

Undergraduate and Graduate Programs
2020



Les Roches



lesroches.edu

Les Roches, one of the world's leading
hospitality business schools



For those with big dreams
and even bigger plans



Hameed Zwelibandzi Khumalo
Eswatini
BBA, Class of 2019

Les Roches



Why choose Les Roches

Fearless.
Dynamic. Energizing.
This is hospitality

Why choose Les Roches

Hospitality is the happiness industry; it is the art of making memories, perfectly in tune with a new generation that knows a life well lived is one full of stories, not possessions.

If this is what inspires you, you belong at Les Roches. If you want to challenge – and be challenged – to disrupt, to innovate, to lead and inspire, then step this way.

Be fearless. Be Les Roches.

“When I finished my studies in psychology my first thought was that I needed a twist in my career in order to search for an industry full of opportunities and challenges, and that was when I found Les Roches.”



Alvaro Villar Lopez
Spain
General Manager, WeWork
Class of 2012



Everyone says they're different. We are

Walk into any of our campuses and you'll see why we mean it. These are places where a hundred cultures come together to learn with – and from – each other. At Les Roches, you have a global community of lifelong friends ready and waiting.

We embrace the digital world and all the amazing opportunities it brings. Technology is our friend. But we never forget that human experience is at the heart of successful hospitality.

We teach the Swiss way: immersive, hands-on and always with an eye to your future career. We keep our class sizes small; our teaching personal. You'll never feel left out in a Les Roches classroom.

We have two words for all this: transformative education. You'll leave Les Roches a very different person to the one who walked through our doors that first time. Confident. Professional. Culturally fluent. Ready to be a change-maker.



“We see that the skill set that the students from Les Roches have is a very good match for what we look for.”



Bruno Bassani
EMEA Global Customer Support
Team Leader
Bloomberg



Land a top job

94% employment rate on graduation for career seekers.

Study around the world
Campuses in Switzerland,
Spain and China.

Join the best

Ranked in the top 3 institutions globally by specialization.

Be your own boss

A third of Les Roches alumni become entrepreneurs.

Get your name known

Work on real-life projects with the biggest brands in hospitality.

Open doors

Access to a global network of 13,000 alumni.

Join the community

Culturally diverse campuses with thriving sports and social scenes.

Get personal

Learn more through small class sizes and exciting specializations.

Be on trend

Discover the latest innovations and technologies in hospitality.

Our manifesto

Be a pacesetter
Generous in style
and open to the world.

Be a change-maker
Ask the questions
that create space for the new.

Be a truth-seeker
Have the confidence to challenge
and the vision to lead.

Let no one be a stranger
as we embrace the future of hospitality.

Be fearless.
Be Les Roches.



The world is your campus

These are the important numbers. Some are big, including the number of nationalities we're delighted to host on campus. Others are small, like the number of students per faculty member. Together they add up to the unique Les Roches offer.

