



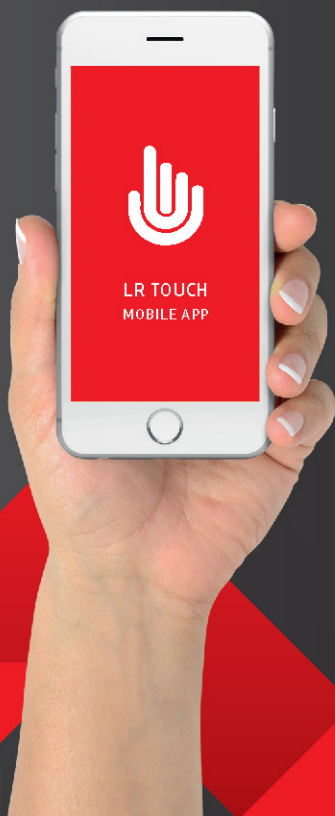
It's not just
a school, it's
a way of life

**GRADUATE PROGRAMS
IN HOSPITALITY MANAGEMENT**



EXPLORE LES ROCHES IN

Augmented Reality



CONTENTS

Live

Life at Les Roches

Learn

Graduate programs in
hospitality management

Thrive

Global careers in hospitality



Every time you see
this icon, scan the
page to experience
much more than
just paper...

DOWNLOAD



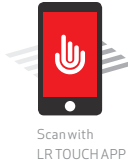


Live

LIFE AT LES ROCHES

CONTENTS

Why choose Les Roches?	4
Facts and figures	6
Our global network	7
Living in Bluche, Switzerland	8
Living in Marbella, Spain	14
Living in Shanghai, China	20



THE WORLD IS YOUR CLASSROOM

Welcome to a world of opportunities at Les Roches – opportunities to grow personally and professionally, to gain global experience, and to launch exciting careers in hospitality and beyond. If you are passionate about hospitality and aspire to work within or to lead a global business, we can help you build on your passion to achieve your dream.

For more than 30 years, Les Roches has been developing and nurturing talents for the hospitality industry, and educating leaders on the essence of excellence, innovation and entrepreneurship. We have created a global network of institutions that engages you in strategic thinking and experiential learning, so that you develop the knowledge and agility to thrive in a changing world.

Our network of campuses enables you to study abroad, travel and experience business in the global economy. At the same time, we ensure that you feel at home while away from home. Learning at Les Roches makes you part of an international and multicultural community, where togetherness, team spirit and creativity abound. As you immerse yourself in this enriching academic and student life, you will make friends and connections that will last a lifetime.



LES ROCHES IS NOT
JUST A SCHOOL –
IT'S A WAY OF LIFE



WHY CHOOSE LES ROCHES?

1

TOP RANKING: Among the top three Swiss institutions for hospitality and leisure management, and number three for employer reputation worldwide.*



2

LEARNING BY DOING: A Swiss-based education that combines academic theory with practical experience.



3

STUDY ABROAD: Exchanges available across four campuses in four countries.



4

MULTICULTURAL: 100+ nationalities represented across all campuses.



5

REAL-WORLD EXPERIENCE: Integrated hospitality projects, internships and business trips.



7



STUDENT LIFE: On-campus activities and events, sports, trips and more.



8

GLOBAL CONNECTIONS: 12,000 alumni working in 130 countries.



9

INNOVATIVE: Exposure to the latest technologies and industry trends.



10

ENTREPRENEURIAL: Opportunities to develop and pitch business ideas.



11

INDUSTRY IMMERSION: 300+ recruitment visits from top-tier companies each year.



12

EXCELLENT CAREER PROSPECTS: Personalised career counseling and global job opportunities.



RECOGNITION AND ACCREDITATION

- + Accredited at university level by the New England Association of Schools and Colleges (NEASC) through the Commission on Institutions of Higher Education (USA)
- + Member of Swiss Learning
- + Affiliate member of the World Tourism Organization (UNWTO)
- + Les Roches Switzerland is recognized as a degree-awarding institution by the Education Department of the Canton of Valais (Switzerland)
- + Les Roches Marbella has been awarded the X Prize to Andalusian Excellence, granted by the Junta de Andalusia, Spanish Regional Government
- + Les Roches Jin Jiang is accredited by the Shanghai Education Evaluation Association (SEEA)
- + Member of Swiss Association of Student Organizations for Sustainability

*QS World University Rankings by Subject 2018, Hospitality & Leisure Management

FACTS AND FIGURES

TOTAL
STUDENT POPULATION
2,620

STUDENTS ON CAMPUS

1,981



15:1

STUDENT TO
FACULTY RATIO

STUDENTS ON
INTERNSHIP

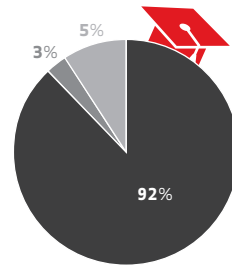
639

NUMBER OF
NATIONALITIES

100+

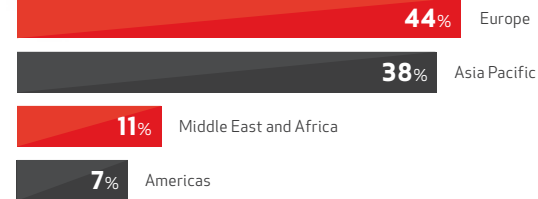


EMPLOYMENT STATS
ON GRADUATION DAY



AVERAGE
INTERNSHIP
OPPORTUNITIES
PER STUDENT
EACH SEMESTER

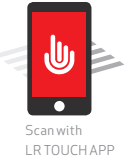
3



- Employed or with multiple offers
- Continuing studies
- Other (gap year/military/not searching)

OUR GLOBAL NETWORK

WILL TRANSFORM HOW YOU SEE THE WORLD



Scan with
LRTOUCHAPP



BLUCHE, SWITZERLAND: Discover hospitality innovation in the heart of the Swiss Alps.



LONDON, UK: Experience culture and business in a global destination (Glion campus).



MARBELLA, SPAIN: Experience luxury hospitality management with Mediterranean flair.



SHANGHAI, CHINA: Develop multicultural knowledge in Asia's economic powerhouse.

