

Real-world  
global  
education  
with *lifelong*  
impact



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# Real-world experience

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# Our schools

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César Ritz Colleges  
Switzerland

A Leading Business School  
with Entrepreneurship  
and Hospitality at its Heart

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Culinary Arts Academy  
Switzerland

Passion for Food,  
Career for Life

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Swiss Hotel  
Management School

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Explore the possibilities

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# Creating tomorrow's industry *leaders*

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ALL OUR SCHOOLS  
RANK IN THE WORLD'S  
TOP 10  
FOR HOSPITALITY  
AND LEISURE  
MANAGEMENT -  
QS RANKINGS



LIFELONG EDUCATION:  
HIGHER EDUCATION,  
JUNIOR AND FAMILY  
PROGRAMS,  
PROFESSIONAL  
SOLUTIONS, AND  
ONLINE COURSES



90% OF OUR  
STUDENTS  
HIRED UPON  
GRADUATION



100+ INDUSTRY  
PARTNERS



UNIQUE  
SPECIALIZATIONS  
AND REAL-WORLD  
EXPERIENCE  
FOR SUCCESSFUL  
CAREERS IN  
HOSPITALITY  
AND BEYOND

With nearly 40 years' experience in hospitality, business, and culinary arts education, we are committed to delivering the world-class experience and business skills that are most needed in the hospitality industry and beyond.

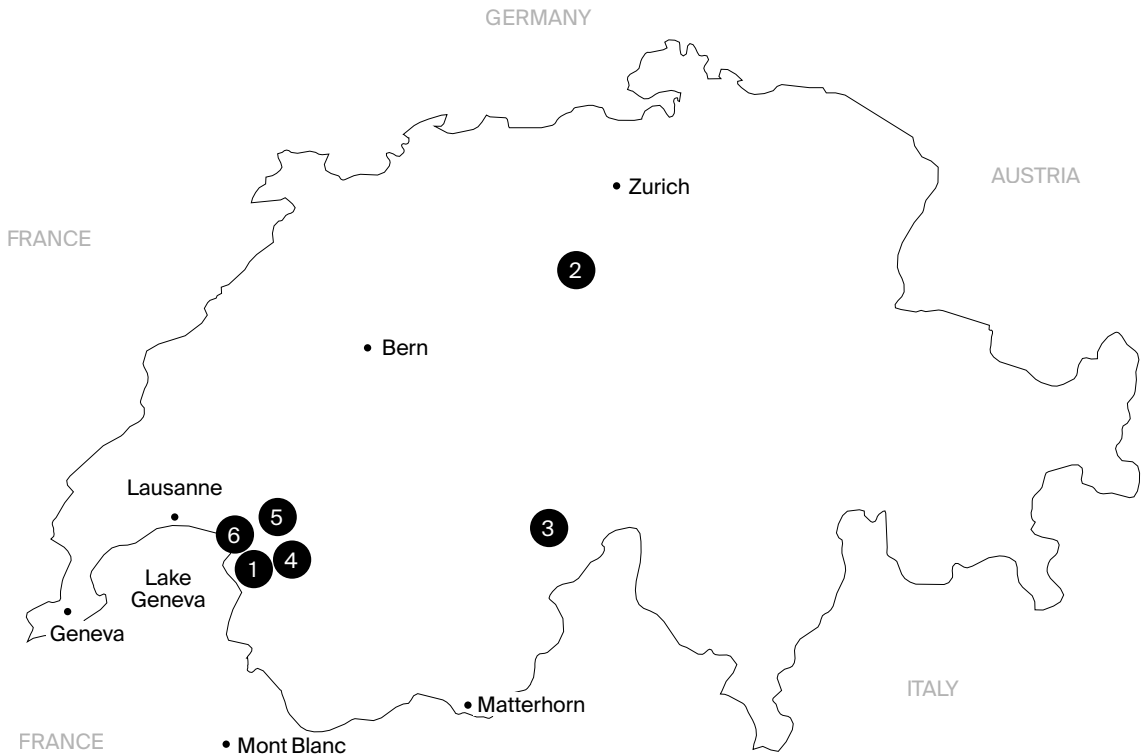
As the largest private educator in Switzerland, we currently operate four of the world's top hospitality schools and have more than 6,000 students enrolled in our programs. Each of our schools offers a different educational focus, but they all share the same diverse international experience, firmly rooted in the Swiss tradition of hospitality education.

