

# Live and Learn Hospitality in a Swiss Palace

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2021



**S · H · M · S**

Swiss Hotel  
Management School

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## Live and Learn Hospitality in a Swiss Palace



At Swiss Hotel Management School (SHMS), live and learn hospitality in operational facilities that replicate real-life situations, including lavish banqueting halls, a grand theatre, design studios, spas, restaurants, a culinary arts studio, and an events gallery.

SHMS offers a classic hospitality and event management education, as well as unique pathways, such as Resort and Wellness Management, Hospitality Design Management, Hospitality Management, and Digital Value Creation.

You will graduate ready to succeed in the competitive and rapidly-changing world of hospitality management. Our programmes combine academic and applied management training, designed to meet the requirements of the hospitality industry and ensure that graduates have a high level of employability.

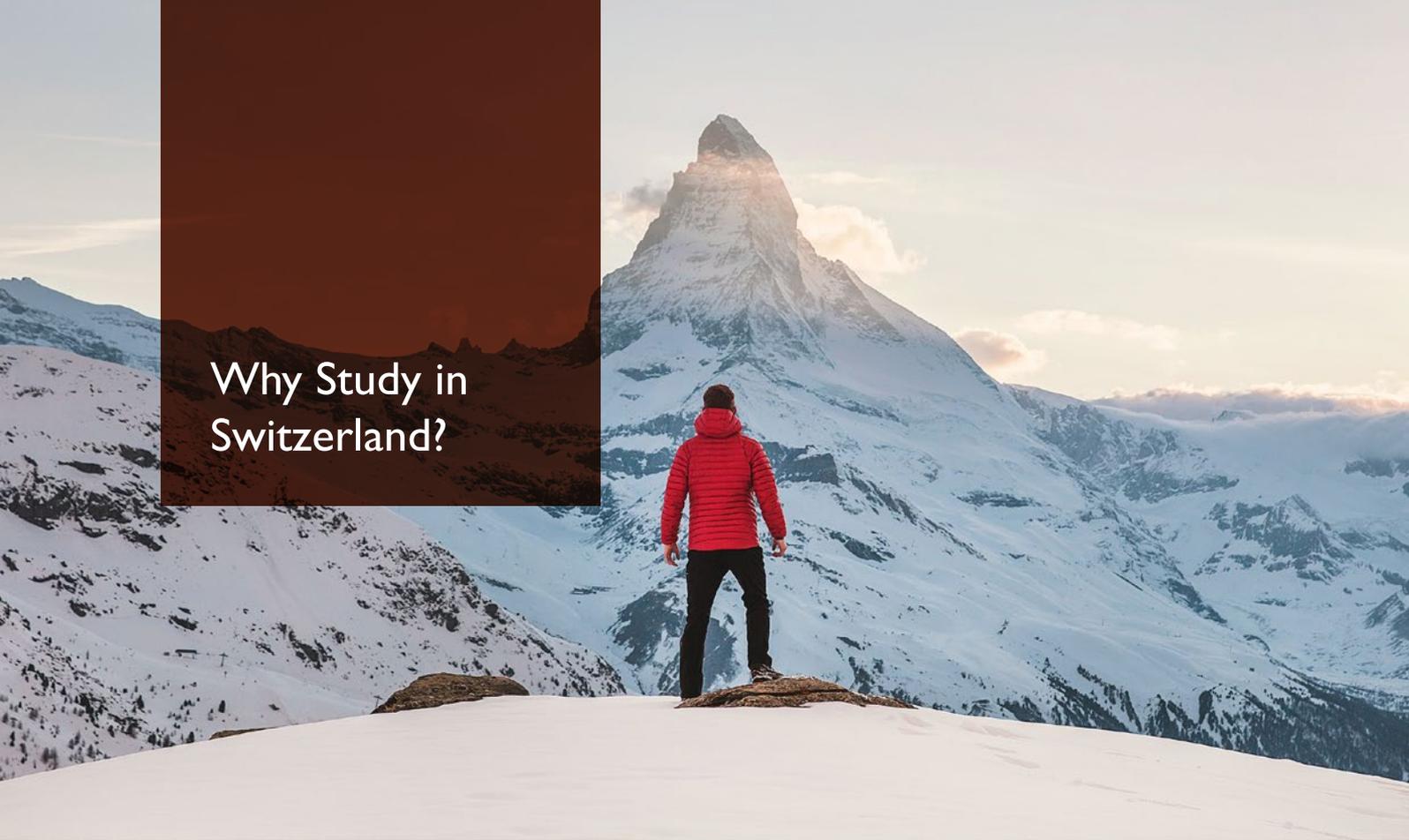
SHMS is the first hospitality school in the world, and the first institute of higher education in Switzerland, to receive the prestigious "Apple Distinguished School" recognition,

awarded to centres of educational excellence that demonstrate innovative ways to use technology to support learning goals and inspire student creativity, collaboration, and critical thinking, while cultivating environments in which students are excited and curious about learning.

We are committed to experiential and situational learning, instilling in our students the practical skills and digital competencies required by the hospitality industry.

I look forward to welcoming you to this unique environment!

**Jeroen Greven**  
Dean  
Swiss Hotel Management School



## Why Study in Switzerland?

### The birthplace of hospitality

Switzerland's reputation as the birthplace of modern hospitality was established more than 100 years ago when the first palace-style hotels were built to accommodate a growing number of wealthy tourists. The world's first hospitality management school was established in Switzerland in 1893 and today, graduates of a Swiss curriculum are highly respected for their ability to function and manage in the workforce. The top hospitality management schools in the world are Swiss, a testament to the country's long tradition of excellence in hospitality and culinary education and commitment to innovation in today's dynamic, rapidly-evolving world.

