and open-minded management, together with the quality and commitment of our staff, ensure that SHMS will continue its success story in the future and stay one step ahead of similar institutions.

We hope to welcome you soon to

SHMS, The Swiss Hotel Management School

Emanuel **Donhauser**,
Academic Director, Caux Campus

Stephan **Earnhart**,
Academic Director, Leysin Campus

“SHMS has become Switzerland’s largest provider of Hotel Management Education. Our success is based on:

- 1. Internationally recognized and highly ranked University Bachelor (Hons) Degree Qualifications in 3 years and Masters Degree Qualifications in 4 years (Page 12 - 23).*
- 2. World class facilities located in prime locations and outstanding services offered to students (Page 24 - 33).*
- 3. Unique after-graduation professional services (Page 34 - 39).”*

Professor Dr. Cuno Puempin
Member of SEG Advisory Board



Switzerland - The Traditional Home of Hotel Management

Majestic mountains, green woodlands, crystal clear lakes, roaming vineyards, breathtaking landscapes and enchanting cities – Switzerland has it all.

Located in the heart of Europe, Switzerland has Paris, London, Amsterdam, Rome and Madrid at its doorstep, as all are within an hours flight.

Switzerland's population of 7.4 million is divided into 3 main regions, with French, German or Italian, respectively, being the main language.

Visitors can enjoy the many museums, castles, festivals, exhibitions and sightseeing which the country offers.

Winter is perhaps the season most closely associated with Switzerland. It is the time of year when the ski slopes rapidly fill with enthusiasts from all over the world enjoying the superior quality of the "pistes". Indeed, it is hard not to enjoy learning to ski in this perfect environment!

As the year progresses, the weather begins to warm up and the trees and flowers bloom with life. Summer always brings plenty of sunshine with temperatures typically between 20 - 25 degrees centigrade.

Swiss people like to make most of the summer months by enjoying the great outdoors.

A lively Café culture can be enjoyed in most Swiss villages, towns and cities, where people while away the hours at a lakeside cafe, enjoying a superb cappuccino and watching the cosmopolitan population at work and play.

Switzerland in the Summer also offers the chance to breathe clear mountain air while walking through wonderful rural fields full of Alpine flowers.

As night descends, you can enjoy dining under the bright stars at an outdoor restaurant, where you can sample a world-wide range of cuisines.

SHMS operates two campuses in the French speaking part of Switzerland: The "Caux-Palace" Centre of Excellence in Caux above Montreux, offering panoramic views over the Riviera below the French Alps and the "Mont-Blanc Palace" University Centre in Leysin, Switzerland's first Learning Resort.

Geneva is the closest international airport being about 1 1/2 hours from SHMS, whilst Zurich airport is about a 3 hour drive.



Education



Leysin Campus: The SHMS University Centre



Caux-Palace Campus: The Birthplace of Switzerland's Hospitality Tradition

SHMS - A World Leader in Hotel Management

SHMS, Swiss Hotel Management School is Switzerland's largest English speaking hotel management institution, attracting students from more than 60 countries around the world. SHMS offers its students a combination of advantages that makes their educational experience amongst the best in the world:

1. Quality Training

SHMS provides quality training in the long established Swiss tradition, combined with advanced management techniques, to match current international trends in the hospitality industry. In addition, all programmes at SHMS are taught in English, the world language of hospitality. This perfect combination assures SHMS students the highest quality education and prepares graduates to face the challenging and competitive world of hotel management.

2. International Qualifications from three Countries

SHMS has a wide range of programmes to suit most students' needs. Whether you are looking for a short-term diploma programme (2 years) or to study to degree (3 years) or masters level (4 years), SHMS offers the programme to meet your needs. Programmes specially designed for mature entrants, including Postgraduate Diplomas are also available.

The BA (Hons), MA and PhD programmes offered at SHMS are awarded by the University of Derby, a leading

UK university, which was recently ranked by the Guardian newspaper as being in the top five British Universities for hospitality and tourism. This guarantees that the highest standards are maintained and confers international accreditation and worldwide recognition to the qualifications we offer.

Students who undertake the Degree programme at SHMS will have the chance to graduate with four internationally recognised qualifications:

- **Swiss** Higher Diploma in International Hotel, Tourism or Events Management
- **American** AH&LA Diploma in Hospitality Management
- **British** BA (Hons) Degree in Hospitality, Tourism or Events Management.
- **Swiss** BA (Hons) Degree in Hospitality, Tourism or Events Management.

3. An Exciting Range of Programmes and Progression Options

SHMS Caux is the Centre of Excellence for practical hospitality education. Here students can study for the renowned Swiss Higher Diploma in Hospitality Management. However, at SHMS University Centre students can elect to study a total of three exciting Swiss Higher Diploma Programmes:

- Hospitality Management
- Hospitality and Events Management
- Hospitality and Tourism Management

Depending on the Higher Diploma programme studied, eligible graduates may progress to any of the BA (Hons) programmes offered at SHMS UC. Furthermore, suitably qualified graduates of any of the BA (Hons) programmes can enter the MA in International Hospitality Management Programme.

4. Paid Work Experience

Studying in Switzerland gives you the opportunity to gain international work experience. Each year of study at SHMS consists of a 5 month academic term followed by a 4 - 6 month internship in Switzerland or abroad. Students work in paid practical training in the industry, which, in the first year, is administered by the school. The practical training is fully integrated with the academic programmes.

5. State-of-the-Art Facilities

To assist students to achieve the best results, SHMS provides the latest study facilities, including free on-line access to the internet on all computers within the schools. In addition, access to both the University of Derby library on-line and the University's virtual learning platform are available to BA (Hons) and MA students. In many areas within SHMS, students can also utilise wireless connection to the internet.

The recreational and study facilities at SHMS have been refurbished to offer some of the most modern facilities available not only in Switzerland but in the world.

6. Services offered

SHMS offers a wide range of services including social care, medical assistance, student support centres, sport and leisure activities.

7. "Swiss Made Hoteliers Club" Membership

After successful completion of the academic programme and internships, eligible graduates automatically become members of the prestigious "Swiss Made Hoteliers Club".

8. SEG Membership

SHMS is member of SEG, Swiss Education Group, an alliance of Switzerland's finest Hotel Management Schools. This membership allows us to offer our students additional benefits only SEG member schools are able to provide (page 10). All SEG schools are 100% Swiss owned, which ensures your education is based on the famous 'Swiss Hospitality Tradition'.

9. Graduate Placement Services

With its many links to some of the finest hotels around the world, SHMS offers its graduates a wide variety of job opportunities through the SEG Career Advisory office (page 36).

10. A lower Educational Investment and earlier Start to your Career

All programmes at SHMS are very intense and can be completed in a relatively short period of time. This allows the educational investment to be lower compared to similar programmes and to start your career earlier.

“Students from more than 60 countries join SHMS every year to learn the Swiss Hospitality Touch in an atmosphere where Switzerland’s reputation for Hotel Management was born.”







SHMS Background Information

Advisory Board

ACADEMIC MEMBERS

- Dr Lance B. Lewis
Associate Dean of International Programs,
Northwood University
- Dr Peter Dewhurst
Dean, University of Derby, Buxton

INDUSTRY MEMBERS

- Dr Craig Thompson
Higher Education Project Manager
- Mr Michael Smithuis
General Manager, Fairmont Le Montreux Palace
- Mr Mike Stapleton
UK Corporate Affairs Director, Compass Group
UK & Ireland Limited
- Mr Philippe Rossiter
Chief Executive, Institute of Hospitality
- Mr Paul E. Muller
Président Directeur Général, Manotel Hotel
Group Geneva
- Mr Yves P. Givel
Director of Recruitment, Hyatt International
EAME

SEG MEMBERS

- Mr Florent Rondze
COO, SEG, Swiss Education Group
- Mr Emanuel D. Donhauser
Executive Director, Academic, SEG, Swiss
Education Group
- Mr Benoît Samson
Executive Director, Business Development, SEG,
Swiss Education Group

Registration

SHMS is officially registered in the “Canton de Vaud”, Switzerland under the name SHMS, Swiss Hotel Management School.

