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A Passion for Swiss Hotel Management Education

Hospitality and Tourism is the world’s fastest growing industry. According to the World Travel and Tourism Council, the industry is expected to triple in size over the next 15 years. HIM graduates are well prepared to meet the leadership needs of this exciting and dynamic industry.

The international reputation of HIM is based on world-class academic programs combined with high quality industry internship programs in Switzerland and abroad. In addition, state-of-the-art facilities and the development of strong management, interpersonal, language and cultural skills provide a distinct advantage to HIM graduates.

Our mission is to foster the success of aspiring individuals through educational programs that blend renowned Swiss hospitality practices with contemporary American management expertise, offered within a professional and supportive learning environment.

HIM students will specialize in Finance, Marketing or Human Resource Management and graduate with both an American BBA in Hospitality Management and a Swiss HIM BBA in Hospitality Management. Our partner Northwood University, a leading Management University in the United States, awards the American degree. Students are also provided with two industry internship placements in either Switzerland or abroad. It is this combination of management, practical skills and industry recognized work experience that has resulted in our students being in such high demand by the industry.

HIM is one of Switzerland’s finest Hotel Management Schools. I look forward to welcoming you to this unique environment.

Ulrika Bjorklund
Academic Dean, Hotel Institute Montreux
Switzerland
**HIM Governing Board**

The Governing Board is responsible for the quality and ethical conduct of HIM. The Governing Board aims to represent external and internal stakeholders and to approve the institutional procedures and policies to achieve HIM’s mission and goals.

**Mr Bernard Fierens**
- Director, Banque Privé Edmond de Rothschild, Switzerland

**Mr Fernando Fernández**
- VP Development Sol Meliá Hotels & Resorts, Spain

**Mr Michel Poté**
- Former Dean of ESSCA, France

**Mrs Susanne Sinclair**
- Founder, Morgaja, Switzerland

**Mr. Achilleas Dorotheous**
- CEO, Amathus Hotels Division, Cyprus

**Mr Omer Acar**
- General Manager, Le Royal Monceau - Raffles Paris, France

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Hotel Europe Campus

Hotel Miramonte Campus
HIM has a long and proud tradition as one of Switzerland’s finest and most well established hotel management schools. Our international accreditations and affiliations, a strong alumni network and excellent links to the hospitality industry ensure that your qualification is recognized worldwide, providing you with the best possible career opportunities.

Reputation
HIM has built an excellent reputation worldwide for providing up-to-date hospitality programs of outstanding quality.

Alumni
Since its opening in 1984, thousands of students have graduated from our institute and now hold important positions within the hospitality industry. Many of our graduates are members of our Alumni Association currently active in more than 80 countries around the world.

Links to the Hospitality Industry
HIM maintains strong links with leaders in the hospitality industry to ensure that the curricula correspond to the latest requirements and developments of the industry.

Registration
HIM is officially registered in the “Handelsregister”, Canton de Vaud, Switzerland, as a private Hotel Management School.

Accreditations
HIM has successfully fulfilled the high quality criteria of the following accreditation bodies:
- ASEH, Swiss Hotel Schools Association
- NEASC, New England Association of Schools and Colleges Inc, USA
- eduQua

Affiliations
HIM and/or its staff are members of the following associations:
- AH&LA, American Hotel and Lodging Association
- AIEST, International Association of Scientific Experts in Tourism
- ASTD, American Society for Training and Development
- CHRIE, Council on Hotel, Restaurant and Institutional Education
- EUHOFA, International Association of Hotel Schools
- Institute of Hospitality, UK
- HSMAI, Hospitality Sales & Marketing Association International
- IH&RA, International Hotel and Restaurant Association
- NAFSA, National Association for Foreign Students Affairs
- Prosper Montagne, Swiss Academy of Gastronomes

Northwood University, USA
The HIM American Bachelor of Business Administration in Hospitality Management is awarded by Northwood University, which has campuses in Michigan, Florida and Texas. Northwood is accredited by the US Higher Learning Commission, which is recognized by the Secretary of Education and the Committee on Recognition of Postsecondary education.

www.northwood.edu
Academic Programs

Working in the worldwide hospitality industry is very exciting and rewarding. The hospitality skills and management knowledge gained at HIM will play a key role in the success of your career. At HIM, a combined Swiss and American program is offered giving you the famous Swiss hospitality skills together with the widely recognized American management expertise and the possibility to specialize in either marketing, finance or human resource management.

