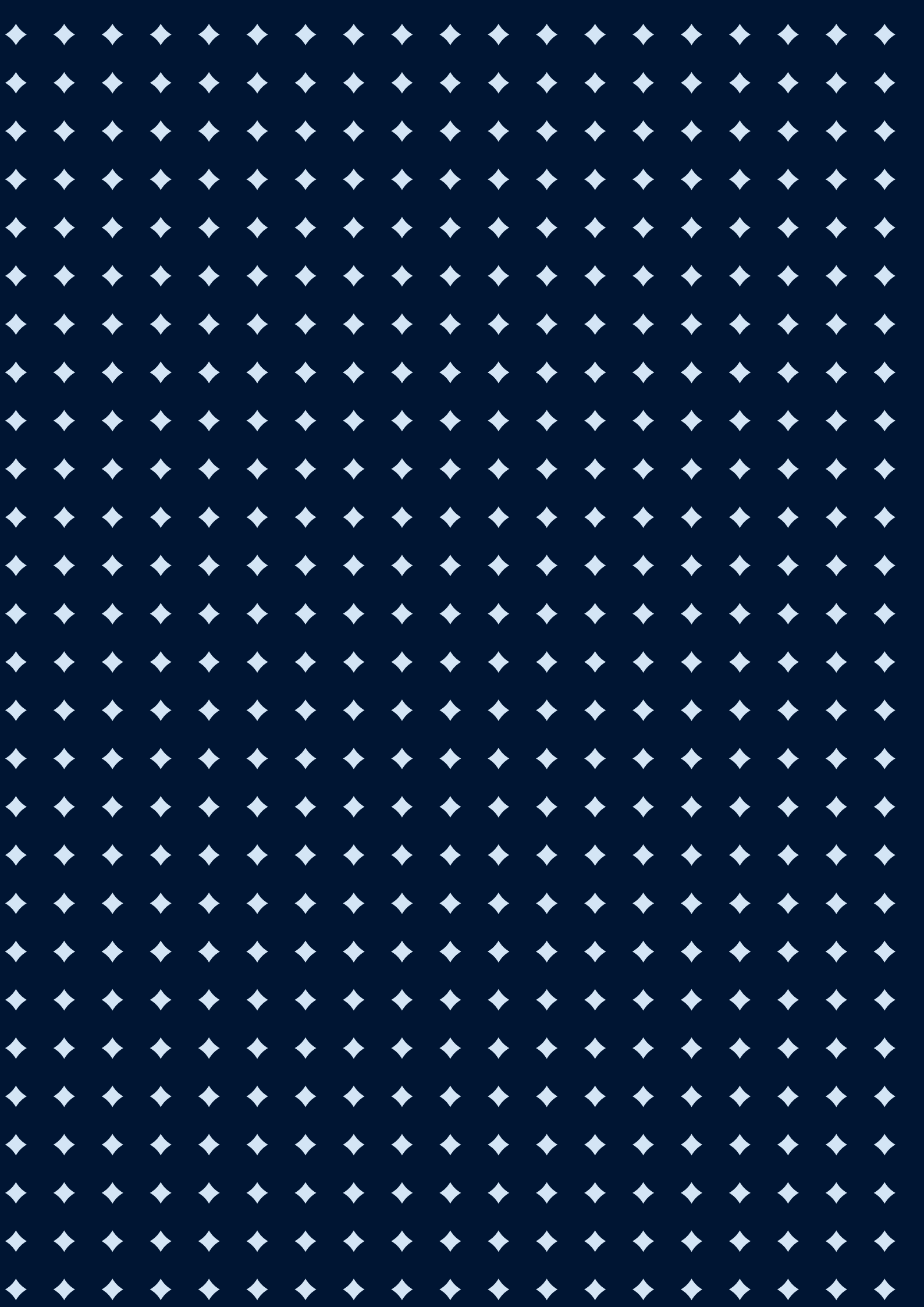




Business School



Be world ready



Why choose HIM?