Built in 1902, the Caux Palace was one of the most advanced, luxurious, and biggest hotels ever designed in Switzerland. Celebrities such as Prince Ibn Saud, Rudyard Kipling, John D. Rockefeller, and the Maharajah of Baroda, visited and stayed there until the Second World War. After the war, the Caux Palace played an instrumental role in worldwide peacebuilding and reconciliation efforts.

### Excelling across sectors

Switzerland is the birthplace of the Red Cross and is home to many international organisations, including the second-largest United Nations office, the International Olympic Committee, and FIFA. The country's cultural contributions are disproportionate to its small size. Swiss citizens have won more Nobel Prizes and registered more patents per capita than any other nation.

The country's strong economy is powered by a highly developed service sector led by financial services and a high-tech manufacturing industry.

Switzerland enjoys a solid reputation for excellence in healthcare. The nation topped the list in the 2018 edition of Euro Health Consumer Index. It comes then as no surprise that the country was also voted the no 1 safest country when it comes to COVID-19 (according to a study published in Forbes). Switzerland also figures amongst the world's top 10 safest and most crime-free countries.

### Topping the list for higher education

In 2020, Switzerland was ranked the no 1 Best Country based on its attitude towards education, democracy, business, and quality of life for the fourth year in a row (US News) and no 4 in the "Top 10 Places In The World To Study Abroad" (Educations.com).

Switzerland boasts a very international environment which makes it attractive for students of higher-education institutions. Students interact with people from all over the world, while gaining exposure to the local language (Switzerland has four national languages) and culture.

"SHMS is more than an educational program – it is a holistic experience that profoundly shapes you, both as a professional and as a human. It also teaches you to think from the client's point of view and make their happiness your priority – and top companies from many sectors are looking exactly for that skill."  
Kristof Kadar (Hungary) Relationship Ambassador at Roger Dubuis (Richemont), Geneva

# Your Journey with Us

As a member school of Swiss Education Group, SHMS offers students strong academic and career support every step of the way.

## Explore the possibilities

- Book a personal counselling session with one of our representatives in your country to explore if SHMS is a good fit for you.
- Set up a visit or attend one of our Open Days to explore our campus life.
- Our admissions team will answer all your questions on entry requirements and application procedures. You can also reach out to one of our student ambassadors via the chat function on our website.

## Learn from the experts

- Our faculty are all trained educators with industry experience and expertise. They will teach you how to integrate the art of hospitality across a wide range of industries, such as retail, service, and finance.
- Gain extensive practical experience through internships, as part of all of our academic programmes. Internships provide you with the opportunity to apply the academic knowledge acquired in class and gain valuable work experience from our industry partners.

## Map out your career

- A dedicated career services team provides you with one-on-one coaching and practical input (from writing a CV to preparing for an interview) as you explore different career choices.
- Twice a year, you have exclusive access to the International Recruitment Forum, one of the largest career events in Europe, where you get the chance to network, attend career presentations, meet and interview with industry representatives, participate in panel discussions, and learn from industry experts. Throughout the year, recruiters from different world regions and industries also visit the school.

## Join a global community

- With 32 chapters and over 24,000 alumni members, you have access to one of the largest hospitality alumni networks in the world.
- The Swiss Education Group Global Alumni Network is a powerful tool for students and alumni seeking to expand their network and develop their professional careers. It's part of our commitment to support you beyond graduation.



# Internship Opportunities

We believe in the importance of applying academic knowledge to real-life professional situations. We offer you a choice of top employers for internships in Switzerland and abroad.

You will gain valuable work experience and have the opportunity to apply the academic knowledge acquired in class.

Your first internship experience will introduce you to the world of hospitality, and generally takes place in the area of food and beverage (service and kitchen), banqueting, and room service. Second internships usually happen in the departments of front office, rooms division, guest relations, and sales. Our internships take place in a growing number of industries, including retail, banking, and tourism.

Students have access to an increasingly diverse range of internships, which include:

## Paid Internships in Switzerland



## Worldwide Internships



## Hands on Learning at Swiss Hotel Management School



Swiss Hotel Management School offers you a unique multicultural environment, small classrooms led by experienced faculty, an industry-endorsed curriculum, and fully accredited Bachelor's and Master's degrees.

Students from over 111 nationalities study on two beautiful campuses: the historic Caux Palace campus overlooks Lake Geneva and the Swiss Riviera, and the Leysin campus is based in two former Belle Epoque hotels in the Swiss Alps.

Students learn in the context of living and experiencing hospitality within the setting of former palace hotels