University of Derby

Graduates of the BA (Hons) and MA programmes at SHMS receive Swiss and British awards. The BA (Hons) and MA degrees are awarded by the University of Derby, a leading UK university, which was recently ranked by the Guardian newspaper as being in the top five British Universities for hospitality and tourism and shortlisted for University of the Year in 2007 by Times Higher (<http://www.derby.ac.uk>).



ASEH, Swiss Hotel Schools Association

SHMS is member of ASEH, Swiss Hotel Schools Association and fulfils the 110 Quality Criteria.



SEG, Swiss Education Group

SHMS is member of the Swiss Education Group. SEG combines four of Switzerland's finest hotel management schools to create Switzerland's leading hotel school alliance. The “6 SEG benefits” make SEG member schools the ultimate choice for students from more than 60 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. As such, you benefit from the “Swiss Hospitality Touch” and your qualification will be renowned and recognised worldwide.

2. SEG Academic Quality Assurance

All SEG member schools are subject to stringent academic quality assurance that ensures 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 BA (Hons) or MA Degree from a leading British University. This dual Swiss/British qualifications opens doors to leading positions in the booming hospitality industry anywhere in the World!

3. Sponsored Foundation Programme

SEG wants you to succeed with your studies! The SEG Foundation Programme is a great option to improve your standard of English and to prepare yourself for the first year of study. Furthermore, SEG subsidises the major part of the cost of these programmes.

4. SEG Graduate Placement Service & Alumni

SEG graduates are in high demand on the international job market! The SEG Graduate Career Centre enjoys strong links with the leading hotel chains. Students also have direct access to these organisations at recruitment events hosted regularly at all member schools. The combined SEG Alumni, boasting many thousands of members, is an additional source of future employment opportunities.

5. State of the Art Services & Facilities

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

6. A Lower Investment - Better Value

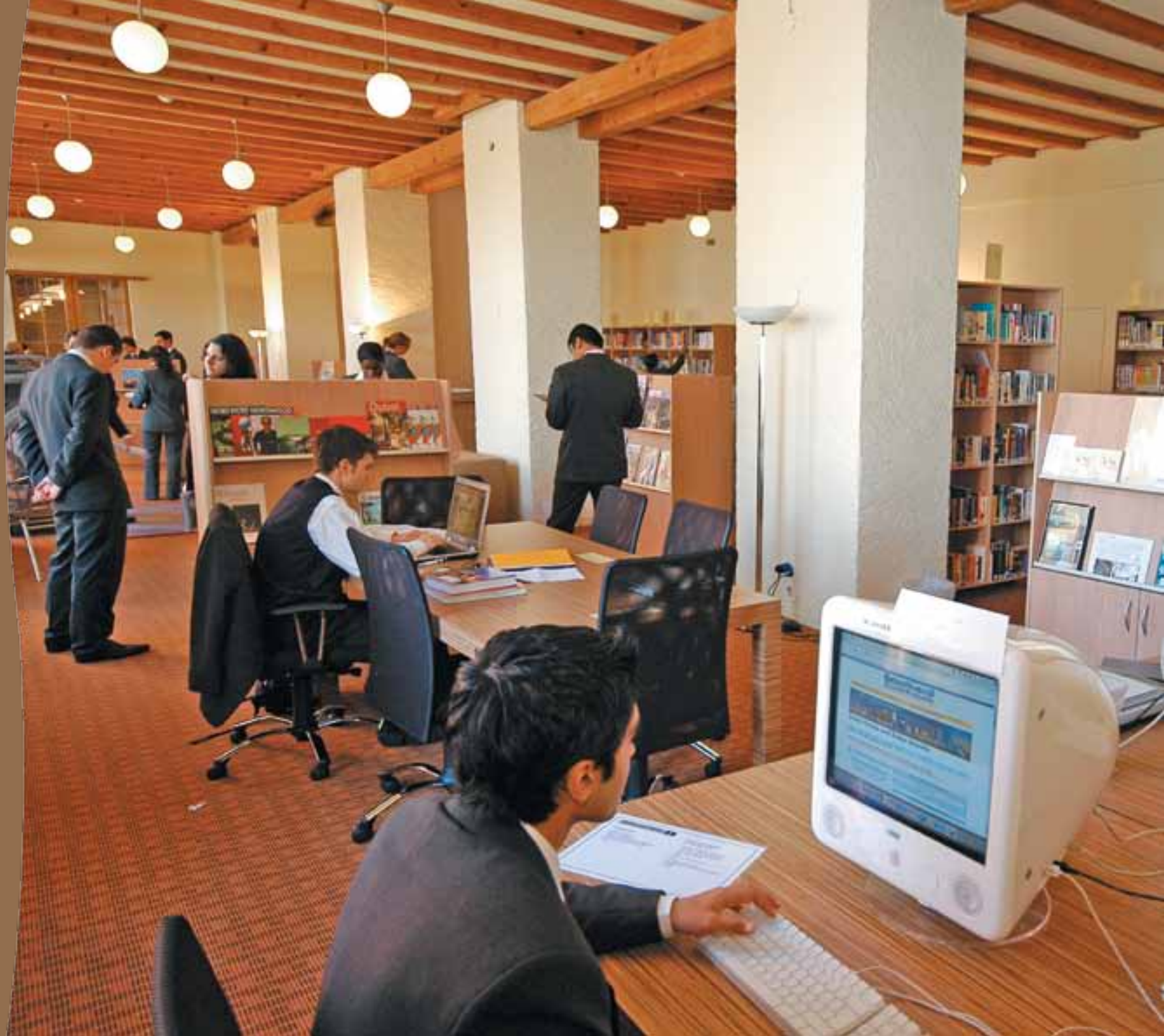
SEG member schools have adapted their study programmes to the needs of international students. The intensive programmes offer up to thirty teaching hours a week, as compared to twenty hours a week or less offered in more traditional institutions. The fully recognised BA Degree programmes can therefore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



“One of the major advantages for SHMS students is that they graduate with a BA (Hons) Degree awarded by a highly ranked University. Significantly, the University of Derby was:

- Shortlisted for University of the Year in 2007 by Times Higher.*
- Amongst top 5 UK Universities in recent ranking by Guardian.”*

(Note: Both the Times Higher and the Guardian are independent ranking authorities. Significantly, the Times Higher Education Ranking System is recognised worldwide by educational institutions as the leading ranking body.)





Internationally recognized and highly ranked BA (Hons) Degree Qualifications in 3 years.

“By choosing SHMS you will be awarded with a Bachelor (Hons) Degree from a top ranked University recognized both internationally and by the European Bologna Standards.”

Professor John Coyne, Vice-Chancellor, University of Derby, UK

World-class Ranking

Shorter Duration

Internationally Recognised

University Degree

The Academic

Programmes



Truly “Swiss” Hospitality Education

Switzerland's reputation for Hotel Management training results from an emphasis on practical skills and experience. A profound understanding of all aspects of hotel management creates the multi-skilled and multi-talented professional employers are looking for.

Whilst similar Swiss Hotel Schools are increasingly moving away from practical input, becoming more like business schools, SHMS maintains its focus on practical aspects whilst incorporating key management elements, including Human Resource, Marketing, Finance and languages into the curriculum. A combination that provides graduates with the best possible foundation for their future career.

Our goal is to ensure an international approach to education. Within a multi-cultural classroom atmosphere, students gain an international awareness of the industry and develop the ability to effectively communicate in the global environment.

Medium of instruction

English is the medium of instruction at SHMS. The required English levels for the different programmes are listed on page 16 to 23.