2,620

Total student population

15:1

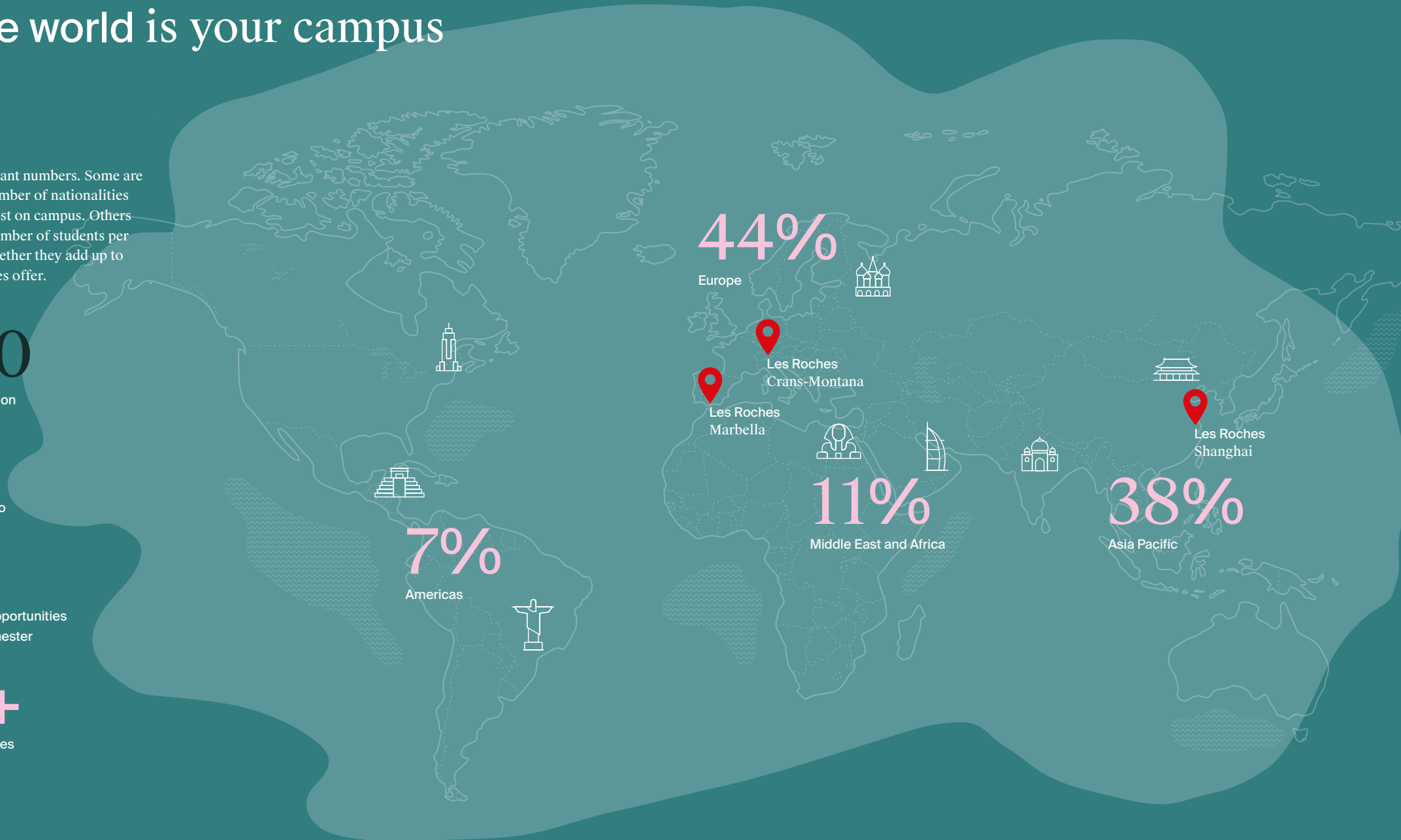
Student to faculty ratio

3

Average internship opportunities per student each semester

100+

Number of nationalities



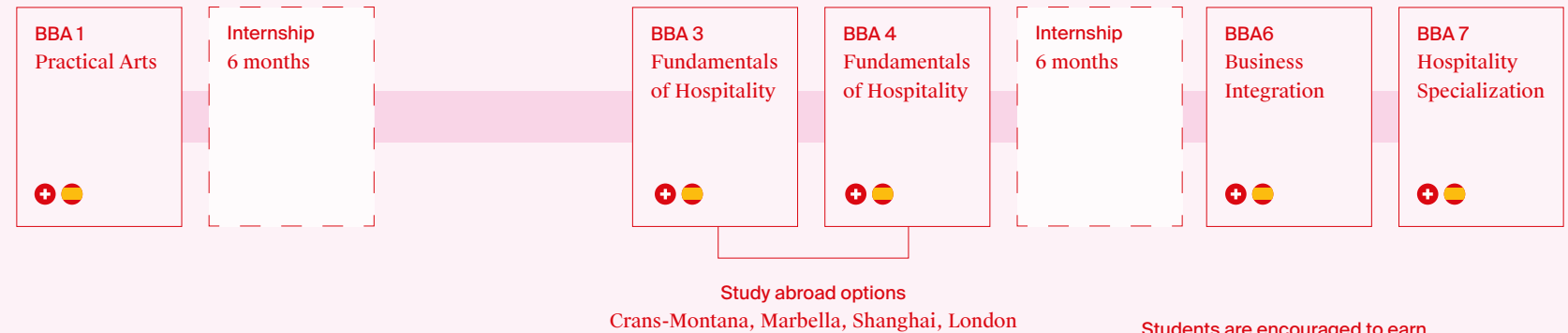
Our undergraduate programs

Bachelor of Business Administration (BBA) in Global Hospitality Management

Gain the knowledge, skills, and qualifications you need to launch your hospitality management career or build a foundation for graduate studies.

Available at our Swiss and Spanish campuses, our flagship program combines academic theory and hands-on experience to deliver a well-rounded management education. Opportunities to study abroad and specialization options allow you to customize your undergraduate experience.

Duration: 3.5 years
Total US credits: 120
Intakes: February and September of each year



See Specializations on page 16

Students are encouraged to earn the full BBA by continuing their studies, joining BBA6 and BBA7, in Crans-Montana or Marbella.

Diploma in Global Hospitality Management

Only available on our Shanghai campus, the Diploma in Global Hospitality Management covers the first two-and-a-half years of the BBA program, offering you a foundation in essential hospitality skills and knowledge.

This program prepares you for entry-level supervisory roles in the hospitality industry. As a Diploma student in Shanghai, you can also earn your BBA degree by continuing your studies in Switzerland or Spain during semesters six and seven, and specializing in one of the four options available.

Duration: 2.5 years
Total US credits: 86
Intakes: March and September of each year



Undergraduate BBA Specializations

Select a specialization in your final year to gain in-depth knowledge of a particular field – or take the General Management track to build your own curriculum of elective courses.



Hospitality Entrepreneurship

Gain the skills you need to bring innovation to large hotel chains – or to start your own business. You'll plan and develop your own hospitality business concept and learn how to turn ideas into reality.



Digital Marketing Strategies

Learn how to market your brand in the digital world. You'll develop a deep understanding of digital and social media marketing, consumer behavior, and cross-cultural communication.