All of our schools offer bachelor's and master's programs, and the opportunity to get invaluable work experience through internships in a variety of industries. Our educational offer is completed by youth and family programs, as well as corporate solutions.



“ We bring the Swiss tradition of excellence to life in everything we do. Our global networks of students, alumni, and industry partners are what make us a truly great community. We ensure our programs remain highly relevant and effectively prepare our students for international careers in hospitality and beyond.”

**Yong Shen**  
Chief Executive Officer



- 1. Le Bouveret campus
- 2. Lucerne campus
- 3. Brig campus



- 4. Leysin campus
- 5. Caux campus



- 6. Montreux campus

# *Real-world* experience

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Our unique partnerships and internship opportunities open the doors to some of the world's top global names across a broad range of industries. We offer our students invaluable real-world experience, and help them connect with people at the heart of the business – both in the classroom and in the workplace.



## Strong industry *partnerships*

We partner with leading hospitality, business, and culinary leaders to provide our students with industry expertise and know-how. Here are some of the leading companies we are privileged to collaborate with:



## Personalized career *support*

A dedicated career services team provides students with one-on-one coaching and practical input – from writing a CV to preparing for an interview. Career coaches come alongside them to help them identify and prepare for internship opportunities.

A Further Education counselor helps students identify their strengths and map out their steps after graduation, whether that is pursuing a graduate degree at one of our schools, stepping into the professional arena, or marking out a whole new path.

## Access to job *opportunities*

The skills our students acquire equip them for success within the hospitality industry and beyond – wherever there is a client, there is a need for hospitality skills.

Twice a year, our students have exclusive access to the International Recruitment Forum, one of the largest career events in Europe, where they get the chance to attend career presentations, meet with recruiters from over 100 companies, participate in panel discussions, and network with alumni.





## A global *community*

With 32 chapters and over 24,000 members, alumni from across all Swiss Education Group schools have access to one of the largest hospitality networks in the world.

Some 70% of our alumni currently work in the hospitality, tourism, or culinary sectors, while 30% work in business consultancy, education, finance, or the healthcare industry, among others. Five years after graduating, 90% of alumni hold management positions or have created their own company.

“ For us, the International Recruitment Forum is an opportunity to invest in our future and make sure we are students’ employer of choice. It’s a fantastic opportunity to meet and connect with them before everyone else. ”

**John Timson**  
Academic and Talent  
Development Director,  
AccorHotels

## A stamp of *approval*



Our international academic and accreditation partners ensure that your qualifications are recognized worldwide and that high-quality educational standards are upheld.

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WASHINGTON STATE  
UNIVERSITY



We are certified IELTS (International English Language Testing System) providers – the world’s most renowned English language test.

We are an official program provider of WSET – Wine & Spirit Education Trust, the most trusted and largest global provider of wine, spirits, and sake qualifications – and each of our schools is able to offer the qualifications.



WSET  
APPROVED  
PROGRAMME PROVIDER

# Our schools

“ I felt confident that with this degree, I would have endless career paths and opportunities to choose from within and beyond the hotel industry.”

**Desiree Overhage (USA)**

2012 Hotel Institute Montreux graduate,  
Co-Founder,  
Inner Circle Travel, San Francisco

César Ritz  
Colleges  
Switzerland

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# César Ritz Colleges Switzerland

A Leading Business School with  
*Entrepreneurship and Hospitality* at its Heart



**Number 7**  
Worldwide

To thrive in the dynamic, ever-changing world of hospitality, entrepreneurship and innovation are key, and at César Ritz Colleges Switzerland, we set students up for success with a thorough business education. Combining the finest of the César Ritz hospitality heritage with an innovative business mindset, we provide a hands-on education that values independent, visionary thinking and leadership.

We believe that education should be diverse and engaging, which is why our curriculum uses a hands-on, experiential approach to learning. Sustainability lies at the heart of all we do, and we do our best to raise our students' awareness about the best practices they can apply to their future careers.