LIVING IN BLUCHE, SWITZERLAND



Live and learn in a cozy alpine village with a spectacular view of the mountains. Located in the French-speaking area of Valais, Les Roches' campus in Bluche is well connected by efficient public transportation to the rest of Switzerland and Europe. The fashionable ski and golf resort of Crans-Montana is just a short funicular ride away, offering culture, sports, gastronomy and shopping.

The birthplace of hospitality and tourism, Switzerland is one of the world's most innovative countries and home to a thriving economy. Here you can find the headquarters of multinational corporations and international organisations, world-class hotels and restaurants, renowned luxury brands, and a full calendar of international conferences and events.



Scan with LR TOUCHAPP

BLUCHE CAMPUS MAP



HOTEL PETIT PARADIS

VILLA OLD FARM

RESIDENCE ST-FRANÇOIS

FITNESS GYM

BASKETBALL COURT

RESIDENCE LE TACOT

PETIT ROCHES

RESIDENCE PRÉ-FLEURI A-B-C

RESIDENCE PETER'S FARM 1-2-3-4

RESIDENCE LES CHEMINOTS

MAIN CAMPUS

DORMS

FRESH & FAST RESTAURANT

SOCCER FIELD

ROOTS RESTAURANT & BAR

B3 RESTAURANT

FUNICULAR

CAFÉ DU VILLAGE

INNOVATION LAB

LIBRARY

MARKET PLACE RESTAURANT

RESIDENCE LES ROCAILLES

STUNNING SCENERY, ALPINE CHARM

Les Roches Switzerland provides safe and comfortable housing options for all students. Single and double (shared) rooms in cozy chalet-style apartments put you within easy walking distance of your classes, while communal areas provide convenient places to socialize or work on group projects.



DELICIOUS DINING

As a hospitality school, we take food seriously. You can enjoy delicious, healthy meals and beverages at:

- + The Marketplace Buffet
- + Roots Farm-to-Table / Fine dining
- + Roots Bar Evening drinks
- + B3: Baker, Brewer, Butcher Light meals
- + Lobby Bar Refreshments and snacks
- + Fresh&Fast Light lunch, sushi and snacks

MODERN FACILITIES

Les Roches brings modern facilities to a traditional Swiss village setting. In the Innovation Lab, you can experiment with 3D printing, create mobile apps and develop your multimedia skills. Classrooms equipped with global connectivity technology also enable you to participate in guest lectures taking place on our campus in Spain. With Mac labs, professional kitchens, demonstration areas and student events spaces, plus an extensive library collection (traditional and digital resources), you have plenty of room to learn and test new ideas.

LES ROCHES STUDENT LIFE

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Switzerland.

CLUBS

- + SharpSpeakers (public speaking)
- + Les Roches Wine Club
- + Green Club
- + Art Society
- + Les Roches Gives Back (charity)
- + Eta Sigma Delta (honor society)

EVENTS

- + Les Roches Got Talent
- + Green Dinner
- + Open Mic Night
- + Cultural Night
- + World of Wines Expo
- + Future of Hospitality Summit

SPORTS

- + Skiing and snowboarding
- + Zumba and yoga
- + Paragliding
- + Golf
- + Rugby
- + Ice skating
- + Rock climbing

EXPLORE SWITZERLAND

From Bluche, the famously punctual Swiss transportation network can quickly connect you to major cities in Switzerland and beyond. And from Geneva Airport, a two-hour flight takes you almost anywhere in Western Europe.



BY TRAIN FROM BLUCHE



Milan: 3 hours 10 minutes
Zürich: 3 hours
Geneva: 2 hours 40 minutes
Montreux: 1 hour 30 minutes

DON'T MISS

- + Cheese and chocolate factories in La Gruyère
- + Vineyards of Lavaux
- + Interlaken and the Jungfrau Region
- + Culture and cosmopolitan flair in Zürich
- + Zermatt and the Matterhorn
- + The Olympic Museum in Lausanne
- + Luxury boutiques and hotels in Geneva
- + The Great Aletsch Glacier

117
MICHELIN
STARRED
RESTAURANTS
THE HIGHEST
DENSITY IN EUROPE



5
COUNTRIES
SHARING A BORDER
AUSTRIA, FRANCE,
GERMANY, ITALY,
LIECHTENSTEIN

LIVING IN MARBELLA, SPAIN



Come to Spain's Costa del Sol and immerse yourself in one of Europe's premier destinations for luxury tourism. Offering year-round sunshine, Mediterranean cuisine, beaches, golf resorts and cultural attractions, Marbella is a living classroom for hospitality students. The surrounding region of Andalusia is home to some of Spain's most famous cities, including Seville, Granada and Cordoba.

With a rich cultural heritage, lively towns, top-notch gastronomy and enviable weather, it's no wonder that Spain is the world's third most visited country. The country's high-speed rail network – the largest in Europe and the second largest in the world – provides the perfect way for you to explore your new home.



Scan with
LR TOUCH APP

MARBELLA CAMPUS MAP



AUDITORIUM

RESIDENCE

RESIDENCE

MAIN ENTRANCE

CLASSROOMS

SOCCER FIELD

BISTRO
HOUSE OF COLORS

ONE
RESTAURANT

EL OLIVO
RESTAURANT

LE MARCHE
RESTAURANT

STUDENT CLUB

LUXURY ON THE MEDITERRANEAN

Les Roches Marbella provides safe and spacious housing options for all students. Most students share double rooms with en-suite bathrooms, while single rooms are also available. The residence is conveniently located in the main campus building, between Marbella's city center and the upscale marina and luxury shopping area of Puerto Banus.



DELICIOUS DINING

As a hospitality school, we take food seriously. You can enjoy delicious, healthy meals and beverages at:

- + Le Marché
Buffet
- + House of Colors Bistro
Light meals and snacks
- + ONE: Origin
Nature Essence
International fusion cuisine
- + El Olivo
Fine dining

MODERN FACILITIES

Les Roches Marbella's campus features four kitchens tailored to different resort restaurant concepts. Learning facilities also include state-of-the-art classrooms, a demonstration bar, front office, hotel room and housekeeping office, a language laboratory, and a Mac laboratory. The auditorium features global connectivity technology, enabling you to participate in shared lectures taking place on our campus in Switzerland.