Programme Structure

Each year of study consists of a 5 month academic term at SHMS and 4 to 6 month paid internship in the hospitality industry.

Emphasis

The emphasis at SHMS Caux is on applied Swiss practical hospitality expertise combined with management competencies. At the SHMS University Centre we offer a broader range of BA (Hons) Degree and Masters programmes, reflecting the increasing diversity within the services sector.

Programme Intensity

Our intensive programmes provide up to 30 hours a week of instruction. The fully recognised BA (Hons) Degree programme can be completed in only 3 years, the Masters Degree in 4 years. In many other Swiss Schools, academic programmes are offered in a less intensive manner requiring students to complete 4 years to graduate with a BA Degree and 5 - 6 years for a Masters qualification. SHMS provides a fully recognised and highly ranked BA (Hons) Degree in 3 years and Masters in 4 years which corresponds to the international standard of top universities worldwide. This means a lower educational investment and an earlier start into your career.

Programme Duration

SHMS provides a number of different programmes for students at undergraduate and postgraduate levels. The programmes range from 1 to 4 year/s in length and are listed on page 16 to 23.

Accreditation and Recognition

The BA (Hons) Degree and the Masters Programmes offered at SHMS are accredited internationally. In addition,





the awards also meet the demanding academic requirements of the European Bologna standards. These qualifications are recognised world-wide providing unlimited international employment prospects for graduates.

Academic Faculty

All members of the faculty have a solid education and practical experience in the subject they are teaching. Regular evaluation of teaching ensures the methods and content are contemporary. In addition, all staff participate in ongoing development programmes.

Teaching Materials

SHMS uses the latest books and course materials, imported from all over the world, to ensure that the content of every programme is "State-of-the-Art".

Study Advisor

Students have, in their 1st and 2nd year of study, the option to request a study advisor. Study advisors are usually 3rd year students who assist new students (often in their native language) to overcome any initial study difficulties they may encounter.

This service is free of charge, however the study advisors receive an hourly compensation from SHMS.

Graduation

Students are awarded their qualification at the end of the programme upon successful completion of their academic term(s) and the required internship(s).

Internship

The internship is an integral part of the academic programmes at SHMS. The SHMS Internship Office assists students in finding employment in a hotel or restaurant.

Students who complete their internship in Switzerland are paid a salary at current industry trainee rates. Accommodation is sometimes provided by the employer during this period. Alternatively, students rent and share an apartment. The gross salary is approximately CHF 2.168.- to CHF 2.450.- per month (less deductions for food, taxes, accommodation, insurance = approximately CHF 1.115.- to CHF 1.400.- net per month). Over the course of the internship, students in Switzerland are usually visited by an SHMS internship coordinator and assessed by their employer. Students must successfully complete their internship to pass their programme at SHMS.

Internship Abroad

Students may also complete their internship in other countries. The selected employer and position must be approved by SHMS. The salary will vary depending on the chosen country. The SHMS Internship Office offers many contacts for internships abroad.

SEG Career Advisory Service

SHMS prides itself on its graduate placement services provided through the SEG Careers Advisory Service. Details are given on page 36.



Diploma, Higher Diploma, BA (Hons) Degree and

SHMS offers students the unique option to gain 4 different, internationally recognised qualifications, in 3 years:

- A **Swiss** Higher Diploma in International Hotel Management or Tourism Management or Events Management
- An **American** Hotel and Lodging Association (AH&LA) Diploma in Hospitality Management (optional)
- A **British** BA (Hons) Degree in Hospitality or Tourism or Events Management
- A **Swiss** BA (Hons) Degree in Hospitality or Tourism or Events Management

Moreover, suitably qualified BA (Hons) Degree graduates are eligible for admission directly to the Masters Programme. Detailed information is provided on page 20.

Four different international qualifications, together with two work reference letters from internships in Switzerland or abroad, give SHMS graduates a unique competitive advantage when applying for a job in the hospitality industry.



Programme Options

All students in our main programme initially complete a 2 year Swiss Diploma in Hotel Operational Management.

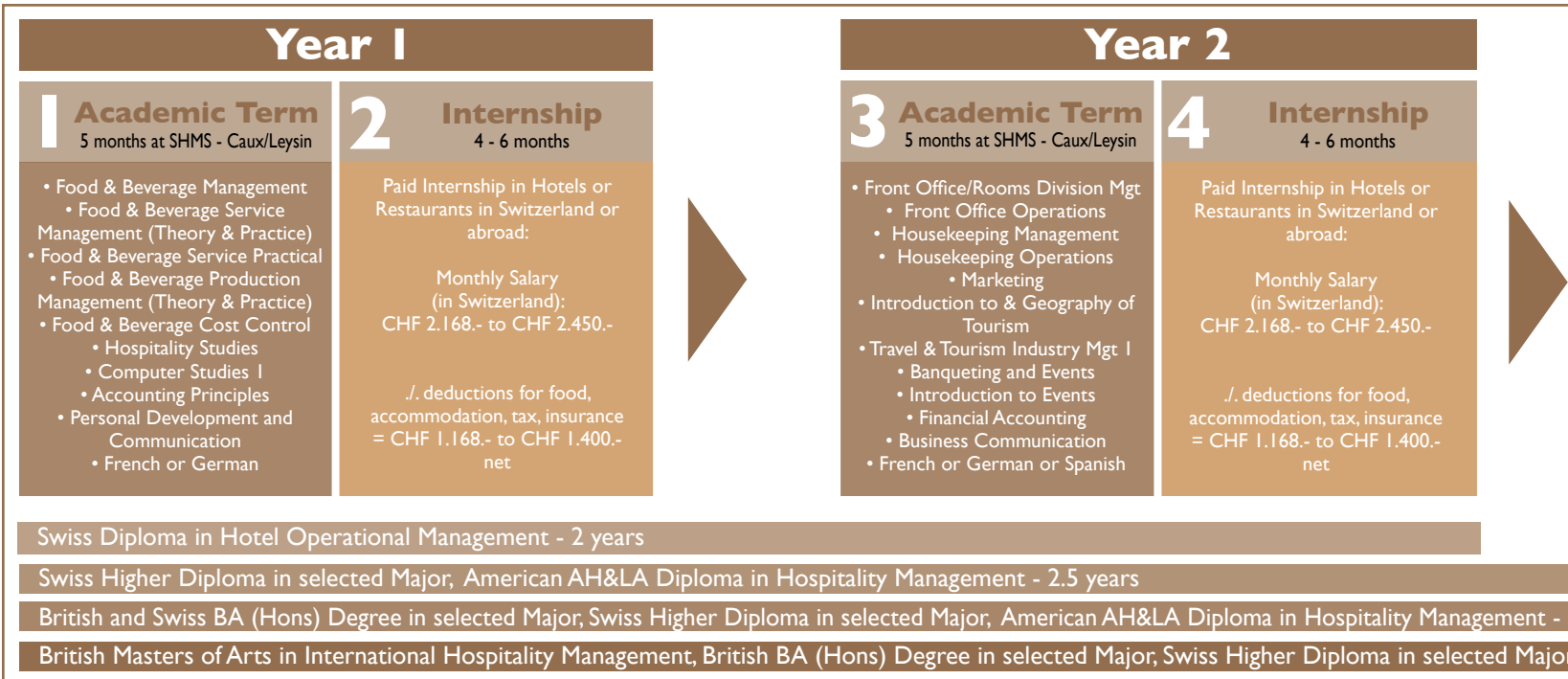
Students then have the option to continue with a Higher Diploma and then BA (Hons) Degree in Hospitality Management or to specialise into two areas which are closely connected to Hospitality and equally fast developing: Events Management or Tourism Management.