**Specializations**
At Higher Diploma level, term 5, students will choose to specialize in either, marketing, finance or human resource management.

**Guest Lecturers**
HIM frequently invites guest speakers to give lectures on hospitality related topics.

**Faculty**
All lecturers are well qualified and experienced in both the field they are teaching and in delivering education to international students. All lecturers participate frequently in staff development programs. HIM boasts a strong team of long standing lecturers and supporting staff.

**Study Advisor**
In year one, students have the option to request a study advisor, usually a BBA or 3rd year student, to help overcome any initial study difficulties.

**Official Language**
English is the official language at HIM although the school is located in the French speaking part of Switzerland.

**English Foundation Program**
For students whose English ability is below the required entry level, an English Foundation Program is offered. Please refer to www.swissseducation.com for more information.

**Foreign Languages**
Foreign languages are vital skills in the hospitality industry. HIM offers French, German, Spanish or Mandarin classes.

**Teaching Materials**
HIM uses modern teaching materials to ensure that the content of every program is “State-of-the-Art”.

**Transfer Agreements**
HIM credits are generally transferrable to other institutions of higher learning, as HIM provides internationally accredited university qualifications.

**Internships**
Bachelor students complete two periods of internship of between 4 to 6 months, in either Switzerland or abroad. Internships offer a unique opportunity to enhance both practical and language skills. These skills are highly sought after in the hospitality industry.

**Internship Office**
The HIM Internship Office assists students in finding employment in a hotel or restaurant in Switzerland or abroad. The HIM Internship Coordinator will visit the students on internship and is always available for any assistance required during the placement.

**Internship Salary**
By law, Swiss employers are required to remunerate students at prevailing industry trainee rates. Gross salary per month: CHF 2’168.- to CHF 2’450.-. Deductions for food, accommodation, tax and insurance are about CHF 1’000.-. International internship salaries vary depending on the conditions in the selected country.
Students who have successfully completed high school and have an English level equivalent to TOEFL 500, IELTS 5.0 or have scored 50+ points on the HIM placement test are eligible for entry to the HIM undergraduate program. The attractive combination of Swiss hospitality practices and American management expertise is taught in an intensive program that allows students to graduate in only 3 years, consisting of 7 academic terms and 2 industry internships.

Qualifications
Students in the three year Bachelor program may earn the following qualifications:

• The Swiss Diploma in Hotel Operations Management
• The Swiss Higher Diploma in International Hotel Management and; Finance; or Marketing; or Human Resources
• The American Hotel and Lodging Association (AH&LA) Certificates (optional)
• The American BBA Degree in Hospitality Management (Northwood University)
• The Swiss HIM BBA Degree in Hospitality Management and; Finance; or Marketing; or Human Resources

International qualifications and two work reference letters from internships in Swiss or international restaurants/hotels give HIM students a unique competitive advantage when applying for employment in the hospitality industry.

SWISS DIPLOMA IN HOTEL OPERATIONS MANAGEMENT
SWISS HIGHER DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT (WITH SPECIALIZATION)
AMERICAN BBA IN HOSPITALITY MANAGEMENT/ SWISS HIM BBA DEGREE IN HOSPITALITY MANAGEMENT (WITH SPECIALIZATION)

FOOD & BEVERAGE AND ROOMS DIVISION MANAGEMENT

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Internship</th>
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<tbody>
<tr>
<td>11 weeks</td>
<td>11 weeks</td>
<td>11 weeks</td>
<td>4 - 6 months</td>
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• Accounting Principles
• Food & Beverage Service Practical & Theory
• Food Production Theory and Food Safety
• Introduction to the Hospitality Industry
• World Cultures and Customs
• Introduction to College Studies
• Language Studies

• Food & Beverage Management
• Bar & Beverage Management
• Composition and Research Methods
• Communications
• Computer Applications
• Principles of Microeconomics
• Language Studies

• Front Office Management & Operations
• Housekeeping Management
• Human Resources Management
• Principles of Macroeconomics
• Hospitality Sales and Marketing
• Language Studies

Arranged and monitored by HIM internship office - in Switzerland or abroad.
Monthly salary in Switzerland CHF 2 168.- to CHF 2 450.-
**Program Focus**

At the Hotel Institute Montreux, students learn traditional Swiss Hospitality values combined with American Business Management skills. The business focus of the program opens doors to a wide variety of career options. Students develop their understanding of hospitality principles in food and beverage and rooms division management before choosing to specialize in marketing, finance or human resource management. The final two semesters are focused on Hospitality Management and International Business, preparing graduates for top-end management positions in the world of hospitality and business.