LES ROCHES STUDENT LIFE

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Marbella.



As a Les Roches Marbella student, you have access to the Manolo Santana Racquets Club, including tennis courts, gym and pool.

CLUBS

- + Cocktail Club
- + Reading Club
- + Running Club
- + Sustainability Club
- + Nutrition and Wellbeing Club
- + Golf Club

EVENTS

- + Theme nights
- + Sports days
- + Stage Fair (student internship fair)
- + Houses Cultural Expo
- + Cancer Research Dinner
- + Concordia Gala Dinner

SPORTS

- + Kayaking
- + Football
- + Tennis
- + Beach volleyball
- + Stand-up paddle
- + Yoga
- + Golf

EXPLORE SPAIN

Madrid • Barcelona
Seville • Granada

MARBELLA

From Malaga Airport and train station, just 45 minutes away, you can easily reach many destinations in Spain and Europe. Spend a weekend away exploring Barcelona, Valencia or Bilbao, or cross the border to visit countries like France, Italy and Portugal.

BY TRAIN FROM MALAGA



Cordoba: 50 minutes
Granada: 1 hour 30 minutes
Madrid: 2 hours 35 minutes

BY PLANE FROM MALAGA



Barcelona: 1 hour 30 minutes
Lisbon: 1 hour 35 minutes
Paris: 2 hours 35 minutes

46
UNESCO
WORLD HERITAGE
SITES IN SPAIN

DON'T MISS

- + The Pompidou and Picasso museums in Malaga
- + The Alhambra in Granada
- + The Cathedral and Alcazar in Seville
- + Beaches along the Mediterranean
- + Vineyards and wine-making regions
- + Wind sports in Tarifa
- + Winter skiing in the Sierra Nevada mountains
- + Architecture and art in Barcelona

5
COUNTRIES
SHARING A BORDER
GIBRALTAR, ANDORRA,
FRANCE, PORTUGAL,
MOROCCO





🇨🇳 LIVING IN SHANGHAI, CHINA



For the economic heart of Asia, look no further than Shanghai. This global metropolis of culture and finance is home to a thriving hospitality landscape where east meets west and tradition blends with modernity. The world's most populous city proper, Shanghai is truly a city that never sleeps.

From street food to haute cuisine, and from marketplaces to luxury retail, Shanghai is a hub of contrasts. Its diverse international events, world-class hotels, renowned gastronomy, architecture and tourism offer you a rich environment for your hospitality studies and a unique opportunity to be immersed in Chinese culture.



Scan with
LRTOUCHAPP

SHANGHAI CAMPUS MAP



YOUR GATEWAY TO ASIA

Les Roches Jin Jiang provides safe and convenient housing options for all students. The Palm Beach Residence is a deluxe off-campus accommodation located just five minutes by car from the main campus building (a complimentary shuttle bus service is provided). Students share two-bedroom apartments, choosing from double (shared) rooms or single rooms. Residents enjoy complimentary access to the on-site gym and swimming pool.



MODERN FACILITIES

Located on the spacious campus of Shanghai Normal University, Les Roches Jin Jiang offers modern facilities and technology within a traditional university setting. These learning facilities include digitally equipped classrooms, custom-built demonstration areas, a library, two computer classrooms and communal study spaces for group collaboration.

LES ROCHES STUDENT LIFE

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Jin Jiang.



As a student at Les Roches Jin Jiang, you have full access to the indoor and outdoor sports and leisure facilities of Shanghai Normal University.

DELICIOUS DINING

As a hospitality school, we take food seriously. You can enjoy delicious, healthy meals and beverages at our on-campus dining locations:

- + Lily
Banquet dining
- + Jade
Buffet
- + Flavors
À la carte restaurant
- + The Fuel
Coffee bar

CLUBS

- + Badminton Club
- + Boxing Fit Club
- + Photography Club
- + Chinese Apps Club
- + Mandarin Club
- + Basketball Club

EVENTS

- + Charity dinners
- + Chinese Art and Design Competition
- + Cultural Day
- + Dragon Boat Festival
- + LRJJ Talent Show
- + LRJJ Olympics

SPORTS

- + Running
- + Swimming
- + Table tennis
- + Soccer
- + Yoga
- + Dance
- + Tai-chi

EXPLORE CHINA

Although Shanghai offers endless places for you to discover, the city is also ideally situated for exploring China and Asia. China's high-speed rail network (the world's largest) and Shanghai's two international airports, Pudong and Hongqiao, connect you to global destinations within hours. Whether you choose to hop on a bullet train or a plane, getting around has never been easier.

BY TRAIN FROM SHANGHAI

Suzhou: 35 minutes
Hangzhou: 50 minutes



BY PLANE FROM SHANGHAI

Seoul: 1 hour 55 minutes
Beijing: 2 hours 15 minutes
Hong Kong: 2 hours 40 minutes
Tokyo: 2 hours 55 minutes
Bangkok: 4 hours 30 minutes



DON'T MISS

- + The Bund
- + Shanghai Tower
- + Yu Garden
- + Oriental Pearl Tower
- + Jade Buddha Temple
- + Nightlife and shopping
- + Classical gardens and canals, Suzhou
- + West Lake, Hangzhou
- + Forbidden City and Great Wall, Beijing
- + Terracotta Army, Xi'an
- + Victoria Harbor, Hong Kong



50+
FIVE-STAR
HOTELS IN SHANGHAI



52
UNESCO
WORLD HERITAGE
SITES IN CHINA

Join the
GLOBAL CLASS

IN THE
TOP 3*

WORLDWIDE
INSTITUTIONS

for

EMPLOYER
REPUTATION



IN THE
TOP 3*

SWISS
INSTITUTIONS

for

HOSPITALITY
MANAGEMENT

*Les Roches is not just a school,
it's a way of life*

*QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2018,
HOSPITALITY & LEISURE MANAGEMENT



Learn

GRADUATE PROGRAMS IN
HOSPITALITY MANAGEMENT

CONTENTS

Learning approach	4
Industry immersion	6
Our graduate programs	8
Graduate admission requirements	18



A GLOBAL APPROACH TO EDUCATION



When you choose Les Roches for your graduate studies, you do more than earn a degree in hospitality management. You begin a transformative journey that will last a lifetime.