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Start your journey today

What does it mean to be world ready?

To be prepared for the challenges of an ever-evolving business landscape means to be world-ready. HIM's distinctive approach integrates resilience, soft skills, and a customer-centric philosophy into its business program, appealing especially to students eager to quickly advance in the workforce with practical skills and a forward-looking mindset.

Transferable skills gained from a business degree

- STRONG COMMUNICATION SKILLS
- INITIATIVE AND SELF-MOTIVATION
- PROJECT AND RESOURCE MANAGEMENT
- LOGICAL THINKING AND PROBLEM SOLVING
- DECISION-MAKING
- UNDERSTANDING OF HOW TO INTERPRET AND USE FINANCIAL DATA
- A CLOSE UNDERSTANDING OF ECONOMIC FLUCTUATIONS

Source: QS Top Universities article "Why study business?",
By Laura Tucker, June 2, 2023



92%

OF HIRING MANAGERS AND HR DEEM SOFT SKILLS AS INCREASINGLY IMPORTANT



85%

OF ALL INDUSTRIES SEEK OUT AT LEAST ONE TRANSFERABLE SKILL



80%

OF COMPANIES ARE PLANNING TO INVEST IN ENHANCING CUSTOMER INTERACTIONS



75%

OF COMPANIES GLOBALLY ARE STRUGGLING TO FIND SOFT-SKILLED WORKERS

Sources: 1 LinkedIn | 2 PLTW and Burning Glass | 3 Zendesk | 4 Manpower Group

"Wherever there is a client, there is a need for hospitality!"



CLAIRE JOLLAIN
Dean

"HIM Business School students are perfectly suited to the needs of a world in which excellent customer service is increasingly in demand. Their soft skills are applied in a variety of industries such as finance, luxury, and consulting. Our people-centered school, located in the heart of Europe with over 60 nationalities on campus, is a true talent developer: each student is unique, and each learning experience is personalized. HIM graduates are true global citizens, determined to make a positive impact on tomorrow's world by putting people at the heart of their work."

Historic location. Future thinking.



Located in the heart of Europe, Switzerland is a well-known tourist destination, respected and celebrated around the world. You will find no better stepping stone than Switzerland to set you on the path to the career of your dreams.

Switzerland is world-renowned for its commitment to luxury, quality, and service. This Swiss savoir faire is what makes our graduates highly sought after.

EXCELLING ACROSS SECTORS

The magnitude of Switzerland's cultural contributions is disproportionate to its small size, and its strong economy is powered by a developed service sector led by financial services, luxury brands, and a high-tech manufacturing industry. It is home to many multinationals, including Nestlé, UBS, and Cartier.





HIM TOPS HIGHER EDUCATION LISTS



N°6

**IN THE WORLD FOR
HOSPITALITY AND
LEISURE MANAGEMENT**
(QS World
University Rankings 2024)



N°6

**FOR EMPLOYER
REPUTATION**
(QS World
University Rankings 2024)



100%

**STUDENT SATISFACTION
IN THE AREA OF
EMPLOYABILITY**
(THE-ICE Student
Barometer Survey)

A business school with a difference

As a business school with a Swiss hospitality legacy, our three learning pillars are designed to prepare students for lifelong success.

EMPOWER YOUR SOFT SKILLS

A team-focused atmosphere provides students with the cultural awareness, emotional intelligence, and leadership skills needed to succeed anywhere people come together.

IMMERSE YOURSELF IN THE REAL WORLD

Prestigious partnerships and placements ensure students are world ready by sharpening their business, problem-solving, and decision-making skills in real-world environments.

EMBRACE PROFESSIONAL VERSATILITY

With an emphasis on cultural and social responsibility, adaptability, and empathy, HIM students are prepared to anticipate customer needs and motivations – essential skills for any business environment.