**Program Structure**

During their study, students combine academic study with practical experience. The program structure allows students to gain in-depth knowledge of their subject matter in interactive classes where they are encouraged to share their experience. Year 1 begins with three, eleven-week terms on campus, where students are prepared to tackle the challenges of their first 4-6 month internship. Two further academic terms and another period of internship allow students to qualify for a Swiss Higher Diploma and a final two academic semesters lead to the Bachelor level qualification.

**Inspiring Professionals**

HIM faculty are dedicated to bringing students a wealth of knowledge and experience from all sectors of the hospitality industry. The mix of teachers with both academic and industry backgrounds gives students a deep insight into the exciting challenges they will encounter on their career path.

**Industry Partnerships**

Programs at HIM are designed to meet the needs of the hospitality industry and at Higher Diploma level the program specializations have been created with input from international hospitality leaders.

**Small Intensive Classes**

Students at HIM benefit from the small number of students in each class which creates an interactive and dynamic learning environment.

**Language Choices**

The international nature of the hospitality industry means that students are encouraged to learn languages to help in their future. HIM offers courses in French, German, Spanish and Mandarin (from term 4).

**Flexible Program**

With four intakes per year, students are able to choose a start date that suits their needs. January, April, July or October.

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**Management Application and Specialization**

<table>
<thead>
<tr>
<th>Term 4</th>
<th>Term 5</th>
<th>Internship</th>
<th>Term 6</th>
<th>Term 7</th>
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<tbody>
<tr>
<td>11 weeks</td>
<td>11 weeks</td>
<td>4 - 6 months</td>
<td>11 weeks</td>
<td>11 weeks</td>
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<tr>
<td>• Principles of Management</td>
<td>• Revenue Management</td>
<td>Internship monitored by HIM internship office - in Switzerland or abroad.</td>
<td>• Organizational Behaviour &amp; Leadership</td>
<td>• Business Law</td>
</tr>
<tr>
<td>• Resort Management</td>
<td>• Marketing Management</td>
<td>Monthly salary in Switzerland CHF 2 168.- to CHF 2 450.-</td>
<td>• Strategic Planning</td>
<td>• International Management</td>
</tr>
<tr>
<td>• Convention Management, Banqueting and Events</td>
<td>• Financial Management</td>
<td></td>
<td>• International Trade</td>
<td>• European Literature</td>
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<tr>
<td>• Financial and Managerial Accounting</td>
<td>• Language Studies (optional)</td>
<td></td>
<td>• Introduction to Art</td>
<td>• Statistics 2</td>
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<tr>
<td>• Management of Information Technologies</td>
<td>HUMAN RESOURCES SPECIALIZATION</td>
<td></td>
<td>• Successful Business Models</td>
<td>• Philosophy of Enterprise</td>
</tr>
<tr>
<td>• Language Studies (optional)</td>
<td>MARKETING SPECIALIZATION</td>
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<td>• Statistics 1</td>
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<td></td>
<td>FINANCE SPECIALIZATION</td>
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**Hospitality Management and International Business**

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<th>Internship</th>
<th>Term 6</th>
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<td>• Organizational Behaviour &amp; Leadership</td>
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The Food and Beverage Department is often considered the signature and highest profile department in a five star hotel. Top quality food combined with professional service standards give guests a lasting perception of the hotel.

In order to effectively organize and control the Food and Beverage Department, a future general manager needs to have an understanding of all aspects of Food and Beverage: production, service and management. This can only be achieved through real-life, hands-on experience.

A major profit center for a hotel is the Rooms Division with its success directly linked to guest satisfaction. The program focuses on the provision of both quality service and effective management techniques to maximize the guest experience from check-in to check-out.
TERM 1

Accounting Principles
Reviews mathematical principles as well as accounting and other hotel industry related topics that have a direct or indirect link with calculations. In addition, it introduces accounting and business terminology.