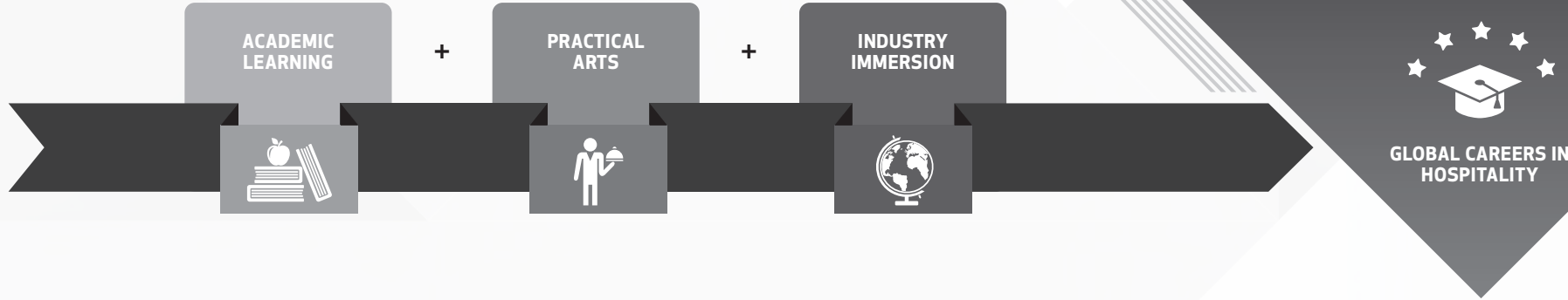
This is where you will redefine your approach to hospitality business. Whether you are a hospitality professional or a career changer, our programs will provide you with the industry insights and experience to transform businesses – or to start your own. Real-world learning will form the backbone of your education, and our experienced faculty will guide you as you develop the agility, digital savvy and leadership skills for career success.

This is also where you will shape your future. Learning alongside classmates from around the world, with opportunities to grow your network through business trips and internships, you will gain a uniquely global outlook as you make lifelong connections. You will graduate with a degree that is respected by industry employers across the globe, and you will have the real-world experience to set you apart on the international job market.

If you are ready to challenge yourself, grow and become part of a dynamic, entrepreneurial community, then welcome to Les Roches.



LEARNING APPROACH



A Les Roches education will help you develop skills and competencies in:

- + Leadership
- + Teamwork
- + Multicultural fluency
- + Communication
- + Negotiation
- + Flexibility
- + Attention to detail
- + Innovation
- + Digital knowledge
- + Problem solving
- + Critical thinking
- + Time management

ACADEMIC LEARNING

At the heart of all Les Roches graduate programs is an academic education. True to our Swiss roots, we pride ourselves on offering comprehensive curricula that combine rigorous academic study with innovative hands-on learning.

Your core hospitality courses will expose you to advanced business management theory in areas such as sales, marketing, finance, leadership and entrepreneurship. You will also be able to enrich your education further by choosing elective courses in fields such as event management, luxury branding and real estate management.

Classes at Les Roches are dynamic and interactive. You will carry out research

projects on your own and in groups, analyse real-world business case studies, and give multimedia presentations in front of an audience – all of which will help you to develop your confidence and teach you valuable business skills. By the end of your degree, your leadership, negotiation and multicultural communication skills will be second to none.

At Les Roches, learning also extends far beyond the classroom. We regularly invite guest speakers to campus, so you can meet and interact with notable business leaders and entrepreneurs. Through cross-campus videoconferencing, you can join guest lectures and share experiences with Les Roches students and faculty around the world.

DISRUPTERS, INNOVATORS, GAME CHANGERS

Previous guest speakers at Les Roches

- + Jean-Claude Biver, CEO, Hublot
- + Katharine Pottinger, Chief Hospitality Officer, Oasis
- + Amir Segall, VP International, HotelTonight
- + John Stauss, Regional VP and General Manager, Four Seasons Hotels and Resorts
- + Leigh Bowman-Perks, Author of *Inspiring Women Leaders* and CEO, Clareo Potential Ltd.
- + Kike Sarasola, President, Room Mate Hotels
- + Eric Favre, Inventor & Founder of Nespresso
- + Taleb Rifai, Secretary-General, United Nations World Tourism Organization

PRACTICAL ARTS

Two-Week Hospitality Immersion Program

Becoming a successful hospitality leader starts with understanding all the aspects involved in a hospitality business. For graduate students who are new to the industry, Les Roches offers an intensive two-week Hospitality Immersion Program. This program enables you to gain firsthand knowledge of industry standards in the hospitality sector. By taking on different roles in service, F&B and rooms division, you will emerge with a deeper understanding of how to manage teams and businesses.

Service: Learn how to deliver excellent service as you experience working in different dining venues on campus, including fine dining, banquet and fast-service situations. Build your understanding of bar and beverage principles through mixology and wine classes.

F&B: Learn more than how to cook – discover how to run a professional kitchen with the guidance of our chefs. Develop your knowledge of food preparation techniques, safety measures and hygiene standards as you prepare meals for various food and beverage outlets on campus.

Rooms Division: Practice the art of making guests feel welcome, and master industry software programs, planning tools and yield management techniques. Learn about five-star hospitality standards as you take on the role of front office manager in realistic simulations.

INDUSTRY IMMERSION

Real-world learning experiences are built into all graduate programs at Les Roches. Professional internships, business field trips and consultancy projects enable you to apply what you have learned, gain global business insights and grow your industry network.

INTERNSHIPS FOR POSTGRADUATE DIPLOMA STUDENTS

We help to arrange internships anywhere in the world. While your nationality and visa requirements may have an impact on where you can work, we encourage you to travel. This is an excellent way to develop your language skills and broaden your global outlook.

With our worldwide reputation, we have a long list of international companies eager to take interns from Les Roches. Many companies offer accommodation, meals and other benefits. Our career counselors will help you to polish your CV, practice interview techniques and find the internships that best fit with your professional goals.