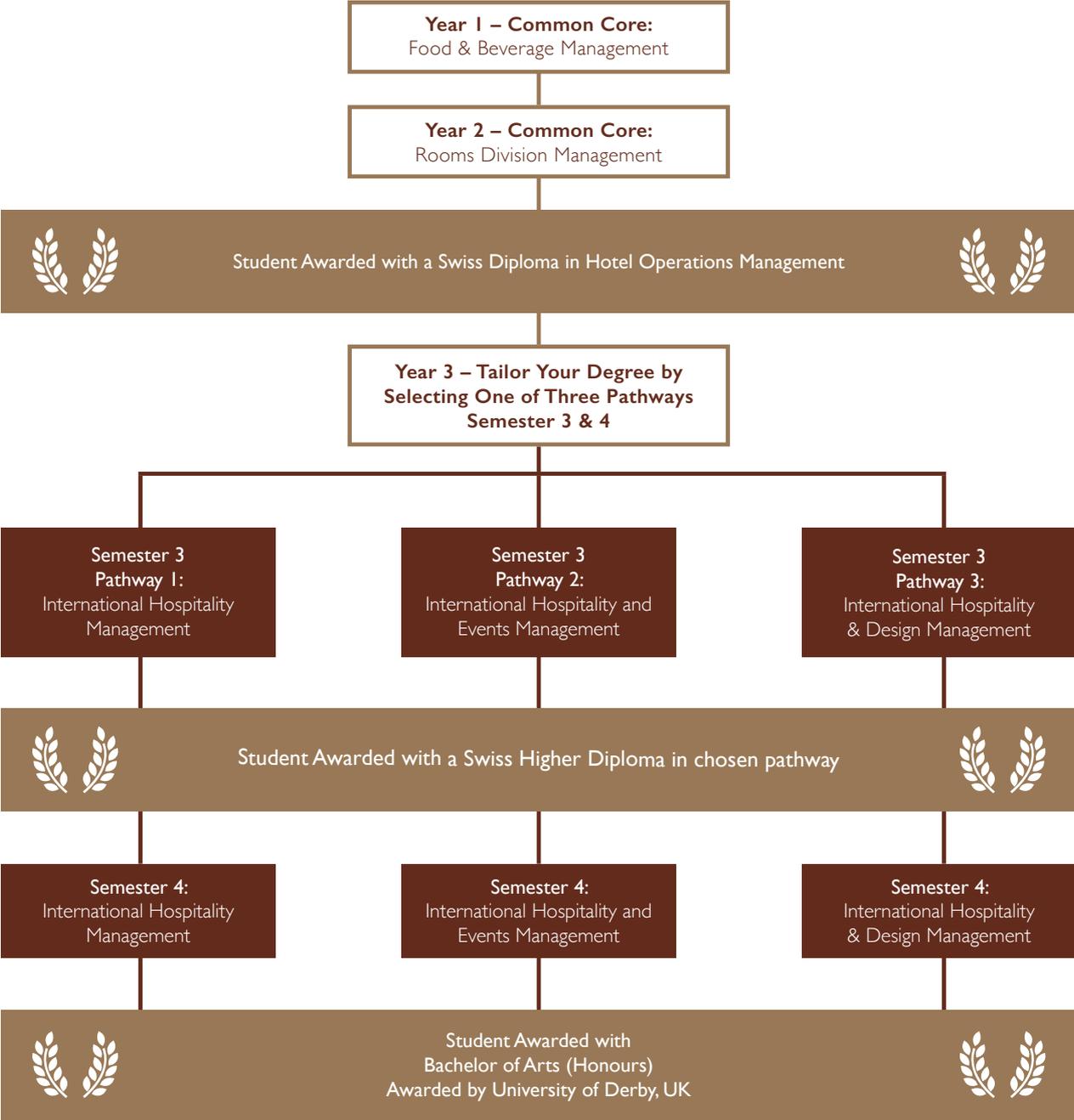
by managing the various restaurants on campus or spa facilities, running events for real customers or developing interior design concepts ready to be implemented in real life situations.

Students following the undergraduate programme complete their first two years of study at the Caux campus and then their third year at the Leysin campus. Graduate students, with the exception of the MA in Hotel Management, are based at the Leysin campus.

While there are many factors that contribute to the outstanding learning environment of the school, what really attracted me is how the curriculum goes beyond simply teaching theories and facts, and focuses on developing mindsets in the students.

Nouruldeen Hafiz (Canada), Housekeeping Supervisor at Hotel Ottawa - Groupe Germain

# Bachelor's Degree Pathway





## Bachelor's Degree Programmes

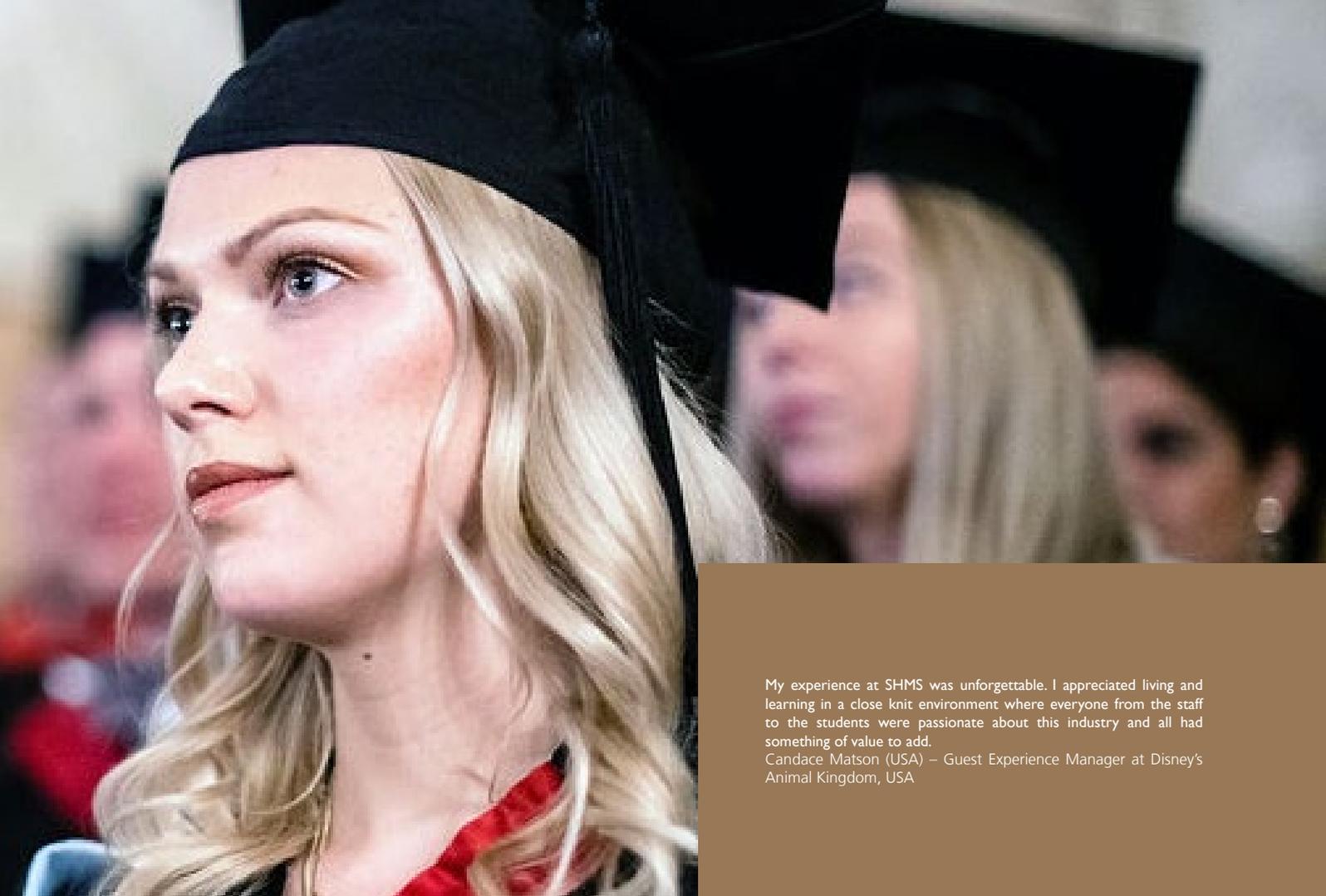
### Bachelor of Arts in International Hospitality Management or in International Hospitality & Events Management or in International Hospitality Design Management