Hotel Financial Performance Management

Develop essential business skills including financial analysis and accounting, problem-solving and fact-based decision-making. Finance is critical to all hospitality functions and often serves as a gateway to senior management positions.



Resort Development and Management

Build the skills you need to manage luxury resorts and related businesses. You'll develop your understanding of the tourism business industry – particularly the challenges involved in managing large, recreational properties.



Undergraduate admission requirements

Les Roches students want to become future business leaders – to travel and study abroad, and to seek an education that allows them to experience it all.

As well as academic rigor, they demonstrate leadership and entrepreneurial qualities, and personal achievements – including service and team work – from extracurricular activities.

Keen to work in a dynamic, international industry, they come highly recommended by a counselor, coach or industry professional.

To maintain its world-leading reputation for excellence, Les Roches takes a holistic approach to student admissions, evaluating a range of criteria that includes:

Completed application form

With all pertinent supporting documents, apply.lesroches.edu

Academic requirements

Senior high school diploma, or equivalent. Documents are accepted in English for all campuses. Additionally, in French, German and Italian for our Swiss campus; and Spanish, Italian, French and Portuguese for our Spanish campus. Otherwise, an official notarized translation in English will be required. Additional credentials (SAT/ACT scores, AP and International Baccalaureate courses and programs) are highly encouraged, but not required.

Minimum age

17 years and 6 months by program entry date.

Resume

To include personal profile, academic qualifications, languages spoken, work experience, extra-curricular activities, travel, and leadership qualities.

Study/post-study plan

A 300-word essay, signed and dated, highlighting experiences, leadership, areas of development, and future aspirations for a career in the hospitality experience industry, and why you want to study with Les Roches.