During the second academic year a series of presentations will provide students with detailed information on the different programmes available before then deciding for one of the following options:

- Swiss Higher Diploma/BA (Hons) Degree in Hospitality Management
- Swiss Higher Diploma/BA (Hons) Degree in Hospitality and Events Management
- Swiss Higher Diploma/BA (Hons) Degree in Hospitality and Tourism Management

Diploma in Hotel Operational Management - 2 years

This programme includes all operational subjects including Food and Beverage Production and Service, Front Office and Housekeeping. It will especially benefit those students who are primarily interested in the practical aspects of the hotel and catering industry. It includes two 5 month academic terms and two 4 to 6 month internships.



MA Degree Programmes

Entry Requirements

- English level equivalent to TOEFL 500 (173 computer based), IELTS 5.0 or 56 points in the SHMS placement test.
- High School Diploma or equivalent. SHMS may also recognise equivalent work experience.
- Minimum age 17 years*.
 (*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 SHMS before commencing their first internship placement.)

In order to enter the final term of the BA (Hons) programme, students must have successfully passed the SHMS Higher Diploma or equivalent.

Foundation Programme

Should your level of English be below the required level we recommend our sponsored Foundation Programme in Leysin. Duration 4 - 16 weeks. Please refer to the enclosed Dates and Fees sheet for details.

Starting Dates

Early February or early September each year. Please refer

to the enclosed Dates and Fees sheet.

Teaching/Learning Hours (per week)

- Year 1: 28 hours
- Year 2: 28 hours
- Year 3: 26 hours
- BA Programme: 40 hours

Progression

After completion of the Swiss Diploma in Hotel Operational Management students can continue their studies to Higher Diploma (page 18/19), BA (Hons) Degree (page 18/19) and MA Degree (page 20/21) in either of the options indicated in the tables below.



Year 3	
5 Academic Term 5 months at SHMS - Caux/Leysin	6 Academic Term 5 months at SHMS - Leysin
Option I • Swiss Higher Diploma in International Hospitality Management (page 18/19)	Option I • BA (Hons) Degree in Hospitality Management (page 18/19)
Option II • Swiss Higher Diploma in Hospitality and Events Management (page 18/19)	Option II • BA (Hons) Degree in Hospitality and Events Management (page 18/19)
Option III • Swiss Higher Diploma in Hospitality and Tourism Management (page 18/19)	Option III • BA (Hons) Degree in Hospitality and Tourism Management (page 18/19)



Year 4	
7 Academic Term 5 months at SHMS - Leysin	8 Independent Study 5 months
• Masters of Arts in International Hospitality Management (page 20/21)	Independent Studies On campus or distance learning A single project module featuring the opportunity for an extended piece of research, with personal supervisory support.



3 years
 ; American AH&LA Diploma in Hospitality Management - 4 years

Higher Diploma and BA (Hons) Degree Program



Higher Diploma and BA (Hons) Degree Programmes

After successful completion of the 2 year SHMS Diploma in Hotel Operational Management (page 16/17) students can progress into one of our Higher Diploma and then the BA (Hons) Degree programmes.

The BA (Hons) programmes are offered in collaboration with SHMS-UC's academic partner, the University of Derby, which, according to a recent survey, was ranked 4th in the UK for Tourism, Leisure and Hospitality. Thus, SHMS-UC graduates gain a highly esteemed UK qualification studied at a Swiss hotel school in addition to their Swiss qualification!

Independent Study

After completing Academic term 6, students will be given 6 weeks to complete their dissertation, during which time supervision will be provided on a distance-learning basis. Students have however the option to stay on campus during this six week period.

This module provides the student with the opportunity to work independently on a specific project of a particular interest to them. It is this module, which enables the student to gain an honours degree. The focus is student centred learning with students owning the responsibility to drive the project forward.

Direct Entry Requirements

UoD welcomes direct entries into the final term of the BA (Hons) programme at SHMS. Applicants should hold a Higher Diploma in a relevant subject and an English Level of TOEFL 525 (196 computer based), IELTS 5.5.

Future Prospects

The programme seeks to equip students with the skills that will enable them to gain fast-track entry into management careers in the Hospitality Industry. Alternatively, on successful completion of the programme students can consider progression to the Masters Degree at SHMS-UC.



HD/BA (Hons) in Hospitality Management

5 Academic Term

5 months at SHMS - Caux/Leysin

- Managerial Accounting
- Researching and Reporting
- Management Principles
- Human Resource Management
- Marketing Management for the Service Industry
- Facilities Design and Management
 - MICE Markets
 - Management Project
 - Information Systems 2
- Intercultural Communications
- French or German or Spanish

6 Academic Term

5 months at SHMS - Leysin

- Managing Cultural Diversity
- Food and Beverage Development
- Advanced Consumer Behaviour
- Risk Management
- Delivering Added Value
- HRM and Business Strategy
- Independent Study

Swiss Higher Diploma in International Hospitality Management (2.5 years)

This programme covers all subjects vital to students who are seeking to develop a successful management career in the hotel industry. Key elements include Food and Beverage Service and Production, Rooms Division Management and Housekeeping Management. Students who have successfully completed this programme will receive a Swiss Higher Diploma in International Hotel Management, as well as an American Hotel & Lodging Association (AH&LA) Diploma (optional).

BA (Hons) in Hospitality Management (3 years)

The BA (Hons) Hospitality Management programme is aimed at appropriately qualified students wishing to build upon their practical and vocational experiences, through the development of critical and analytical skills. It aims to develop future hospitality managers and equip them with the skills to manage a rapidly changing environment with confidence.

HD/BA (Hons) in Hospitality & Events Management

5 Academic Term

5 months at SHMS - Caux/Leysin

- Managerial Accounting
- Researching and Reporting
- Management Principles
- Human Resource Management
- Marketing Management for the Service Industry
- Event Project Planning
- Event Project Management
- Logistics and Supply for Events
 - MICE Markets
 - Information Systems 2
- French or German or Spanish

6 Academic Term

5 months at SHMS - Leysin

- Public Relations and Electronic Marketing for Events
- Strategic Approaches to Global Events
- Managing Cultural Diversity
- Advanced Consumer Behaviour
 - Delivering Added Value
- Contemporary Issues in the Service Delivery
- Independent Study

Swiss Higher Diploma in Hospitality and Events Management (2.5 years)

This programme is designed for students who, in their third year, wish to specialise in events management with a view to entering this dynamic sector. Key elements include Event Project Planning and Management, Meetings, Incentive and Conference Markets.

BA (Hons) in Hospitality and Events Management (3 years)

The BA (Hons) in Hospitality and Events Management is offered in collaboration with SHMS-UC's academic partner, the University of Derby, which, according to a recent survey, was ranked 4th in the UK for Tourism, Leisure and Hospitality. Thus, SHMS-UC graduates gain a highly esteemed UK qualification studied at a Swiss hotel school in addition to their Swiss Qualification!

HD/BA (Hons) in Hospitality & Tourism Management

5 Academic Term

5 months at SHMS - Caux/Leysin

- Managerial Accounting
- Researching and Reporting
- Management Principles
- Human Resource Management
- Marketing Management for the Service Industry
- Business Travel & Tourism
- Travel & Tourism Industry Mgt
 - Impacts of Tourism
 - Information Systems 2
- Logistics and Supply for Events
- French or German or Spanish

6 Academic Term

5 months at SHMS - Leysin

- Managing Cultural Diversity
- Contemporary Issues in the Service Delivery
- Management Information Systems for Tourism
- Advanced Consumer Behaviour
 - Delivering Added Value
- HRM and Business Strategy
- Independent Study

Swiss Higher Diploma in Hospitality and Tourism Management (2.5 years)

This programme is designed for students who, in their third year, wish to specialise in tourism management with a view to being part of the global travel and tourism industry. Key elements include Tourism Development, Business Travel and Tourism, Destination Studies (delivered through a series of field trips).