Bachelor modules follow a three-pillar strategy focusing on global trends, business strategy, and operational leadership.

The first two years share the same modules, with the third year varying depending on your chosen pathway: Hospitality, Event Management or Design. All students following the undergraduate programme will complete the first two years of their studies at our Caux campus, moving to our Leysin campus for their third year. Students on all pathways will have the opportunity to share certain classes, work on

group projects, and organise VIP banquets together. The three-year curriculum is awarded with a Bachelor's degree accredited by the University of Derby, UK.

Please note, students may choose to undertake their studies in a different order to the one displayed, on the condition that all credits and internship requirements are fulfilled before graduation. Please contact your local representative to enquire about your specific case.



My experience at SHMS was unforgettable. I appreciated living and learning in a close knit environment where everyone from the staff to the students were passionate about this industry and all had something of value to add.  
Candace Matson (USA) – Guest Experience Manager at Disney's Animal Kingdom, USA

### Year 1 – Common Core: Food & Beverage Management

#### Semester 1 (Five Months, Caux campus)

- Food and Beverage Production and Service Theory
- Food and Beverage Production Practice
- Food and Beverage Service Practice
- Food and Beverage Management
- Food and Beverage Experience and Interior Design
- Hospitality Studies
- Wine and Bar
- Accounting Principles
- Academic Communications
- Personal Development
- The Art of Employability
- Language (French, German)

#### Worldwide Internship

4-6 month internship worldwide or in Switzerland (minimum gross monthly salary in Switzerland: CHF 2,212.–)

### Year 2 – Common Core: Rooms Division Management

#### Semester 2 (Five Months, Caux campus)

- Facilities and Interior Design II
- Financial Accounting
- Managerial Communication
- Housekeeping Management
- Front Office Management and Concierge Services
- Marketing and Branding
- Hotel Information Systems
- Event Management
- Events Operations Management
- Yield and Revenue Management
- Language (French, German, or Spanish)

#### Worldwide Internship

4-6 month internship worldwide or in Switzerland (minimum gross monthly salary in Switzerland: CHF 2,212.–)



Student Awarded with a Swiss Diploma in  
Hotel Operations Management

Year 3: Tailor Your Degree by  
Selecting One of Three Pathways

Semester 3 (Five Months, Leysin campus)

Shared courses

- Human Resources and Leadership
- Data Driven Decision Making
- Marketing Management
- Managerial Accounting
- Language (French, German, Mandarin, or Spanish)

Pathway 1:  
International Hospitality  
Management

- AI and Digital Innovation
- Management Projects
- Corporate Social Responsibility
- MICE and Logistics for Events
- Independent Research Project
- Hospitality Economics

Pathway 2:  
International Hospitality and  
Events Management

- Management Project for Events
- Event Project Planning
- Event Project Management
- MICE and Logistics for Events
- Independent Research Project
- Hospitality Economics

Pathway 3:  
International Hospitality and Design  
Management

- Digital Design and Visual Technology
- Retail Management of  
Luxury Brands
- Product and Brand Development
- Interior Design III
- F&B Outlet Design
- AutoCAD



Student Awarded with a Swiss Higher Diploma  
in Chosen Specialisation





#### Semester 4 (Five Months, Leysin campus)

##### Pathway 1: International Hospitality Management

- Food and Beverage Development
- Human Resource Management and Business Strategy
- Contemporary Trends
- Strategic Management
- Leadership Across Cultures
- International Resort and Spa Management
- Digital Marketing

##### Pathway 2: International Hospitality and Events Management

- Sustainable Events Management
- Entrepreneurship in Hospitality and Events
- Contemporary Trends
- Strategic Management
- Leadership Across Cultures
- International Resort and Spa Management
- Digital Marketing

##### Pathway 3: International Hospitality and Design

- Human Resource Management and Business Strategy
- Delivering Added Value
- Project Management
- Small Business Development and Entrepreneurship
- Advanced Consumer Behaviour
- Innovation in Technology and Design

#### Dissertation / Integrated Business or Design Project (6 Weeks)

For the period of their dissertation, students can choose between distance or on-campus learning. In both cases strong support and supervision is provided.