Food & Beverage Service Practical & Theory
Exposes students to restaurant service operations, including fine dining and informal service within hotels and restaurants. It also introduces students to systems of cost control and cash management.

Food Production Theory and Food Safety
Introduces the principles of basic management of a small kitchen and their application in international kitchen operations. Emphasis is placed on kitchen organization, controls, safe food handling, menu knowledge, cost and menu planning.

Introduction to the Hospitality Industry
Provides students with an introduction to the lodging and food service industry, while emphasizing its dynamic and ever changing nature. In addition it introduces the role and function of all major hotel departments along with the basic management principles involved.

World Cultures and Customs
Gives students a global perspective by examining cultural regions of the world, through analysis of geography, economics, history, religion, philosophy, value systems, and cultural factors such as language, art and music.

Introduction to College Studies
Analysis of good study and listening habits, the library, counseling services, and the objectives and philosophy of Hotel Institute Montreux.

TERM 2

Food & Beverage Management
Emphasis is placed on the cost control cycle, menu planning, food and beverage sales and marketing promotion and includes a practical menu management exercise.

Bar & Beverage Management
Introduces the management theory necessary to control a beverage operation. Emphasis is placed on controlling beverage operations and product knowledge, combined with social skills, customer relations, bar planning and the legal aspects of beverage operation.

Composition and Research Methods
The course examines the basic writing tasks of summarizing, informing, directing, and arguing/persuading. Specifically, the course prepares students to write papers across the curriculum utilizing Description, Process, Cause and Effect, and Argument. The use of APA is addressed. Business memoranda, letters, curriculum vitae, cover letter (letter of motivation) and hotel fact sheets and brochures are also covered.

Communications I
Explores various channels of business communication and provides a framework within which to practice the communication skills required, including basic public speaking practice.

Computer Applications I
Introduces the student to the role of information technology in the hospitality industry and to the use of computers as office tools.

Principles of Microeconomics
Examines general microeconomic theory with an emphasis on supply and demand, opportunity cost, consumer choice, the firm, the market structure(s) and regulation, allocation of resources, capital, interest, profit, labor unions, income analysis, energy, natural resource economics and public policy.

TERM 3

Front Office Management & Operations
Examines the central role played by the Front Office in the success of a hotel. It traces the guest cycle from reservations to departure, evaluating front office functions, examining the relationship between departments, the use of technology, including the property management system Opera, the importance of guest security, and the key element of service in the guest’s experience.

Housekeeping Management
Presents the management principles and applied techniques required in today’s lodging and institutional housekeeping departments. Emphasis is placed on techniques of quality assurance, cost control and staff productivity.

Human Resource Management
Gives an introduction to the elements of human resources management in the hospitality industry. Focus is on the managerial functions of recruiting, selection, staffing, employee evaluation, discipline, retention and ethics.

Principles of Macroeconomics
Examines general macroeconomic theory with an emphasis on government spending and taxation, national income accounting, economic fluctuations, fiscal policy, monetary policy, the banking system, economic stabilization, international trade, economic growth and comparative economic systems.

Hospitality Sales & Marketing
Gives students an in-depth understanding of how to maintain a profitable level of business by utilizing the functions of sales, marketing, advertising and promotions.
Learning to effectively manage a team is an essential skill for future hospitality managers. Terms 4 and 5 focus on management skills, preparing students for a career at executive management level.

Courses at Higher Diploma Level complement the more practical studies of the Swiss Diploma and teach students significant theoretical knowledge of business practices.

Specializations in finance, marketing and human resources allow students to gain in-depth knowledge of their chosen sector of interest.
TERM 4

Principles of Management
Provides an overview of the principles, concepts and theories that underlie the discipline of management, and its relationship to the other disciplines that are the components of a business education. This course is a prerequisite for other management courses.

Resort Management
Offers a complete approach to the operation of resort properties. Beginning with historical development, details are presented in planning, development, financial investment management, and marketing that deal with the unique nature of resort business. The course also examines the future and the impact of the condominium concept, timesharing, technological change, and the increased cost of energy and transportation.

Convention Management, Banqueting and Events
Underlines the importance of the group convention market and the strategies and techniques used in this sector. Develops skills, strategies and knowledge in planning, organizing, scheduling, marketing and implementing events for various groups.