BUSINESS FIELD TRIPS

Business field trips are included in the MBA program (**Shanghai** and **Chicago**) and the Postgraduate Diploma in International Hospitality Management (**Dubai**). Providing unique industry immersion, these trips enable you to visit innovative properties and engage with global hospitality leaders.

CONSULTANCY PROJECTS AND CASE STUDIES

Depending on your degree program, you will carry out a consultancy project for a leading hospitality company or a case study on a particular business problem. By approaching these complex real-world challenges, you will develop your research abilities, problem-solving skills and presentation techniques.

300+
RECRUITMENT VISITS
ACROSS LES ROCHES CAMPUSES



BUSINESS FIELD TRIP TO CHICAGO

During our trip to Chicago, we visited a vast variety of hotels ranging from boutiques to large chains, as well as from traditional to unconventional.

One highlight of our trip was visiting Hyatt Headquarters. The Vice Presidents of Hyatt's different brands took the time to brief us on the driving forces that shape the industry, keenly listened to our thoughts and answered all our questions.

We especially liked the fact that we met Les Roches alumni, even unexpectedly, throughout our visits to hospitality properties, which highlights the global connectedness of our school!"

MBA students Giulia Marie Perry Kunetz, Anna Katharina Resch and Ravi Dhruv Sharma
Chicago Business Field Trip, 2017

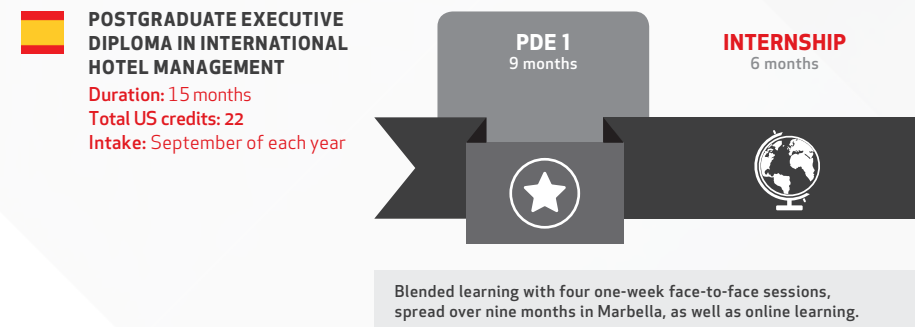
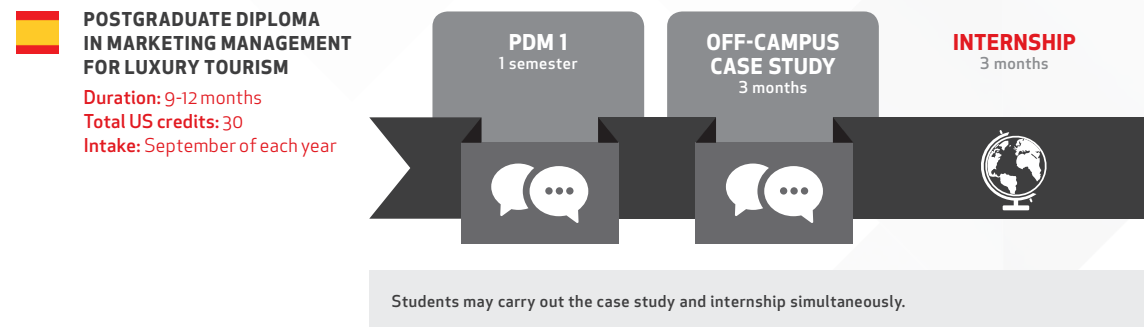
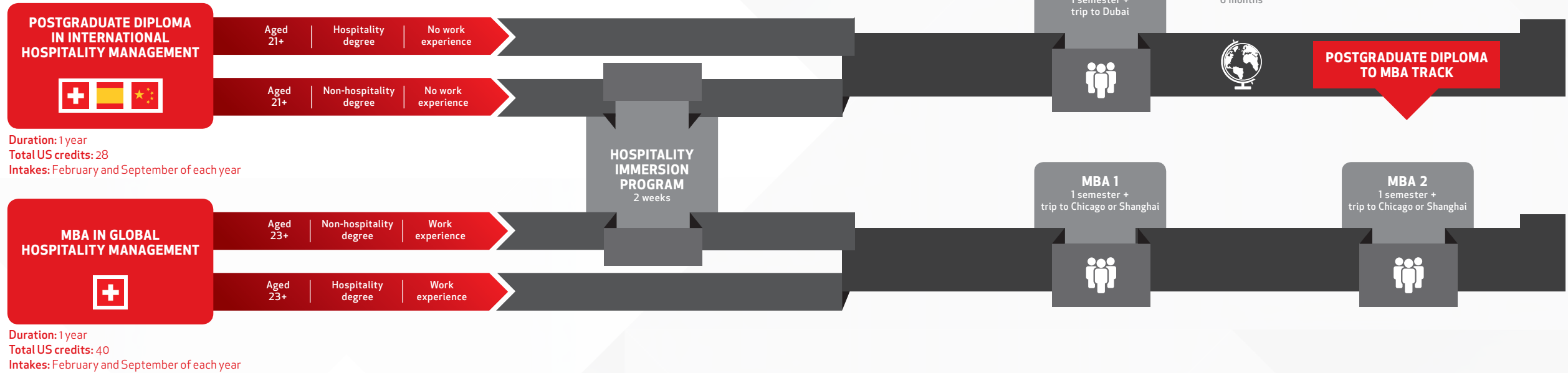


BUSINESS FIELD TRIP TO DUBAI

We're all career changers, and our class trip to Dubai provided us with ways to get closer to the industry. It was great to see all the key topics we've studied in class and how they work in a practical setting!"

Postgraduate Diploma student Francesca Giorgi-Monfort
Dubai Business Field Trip, 2017

OUR GRADUATE PROGRAMS



MBA IN GLOBAL HOSPITALITY MANAGEMENT

PROGRAM DETAILS

Duration: 1 year

Total US credits: 40

Intakes: February and September of each year

The MBA program will help you expand your global industry knowledge, develop your strategic thinking and grow your professional network. As our most advanced degree program, it features two business field trips (Shanghai and Chicago) and a real-world consultancy project. If you do not have a background in hospitality, you will enter the two-week Hospitality Immersion Program prior to the MBA.