BA (Hons) in Hospitality and Tourism Management (3 years)

This BA (Hons) Hospitality and Tourism Management programme has been developed to meet the ever-changing demands of the Travel and Tourism industry. It provides a thorough grounding in the business and management skills required in Travel and Tourism. It also offers students a Travel and Tourism curriculum that is up to date, vocationally relevant, challenging, and that reflects the complex nature of the Travel and Tourism environment.

MA Degree Programme



Introduction

The master's programme seeks to develop students' critical analytic skills and foster their creativity, so that they can respond effectively to key challenges facing the hospitality industry in the 21st century. The key themes that recur throughout the programme include; human resource issues and the management of cultural diversity, strategic management and internationalisation. Graduates will be equipped with a range of skills to deal with trends and changes in the sector such as the growth of IT, new business practices and a more competitive market place. There is a focus on research methods allowing students to develop a major piece of independent study.

The MA in International Hospitality Management is awarded by the SHMS-UC's academic partner, the University of Derby, which, according to a recent survey, was ranked 4th in the UK for Tourism and Hospitality. Thus, SHMS-UC graduates gain a highly esteemed UK qualification studied at a Swiss hotel school with a worldwide reputation for expertise in hospitality and tourism.

Key Features

- An integrated programme organised around a series of inter-related case study analyses;
- The development of critical analytical skills through applications of theories to the hospitality industry;
- A focus on the application of management styles and techniques in the hospitality industry;
- A focus on the development of relevant research skills.

Key Module Themes

- Key changes in consumption and production of hospitality services and the responses of the hospitality industry;
- Globalisation and strategy development in hospitality management;
- Marketing and segmentation strategies in creating value innovation in hospitality services;
- Innovation in the meetings industry
- Human resources and management of diversity in hospitality management



Duration

Five months taught programme, with a further five months to complete the master's dissertation, during which students are supervised on a distance-learning basis or have the option to complete the dissertation on campus.

Independent Study

The Independent Study module (master's dissertation) provides the student with the opportunity to work independently on a specific project of a particular interest to them. It is this module, which enables the student to gain a master's degree. The focus is on student-centred learning with students owning the responsibility to drive the project forward.

Direct Entry Requirements

UoD welcomes direct entries into the MA programmes at SHMS. Applicants should hold a Bachelors Degree and have an English level of TOEFL 550 or IELTS 6.0. Applicants to the MA Hospitality Management must hold a degree in a related discipline and have a minimum of eight months relevant work experience. Mature applicants, with over 5 years supervisory work experience, will be considered without higher qualifications.

Future Prospects

The programme seeks to equip students with the skills that will enable them to gain fast-track entry into management positions in the international hospitality industry and related sectors. Students will gain access to a wide network of contacts in an international context.

MA in International Hospitality Management	
7 Academic Term 5 months at SHMS - Leysin	8 Independent Study 5 months
Certificate Stage <ul style="list-style-type: none">• Research Methodologies• Marketing and Public Relations• Management and Leadership Across Cultures• Hospitality Operations Management Diploma Stage <ul style="list-style-type: none">• Consultancy and Research• Innovation for Associate Events• Strategic Directions• Business Analysis and Decision Making	Masters Stage Independent Study



Postgraduate Diploma Programmes (PGD)



Programme

The Postgraduate Diploma suite offers an attractive range of programmes designed for applicants seeking an intensive introduction to key sectors of the service industry, and are perfect for professionals seeking a new challenge or career change.

Internship

An optional internship of 4 to 6 months can be included in all Postgraduate Programmes shown below. Please refer to page 15 for details.

Location

SHMS Caux: PGD in Hotel Management and Hotel Operations Management.

SHMS Leysin: All PGD programmes.



Entry Requirements

- Bachelor degree in any discipline
OR
- At least 3 years supervisory experience in any industry
- Equivalent to TOEFL 500 (173 computer based), or IELTS 5.0 or 56 points in the SHMS placement test.

Progression Options

Suitably qualified or experienced graduates of the PGD programmes may progress to the Master's degree offered at our University Centre in Leysin (page 20/21).



PGD Hotel Management

1 Academic Term
5 months at SHMS - Caux/Leysin

- F&B Service Theory
- F&B Production Theory
 - F&B Management
- Housekeeping Management
- Front Office Management
 - Financial Accounting
- Food & Beverage Cost Control
- Human Resources Management
 - Researching and Reporting
 - Computer Studies
 - Management Project
- Facilities Design and Management
- Marketing Management for the Service Industry
- French or German or Spanish (optional)

2 Internship
4 - 6 months (optional)

Paid Internship in Hotels or Restaurants in Switzerland or abroad:

Monthly Salary
(in Switzerland):
CHF 2.168.- to CHF 2.450.-

./. deductions for food, accommodation, tax, insurance
= CHF 1.168.- to CHF 1.400.- net

PGD Hotel Operations Mgt

1 Academic Term
5 months at SHMS - Caux/Leysin

- F&B Service Theory
- F&B Service Practical
- F&B Production Theory
- F&B Production Practical
 - F&B Management
- Housekeeping Management
- Front Office Management
- Food & Beverage Cost Control
- Housekeeping Operations
 - Front Office Operations
 - Wine and Bar
- Banqueting and Events
- Human Resource Management
- French or German or Spanish (optional)

2 Internship
4 - 6 months (optional)

Paid Internship in Hotels or Restaurants in Switzerland or abroad:

Monthly Salary
(in Switzerland):
CHF 2.168.- to CHF 2.450.-

./. deductions for food, accommodation, tax, insurance
= CHF 1.168.- to CHF 1.400.- net

PGD Events Management

1 Academic Term
5 months at SHMS - Leysin

- F&B Service Theory
- F&B Production Theory
 - F&B Management
- Housekeeping Management
- Front Office Management
- Food & Beverage Cost Control
 - Introduction to Events
 - Banqueting and Events
- Meetings, Incentive, Conferences and Events (MICE) Management
 - Event Project Planning
 - Event Project Management
- French or German or Spanish (optional)

2 Internship
4 - 6 months (optional)

Paid Internship in Hotels or Restaurants in Switzerland or abroad:

Monthly Salary
(in Switzerland):
CHF 2.168.- to CHF 2.450.-

./. deductions for food, accommodation, tax, insurance
= CHF 1.168.- to CHF 1.400.- net

PGD Tourism Management

1 Academic Term
5 months at SHMS - Leysin

- Introduction to and Geography of Tourism
- Business Travel and Tourism Mgt
 - Destination Studies
 - Tourism Development
 - Financial Accounting
- Human Resources Management
 - Researching and Reporting
 - Business Travel and Tourism Management Project
- Marketing Management for the Service Industry
- French or German or Spanish (optional)

2 Internship
4 - 6 months (optional)

Paid Internship in Hotels or Restaurants in Switzerland or abroad:

Monthly Salary
(in Switzerland):
CHF 2.168.- to CHF 2.450.-

./. deductions for food, accommodation, tax, insurance
= CHF 1.168.- to CHF 1.400.- net



World Class Facilities located in Prime Locations.

“During the past three years, SHMS has invested CHF 25 Million to create an exceptional infrastructure.

A recent survey demonstrates that the learning environment directly influences the learning outcome.”

Florent Rondez, Chief Operations Officer, SEG, Swiss Education Group

Exceptional Learning Environment

Prime Locations

World Class Facilities

Outstanding Services offered to Students

Life at
SHMS...



An Exceptional Learning Environment



Part of the enjoyment of studying at SHMS is the experience of interacting with students from around the world. SHMS has students from more than 60 countries, living and studying together on campus.

Although the study programme is intensive, there is also time to enjoy the wealth of leisure activities that Switzerland offers.

The school arranges many sports, recreational and sight-seeing activities for students. Many European countries are within easy reach for weekend excursions.

Our SHMS Caux-Montreux Campus welcomes students of the Diploma, Higher Diploma and PGD Programmes.