Financial and Managerial Accounting
Develops accounting techniques, enabling students to apply these to record business transactions, balance accounts and produce final accounts for a hospitality business. Helps students to evaluate accounts used at supervisory and management level in order to make sound financial decisions.

Management of Information Technologies
Students will learn to use and manage information technologies to revitalize business processes, improve decision-making and gain a competitive advantage. Emphasis is placed on the essential role of the Internet and networked technologies to create efficiencies that will help contribute to business success.

TERM 5

Revenue Management
Focuses on the study and application of the concept of revenue management used in the hospitality industry. It traces the issues involved in the effective management of room capacity, discount allocation, duration control, measuring yield, reservation systems to maximize hotel room’s revenue, function space, restaurant revenue, golf revenue, demand forecasting and revenue management strategies and tactics during high and low demand.

Marketing Management
Familiarizes students with marketing perspectives, concepts, approaches and tools to assist in the quest to manage hospitality marketing more effectively.

Financial Management
Study of the theoretical and conceptual framework that the financial manager uses to reach decisions. Particular emphasis is given to the finance function and its relevance to the management of an enterprise. Analysis, problem-solving techniques and decision-making tools are emphasized.

FINANCE SPECIALIZATION

Corporate Investment Decisions
Offers a complete approach to the financial analysis of a business, including but not limited to, valuing complex capital budgeting and corporate strategies. Issues such as building the financial component of a business plan and using financial management techniques to identify corporate problems/opportunities are examined. Options for various capital structures and the financing thereof are pursued in depth.

Portfolio Management
Focuses on the management of portfolios with special emphasis on growth strategies, retirement planning, tax-advantaged investing, stock brokerage trends and overall financial planning.

Capital Markets and Analysis
Addresses the basics of investing with emphasis on equities, debt, preferred stocks, convertible securities, rights and warrants, options, mutual funds and fixed and variable annuities. The market on which each is traded as well as fundamental and technical analysis will be researched.

MARKETING SPECIALIZATION

Advertising Campaigns
Emphasis is placed on reviewing historical and contemporary advertising and the marketing of communication campaigns. Analyzes consumer, business-to-business, national and local campaigns including volunteer and not-for-profit public service advertising. Students work in team groups to create and present a completely integrated advertising campaign supporting and coordinating all strategic, creative, media and sales promotion aspects for final recommendation.

Consumer Behavior
Examines consumer behavior theories, including the introduction of behavioral models to investigate the consumer psychology. The application of consumer behavior principles to customer satisfaction, market planning and merchandise mix decisions. Ethical, diversity and international issues are also explored.

E-Commerce
Discusses the rapid evolution of the marketplace because of the emergence of e-commerce and the tools facilitating this evolution such as the Internet. Covers the impact of these tools and the changes they invoke on organizations, careers, and in general on the conduct of business in the global marketplace. Application of these tools with special emphasis on utilization in value chain integration and enterprise resource planning. The development of an e-commerce strategic plan is a capstone element of this course.

HUMAN RESOURCES SPECIALIZATION

Mediation & Workplace Conflict
Examines the theoretical underpinnings of conflict resolution and mediation, including conflict studies, therapeutic approaches and negotiation theories. Students will acquire the knowledge, theoretical background and practical skills developed in the context of negotiation and mediation for use in the expanding fields of dispute and conflict resolution.

 Aligning HR Strategy with Organizational Strategy
Develops the skills of students needed to assess how organizations create value and how to align the HR function to execute the organization’s strategy. Create a vertical and horizontal alignment strategy and use it to improve HR decision-making, people outcomes, processes, customer outcomes, and financial results.

Performance Management Systems
Familiarizes students with performance management systems as they are considered key tools in transforming people’s talent and motivation into a strategic organizational advantage.
Terms 6 - 7: Bachelor of Business Administration
Hospitality Management & International Business

During their final year, students work on comprehensive management projects which enable them to examine, develop and test their skills and knowledge with sophisticated case studies.

Teamwork skills are further developed as students work on these concepts together and present the final projects to their lecturers.
TERM 6

Organizational Behaviour & Leadership
Examines how the behavior of individuals and the relationship among individuals and groups within an organization impact its effectiveness. It teaches the skills and tools necessary to effectively manage change within an organization and evolve into successful leaders in a complex global environment.