SEMESTER 1

- + Leadership and Organizational Effectiveness
- + Business Modeling, Innovation and Entrepreneurship
- + Strategy and Value Creation
- + Strategic Marketing and Sales in the Hospitality Industry
- + Hospitality Finance and Business Planning

2 COURSES FROM THE FOLLOWING:

- + Managing Organizational Development and Change
- + Hospitality and the Digital Disruption
- + Sustainable Development in Hospitality
- + The Economics of Hospitality

Business field trip to Chicago, USA or Shanghai, China

SEMESTER 2

- + Hospitality Demand Management
- + Corporate Finance and Shareholder Value
- + Managing Destinations' Competitiveness
- + Data Science and Critical Thinking
- + Consultancy Project

3 COURSES FROM THE FOLLOWING:

- + Hospitality Business Transformation and Digital Integration
- + Managing Real Estate and Properties
- + Investment Strategies for Financial Markets and Asset Management
- + Consumer Behaviour and Insights
- + Luxury Branding and Lifestyle Management

Business field trip to Chicago, USA or Shanghai, China



Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.



Scan with
LR TOUCH APP



POSTGRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT

PROGRAM DETAILS

Duration: 1 year
Total US credits: 28
Intakes: February and September of each year

This Postgraduate Diploma provides career changers with a comprehensive foundation in hospitality business management. It features a business field trip to Dubai and a six-month professional internship. If you do not have a background in hospitality, you will enter the two-week Hospitality Immersion Program available at all campuses (in Switzerland, Spain and China). Upon successful completion of this Postgraduate Diploma, you may continue your studies for one semester in Switzerland if you meet the MBA qualifications.

The Postgraduate Diploma can be studied in Switzerland, Spain or China.



CURRICULUM IN SWITZERLAND, SPAIN AND CHINA

SEMESTER 1

- + Hospitality Leadership and Organizational Behavior
- + Hospitality Finance and Performance Management
- + Strategic Management in a Global Environment
- + Services Marketing in a Digital Age
- + Entrepreneurship and Business Modeling

2 COURSES FROM THE FOLLOWING:

- + Design and Facilities Management 
- + Event Management 
- + Talent Management in Hospitality 
- + Innovation Through Design & Agile Thinking 
- + Yield and Revenue Management 
- + Optimizing Hospitality Operations 



INTERNSHIP (6 months)

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.



Scan with
LR TOUCH APP



POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT FOR LUXURY TOURISM

PROGRAM DETAILS

Duration: 9 -12 months

Total US credits: 30

Intake: September of each year

This Postgraduate Diploma will prepare you to lead marketing projects and develop effective strategies that are sought after – not only by high-end tourism companies but also in related sectors, including luxury brands and premium products. You will have the opportunity to learn firsthand from guest lecturers representing the marketing departments of esteemed brands, such as Louis Vuitton and Moët & Chandon. You may complete the case study and internship simultaneously, and these may be extended to six months total.

SEMESTER 1

- + Principle of Marketing
- + Agile Digital Marketing for Luxury Brands
- + Marketing Strategies and Impact Evaluation
- + Marketing Research and Consumer Behaviour
- + Experiential Marketing
- + Fashion and Luxury Marketing
- + Communication, Trends and Events in Luxury Environments

Off-campus Supervised Case Study
(3 months)

Internship (3 months)

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.



Coming to Les Roches meant breaking out from my comfort zone, and facing all the fear and uncertainty that entails. Studying two postgraduate programs, one in International Hospitality Management and another in Marketing Management for Luxury Tourism, required full-time commitment and dedication.

It has been a very demanding path on which I have met wonderful people from all over the world, and I have acquired the knowledge and values that have enabled me to start a new professional life in a sector that I am passionate about.

Without a doubt, having Les Roches on my CV helps me to stand out from the crowd during the recruitment process. However, it's the values – such as responsibility, professionalism and rigor – instilled by Les Roches which ultimately make me a successful candidate. In the world of luxury five-star establishments, those standards of excellence make all the difference."

Silvia Valero (Spanish)
Class of 2016
Postgraduate Diploma in Marketing Management for Luxury Tourism
Postgraduate Diploma in International Hospitality Management

POSTGRADUATE EXECUTIVE DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT

PROGRAM DETAILS

Duration: 15 months

Total US credits: 22

Intake: September of each year

The Postgraduate Executive Diploma offers you the flexibility to combine your current career with advanced studies in hospitality management and leadership. Over nine months, this hybrid program blends faculty-supported distance learning with four one-week sessions of on-campus courses and networking activities. On-campus sessions take place in October, December, February and April. This learning is followed by six months of industry experience, which you may complete at your current company or through an internship arranged by Les Roches Marbella.

BLENDED LEARNING

THEORY MODULES

- + Leadership and Organizational Behavior
- + Innovative, Alternative and Sustainable Trends in Hospitality
- + International Business Strategy in Hotels
- + Project Management
- + Advanced Finance and Budgeting
- + Marketing Strategies for Hotels
- + International Human Resources
- + Hospitality Real Estate and Investment
- + Revenue Management

WORKSHOP MODULES

- + Crisis Management
- + Protocol and Etiquette

Industry Experience (6 months)

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.



GRADUATE ADMISSION REQUIREMENTS

- + **Minimum age:** 21 (23 for MBA and Postgraduate Executive Diploma)
- + **Qualifications:** Bachelor's degree
- + **Work experience:** Two years or more for the MBA (offered in Switzerland); four years or more for the Postgraduate Executive Diploma (offered in Spain); work experience is beneficial but not necessary for other programs
- + **English level:** Must be proficient in English for higher education studies. English language exam scores are required from candidates who are not native English speakers, or who have not spent the last three years in full-time English education.