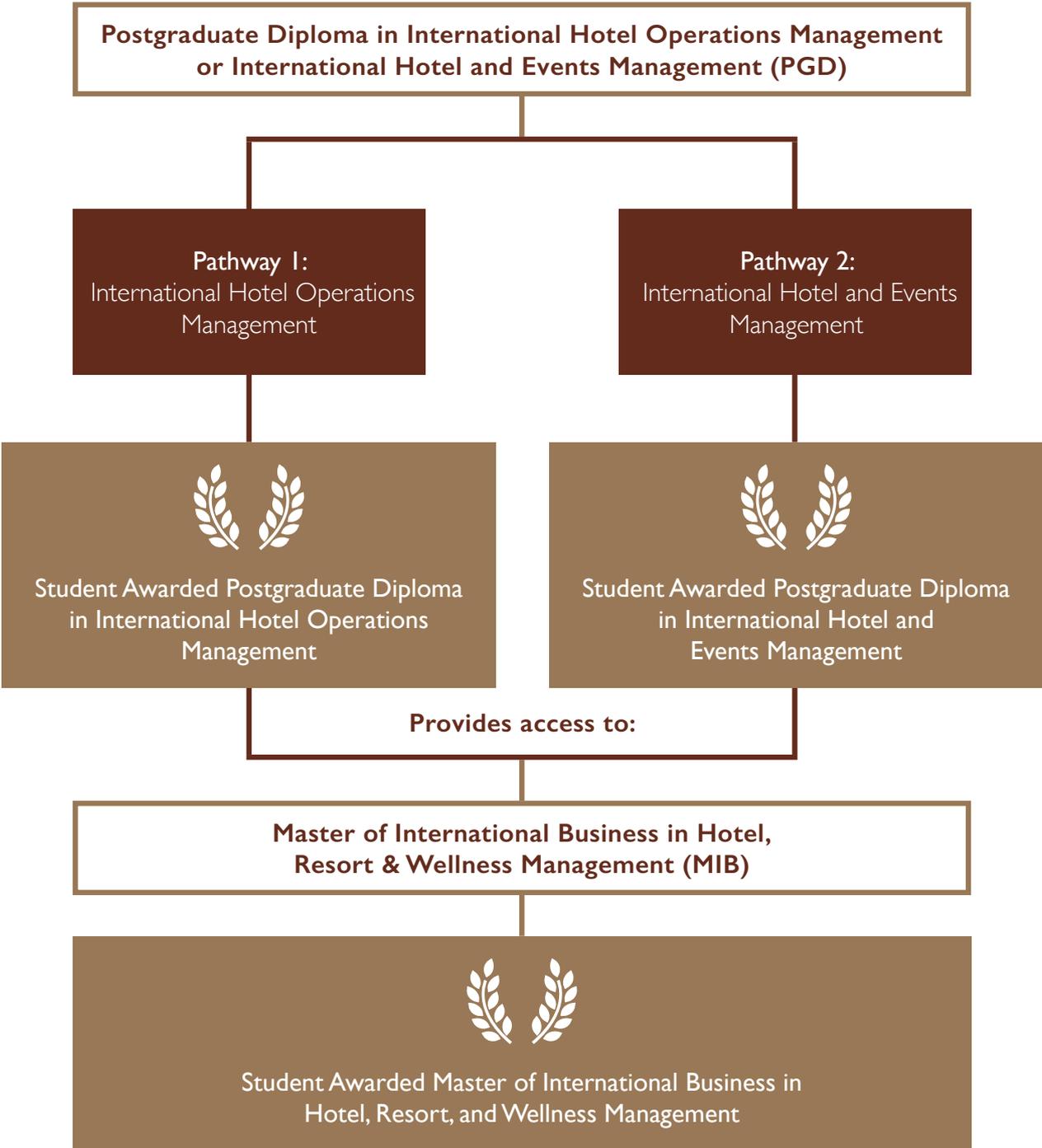


Student Awarded with  
Bachelor of Arts (Honours)  
Awarded by University of Derby, UK



# Postgraduate Programmes

## Postgraduate Pathway





"There are four main words I associate with SHMS; personal development, passion for hospitality, critical thinking and psychological behaviour."  
Constanze Engelhardt (Germany), Principal at Millbrandt & Partner, Munich

# Postgraduate Diploma in International Hotel Operations Management or International Hotel and Events Management (PGD)

The postgraduate programme is ideal for students with an undergraduate degree outside of the hospitality field looking to change careers or use it as a pathway in joining a Master's programme in hospitality.

The Postgraduate Diploma programme has been designed in such a way that, upon successful completion, students may progress directly to Master's Programmes at the Leysin campus, namely the MIB Master in International Business in Hotel, Resort, and Wellness Management or the Master of Science in International Hospitality Management.

Students who complete the Hotel Operations pathway benefit from a substantial number of weekly real-life, on-

the-job experiences in the many outlets and simulation situations on campus. Practice plus theory are the key components of learning.

The Hotel and Events Management pathway appeals to those seeking a more theory-driven approach. They typically already have some work experience in the field while lacking the pertinent undergraduate degree.

Sharing the same core and support modules with their Operations colleagues, the focus of the pathway is on Events organisation, with a social and MICE event as the highlight of the semester.