Strategic Planning
Integrates the various theories, concepts and models covered in previous management courses, and presents the student with a comprehensive view of the competitive environment of today’s global business enterprise. Teaches students the skills necessary to formulate and implement strategy and exercise effective leadership in diverse organizational settings and business environments.

International Trade
Examines the bases of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world trade.

Introduction to Art
Surveys visual media, past and present, with particular emphasis on expressionism and realism and how they mirror society. Technique as well as theory is discussed.

Successful Business Models
Identifies successful entrepreneurial business models and the initial challenges these business models encountered. Students review and evaluate the business models of some of the world’s great entrepreneurs such as Astor, Lowell, Swift, Rockefeller, DeVos, Walton, and Gates. Explores how to use a company’s business model to identify resource requirements, focus risks, and diagram revenue streams.

Statistics I
An introduction to the concepts of probability, probability distributions and sampling distributions, inference through estimation by confidence intervals. Students will determine which statistical technique is appropriate depending on the data type and level of measurement, analyze the data and then interpret the results.

TERM 7

Business Law
Basic principles of law applicable to the business world, emphasizing contracts and sales, as well as period after sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance and real estate.

International Management
Familiarizes students with the evolution of the multinational enterprise and addresses the challenges today’s managers of such enterprises confront.

Introduction to European Literature
Examines the European Literature of the 20th Century, mainly through the interpretation of short stories by the most significant European authors. Literary criticism will be applied to various European literary movements (expressionism, existentialism, post-modernism...).

Statistics II
Builds upon the concepts covered in Statistics I. Includes hypothesis testing of proportions, means and variances, correlation, multiple regression, forecasting, statistical process control, and analysis of variance.

Philosophy of Enterprise
This course deals with advanced philosophical topics relating to the role of values, freedom, property rights, enterprise, trade, and finance, in the evolution of enterprise. Special attention is given to the results of the interactions of all factors.
Postgraduate Diploma Program (PGD)

The Postgraduate Diploma program (PGD) is designed for candidates who have already completed a Bachelor’s Degree in any discipline or who have at least 3 years work experience at a supervisory level and wish to build a career in the hospitality industry.

This comprehensive program provides graduates with a broad theoretical understanding of hospitality business management.

Program Structure
The Postgraduate Diploma program consists of two intensive 11-week terms followed by an optional 4-6 month internship.

Language Studies
Language skills are an important asset for hospitality professionals and PGD students can choose to study French, German, Spanish or Mandarin.

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<tr>
<th>POSTGRADUATE DIPLOMA IN HOTEL MANAGEMENT</th>
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<tbody>
<tr>
<td><strong>Term 1</strong></td>
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<tr>
<td>11 weeks</td>
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<tr>
<td>• Introduction to Hospitality</td>
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<tr>
<td>• Bar &amp; Beverage Management</td>
</tr>
<tr>
<td>• Hospitality Financial Accounting</td>
</tr>
<tr>
<td>• Leadership and Communication</td>
</tr>
<tr>
<td>• Computer Applications</td>
</tr>
<tr>
<td>• Front Office Management</td>
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<tr>
<td>• Language Studies</td>
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</tbody>
</table>
TERM 1

Introduction to Hospitality
This course will enable new students to have a greater knowledge and comprehension of the size and structure of the lodging and tourism industry.

Bar & Beverage Management
This module introduces students to the management theory necessary to control a beverage operation and to understand the product. Emphasis is placed on social skills, customer relations, bar planning, and the legal aspects of beverage operation. Product knowledge includes the origin, identification, and production of alcoholic beverages.

Hospitality Financial Accounting
Introduces basic accounting techniques, enabling students to apply these to record business transactions, balance accounts, and produce final accounts for a hospitality business, following generally accepted accounting principles. There is heavy emphasis on preparing, analyzing and interpreting hospitality industry financial reports.

Leadership and Communication
Addresses the conceptual, commercial and philosophical challenges of communications in the modern business environment. Particular attention is given to crisis management, conflict resolution and business ethics. A key component of this course is the analysis of contemporary case studies and the delivery of structured presentations. Throughout the course, students are also encouraged to assess the communication challenges they confronted in their previous practice and relate those to theories developed in class.