MINIMUM ENGLISH LANGUAGE EXAM SCORES:

	TOEFL*	IELTS Academic**	Cambridge***
Les Roches Switzerland	550 (paper-based) 80 (internet-based)	Average 6.0 and minimum 5.5 in each component	FCE: Grade A CAE: Grade C
Les Roches Spain Les Roches China	525 (paper-based) 70 (internet-based)	Average 5.5 and minimum 5.0 in each component	FCE: Grade C

*The Les Roches Switzerland TOEFL testing code number is 9827

**IELTS Academic has four components (writing, reading, speaking, listening)

***Cambridge: First Certificate Exam (FCE) or Advanced (CAE) — please also provide statement of results

Students without the above English level will be required to undertake additional English support classes. Les Roches offers intensive English programs in Switzerland, Spain and China.

Applications that do not meet the above requirements will be considered for review by the Admissions department.



With over 30 nationalities currently pursuing graduate studies and a very vibrant student community at the Les Roches campus, the Graduate School is an ideal learning environment, which enhances entrepreneurship and develops lifelong skills that are relevant for the successful careers of our graduates. Our students tend to demonstrate innovative thinking and a dedicated work ethos as well as a high level of professionalism with hospitality etiquette."

Dr. Dimitrios Diamantis, Dean of Graduate Studies, Les Roches Global Hospitality Education



Ms. María José Aparicio, Academic Director, Les Roches, Spain

Our postgraduate diploma programs give students an intensive experience of hotels and how to successfully manage them by means of a seamless combination of hands-on and academic learning. This educational model is further enhanced by the extensive real-world experience which our faculty brings from the hospitality industry. To successfully complete the program, students must demonstrate a wide range of personal and professional skills which may be applied effectively, in an extensive range of departments, at any of the top hotels or luxury brands in the world. Each of our programs is a life-changing experience."



Mr. Michael M. Bao, Academic Dean, Les Roches Jin Jiang, China

Our experienced and dedicated faculty is committed to ensuring that you make the most of your postgraduate diploma program. Encompassing management theory and experiential learning, this program provides an industry-focused hospitality education for career changers or those who wish to further develop their administrative skills. Combined with a professional internship, this balanced curriculum will help you to cultivate the business leadership skills for career success."



Thrive

GLOBAL CAREERS IN HOSPITALITY

CONTENTS

Hospitality: A world of opportunities	4
Recruited by leading companies	6
Meet your global network	7
Graduate alumni spotlight	8
Entrepreneurs made in Les Roches	10



UNLEASH YOUR INNER ENTREPRENEUR

Students at Les Roches come from all corners of the globe. Despite their different nationalities, languages, cultures and backgrounds, there is one trait they share in common: Les Roches students are doers.

From the classroom to the kitchen, studying at Les Roches means that you take a hands-on role in your own learning journey. You understand how to work with others and how to be a leader. You develop problem-solving skills, digital knowledge resourcefulness and a can-do attitude that can be applied anywhere. You go beyond your comfort zone through global internships, business projects and real-world experiences – and you gain a whole new level of confidence.

When you learn at Les Roches, you realize that it is not about where a degree in hospitality will take you – it is about where you will take your hospitality education.

Les Roches graduates go on to lead meaningful careers across the globe. They thrive in fields as diverse as travel, marketing, finance and event management. They excel as entrepreneurs, starting their own businesses, and as *intrapreneurs*, driving innovation within companies.

Through rigorous programs and industry immersion, our goal is for you to develop the global outlook, innovative approach and entrepreneurial mindset to build the career you want.

It's time to unleash your inner entrepreneur.



HOSPITALITY: A WORLD OF OPPORTUNITIES

Hospitality is one of the world's most diverse and dynamic sectors, with a broad variety and high number of jobs. If you love to travel and enjoy interacting with people, studying hospitality management offers the opportunity to join fast-growing industries such as tourism and leisure. These industries open doors to enriching career pathways for those who are interested in discovering new trends and cultures, working internationally and creating positive experiences for people.

YOUR PASSPORT TO GLOBAL CAREERS

The hospitality industry may be best known for hotels and restaurants, but the industry itself extends far beyond that. By gaining experience in hospitality, you learn how to do business and how to work with people – two skills that are in high demand all over the world. The versatility of a hospitality degree is reflected in the wide array of careers that hospitality graduates choose, in sectors such as:



TRAVEL AND TOURISM GROWTH:



Data source:
WTTC Travel and Tourism:
Global Economic Impact
and Issues 2018



RECRUITED BY LEADING COMPANIES

At Les Roches, you have the opportunity to meet, interview and learn with the world's best brands. Top-tier companies from the hospitality industry and beyond come to Les Roches each semester to recruit students for internship positions and jobs. As a result, we have an excellent placement record and strong partnerships with the industry.

From exploring your career options to finding the right role, our dedicated career counselors are here to guide and support you. They will organize interviews, help you prepare and advise you on making decisions about accepting positions.

N°3
WORLDWIDE
for
EMPLOYER
REPUTATION

*QS World University Rankings by Subject 2018, Hospitality and Leisure Management

300+

RECRUITMENT VISITS

TAKE PLACE ACROSS LES ROCHES
CAMPUSES EACH YEAR

COMPANIES THAT RECRUIT
FROM LES ROCHES



We believe in disrupting the booking industry in order to provide amazing experiences. At Les Roches, students are exposed to disruptive business models from day one. They have the knowledge and passion to chase the 'what ifs,' and that's what the industry needs."

Amir Segall, VP International,
HotelTonight



Les Roches graduates offer professionalism, multicultural awareness and practical knowledge – the key components of industry success. They have the skills and experience to deliver at the highest standards."

Rami Sayes
Class of 1989
Regional Vice President
and General Manager,
Four Seasons Hotels and Resorts

MEET YOUR GLOBAL NETWORK

Les Roches alumni are an international mix of extraordinary people, with careers that span the globe. Leading and launching businesses in a wide range of industries, our alumni are proof that a hospitality degree from Les Roches opens all the right doors.

With 12,000 members in 130 countries around the world, the Les Roches Global Alumni Association offers you access to an invaluable networking resource.