## Semester I (Five Months, Leysin campus)

### Shared courses

- Food & Beverage Management
- Front Office & Back Office Systems
- Business Market Research
- Human Resource Management
- Professional Career Development
- Rooms Division Management
- Wine and Bar Management
- Language (French, German, Spanish or Mandarin)

### Pathway 1 International Hotel Operations Management

- Event & Banquet Management
- Housekeeping Management
- Service & Culinary Practice

### Pathway 2 International Hotel and Events Management

- Feasibility and Business Planning
- Marketing Management for Hospitality
- Events Management

## Worldwide Internship

*4-6 month internship worldwide or in Switzerland (minimum gross monthly salary in Switzerland: CHF 2,212.-)*



Student Awarded Postgraduate Diploma in International Hotel Operations Management



Student Awarded Postgraduate Diploma in International Hotel and Events Management



## Master of International Business in Hotel, Resort & Wellness Management (On-site/Online)

This professional Master's programme provides students with the managerial and leadership skills required by the industry, and is offered on-site or a combination of on-site and online. Students gain a deep understanding of the fundamentals of classic business theory and the critical thinking skills needed to question, re-design, and find solutions. Specialist theoretical modules (offered online

or on-site) provide students with key industry knowledge and detailed insight into industry trends, pertaining to the global industry workforce, consumer behaviour, financial decision making, and sustainable development. Equipped with sound business principles, students then design their own Food & Beverage business, social and MICE events, and wellness-related promotional activities.

### On-site Pathway

#### Semester I (Five Months, Leysin campus)

- Resort Management
- Financial Decision Making
- AI & Technology Driven Innovation
- Digital Sales and Marketing
- Consumer Intelligence & Value Creation
- Global Hospitality Trends
- Managing Generational & Cultural Diversity
- Interpersonal and Managerial Sustainability Development
- Strategies for Leadership
- Resort, Restaurant & Spa Operations (Labs)
- Business Design for Hotels, Resorts & Wellness

### Blended Pathway

#### Online delivery (3 semesters student paced study)

- Academic Foundation & Integrity
- Interpersonal & Managerial Sustainability Development
- Resort Management
- Global Hospitality Trends
- Strategies for Leadership
- Financial Decision Making
- Digital Sales & Marketing Strategy
- Consumer Intelligence and Value Creation
- AI and Technology Driven Innovation
- Managing Generational & Cultural Diversity

#### On-site delivery (3 weeks Leysin campus)

- Resort, Restaurant & Spa Operations
- Business Design for Hotels, Resorts & Wellness

### Integrated Business Project (work placement)



Student Awarded Master of International Business  
in Hotel, Resort & Wellness Management  
Awarded by Swiss Hotel Management School



# Master of Arts in International Hotel Business Management

The Master of Arts (awarded by University of Derby, UK) is an intensive programme delivered over an 18-week period in blocks of nine weeks, before students embark on a mandatory work placement and consultancy project.

Based on our Caux campus, learn the theory and apply your newly-acquired knowledge and skills in managing the ever-growing business of hotel operations.

## Semester I (Five Months, Caux campus)

- Food and Beverage Management
- Wine and Beverage Management
- Events and Banqueting Management
- Front Office and Rooms Division Operations Management
- Marketing Management
- Strategic Revenue and Financial Management
- Developing Business Leadership Skills
- Current Trends in Hospitality
- Applied Business Management Project (Capstone Module)

## Worldwide Internship

*4-6 month work placement to support capstone project*



Student Awarded Master of Arts in International Hotel Business Management Awarded by University of Derby & Master of International Business in Hotel Management Awarded by Swiss Hotel Management School



# Master of Science in International Hospitality Management

The Master of Science in International Hospitality Management is awarded in partnership with the University of Derby, UK. The MSc programme covers Operational Leadership, Contemporary Business Thinking, Business Strategy, Managerial Decision Making, and pathways

include Consumer Intelligence Strategy and Agile Digital Strategies.

The independent study module provides students with the opportunity to research, analyse and produce a major piece of work on a subject of their choice.

## Semester 1 (five months at SHMS Leysin)

- Project Management
- Evidence Based Learning
- Developing Skills for Business Leadership
- Content & Social Media Strategies
- Sustainable Value Creation
- Strategic Experience Design & Operation Management

## Semester 2 (Independent study, off site with tutor support)

- Independent Business Project or Dissertation within the Specialisation

### Pathway 1: MSc International Hospitality Management

- Innovative Concept Creation
- Strategic Revenue Management
- Strategic Directions
- Managing Risk & Uncertainty

### Pathway 2: MSc in International Hospitality Management and Digital Value Creation

- Understanding the Modern Consumer
- Data Driven Analytics & Decision Making Strategies
- Innovative Technology Driven Value Creation
- Strategic AI & AR Integration

### Pathway 3: MSc in International Hospitality and Design Management

- Virtual Design Construction
- Advanced AutoCAD
- Strategic Interior Design Management
- Strategic Luxury Brand Management



Student Awarded with Master of Science in  
International Hospitality Management/ Hospitality Management & Digital Value Creation/ International Hospitality &  
Design Management Awarded By University Of Derby & Swiss Hotel Management School



# Bringing the Industry to the Classroom

Our courses are developed in collaboration with our industry partners who review learning outcomes and adjust module content, drawing from their expertise and industry insights, ensuring that your education is relevant in the workplace. Partnerships strengthen your learning experience by providing you with masterclasses, visits, and case studies, as well as internships, management training, and career opportunities.

## Corinthia Hotels

Corinthia is a collection of hotels founded by the Pisani family of Malta in 1962. Each of the hotels and resorts, in some of the most exciting places in the world, is a tribute to local architecture and cultural traditions. Corinthia Hotels provides input on the Master of International Business in Hotel, Resort and Wellness Management.



## Disney Parks, Experiences and Products, Inc. (Disney Parks)

Disney Parks is one of The Walt Disney Company's four major business segments and one of the world's most-visited theme park companies. Disney Parks provides input on the Master of International Business in Hotel, Resort, and Wellness Management.



## Bidroom

Bidroom is the world's first no-commission hotel booking platform and is rapidly revolutionising the world of hospitality sales. Bidroom provides input on the Master's and Bachelor's programmes. To further reinforce this collaboration, every SHMS graduate is offered a one-year's free access to the Bidroom platform.