Your learning experience



Benefit from a unique fusion of acclaimed Swiss management principles and contemporary American business acumen, providing a versatile and hands-on business education that paves the way to diverse career opportunities.

“I chose HIM because it offered a strong business degree with valuable work experience and a specialization. This gave me an edge over my friends who chose to pursue more traditional academic business educations.”

● **LEONARDO GLOOR**

2018 graduate

Italy

Hospitality Investment Advisory & International Growth
Dils Real Estate

Our top-ranked business degree combines experiential learning, connections with top global brands, and a learning model emphasizing personal growth and real-world accomplishment. This combination equips our graduates to be dynamic, intuitive, and flexible, with the necessary skill set for today and the future.

HIM students benefit from our world-class faculty that provides both a breadth of talent and depth of experience. While they come from various countries and industries, they share a passion for their subject, a commitment to academic rigor, and an open-minded approach to the fast-changing world.

The objectives of HIM put people first: we teach human-centric skills through experiential learning, emphasize the importance of customer relations, and support student development in both individual and team settings.

FOCUS ON THE REAL WORLD

Put what you learn into practice through industry projects, role play, company visits, excursions, and organizing events such as themed nights and banquets. We believe you learn best when you are fully engaged in your educational journey. This means that real-life projects form an essential part of the curriculum, reinforcing what you learn in class and providing you with priceless opportunities to develop your professional and life skills.

Supplement your experience with exclusive access to unique extracurricular activities and masterclasses in topics that would not normally be covered in the curriculum.



MULTICULTURAL ENVIRONMENT

Our small-community feel fosters strong bonds among students, and the incredible diversity of our student body and faculty – representing more than 60 nationalities – creates a dynamic intercultural environment.

BUSINESS IS PART OF OUR DNA

The strong academic partnership we nurture with Northwood University (US) guarantees the quality of our education. Northwood University programs are accredited through ACBSP (Accreditation Council for Business Schools and Programs).

HIM is also a member of the European Foundation for Management Development (EFMD), an international organization that drives global excellence in management development. HIM students benefit from career services, networking, research, international projects, and other opportunities only available to EFMD members.



Students present at Geneva Watch Days to meet industry CEOs in Geneva, 2023



Students participate in the EMCup finals in Maastricht, 2023

Connect to the people that matter



International Recruitment Forum, 2023

Our strong bonds with both industry partners and global alumni keep us on the cutting edge of insight and innovation. These relationships shape our curriculum, inspire our students to succeed, and provide access to real-world experience through a range of placements and partnerships with prestigious global brands.

INCREASING YOUR EMPLOYABILITY

Become a critical thinker, hands-on leader, and self-starter – prized qualities in the professional world. We are firm believers in the dual Swiss model that skillfully integrates theory and practice. Through numerous industry partnerships and a growing list of alumni who return to share their success stories with current students, the curriculum is informed by the industry and supports our students' employability and career development.

“I leaned on my personal career coach for support to find an internship and was placed with La Mer, a luxury beauty brand, as a sales expert. I was well prepared for my internship thanks to my communication skills, hospitality sales, and marketing knowledge.”

● **WAN SZE HWAI**
2021 graduate
Malaysia
Customer Service Executive
Shangri-La Group, Malaysia

PERSONALIZED CAREER SUPPORT

At HIM, profit from specialized career services where you will be guided every step of the way.

Personal coaching for success: Our dedicated career services team is here to provide you with tailored coaching, helping you to define and achieve your goals.

Sharpen your CV and interview skills: Receive expert assistance in creating impactful CVs and mastering interviews, setting you apart in the competitive job market.

Navigating opportunities: Let us assist you in exploring different career paths and preparing for internships, ensuring you're ready to embark on your professional journey.



INTERNSHIPS

Internships provide you with hands-on experience, where you can put your knowledge and skills into practice, and offer an opportunity to explore the world.