The Leysin Campus (pages 30/31) accommodates students in the final term of the BA (Hons) and MA programmes, in addition to Diploma, Higher Diploma and PGD students.

Students Ambassador Club

The Students Ambassador Club was founded in order to stimulate student interest and participation in all aspects of the School and to promote social and sporting activities.

Representatives are elected from each class and meet on a regular basis.

Train Pass

Students are provided with a free pass for unlimited use of the Panorama train to Montreux (Caux-Campus) or to Aigle (Leysin-Campus) during the academic term.

Sports, Leisure, Excursions and Events

Please refer to page 32 - 33 for more details on Sports, Leisure, Excursions and Events.





Caux-Campus: “Centre of Excellence”

Montreux

The SHMS “Caux-Palace Campus” is located in the idyllic town of Caux/Montreux, above Lake Geneva.

The City Centre of Montreux can easily be reached by train within 20 minutes (free train pass provided). Other cities such as Vevey, Lausanne, Geneva, Lucerne, Berne and Zurich can also be easily accessed by public transport.

Montreux is described as the “Pearl of Switzerland” and is visited by hundreds of thousands of tourists each year.

Montreux has a mild climate and its location next to Lake Geneva and the Alps makes it a resort with much to offer visitors.

Facilities

During the academic term students are accommodated in a magnificent building originally built as a five-star hotel, or in one of the annex buildings.

“Caux-Palace” provides magnificent views over Lake Geneva and the French Alps.

Accommodation

A range of room categories are available (please refer to insert pages 29 A/B). Bed linen and towels are provided. Our housekeeping service cleans the rooms once per week.

All deluxe rooms have phones with a direct line for incoming calls. With a deposit, the phone line can also be used for outgoing calls.

Meals

Full-board is provided seven days a week – 3 meals a day on weekdays, two meals (brunch and dinner) at weekends.

Students have the opportunity to eat either in the self service buffet restaurant “Four Seasons”, the French restaurant “Le Caux-Palace” or the Fusion restaurant “Trendz” (page 29 B).

Students may use the student kitchen to prepare a meal if they wish, particularly at weekends.

Internet

Wireless internet access is provided in the entire building. Laptop points are available at the Internet Café. The computer room and internet Café provide approx. 60 computers with internet. (No charges for use of internet.)





Facilities

Academic Facilities

- Classrooms
- Lecture Theatres
- Grand Theatre
- Demonstration Theatre
- Tutorial Rooms
- Computer Rooms
- LRC, Learning & Resource Centre
- Learning Lounge
- Production/Training Kitchen
- Training Restaurants/ Cafeterias
- Front Desk Training Unit
- Internet Cafés
- Academic Offices
- Academic Board Room
- Internship Office

Leisure Facilities

- Epicerie
- Chunky Burger
- CNN Lounge
- Student Kitchen
- Grotto Bar
- Grotto Disco
- Gym
- Cinema/TV Lounge
- Recreation Rooms with Table Tennis
- Volleyball

Campus





Accommodation

Double or Single Standard Room



- Standard room with shared shower/toilet
- Wireless internet access
- Shared phone in corridor

Double or Single Deluxe Room



- Deluxe room with shower and toilet
- Wireless internet access
- Lake and/or Mountain view
- Phone

Double or Single Superior Deluxe Room



- Room with shower/toilet
- Lake and/or Mountain view
- Wireless internet access
- TV, VCD, Hi-Fi
- Newly furnished
- Phone

Meals

“Four Seasons”, International Buffet



International Buffet style Cafeteria with a wide range of food. The salad buffet is a choice for the health minded guest.

“Le Caux-Palace”, French Restaurant



A traditional French Training Restaurant with a unique atmosphere of the Caux-Palace.

“Trendz”, Fusion Restaurant



A trendy Fusion Concept - East meets West!

Leysin-Campus: “University Centre”

Leysin

Leysin, an idyllic sport and ski resort, is located in the French-speaking part of Switzerland, not far from Montreux and Lake Geneva.

Other cities such as Aigle, Vevey, Lausanne, Geneva, Lucerne, Bern and Zurich are all easily accessed by public transport.

Leysin has a long-standing reputation for extremely healthy air and stunning scenery. At the beginning of the 20th century tourists from across Europe travelled to Leysin for relaxation and recuperation. In recent years, Leysin has developed into one of Switzerland's renowned

sports and ski resorts, offering excellent facilities in all four seasons.

Facilities

SHMS is housed in two outstanding properties in Leysin. The Mont-Blanc Palace Hotel was one of the largest and most impressive hotels in Leysin and the Belvédère Hotel was built just a few years later and only a short distance away, to the same high specification. Both hotels later became part of the famous Club Med, until they were purchased and completely renovated by SHMS in 2004. The outstanding setting, great sporting facilities, opportunities for sightseeing and the proximity to Montreux and

Lake Geneva may be some of the reasons why Leysin today is increasingly developing into an international study resort home to many international schools and universities.

Leysin - a charming well known resort, quiet and peaceful enough to focus on your studies yet full of sports, leisure and sightseeing opportunities - is the 'natural' place to study.

Accommodation

A range of room categories are available (page 31 A/B). Bed linen and towels are provided for all categories. Rooms are cleaned once per week by the housekeeping service.

Meals

All meals are included 7 days a week: 3 meals from Monday - Friday, brunch and dinner at week-ends. Students can choose any of the 3 SHMS food outlets shown on page 31B.

Internet

Wireless internet access is provided in all deluxe and superior deluxe rooms and most public areas. Laptop points are available at the Internet Cafés. The computer room and the internet Café provide appr. 50 computers with internet. (No charges for use of internet.)





Facilities

Academic Facilities

- Classrooms
- Lecture Theatres
- Grand Theatre
- Demonstration Theatre
- Tutorial Rooms
- Computer Room
- LRC, Learning & Resource Centre
- Learning Lounge
- Reading Lounge
- Training Restaurants/ Cafeterias
- Production/Training Kitchen
- Front Desk Training Unit
- Internet Cafés
- Academic Admin. Offices
- Academic Board Room
- Internship Office

Leisure Facilities

- Epicerie
- Chunky Burger
- CNN Lounge
- Student Kitchen
- Club Maxx Bar
- Club Maxx Disco
- Gym
- Angsana Spa with Steam, Jacuzzi, Sauna
- Cinema/TV Lounge
- Recreation Rooms with Table Tennis
- Volley/Basket ball
- Football

Campus





Accommodation

Double or Single Standard Room



- Standard room with shared shower/toilet
- Shared phone in corridor

Double or Single Deluxe Room



- Deluxe room with shower and toilet
- Mountain view
- Wireless internet access
- Phone

Double or Single Superior Deluxe Room



- Room with shower/toilet
- Mountain view
- Wireless internet access
- TV, VCD, Hi-Fi
- Newly furnished
- Phone

Meals

“Sitio”, International Buffet



International Buffet style Cafeteria with a wide range of food. The salad buffet is a choice for the health minded guest.

“Le Mont-Blanc Palace”, French Restaurant



A traditional French Restaurant with a modern and refined ambience.

“Market Place”, Cafeteria



Buffet style Cafeteria with a wide variety of food.

Sports, Leisure, Excursions and Events!

“Club Maxx!”

As a student of SHMS you automatically become a member of “Club Maxx!”. A wide range of sports, leisure, social and sight-seeing activities are organised throughout the term.

The “Club Maxx!” member card gives you free access to all of our leisure facilities including the gym, spa (Leysin) and disco.

In Leysin, the card contains a bonus of 250 credits, which you can use for any of the suggested activities (eg skiing, mountain biking, additional excursions).

Sports and Sport Clubs

The following sports are available locally:

•Tennis •Volleyball •Basketball •Football •Horse Riding •Mountain Biking •Hiking •Sailing •Wind surfing •Water-skiing •Swimming •Ice Skating •Gym •Skiing (skis can be hired in Leysin).