### Shangri-La Hotel Tokyo

Shangri-La represents more than 100 hotels and resorts across four distinct brands - in more than 22 countries and 76 destinations. Shangri-La Hotel Tokyo provides input on the Master's and Bachelor's programmes, through guest lectures, Masterclasses, consultancy and research projects.



### ALESSI

ALESSI is a leading Italian design brand, famous for the stainless steel items it produces. Its range now includes chinaware, plastic, and wood. ALESSI works with more than 200 international designers and architects from all over the world, and has a collection of more than 4000 different products. Alessi provides input on the Hospitality and Design pathways.



### Andaz, Hyatt International

Global in scale while local in perspective, Andaz, a Hyatt luxury brand, weaves the sights, sounds and tastes of their surroundings into each property for an experience that truly immerses guests in the eclectic culture of each local destination. Andaz provides input on the Hospitality and Design pathways.



### John Paul

John Paul is the worldwide leader in concierge services, providing brands with customised loyalty solutions through cutting-edge digital technology. John Paul provides input on the Hospitality and Design pathways.



# Learning Outside of the Classroom

## Concept labs

Concept labs provide students valuable opportunities to learn in real-world situations, running capstone concepts where they apply a range of hospitality management skills including hospitality operations, HR, finance, and marketing.

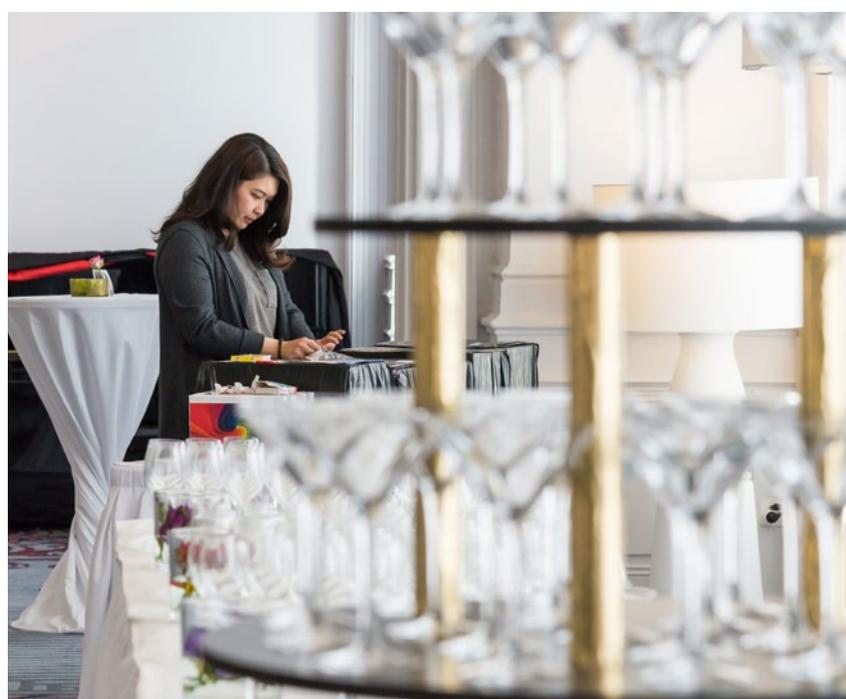
In food and beverage labs for example, students develop a themed food and business concept and a menu design, and open their restaurant doors to real customers. They do everything, from producing to serving food, managing the kitchen and restaurant, and ensuring that revenue is generated.

In a similar fashion, students take advantage of the wide range of event facilities in SHMS, and learn how to run a hospitality event from start to finish, from small intimate events to big affairs such as weddings or the International Recruitment Forum.

Students also work on hotel design projects for real customers, created in our state-of-the-art design studios. From drawing up plans to developing interior design concepts, these projects are then ready to be implemented in real-life situations.

## Masterclasses

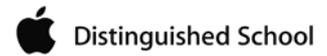
Students have the opportunity to attend Masterclasses taught by experts within their fields. The Masterclass series has included artisanal micro beer making, and the 'Connoisseur' Masterclass with workshops in chocolate making, local cheese and wines discoveries, wine club (including the possibility of participating in tasting competitions), coffee workshops, and the Whisky Ambassador programme. The 'Brilliant Public Speaker' Masterclass teaches students how to inspire people and perform impressive speeches.



# A Stamp of Approval

## Apple Distinguished School

Apple Distinguished Schools are recognised as the most innovative schools in the world, and are centres of leadership and educational excellence that demonstrate Apple's vision for learning with technology.



## University of Derby

The University of Derby is a Top 50 UK federally-recognised university and provides students at SHMS with the best possible start in their careers through excellent teaching, delivered in cutting-edge facilities by staff who are experts in their field. The Bachelor of Arts Honours degree, The Master of Science (MSc) and the Master of Arts (MA) is awarded in academic partnership with the University of Derby, UK. The University of Derby is rated 'gold' in the 'teaching excellence framework' and is in the top 10 in the world for international student experience (Global ISB benchmark 2018).



## EduQua

EduQua is a Swiss accreditation which guarantees the quality of education in adult learning institutions by setting standards and supporting quality improvements in its certified institutions.



## International Centre of Excellence in Tourism and Hospitality Education

The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is the leading international accreditation organisation that is dedicated to the recognition, benchmarking, development, and promotion of quality programmes in tourism, hospitality, events and culinary arts education, training, and research.



## Confederation of Tourism & Hospitality

The Confederation of Tourism & Hospitality (CTH) is the UK's leading specialist professional awarding body, guaranteeing the highest standard of hospitality and tourism qualifications in the industry. The professional Master of International Business is endorsed by CTH.