Recent examples of student internship positions:

- E-commerce at Richemont
- Events intern at MCI
- Finance trainee at Le Grand Bellevue Hotel
- Sustainability & Marketing at Wyndham Hotel
- Sales intern at Marriott Hotel





Industry partnerships with companies like La Mer infuse our curriculum with guest lectures and support your employability and career development.

LA MER

“Being able to speak to students about our work and to give them insights into what could perhaps be their future career is a privilege.”

● **ADRIAN GUTKNECHT**
Portfolio Manager
Edmond de Rothschild Private Bank



**EDMOND
DE ROTHSCHILD**

PARTNERING WITH THE INDUSTRY



100+

**NETWORKING
OPPORTUNITIES**

Twice a year, you have exclusive access to the International Recruitment Forum, one of Europe's largest career events, where you can meet with recruiters from over 100 companies, attend career presentations, and network with alumni.

The Forum is a private event that provides you with a truly unique opportunity to meet and engage with managers and potential employers. A simple conversation has the potential to completely change your life!





Students participate in the Geneva Watch Days, 2023 and meet with CEOs from the industry.

VERSATILITY IN BUSINESS

Bachelor of Business Administration

THREE-YEAR PROGRAM WITH THREE INTERNSHIPS

Intakes: January, October



A BUSINESS SCHOOL WITH A DIFFERENCE

**Empower your
soft skills**

**Immerse yourself in
the real world**

**Be professional at
all times**

**No matter the business, the customer comes first.
When it comes to career opportunities, this three-year degree,
awarded in partnership with Northwood University (US),
unlocks endless possibilities in whatever path you choose.**

ENTRY REQUIREMENTS:

- Completed secondary school education (high school diploma or equivalent)
- Recommended minimum age of 18 years
- English language proficiency of IELTS academic module 5.5 or TOEFL iBT 46 or equivalent

Year 1

UNDERSTANDING WORLD CULTURES AND PRINCIPLES OF BUSINESS

Learn what it means to be customer-centric as you develop your soft skills, resulting in a deeper understanding of the industry's human behavioral and operational aspects.

TERM 1 (11 WEEKS)

Introduction to Customer Experience

Applied Business Research

Accounting Principles

Bar & Beverage Management

World Cultures & Customs

Language (French, German, or Spanish)

TERM 2 (11 WEEKS)

Human Resource Management

Introduction to Data-Driven Decision-Making

Communications

Principles of Microeconomics

Front Office Management & Operations

Food & Beverage Management

Language (French, German, or Spanish)

Worldwide Internship (4-6 months)

Year 2

DEVELOPING LEADERSHIP SKILLS AND COMPETITIVE ADVANTAGE

Develop your leadership potential through emotional intelligence and key managerial skills. In term 4 you take the first step in customizing your degree by choosing your specialization (see page 18).

TERM 3 (11 WEEKS)

Principles of Management

Innovate with AI

Financial & Managerial Accounting

Principles of Macroeconomics

Digital Marketing

Convention Management, Banqueting, & Events

TERM 4 (11 WEEKS)

Organizational Behavior & Leadership

Introduction to Art

Financial Management

Specialization Courses (page 18)

Worldwide Internship (4-6 months)



Three HIM students explain how improved business practices can help hospitality embrace sustainability at the Sustainable Hospitality Challenge finals in Dubai.

Year 3

MASTERING INTERNATIONAL BUSINESS AND ETHICS

Learn the in-depth operations of an international business framework and how to be socially responsible in a multicultural setting.

TAILORING YOUR DEGREE WITH CHOSEN PATHWAY

In Term 6 you will customize your education further by choosing one of the two pathways below, putting the finishing touch on your degree.