Computer Applications
This course will introduce the students to advanced concepts and techniques of the Microsoft Office computer programs as a business tool in the hospitality industry. It focuses on designing, laying out, editing and producing high-quality documents using Microsoft Word. It also outlines the importance of spreadsheet operations skills and presentation techniques, which will enable students to use the computer as an efficient and indispensable managerial tool.

Front Office Management
This practical course examines how using the Property Management System - Opera, version 5, can enable operations at the front desk to be more efficient and accurate and as a result, improve the quality of the guest services provided at the front desk.

TERM 2

Revenue Management
This course focuses on the study and the application of the concept of revenue management used in the hospitality industry. It traces the issues involved in the effective management of room capacity, discount allocation, duration control, yield measurement, elements of yield management, reservation systems to maximize hotel room revenue, function space, restaurant revenue, golf revenue, demand forecasting and strategies and tactics during high and low demand periods.

Resort Management
The course is designed to introduce students to how business management disciplines impact on decisions taken in the field of hospitality with a particular focus on resort management. It provides the rudimentary grounding in the areas of strategic planning. These elements are underpinned by the simulation software “HOTS” with the redevelopment of a resort hotel in the USA.

Human Resource Management
An introduction to the elements of human resource management in the hospitality industry. Focus is on the managerial functions of recruiting, selection, staffing, employee evaluation, discipline, employee retention and ethics.

Hospitality Sales & Marketing
This module is designed to give students an in-depth understanding of how to maintain a profitable level of business by utilizing the basic functions of sales, marketing, advertising and promotions.

Convention Management
This course explores the importance of the group market, its specific segments and the strategies and techniques used in soliciting and servicing conventions and the MICE market.

Food & Beverage Management
This module covers the principles of food and beverage management. Emphasis is placed on the cost control cycle, menu planning, quality control, sustainable food and beverage management and trends in the industry.
Life at HIM

Montreux! A city located in the most majestic and beautiful part of Switzerland; the Swiss Riviera. Known for its mild microclimate and visited by hundreds of thousands of tourists each year, Montreux has a lot to offer all year round! HIM campuses are located in the city center with easy access to all available facilities.

Facilities
HIM is housed in four former hotels, Hotel Europe, Hotel Miramonte, Hotel Jura and Residence Rosemont. The buildings have been renovated and equipped to provide state-of-the-art accommodation and learning facilities.

The central location of all buildings makes student life very convenient. The main train station, the post office, shopping centers, coffee shops, restaurants and pubs or the famous “Quai des Fleurs” are all within five minutes walking distance of the school.

Facilities throughout the buildings include:
- Academic Center
- Learning Resource Center (LRC)
- Internship Office
- Conference room
- Front Desk
- Modern Lobby
- Student Lounge
- Restaurants and Cafeterias
- Coffee Beans
- Internet Café
- Lakeside Garden
- Panorama Terrace
- 24h vending machines
- Computer Room
- Student Bar
- Garden
- Mini-Spa with Jacuzzi and Sauna

Accommodation
The following accommodation options are available:

a) Double or Single Standard Rooms
Comfortable rooms with shared shower or bath and mountain view, wireless internet access and telephone for incoming calls.

b) Double or Single Premium Rooms
Comfortable rooms with bath or shower, a spectacular lake view, wireless internet access and telephone for incoming calls.

c) Double or Single Deluxe Rooms
Comfortable rooms with bath or shower, a spectacular lake view, TV, DVD, stereo system, wireless Internet access and telephone for incoming calls.

d) Apartments
Apartments are available upon request for students returning for year 3 and BBA programs.

Double standard rooms are included in the indicated fees; a surcharge will apply to all other room categories which can only be reserved upon receipt of full-payment of fees, subject to availability. Further information on pricing can be found in the application package.
Meals
Full board is provided throughout the week and is included in the fees. Three meals are served from Monday to Friday, brunch and dinner on weekends. Students have the choice of eating in either of the following restaurants:

**Lakeside**
This cafeteria within Hotel Europe serves an international buffet for breakfast, lunch and dinner.

**One5**
This French training restaurant serves traditional French and Swiss food from an “à la carte” menu for lunch and dinner (by reservation).

**Garden Café**
This cafeteria within Hotel Miramonte serves a variety of international food for breakfast, lunch and dinner.