Admission assessment

By written exercise and interview. Prospective students should acquaint themselves with some aspect of the hospitality business – through internships, shadow opportunities, industry-related employment or informational interviews – before applying.

English language

Must be proficient enough for higher education studies. English language exam scores (issued in the past 12 months) are required for non-native speakers, or those who have not spent the past two years in full-time English education.

Minimum English language exam scores:

	TOEFL	IELTS Academic**	Cambridge***
BBA	525 (paper-based) 70 (internet-based)	Average 5.5 and minimum 5.0 in each component	FCE: Grade C
Diploma (China only)	500 (paper-based) 61 (internet-based)	Average 5.0 and minimum 5.0 in each component	PET: Pass
	*The Les Roches Switzerland TOEFL testing code number is 9827	**IELTS Academic has four components (writing, reading, speaking, listening)	***Cambridge: Preliminary (PET) or First Certificate Exam (FCE) – please also provide statement of results

Our postgraduate programs



Master of Business Administration (MBA) in Global Hospitality Management

Through a curriculum integrating business strategy, management theory and real-world problem-solving, this MBA will give you the skills you need to thrive in senior managerial positions.

Taught over two semesters, the MBA has been developed in collaboration with industry experts to ensure maximum relevance to hospitality trends and demands. You'll be immersed in business modeling and entrepreneurship, leadership development, sustainability, strategic marketing, and digital disruption.

The MBA is also designed to test your knowledge in the real world. As our most advanced degree program, it features two field trips – to Shanghai and Chicago – and a real-world consultancy project.

Duration: 1 years
Total US credits: 40
Intakes: February and September

*Only for students without a hospitality degree

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.



Postgraduate Diploma (PGD) in International Hospitality Management

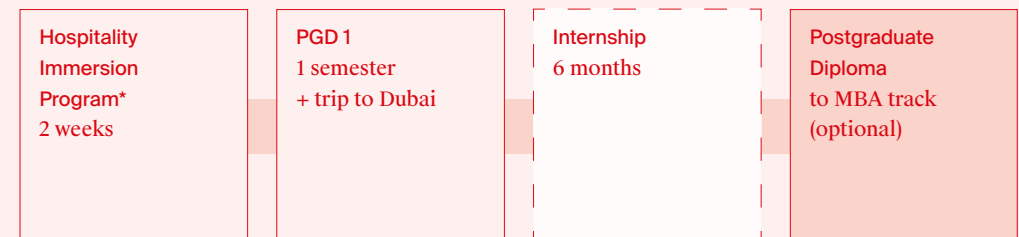
This Postgraduate Diploma provides career changers with a comprehensive foundation in hospitality business management. It includes a business field trip to Dubai and a six-month professional internship.

If you don't have a background in hospitality, you'll first enter a two-week Hospitality Immersion Program – available at all our campuses.

Once you've completed the Postgraduate Diploma, you can 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.

Duration: 1 year
Total US credits: 28
Intakes: Crans-Montana and Marbella: February and September; Shanghai: March and September





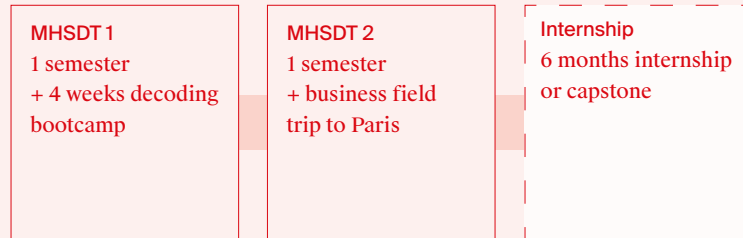
Master's in Hospitality Strategy and Digital Transformation*

This Master's is for the innovators of tomorrow, preparing you for a leadership career in hospitality strategy, entrepreneurship, revenue optimization and digital transformation.