Sports teams are organised each semester by the SHMS Leisure managers.

Professional Visits and Excursions

A programme of professional visits and excursions is arranged each term. Many excursions are associated with the hospitality industry. The cost of official school excursions and professional visits are included in the course fees.

• Lausanne • Geneva • Bern • Castle Chillon • Olympic Museum • Cheese factory • Wine Museum • Travel and Tourism workshop • Wine seminars • World Trade Centre • Montreux Convention Centre.

Leisure Activities

A wide range of activities and excursions are organised in the evenings or during week ends:

• BBQs • In-House Parties • Disco • Karaoke • Theme Nights • Satellite TV Room • Students Bar • Students lounge • Coffee Beans coffee shop • Concerts • Pubs, Discos and Cinemas in Leysin or Montreux.

Many events are fully or partly funded by the SHMS.



Banquets

As part of the 2nd year and PGD programmes, students arrange special Banquets.

Recent Banquet themes included: "Pirates of the Caribbean", "Moulin Rouge", "Hawaii", "Medieval Royal Banquet".



International Day

Each term, SHMS Caux organises its traditional "International Day". Swiss personalities and many representatives from Embassies and Consulates are amongst the invited guests.

Interested students present a cultural experience of their own country in a theatrical or musical expose. The Cultural show in the Main Theatre is followed by an elaborate International Buffet in the Grandhall.



Christmas Ball

Just a few days before Christmas, our Leysin Campus invites all SHMS students to the "SHMS Christmas Ball".

The ball includes a typical Swiss winter experience: Joseph, Maria and Jesus in a manger, an oversized Christmas tree, a delicious Swiss Christmas Buffet as well as donkeys and sheep grazing outside in the snow...

This is the only day of the year where all SHMS professors, lecturers and staff members assume the role of Chefs and Waiters to serve students!



Graduation

Graduation is clearly the most special event of all! It is the day, when your hard work finally pays off and you are ready to commence your career in the international Hospitality and Tourism Industry!

At SHMS, we celebrate this very special day. After Presenting the Awards in the Theatre, a cocktail party followed by an impressive Standing Buffet Dinner are arranged by our teams in the Grandhall.

Fireworks over Lake Geneva (Caux) with Champagne and home made Swiss Chocolates then mark the end of your education at SHMS!

Congratulations!!





Unique After-Graduation Professional Services.

“SHMS cares about your future! Upon Graduation we will support you by providing a Professional Placement Service (page 36) and a Lifelong Membership in a worldwide active Alumni Network (page 37). In addition, you have the opportunity to join the prestigious SEG “Swiss Made Hoteliers Club” (page 38)!”

Frank Becker, Chairman of the SHMS Board and CEO of Invision

Worldwide Alumni Network

Swiss Made Hoteliers Club

Professional Placement Service

After
Graduation...



After Graduation:

SHMS Graduate Career Centre



Your Career - our Concern

Just as we want you to succeed in your education, so too do we want you to get a head start in your career.

Our worldwide alumni provides one great source of contacts for future employment. You will automatically become a member of the alumni at your graduation and have online access to thousands of Graduates working in the hospitality industry.

However a very unique option which we are able to offer due to our membership with the Swiss Education Group is the SEG Career Advisory Service.

SEG Career Advisory Service

SEG has links to some of the finest hotels around the World and has an excellent reputation amongst employers for several reasons:

- SEG is Switzerland's largest Hospitality Education provider and therefore very attractive especially for large international employers seeking large numbers of new staff.
- Employers appreciate the fact that SHMS Graduates have gone through an intensive training of practical modules and therefore are ready to respond to the needs of the industry. The fact that SHMS specialises in the delivery of practical subject and skills makes our graduates particularly attractive to employers.
- SHMS' outstanding success story over the past years is proof to employers that SHMS educational quality is of the very highest standard.

SEG International Recruitment Forum (IRF)

Each semester SHMS 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 April and October and welcomes hotel groups, boutique hotels, resorts, airlines, cruise lines and many other industry groups. At the forum, SHMS students attend presentations, are interviewed and recruited for full-time employment as well as internship positions. The IRF, International Recruitment Forum 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 Employers

During the last 12 months, students have been placed in • Marriott • Accor • Shangri-La • Inter Continental Hotels • Ritz-Carlton • Hyatt • Four Seasons • Kempinski • Hilton • Sheraton • Moevenpick • Fairmont Hotels ... to mention just a few.



Lifelong Membership in the SHMS Alumni Network

RENEW PICS with shots from new alumni Website



Membership

Membership of the SHMS Alumni not only provides you with a strong on-going link to SHMS after graduation, but also allows you to access a comprehensive range of services and benefits.

Immediately after graduation you will be provided full membership to the SHMS worldwide Alumni.

Benefits

The Alumni provides not only an excellent opportunity to keep in touch with the School but it also allows you to keep in touch with fellow graduates, learn of global industry developments as well as source ongoing professional employment opportunities.

As a member of this prestigious Alumni you will benefit from the following:

Alumni Events

SHMS organizes regular Alumni events both in Switzerland and abroad. These events provide an excellent networking opportunity and allow you to attend workshops and to network with a large range of industry professionals.

Alumni Website

The Website contains a broad range of valuable information. Specifically, the site provides detail regarding:

- Alumni Profiles
- Alumni Reunions at SHMS
- Alumni Chapter events in specific countries
- Employment database highlighting professional vacancies
- News and developments at SHMS
- Interactive news updates from other alumni members
- Hospitality Industry news

The Alumni is a powerful association that enables you to remain a part of the SHMS experience. Industry information, extensive student and employment databases, conferences and in-country events are just some of the benefits that membership provides.



The SEG

”Swiss Made Hoteliers Club”

Mission

The prestigious Swiss Made Hoteliers Club (SMHC) is an elite club designed to recognize and to honour graduates from all of the SEG Hotel Schools, who have achieved and demonstrated the highest degree of excellence in their career in the Hospitality Industry. The election of candidates to membership of the club will be through nomination by the SMHC Committee.

Objectives

The objectives of the Swiss Made Hoteliers Club include:

- To identify and recognise high achieving graduates of SEG Education Programmes.
- To publicly promote and showcase these SEG Graduates to the industry.
- To provide a role model for our current students.

Benefits

Being a member of the Swiss Made Hoteliers Club provides Members with a prestigious and elite extended network of Graduates in similar positions around the world.

Recognition of members and their achievements include:

- Acknowledged by the committee through presentation of a membership certificate during graduation ceremonies.
- Members will be promoted on our Alumni website.
- Members will also be promoted through Press releases of achievements which will be sent to Professional Hospitality publications and newspapers.
- Members may also be elected to be a member of the SHMS/SEG Advisory board.

Committee

The Committee organizes the election of the appropriate candidates and decides upon the most suitable candidates who have demonstrated outstanding performance in the Hospitality industry.

Website

The Swiss Made Hoteliers Club Website provides a complete database of members and additional information on current events and news of the Club.





Virginia **Amici**, Italian
BA (Hons) in Hospitality Management

“By studying a Higher Diploma at SHMS I learnt a huge amount about the practical side of Hospitality Management. And through the internships I was able to put this knowledge into practice...and of course gain valuable experience at the same time. But more than anything else it is a GREAT experience!”



Catalina **Restrepo**, Colombian
BA (Hons) in Hospitality and Events Management

“I decided to go on to study a BA at SHMS as I realized the knowledge and qualification I gained would make me much more attractive to future employers. Studying the BA is very different to the Higher Diploma, is to challenging, but rewarding.”