## The Chartered Society of Designers

The Chartered Society of Designers is an internationally recognised body for the design profession, providing support and guidance for designers at every stage of their career "from learning to earning". With this accreditation, students immediately become members of the Chartered Society of Designers. This membership signals to clients, employers and others in the design sector that our students have been recognised by the professional body as practicing to the highest standards.



## International English Language Testing System:

IELTS is the world's most popular English language test. Swiss Education Group is a recognized and trusted IELTS test centre, we can advise you on test dates and fees and also give guidance on how to prepare for the test and what to expect on the day.



# Campus Life

## Multi-campus experience

Swiss Hotel Management School's academic facilities are second to none, including a learning resource centre with the latest hospitality educational materials and state-of-the-art kitchens and classrooms. Students experience campus life in two stunning alpine locations.

## Caux campus

Set in the hills overlooking Lake Geneva, the Caux campus is a short train ride from the lively city of Montreux with its shops, restaurants, and cosmopolitan lifestyle. As a historic building, the Caux Palace offers a unique environment in which to study, steeped in the heritage of Swiss hospitality traditions. Regularly renovated, the campus offers modern facilities and a learning environment equipped with the latest technology.

## Leysin campus

The Leysin campus is housed in two former hotels, the Mont-Blanc Palace and the Belvédère, linked by the SHMS Skytrain. Students will experience the magnificent surroundings that have earned Leysin a reputation as an international study location. As a well-known mountain resort, Leysin offers students a wide range of recreational and sporting activities. Students in Leysin have exclusive access to the spa, steam room, and sauna, which are open daily. Special prices are offered to students for beauty treatments, including massage, facial treatments, hair and nail styling.

## Accommodation

Students at Swiss Hotel Management School are offered a choice of accommodation options in both double and single configurations. All meals are included in students' fees: from Monday to Friday, three daily meals are served, and at weekends there is a brunch buffet and dinner. Students are able to choose from a range of dining options on each campus.

## Student Ambassador Forum

Each semester, a committee of students are elected to represent the student body. The Student Ambassadors are key spokespeople who represent the interests of their fellow students. Student life is not only about studying, and at Swiss Hotel Management School our on-campus Sports and Leisure Manager is responsible for organising a wide variety of sport and leisure activities, excursions, professional visits, banquets, and cultural events. Highlights on the term calendar include the Spring and Christmas Balls, International Day in Caux, and the World of Hospitality in Leysin

## Recreational activities

Both campuses benefit from their own bar and nightclub, the Grotto in Caux and Club Maxx in Leysin. There are plenty of opportunities to relax on campus, with a variety of activities taking place during the semester, including: themed nights, karaoke, concerts, BBQs, and movie nights. Both campuses have a gym open exclusively to students and a variety of sports on offer.

Switzerland provides students year-round opportunities for outdoor activities, such as mountain biking, hiking, swimming, river rafting, sailing, water-skiing, golfing, horseback riding, and paragliding. With nearly 200 winter sports resorts across the country, there are also plenty of activities to keep you busy in the winter, such as skiing, tobogganing, skating, hockey, and ice climbing.

Switzerland also offers an extensive range of sporting and cultural activities. World-renowned exhibitions such as the Geneva International Motor Show, musical events such as the Montreux Jazz Festival, and traditional Christmas markets, take place throughout the year satisfying all tastes.





SHMS Caux 25th Anniversary



Student at banquet



Interschool badminton



Student working out at campus gym



Leysin campus



## A GLOBAL LEADER IN BUSINESS & HOSPITALITY EDUCATION

With four schools based on six beautiful campuses across Switzerland, we have over 6,000 students from 111 countries within our current student body.

Each school benefits from their unique strengths and features, providing the perfect fit to best suit your educational experience.

Diploma, Bachelor and Master programmes are available at our schools with a variety of subjects and specialisations on offer.

## OPEN DAYS

Discover our hospitality management schools and find your perfect match!

Open Day events for interested students and their parents are arranged regularly. Please check the website for dates and further information. Alternatively, Swiss Hotel Management School welcomes individual visits.

## ENGLISH LANGUAGE FOUNDATION

The English Foundation Programme will help you enhance the skills you need for academic and professional success. We have over 15 years of experience supporting students in study skills and language development and our programmes are designed and delivered around your needs, allowing you to start your studies at one of the Swiss Education Group schools with confidence.



## SWISS EDUCATION ACADEMY

For young people aged 10 to 20, summer programmes at Swiss Education Academy offer the perfect mix of learning and fun.

Choose from language, hospitality, culinary or innovation programmes for an unforgettable summer at one of our campuses!

Learn what it takes to start your own business at **Swiss Innovation Club**.

Be inspired by meeting executive leaders and visiting start-up labs, NGOs, the United Nations, and Swiss luxury watch companies. Explore the fascinating world of culinary arts in our **Swiss Culinary Club**. Learn cooking techniques, taste new foods, discover recipes to share with your friends and family, and explore Switzerland through fun culinary excursions.

Improve your English language and communication skills at **Swiss Language Club**. Outside of the classroom, enjoy the great outdoors and take part in water sports, hiking, and rock climbing, and explore beautiful Switzerland!

TO LEARN MORE VISIT:  
[www.swisseducation.com](http://www.swisseducation.com)

TO LEARN MORE VISIT:  
[www.swisseducation.com/OpenDays](http://www.swisseducation.com/OpenDays)

TO LEARN MORE VISIT:  
[www.swisseducation.com/english-foundation-programme](http://www.swisseducation.com/english-foundation-programme)

TO FIND OUT MORE CLICK HERE  
or visit:  
[www.swisseducationacademy.com](http://www.swisseducationacademy.com)



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## Swiss Hotel Management School Caux campus

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