## PROGRAMS OFFERED

### INSPIRING AN INNOVATIVE BUSINESS MINDSET

# Bachelor Program

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*Year 1* INTRODUCTION TO HOSPITALITY

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2 academic terms (2 x 11 weeks)

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Worldwide internship (4-6 months)

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*Year 2* HOSPITALITY AND BUSINESS

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3 academic terms (3 x 11 weeks)

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Worldwide internship (4-6 months)

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*Year 3* SPECIALIZATIONS

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3 academic terms (3 x 11 weeks)

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**Entrepreneurship & Innovation**

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**Finance**

### GRADUATE WITH A:

**Bachelor of International Business,**  
awarded by César Ritz Colleges Switzerland

**&**

**Bachelor of Arts,**  
awarded by Washington State University (Carson  
College of Business)

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### TAKE YOUR FUTURE INTO YOUR OWN HANDS

# Master Program

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*Year 1*

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2 academic terms (2 x 11 weeks)

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Worldwide internship (4-6 months)

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Integrated business project

### GRADUATE WITH A:

**Master of International Business,**  
awarded by César Ritz Colleges Switzerland

**&**

**Master of Arts,**  
awarded by the University of Derby



A WELL-ROUNDED CAREER IN WINE

# Certificate in Wine Business Management

6 x 2-week modules

GRADUATE WITH A:

**Certificate in Wine Business Management,**  
awarded by César Ritz Colleges Switzerland in partnership with the Wine and Spirit Education Trust



“ César Ritz Colleges Switzerland provided me with a broad foundation that was easily transferable to different industries. It opened up the world for me. Studying abroad within such an international environment also gave me a cosmopolitan outlook for my career.”

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**Isabela Joffe (Brazil)**  
2002 graduate  
Independent contractor,  
Calibre One  
Miami

Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



# Culinary Arts Academy Switzerland

Passion for Food, Career for Life



**Number 8**  
Worldwide

At Culinary Arts Academy Switzerland, students benefit from a world-class education that blends culinary mastery with business practicality and hospitality knowledge. This integrated education equips them with all the skills they need to become culinary masterminds, in state-of-the-art kitchens and spaces uniquely tailored for every stage of culinary development.

Our well-rounded curriculum links practical skills to business knowledge, allowing students to develop their leadership and management skills and providing them with the know-how to launch a successful food-based business.

[culinaryartsswitzerland.com](http://culinaryartsswitzerland.com)





A RECIPE FOR SUCCESS  
Bachelor Program

Year 1

THREE PATHWAYS

3 academic terms (3 x 11 weeks)

Culinary Arts

Worldwide internship (4-6 months)

Pastry & Chocolate Arts

Vegetarian Culinary Arts

GRADUATE WITH A:

Swiss Grand Diploma,  
OR continue on for a bachelor's degree

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Year 2

THREE PATHWAYS

2 academic terms (2 x 11 weeks)

Culinary Arts

Worldwide internship (4-6 months)

Pastry & Chocolate Arts

Vegetarian Culinary Arts

Year 3

TAKE THE LEAD

2 academic terms (2 x 11 weeks)

GRADUATE WITH A:

**Bachelor of International Business  
in chosen pathway,**  
awarded by Culinary Arts Academy Switzerland,  
part of César Ritz Colleges Switzerland

&

**Bachelor of Arts (Honours),**  
awarded by the University of Derby



SPICE UP YOUR CAREER  
Master Program

Year 1 DEVELOP YOUR MINDSET

2 academic terms (2 x 11 weeks)

Worldwide internship (4-6 months)

Consultancy project or formulation of business plan

GRADUATE WITH A:

**Master of International Business,**  
awarded by Culinary Arts Academy Switzerland,  
part of César Ritz Colleges Switzerland

&

**Master of Arts,**  
awarded by the University of Derby



“ At Culinary Arts Academy Switzerland, I learned how to think for myself and come to the answers on my own. I didn’t just learn how to cook, I also learned a lot about business and hospitality.”

**Lavr Kozlov (Russia)**  
2019 graduate  
Lead Product Developer,  
Silicon Valley Camp

Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



# Swiss Hotel Management School

The Contemporary Swiss Hospitality  
Management School



**Number 4**  
Worldwide

Swiss Hospitality Management School combines the best of Switzerland's rich hotelier heritage with the forward-thinking and innovative learning tools of tomorrow. We believe in the power of learning by doing to prepare students for their future career. Practical classes, internships, and real-life hospitality projects form an essential part of the curriculum, reinforcing what is learned in class and providing students with priceless opportunities to develop their professional and life skills.