TERM 5 (11 WEEKS)

International Management

Contemporary Global Issues

Economics of Public Policies

Strategic Planning

Ethics

Statistics

TERM 6 (11 WEEKS)

Environmental Science

Philosophy of American Enterprise

Business Law I

Pathway Courses

Worldwide Internship (4-6 months)

MANAGEMENT

Operations Management

Practice of Management and Leadership

Management of Info Technologies

HOSPITALITY MANAGEMENT

Resort Management

Innovative Hospitality Models

Revenue Management

Graduate with a

Bachelor of Business Administration,
awarded by Northwood University* (US)



**Northwood University programs are accredited through ACBSP.*



Customize your degree

**Discover your dream job
in partnership with leading companies.**



LUXURY BRAND MANAGEMENT

This specialization explores the role of marketing within the luxury industry. Through guest lectures and case studies from partner companies, students learn critical skills to identify opportunities for market expansion and potential new luxury products.

Competitive Analysis for Luxury Business

Luxury Marketing and Communication Strategies

High-Tech and High-Touch Experiences

In partnership with



ADVANCED STRATEGIES IN FINANCE

Learn how to approach the financial component of a business plan, how to manage portfolios, and how to effectively research and assess financial markets and economies.

Corporate Investment Decisions

Portfolio Management

Capital Markets and Analysis

In partnership with



TALENT MANAGEMENT

Learn to align human resources with organizational goals, turning employees into key drivers of success. Master conflict resolution, mediation, and performance management to effectively navigate workplace dynamics. This program equips you to shape a positive, productive work environment, positioning you as a leader in the field.

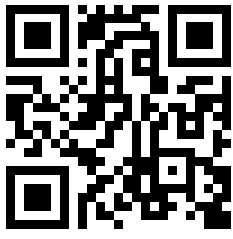
People & Culture

Strategic Management of Human Capital

Managing Performance



Marielle McElrath
2019 HIM Graduate
Luxury Brand Management Specialization
Manager In Training, Louis Vuitton, Dubai, UAE



TAKE A VIRTUAL TOUR
OF OUR CAMPUS



Alumni network

These snapshots of our alumni reflect the boundless possibilities that await you as a part of the HIM community.



Ninh Do - 2006

Regional Head of Partner Marketing
Google Cloud, North America



Deep Kumar Sindhi - 2010

Assistant General Manager
The Georgetown Inn, USA



Robert Stekovic - 2011

Chief Commercial Officer
Lidl, Sweden



Elisa Tordjman - 2017

Finance Manager
Procter & Gamble HQ, Switzerland

With over 25,000 members, alumni from all Swiss Education Group schools are part of one of the largest hospitality business networks in the world. Our alumni get noticed by top employers, have access to exclusive job opportunities, stay informed with the latest news, and build lifelong relationships and ongoing career development support.



90%

OF ALUMNI ARE
HIGHLY SATISFIED
WITH HIM*



87%

OF HIM ALUMNI
WORK IN MARKETING,
FINANCE, HUMAN
RESOURCES, OR
CUSTOMER SERVICE



101

NATIONALITIES IN
THE HIM COMMUNITY



25K

GRADUATES IN THE
SWISS EDUCATION
GROUP ALUMNI
NETWORK

*According to Net Promoter Score

+10K **HIM**
Alumni

“I love Montreux, it’s my favorite city on earth. Every time I have a stressful day or have a lot of exams to prepare, I just go outside, take a walk, swim in the lake, or go up to the mountains. It’s the perfect location.”

● **BEATA LOODH**
2019 graduate
Sweden
Junior Key Account Manager
Lavazza

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

● **DESIREE OVERHAGE**
2012 graduate
United States
Co-founder
Inner Circle Travel



Student excursion in Zermatt, Switzerland

Live well, learn well

In the heart of the Swiss Riviera

On the shores of Lac Léman (Lake Geneva), in the heart of the Swiss Riviera, Montreux offers stunning views of the Swiss and French Alps. Benefiting from a unique microclimate, the city has an undeniable Mediterranean flair.