During the 12-month program (plus capstone or internship), you'll mix with leading faculty members and experts, exposing you to innovative business models and entrepreneurial thinking. You'll also upgrade your leadership skills – applying new knowledge to real projects.

The program is divided into three modules. Combined, they cover the essential digital technologies of the hospitality sector, the development of effective strategies, and the leadership skills needed to bring digital transformation to organizations.

Duration: 1 year (+ 6 months capstone or internship)
Total US credits: 36
Intakes: September



New!
Starting in
Sept 2020



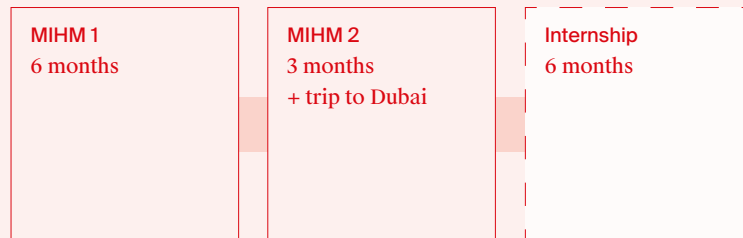
Master's in International Hotel Management

This program combines the traditional Swiss ethos of luxury hotel management with the latest strategies in operations, digital marketing, talent and leadership.

Whether you have a hospitality background or are changing career, you will be exposed to the operational management issues and strategic choices that hotel managers face, and gain the skills needed to make the right executive decisions.

You will learn business management theory, develop in-depth knowledge of the wider hotel management perspective and have the opportunity to prove your professional skills in a real-world work environment during the internship.

Duration: 9 months (+6 months optional internship)
Total US credits: 40
Intakes: February and September



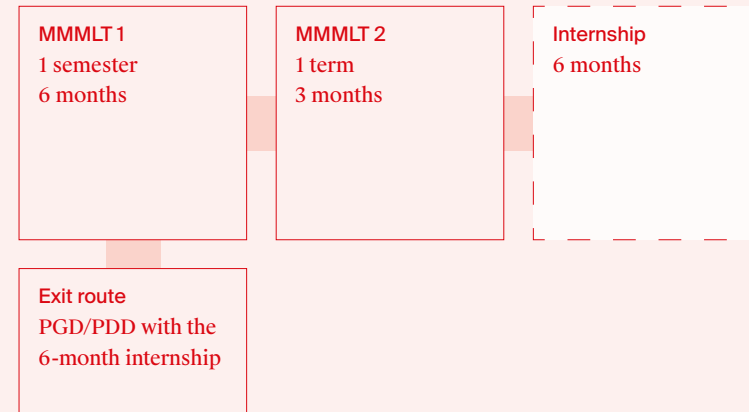


Master's in Marketing and Management for Luxury Tourism*

This Master's program will prepare you for leading marketing projects and developing effective marketing strategies. These skills are highly sought after by luxury tourism companies – as well as related sectors such as premium brands.

Through a practical and field-work learning approach, you will explore new marketing tools, innovative trends and technologies to equip you with the knowledge, skills and abilities to define successful marketing strategies for luxury brands in a business environment.

Duration: 9 months (+6 months optional internship)
Total US credits: 36
Intakes: September



New!
Starting in
Sept 2020



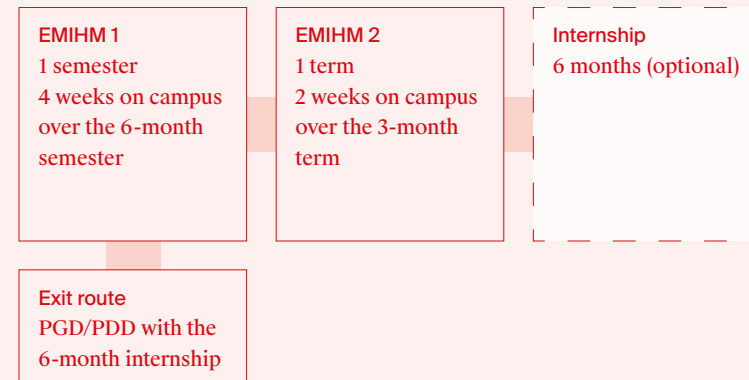
Executive Master's in International Hotel Management*

The Executive Master's program 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 six one-week sessions of on-campus courses and networking activities.