An industry-endorsed curriculum – enhanced by master-classes and internships, and with Swiss excellence at its core – ensures that students graduate ready to succeed in the competitive and rapidly changing world of hospitality management.



PROGRAMS OFFERED

A HANDS-ON UNDERGRADUATE PROGRAM

# Bachelor Program

<i>Year 1</i>	FOOD & BEVERAGE MANAGEMENT	1 academic semester
		Worldwide internship (4-6 months)
<i>Year 2</i>	ROOMS DIVISION MANAGEMENT	1 academic semester
		Worldwide internship (4-6 months)
<i>Year 3</i>	SPECIALIZATIONS	2 academic semesters
	<b>International Hospitality Management</b>	Dissertation/integrated business project or design project (6 weeks)
	<b>International Hospitality and Events Management</b>	
	<b>International Hospitality and Design Management</b>	

GRADUATE WITH A:

**Bachelor in chosen specialization,**  
awarded by Swiss Hotel Management School



**Bachelor of Arts (Honours) in chosen specialization,**  
awarded by the University of Derby



A FOUNDATION FOR YOUR CAREER  
**Postgraduate Diploma**

1 academic semester
Worldwide internship (4-6 months)
SPECIALIZATIONS
<b>International Hotel Operations Management</b>
<b>International Hotel and Events Management</b>

GRADUATE WITH A:

**Postgraduate Diploma,**  
awarded by  
Swiss Hotel Management School



A CAREER-DEFINING DEGREE  
**Master of Arts**

1 academic semester
1 semester: Dissertation/integrated business project

GRADUATE WITH A:

**Master in chosen specialization,**  
awarded by Swiss Hotel  
Management School

**Master of Arts,**  
awarded by the  
University of Derby



## PROGRAMS OFFERED

### ENHANCE YOUR CAREER

# Master of Science

#### SPECIALIZATIONS

International Hospitality Management

International Hospitality: Design Management

International Hospitality  
Management: Digital Value Creation

1 academic semester

1 semester: Dissertation/integrated business project

#### GRADUATE WITH A:

**Master in chosen specialization,**  
awarded by Swiss Hotel Management School



**Master of Science,**  
awarded by the University of Derby



## Master of International Business

Final intake: October 2021

1 academic semester

Worldwide internship and  
integrated business project (4-6 months)

## Online Executive Master of International Business

Self-paced study with tutor support (2-8 semesters)

Onsite delivery (2 weeks)

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#### GRADUATE WITH A:

**Master of International Business,**  
awarded by Swiss Hotel Management School



**Executive Master of International Business,**  
awarded by Swiss Hotel Management School



Thanks to partnerships with industry leaders, students gain key insights into real-life operations as the industry is brought into the classroom.



# Hotel Institute Montreux

## The *Business* of Hospitality



**Number 6**  
Worldwide

Studying at Hotel Institute Montreux brings the hospitality approach to business education. Our curriculum is delivered by experienced faculty and guest lecturers who are experts in their respective fields. They bring their real-life experience to the classroom and are committed to being available to students.

Students learn how to bring hospitality's customer-centric approach to the business world and build a mental agility that will help them adapt their skills to the realm of hospitality and industries beyond.





ONE DEGREE, ENDLESS POSSIBILITIES

## Bachelor of Business Administration

*Year 1* INTRODUCTION TO HOSPITALITY

2 academic terms (2 x 11 weeks)

Worldwide internship (4-6 months)

*Year 2* ROOMS DIVISION  
AND MANAGEMENT APPLICATION

2 academic terms (2 x 11 weeks)

Worldwide internship (4-6 months)

*Year 3* INTERNATIONAL BUSINESS &  
SPECIALIZATIONS

3 academic terms (3 x 11 weeks)

GRADUATE WITH A:

**Bachelor of Business Administration  
(with specialization),  
awarded by Hotel Institute Montreux**

**Bachelor of Business Administration,  
awarded by Northwood University**

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FLEXIBLE LEARNING TO TAKE YOU TO THE NEXT LEVEL

## Master of Business Administration

*Year 1*

2 academic terms (2 x 11 weeks)