Rahul **Paul**, Indian
BA (Hons) in Intern. Hospitality & Tourism Mgt

“Being a part of SHMS gave me an opportunity to do two internships with the Hilton chain in Zurich and Geneva. It was a fabulous experience as it enabled me to get a feel of the real hotel industry to acquire a variety of skills and knowledge, through interacting with different people and improving my French and German language abilities .all of which will be tremendously beneficial to me in the future.”



Marta V. N. J. **Fernandes**, Portuguese
BA (Hons) in Intern. Hospitality Management

“SHMS has a great reputation within the Hospitality Industry and is also our home during the time we are studying here. I know from the experience of my internships and from talking to my friends, that SHMS students are respected and sought after in many countries around the world.”





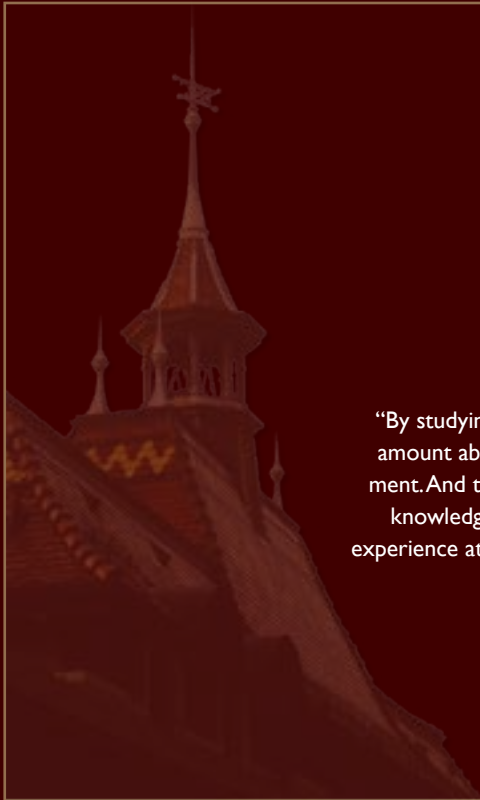
The Swiss Hotel Management School



The Swiss Hotel Management School



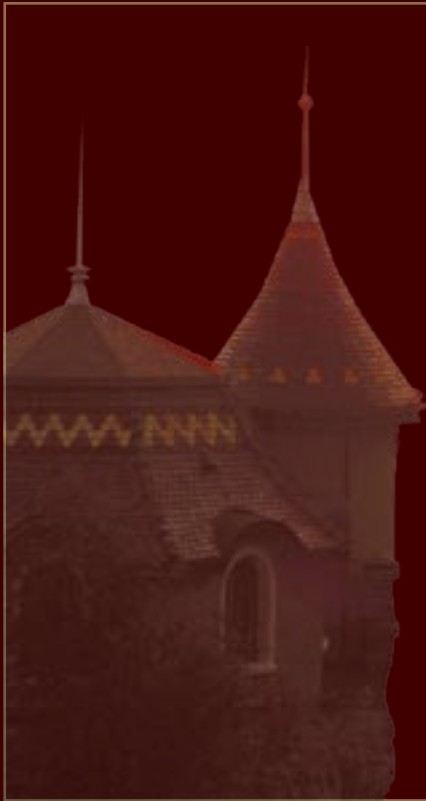
That's what they say...



Virginia **Amici**, Italian
BA (Hons) in Hospitality Management

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Catalina **Restrepo**, Colombian
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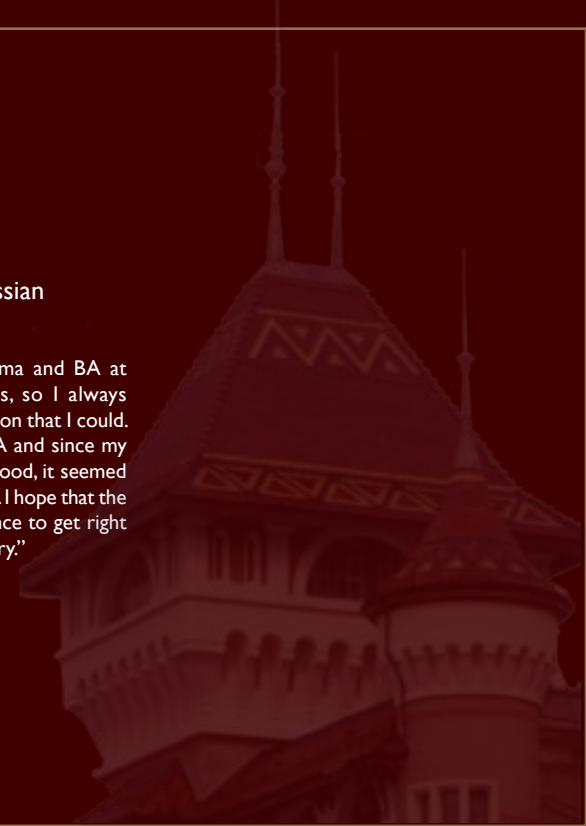
“I decided to go on to study a BA at SHMS as I realized the knowledge and qualification I gained would make me much more attractive to future employers. Studying the BA is very different to the Higher Diploma, is to challenging, but rewarding.”





Ekaterina **Tushishvili**, Russian
MA in Hospitality Management

"I have studied the Higher Diploma and BA at SHMS...but I am very ambitious, so I always wanted to get the highest qualification that I could. This is why I chose to study an MA and since my experience at SHMS had been so good, it seemed natural to complete my studies here. I hope that the MA will give me the very best chance to get right to the top in the Hospitality Industry."



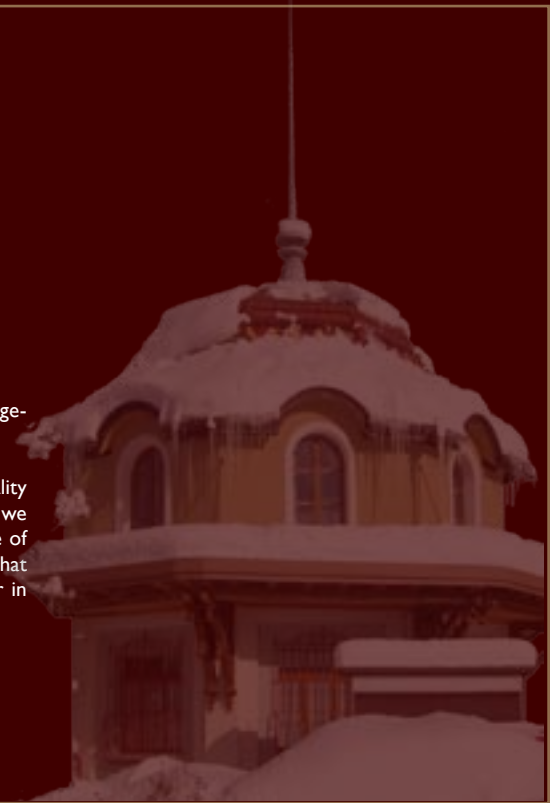


Marta Valongueiro Nunes Jorge

Fernandes, Portuguese

BA (Hons) in International Hospitality Management

"SHMS has a great reputation within the Hospitality Industry and is also our home during the time we are studying here. I know from the experience of my internships and from talking to my friends, that SHMS students are respected and sought after in many countries around the world."



Rahul Paul, Indian

BA (Hons) in International Hospitality & Tourism Management

“Being a part of SHMS gave me an opportunity to do two internships with the Hilton chain in Zurich and Geneva. It was a fabulous experience as it enabled me to get a feel of the real hotel industry to acquire a variety of skills and knowledge, through interacting with different people and improving my French and German language abilities .all of which will be tremendously beneficial to me in the future.”





The Swiss Hotel Management School



Representative:

Admissions Office:

SHMS Enrolment Office, "Caux-Palace", CH-1824 **Caux/Montreux (Switzerland)**
Phone: (41 21) 962 9555, Fax: (41 21) 962 9556, www.shms.com, e-mail: info@shms.com