On-campus sessions take place over four weeks spread over the first semester, and two weeks spread over the second term. This learning is followed by six months of industry experience.

You may complete this at your current company or through an internship arranged by Les Roches Marbella.

Duration: 9 months (+6 months optional internship)
Total US credits: 32
Intakes: September



New!
Starting in
Sept 2020

Postgraduate admission requirements

Minimum age

- 24 for Executive Master's
- 23 for MBA
- 21 for all other programs

Qualifications

- Bachelor degree for all programs
- Those without a degree can still access the postgraduate curriculum and will receive a professional development diploma

Work experience

- Two years for the MBA offered in Switzerland
- Four years for the Executive Master's offered in Spain
- Work experience is preferred but not required for all other programs

English level

Must be proficient enough for higher education studies. English language exam scores (issued in the past 12 months) are required for non-native speakers, or those who have not spent the past two years in full-time English education.

Help with your English

Those marginally below the stated official English level can take additional English support classes prior to the intended program.

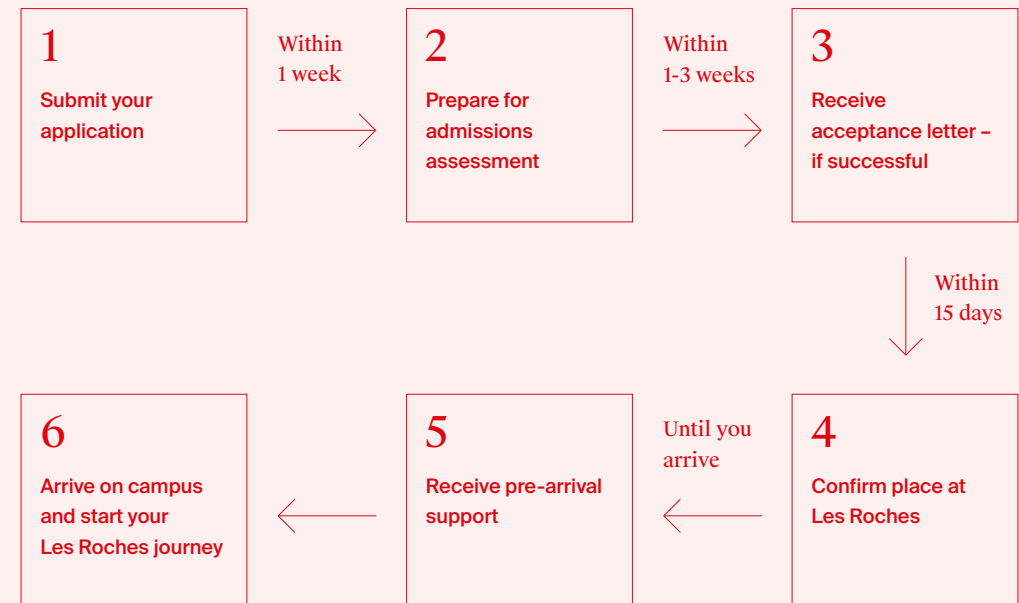
Minimum English language exam scores:

	TOEFL*	IELTS Academic**	Cambridge***
All postgraduate programs in Switzerland	550 (paper-based) 80 (internet-based)	Average 6.0 and minimum 5.5 in each component	FCE Grade A CAE Grade C
All postgraduate programs in Marbella/Shanghai	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 Advanced Certificate in English (CAE) or First Certificate Exam (FCE) – please also provide statement of results

Application process

With such high demand for both undergraduate and postgraduate places, we recommend getting your application in as early as possible.

For more information, head to:
apply.lesroches.edu



Nothing teaches better than doing

Our students graduate with more than just a degree in hospitality management. They leave us with a way of looking at the world that shapes their way of thinking forever. Our immersive approach to teaching makes sure of that.