Spread across five buildings, the entire community is within walking distance, creating the close-knit connections and sense of belonging that are at the heart of HIM. Each building has been renovated and equipped to provide state-of-the-art accommodation and modern learning facilities. During the summer months, you can enjoy the gardens in front of Hotel Europe or relax on the panoramic terrace and watch the sun set over the Alps.



Students enjoying the terrace



Dining hall



Double standard room in Hotel Europe

In the late 1800s, Montreux became a top European tourist destination and one of the first winter resorts. This little piece of paradise has attracted many artists, writers, musicians, and travelers in search of beauty, tranquility, and inspiration.

As a result, today this small town is bustling with a wide variety of shops, restaurants and cultural activities. Additionally, Montreux is an easy distance from the large city of Lausanne making Montreux truly an idyllic location for a student who is quietly creative or one who prefers a metropolitan scene.

Today, the region, teeming with natural and architectural beauty, continues cultivating its international reputation. It is especially rich in cultural events such as the legendary Montreux Jazz Festival and the Christmas market, one of Europe's finest. Our students are often surprised at how much the town of Montreux has to offer.

Student life

A DIVERSE AND DYNAMIC COMMUNITY

There is always something happening on campus. When you aren't busy studying, you can choose from a wide variety of activities organized by our Sports and Leisure Coordinator. Have fun at any of our themed nights, BBQs, and movie nights or make use of our various sporting options, including the local volleyball and basketball courts and weekly football practices.

You also have access to a local gym and a student lounge where you can gather to play pool, darts, video and board games, or just relax with your friends.



12
EVENTS HOSTED
ANNUALLY

Throughout the school year, we host several student events, including our quarterly Icebreaker Welcome events, our yearly Cultural Night, where students share food and performances from their home countries, and our Sports Day held twice a year.



Students from across all our sister schools come together once a term for Swiss Education Group Sports Day.



Students experience enjoyable hospitality, great food, and fun with classmates through various themed events.



Each new term starts with a bang when students literally break the ice – by smashing an ice sculpture!



When summer comes to Switzerland, there's not much better than a group BBQ on the stunning campus terrace.

BUILDING THE NEXT GENERATION OF LEADERS

Each term, students are elected to represent the interests of their peers as part of the Student Ambassador Forum. These ambassadors meet on a regular basis and help develop campus engagement strategies.



2 LEADERSHIP FORUMS HELD ANNUALLY

Twice a year, students who have demonstrated leadership potential are invited to take part in a leadership forum with representatives from all our sister schools. During this forum, students have the opportunity to learn from and connect with industry experts around the topic of leadership.



The Student Ambassador Forum (SAF), is elected BY the student body FOR the student body. Their main duty is to liaise with faculty with the aim of improving the student experience.



Christmas Market in Montreux



Switzerland's stunning array of mountains, valleys, lakes, and glaciers offers you a host of outdoor activities to choose from.

EXPLORE SWITZERLAND AND BEYOND

Switzerland is a beautiful place to explore all year round. You can ski or hike in the Alps, explore beautiful towns, discover exquisite wines in neighboring Lavaux, and taste the local cuisine.

Switzerland's stunning array of mountains, valleys, lakes, and glaciers offer you a host of outdoor activities to choose from. Throughout the summer months, you can enjoy mountain biking, river rafting, sailing, waterskiing, golf, horseback riding, and paragliding. With nearly 200 winter sport resorts across the country, you can enjoy skiing, sledding, skating, hockey, ice climbing, and mountaineering throughout the winter months.

Every term, we offer free excursions to some of Switzerland's top cities and destinations so you can enjoy all the country has to offer. Whether you're visiting the capital of Bern, or another sought-after site such as Lucerne, Zurich, or Interlaken, you'll have hours of free time to explore, shop, dine, and discover Switzerland's unique culture. And with its central location, you're only a few hours away, by train or plane, from Europe's top destinations.