1. OMER KADDOURI
Class of 1986
President and CEO,
Rotana Hotel Management
UAE

2. VIRAJ MEHTA
Class of 1994
Head of India and South Asia,
World Economic Forum
Switzerland

3. SHAN KANAGASINGHAM
Class of 1992
Senior Vice President, Operations,
Auberge Resorts Collection
USA

4. PARV SONDHI
Class of 2013
HR Specialist/Food and Beverage
Manager, Etihad Airways
UAE



5. MARIANNA DRAKOPOULOU HUGO
Class of 1987
Protocol and IOC Members Services Manager
at the Executive Office of the President,
International Olympic Committee
Switzerland

6. RADHA ARORA
Class of 1987
President, Rosewood Hotels & Resorts
USA

7. RENE SCHAEFER
Class of 2001
General Manager
Nikki Beach Marbella
Spain

8. PAULINE BERGÉ
Class of 1990 and 2000
Regional Director of Luxury Sales,
Luxury Brands Marriott International
UK

9. MINGXIAO CHRIS WANG
Class of 2004
Director of Sales, Atlantis Sanya
China

10. ANDRÉS TOBÓN LASCANO
Class of 2007
Director of Revenue Management,
Marriott International
Mexico

GRADUATE ALUMNI SPOTLIGHT



ANDRÉ JARDIM FERNANDES CALDEIRA

CLASS OF 2011
GENERAL MANAGER VILA PORTO MARE,
PORTO BAY HOTELS & RESORTS, MADEIRA

The General Manager of Vila Porto Mare, a 443-room four-star property in Madeira, André describes the Portuguese island as, "like Eden – it's eternal spring here." Madeira is also where André was born, but he hasn't always lived there. Before taking up graduate study at Les Roches Marbella, André had earned his bachelor degree in Lisbon, spent time in Hong Kong as an exchange student and worked at Lufthansa's Beijing office.

Passionate about hospitality, André came to Les Roches to deepen his knowledge of hotel operations and business. For André, studying at Les Roches

provided more than a degree – it was also where he developed a close group of lifelong friends and met his wife.

After graduating, André completed six months of operational training at Hotel Copacabana Palace in Rio de Janeiro before returning to his childhood home of Madeira to join Porto Bay Hotels & Resorts. He became General Manager within a couple of years, first at Hotel Porto Santa Maria and then at Vila Porto Mare. As General Manager, André relishes the excitement and variety of his role: **"You wake up every morning with new ideas of things to do, and you never know how tomorrow's going to be."**



NATASHA TACCHI

CLASS OF 2012
BRANCH MANAGER, ROYAL
BANK OF CANADA

A background in hospitality has helped Canadian alumna Natasha to excel in her role as Branch Manager at Royal Bank of Canada. **"Each day, I have to lead a team and communicate with ultra high-net-worth clients, and the confidence I developed at Les Roches helps me tremendously.** Learning the importance of service in a customer service role has aided my career growth, and has shaped me into an individual who can speak to CEOs and celebrities with charm and ease," explains Natasha.

Natasha's first position after graduating from Les Roches was as a Gold Floor Supervisor at the Fairmont Palliser. This role gave Natasha the opportunity

to interact with high-profile guests while gaining hands-on experience in hospitality. She discovered that she enjoyed working with guests, but that she preferred a more corporate work environment.

Joining the Royal Bank of Canada turned out to be the perfect fit. In her current role, Natasha draws on core subjects she studied at Les Roches, such as leadership, finance and communication. "I learned many life skills at Les Roches that easily translated from my hotel experience to the banking industry," Natasha says.



ENTREPRENEURS MADE IN LES ROCHES



SHARON LEE AND JAVIER PEREZ
CLASS OF 2005
FOUNDERS, SERIES OF INTENTIONS
(SINGAPORE AND BALI) - RESTAURANT GROUP

Husband-and-wife team Sharon and Javier met while studying the Postgraduate Diploma at Les Roches Switzerland. Javier was fueled by a passion for food and beverage, and Sharon by the desire to escape from her desk job. "My first degree was in accounting, and I wanted to get into an industry where I could interact more with people. I've always been interested in tourism and traveling; **Les Roches gave me the chance to try something different,**" says Sharon.

As students, the pair created a plan to purchase, run and market a hotel for a class project. Javier recalls, "Our finance teacher said that it was one of the best projects he'd seen – that if we one day decided to launch our own business, it could really work."

After graduating, Sharon and Javier parted ways to do management training: she went to the Peninsula Manila and he went to Mandarin Oriental, Bangkok. But, as Sharon says, "Opening a small restaurant had always been our dream." The couple moved to Singapore, and the opening of one small restaurant eventually turned into Series of Intentions, a growing group of restaurants, lounge bars and fast-casual outlets in Singapore and Bali.

Javier says, "**I always tell people that Switzerland changed my life.** It exposed me to so much in such a short amount of time."



ELINE BEERNAERT
CLASS OF 2012
FOUNDER, ELEGANT EVENTS
(BELGIUM) - EVENT PLANNING

After completing a master's degree in economics, Belgian alumna Eline came to Les Roches to pursue her true passion: hospitality. She graduated as Class Valedictorian and spent several years working in the hotel industry and organizing corporate events. While she enjoyed event management, Eline felt compelled to move into projects that were more intimate and personal. She decided to use her hospitality experience to launch her own business, Elegant Events.

As a weddings and events planner, Eline's goal is to "turn every event into an unforgettable experience." She works with clients to help them celebrate special occasions and create personalized experiences.

Eline says, "**What I love about the event industry is that it's a people business.** It also encompasses diverse tasks involving organization, creative styling and giving advice."

For Eline, the value of an education in hospitality is clear: "I believe that hospitality is needed in every industry. Making your clients feel at home, no matter what business you are in, is key to having clients who are happy and loyal. Why not go the extra mile?"

VISIT OUR INTERACTIVE
DIRECTORY TO EXPLORE MORE
BUSINESSES FOUNDED BY
LES ROCHES ENTREPRENEURS:
madeinlesroches.com

APPLICATION PROCEDURE

Scan with
LR TOUCH APP



[APPLY.LESROCHES.EDU](https://apply.lesroches.edu)



info@lesroches.edu



info@lesroches.es



info@lesroches.cn



**SOMMET
EDUCATION**

LRENCL0443V2



Bluche, Switzerland
Marbella, Spain
Shanghai, China

London, UK (Glion campus)
*Exchange program available

LESROCHES.edu
apply.lesroches.edu
info@lesroches.edu