See the complete picture

At Les Roches, we teach the theory and the practice of hospitality – so you'll get to see the complete picture.

Learning from our world-class faculty, you'll develop expertise in all the key hospitality departments, including rooms division, food and beverage, and event management. You'll work with real-life case studies, enjoy immersive field trips to stunning locations and create meaningful relationships with key industry players.



Be inspired. Every day

Our faculty members are hand-picked for their expertise in their chosen fields – and with a student to staff ratio of just 15:1, you’ll have plenty of one-on-one time to soak up their knowledge.

The inspiration extends beyond the classroom, too. Each semester, we welcome leading figures from hospitality and related sectors to share their insights with our students.

Our previous speakers

Jean-Claude Biver CEO, Hublot	John Stauss Regional VP and General Manager, Four Seasons Hotels and Resorts	Kike Sarasola President, Room Mate Hotels
Katharine Pottinger Chief Hospitality Officer, Oasis	Panos Tzivanidis International Olympic Committee Associate Director – Hospitality, Events & Logistics	Eric Favre Inventor & Founder, Nespresso
Amir Segall VP International, HotelTonight		Taleb Rifai Secretary-General, United Nations World Tourism Organization
Radha Arora President, Rosewood Hotels and Les Roches alumnus	Leigh Bowman-Perks Author of <i>Inspiring Women Leaders</i> and CEO, Clareo Potential	

“Les Roches enlists the best in the industry to serve as full-time teachers and frequent lecturers.”

Lama Matta
Hospitality Consultant at
Erga Group E-Hospitality, Dubai
Class 2012

Choose your path or carve your own

New technology and the rise of the sharing economy have ushered in a new era for hospitality and tourism.



Travel and tourism • Events
Marketing • Digital technology
Health & wellness • Retail
International finance • Media

For inquiring minds

It takes a certain type of personality to seize the opportunities on offer. This is a field for the brave and the curious – those who embrace new cultures and enjoy being challenged by different perspectives. These traits, combined with a Les Roches degree, will open doors to high-flying careers with the giants and disruptors of hospitality and tourism.

“It’s like Picasso said – learn the rules like a pro so you can break them like an artist... I share that drive for innovation with Les Roches.”



Jose Fernandez
Spain
General Manager at La Granja Ibiza
Class of 2009

Learn from the best. Work for the best

The Les Roches name is known and trusted the world over. We're your unfair advantage in the job market.

Recruited by leading companies

The biggest brands in hospitality and beyond come to us when they need fresh talent. Around 200 of them visit our campuses every year to recruit students for internships and full-time roles.

Some of the brands that have recruited Les Roches students and alumni:



“It’s been really nice to meet Les Roches students. I think they are our future leaders, have a great entrepreneurial spirit, they are confident, they are thinking outside of the box, and they are really problem-solving.”

Kerry Robins
Director of Talent Acquisition
Jumeirah Group

Awards and accreditations



Accredited by the New England Commission of Higher Education (NECHE)



Affiliate member of the United Nations World Tourism Organization (UNWTO)



Member of World Association for Hospitality and Tourism Training (AMFORHT / WAHTT)



Member of International Hotel & Restaurant Association (IHRA)



Member of Swiss Learning



Member of International Association supporting Hospitality and Tourism Education and Training (EURHODIP) (Les Roches Marbella)



Recognized as a degree-awarding institution by the Education Department of the Canton of Valais (Les Roches Crans-Montana)



Awarded the X Prize to Andalusian Excellence, granted by the Junta de Andalucía (Les Roches Marbella)



Accredited by the Shanghai Education Evaluation Association (SEEA) (Les Roches Jin Jiang, Shanghai)

Where will Les Roches take you?



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Twitter
@LRJJBuzz

LinkedIn
Les Roches Shanghai Global Hospitality

Youtube
Les Roches Jin Jiang College Shanghai



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