Start your journey today



**Follow us on
social media**



**Attend one
of our events**



**Download our
tuition and fees**



**Check entry requirements
and intakes**



**Prepare your
documents and
apply online**



**Confirm
your place**



**Level up your English
skills in our English
Foundation Program**



**Apply for a visa
if needed**



**Prepare for
your arrival**



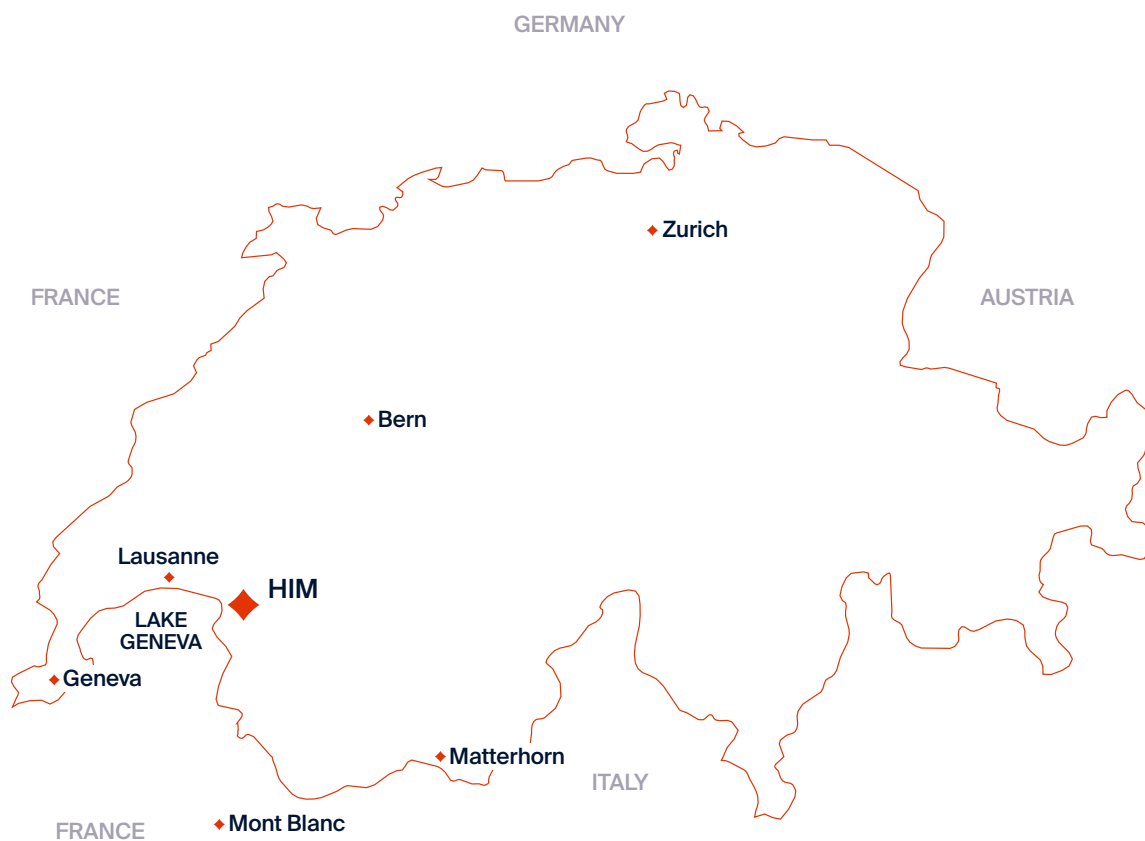
**Start your
HIM journey!**

Firmly rooted in the Swiss tradition of hospitality business education, Swiss Education Group currently operates four of the world's top hospitality business schools. Each school offers a different educational focus, but they all share the same diverse international experience.

Swiss Education Group schools offer a wide range of bachelor's, master's, and diploma programs, as well as the opportunity to get invaluable work experience through internships in a variety of industries.

The educational offer is completed by youth and family programs, as well as corporate solutions.

**Find out more at:
www.swisseducation.com**



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