*Onsite at Hotel Institute Montreux*

1 capstone project (1 x 4 weeks)

*Online with Northwood University*

1 academic term (1 x 16 weeks)

*Online with Northwood University*

Worldwide internship (optional)

GRADUATE WITH A:

**Master of Business Administration,  
awarded by Northwood University (DeVos Graduate School)**



UNLOCK A WORLD OF OPPORTUNITIES  
Master of International Business

Final intake: October 2021

Year 1

2 academic terms (2 x 11 weeks)

Worldwide internship

GRADUATE WITH A:

Master of International Business (with specialization),  
awarded by Hotel Institute Montreux



“The versatility in what I studied allowed me to venture outside of traditional hospitality and into a completely new field.”

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**Alexander Mccloughlin (Singapore/Ireland)**

2017 graduate  
Casino Operations Manager,  
Gamesys London

Choose from one or more specializations offered in partnership with leading companies:

Luxury Brand Management



Financial Analysis and Wealth Management



Human Capital and Development



Franchise Business Management



Management for the Senior Living Industry



# Lifelong *learning*

Our world-class approach to education extends to youth, eager to make a mark on the world, and professionals with a desire for growth and improvement.

“ There is only one word that describes this summer camp: amazing! The activities are great too, a brilliant way of getting to know students from around the world. ”

**Carlos**  
Age 17



## Swiss Education Academy

Swiss Education Academy gives young people and families the opportunity to explore their interests, unlock new passions, and make new friends in one of the most beautiful countries in the world.

Our dynamic summer programs take a holistic approach – blending engaging, hands-on learning with experiences that boost confidence and create lasting memories. Young people aged 10-20 can explore the art of Swiss hospitality, unlock new opportunities with a language course, bring their love of food to life with our culinary arts program, or grow their entrepreneurial skills and innovative thinking. Families can discover Switzerland, with its unique culture and delicious food.



[swisseducationacademy.com](http://swisseducationacademy.com)



4 JUNIOR PROGRAMS  
FOR YOUNG PEOPLE  
AGES 10-20



OVER 35 YEARS  
OF EXPERIENCE



2 FAMILY PROGRAMS

## Swiss Education Group *Professional*

As the corporate arm of Swiss Education Group, SEG Professional partners with you to improve the value of your people, culture, and business. We align ourselves with your organizational goals to design a competitive, differentiated business proposition.

We partner with a global open-source community of top experts to up-skill your people and up-scale entrepreneurial enterprises, associations, and governments.



[swisseducationpro.com](http://swisseducationpro.com)



CONSULTING AND  
ADVISORY SERVICES  
AND SCALABLE  
PROJECT MANAGEMENT



ACADEMIC BRAND  
LICENSING  
AND FRANCHISING



EXECUTIVE DEVELOPMENT  
COURSES AND FACULTY  
TRAINING AND CERTIFICATION



ONLINE PROFESSIONAL  
LEARNING PRODUCTS



“ We are committed to giving our emerging leaders the ability to continue their professional development. Swiss Education Group Professional has worked with us to develop an immersive and challenging program that will help us stand by our commitment. ”

**Eugenio Pirri**  
Chief People  
and Culture Officer,  
Dorchester Collection









1.

2.



3.



4.



1. Developing a palate for wine  
*César Ritz Colleges Switzerland*

2. Students enjoying a break between classes  
*Hotel Institute Montreux*

3. Chef Anton Mosimann, OBE  
*An esteemed partner of Culinary Arts Academy Switzerland*

4. Caux Palace, a winter wonderland  
*Swiss Hotel Management School*

# Explore the *possibilities*

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FOLLOW  
US ON SOCIAL  
MEDIA



CONTACT US



ATTEND  
ONE OF OUR  
OPEN DAYS



APPLY ONLINE



Want to find  
out more?

Attend one of our upcoming events and  
discover if one of our schools is the place  
for you.

[swisseducation.com/events](https://www.swisseducation.com/events)

[swisseducation.com](https://www.swisseducation.com)  
[contact@swisseducation.com](mailto:contact@swisseducation.com)





Swiss Education Group reserves the right to modify any information contained within this brochure at any given time, without prior notice.  
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