During the summer months, students have the option to enjoy their meals on the “Panorama Terrace” overlooking Lake Geneva and the French Alps. The “Panorama Terrace” is also a great place to relax in the evening and enjoy the sunset over Lake Geneva.
Leisure, Sports and Student Ambassador Forum

HIM’s Leisure Manager organizes, in cooperation with the HIM Student Ambassador Forum, a wide range of sports and leisure activities as well as excursions and professional visits.

Sports and social activities provide an important balance to academic study. Many of these events are fully or partly funded by HIM.

School sports teams are also organized each term. This allows students not only to get to know Switzerland better but also to relax and enjoy their stay.
**Sports**
- Tennis
- Volleyball
- Mountain Biking
- Hiking
- Swimming
- Horseback Riding
- Water-skiing
- Free access to professional Gym

**Social Activities**
- BBQ’s
- In-house-Parties
- International Night
- Pubs
- Discos
- Cinemas
- Concerts.

**Excursions**
- Lausanne
- Geneva
- Berne
- Chillon Castle
- Olympic Museum
- Exhibitions

**Professional Visits**
- Hotel Tours
- Workshops
- Wine tasting trip
- Seminars

**HIM Support Center**
The HIM Support Center provides students with assistance on personal, medical or academic issues. In addition, a Duty Manager is available 24 h/day, 7 days a week for any kind of assistance required.

**Career Guidance**
Students at HIM benefit from on campus recruitment events and the SEG International Recruitment Forum, IRF.

**Medical and Personal Assistance**
Our Student Counselor is available as required and can arrange appointments with specialized doctors as needed.

**Academic Guidance**
The HIM Study Advisor Scheme entitles each student to 10 hours of personal tutoring each semester and our Program Leaders are available for any academic assistance required.
After Graduation

Being a member of SEG, Swiss Education Group, HIM is able to offer our students an outstanding graduate placement service.

This service helps students launch their careers in the hotel industry as well as a wide range of other hospitality and tourism-related businesses. This includes exciting opportunities in restaurants, catering, banqueting, conferences, resorts, spas, airlines and cruise lines, sporting and cultural events, theme parks and attractions, and many more service-related industries.

Exciting career opportunities await in the dynamic and international hospitality industry!

SEG International Recruitment Forum (IRF)
Each semester HIM students are given the opportunity to meet with industry leaders from around the world at the SEG International Recruitment Forum (IRF). The event takes place in March and October and welcomes hotel groups, boutique hotels, resorts, airlines, cruise lines and many other industry groups. At the forum, HIM students attend presentations, are interviewed and recruited for full-time employment as well as internship positions. The IRF fulfills an increasing demand from the global Hospitality and Tourism industry for highly qualified managers. The participation of employers from around the world highlights the esteem and recognition of SEG schools by industry leaders.

HIM Alumni Association
HIM graduates join the alumni network of the Swiss Education Group, active in over 80 countries. Alumni keep in touch and are informed through the Alumni website, the regular newsletter and Alumni events organized in Switzerland and around the world. Alumni provide job opportunities for new graduates and also have access to positions advertised by the alumni network.
Over 100 Partners
SEG Advisory Board
The SEG Advisory Board ensures that all SEG schools and programs, including HIM, meet the high quality expectations of the industry.

SEG MEMBERS

Mr Emanuel D. Donhauser  
- Executive Director, Academic, SEG, Swiss Education Group

Mr Florent Rondez  
- Chief Executive Officer, SEG, Swiss Education Group

Mr Benoît Samson  
- Executive Director, Business Development, SEG, Swiss Education Group

ACADEMIC MEMBERS

Dr Peter Dewhurst  
- Dean, University of Derby, Buxton

Dr Dan Liechty  
- Dean of International Programs, Northwood University

INDUSTRY MEMBERS

Mr Alain Borgers  
- General Manager, Shangri-La Hotel Paris

Mr Yves P. Givel  
- Corporate Director of Human Resources - International Hyatt Hotel Corporation

Mr Paul E. Muller  
- Président Directeur Général, Manotel Hotel Group, Geneva

Mr Philippe Rossiter  
- Chief Executive, Institute of Hospitality, UK

Mr Michael Smithuis  
- General Manager, Fairmont Le Montreux Palace

Dr Craig Thompson  
- Higher Education Project Manager, Chairman of SEG Advisory Board
SEG, Swiss Education Group

SEG, Swiss Education Group is a network of Switzerland’s leading hotel and hospitality management schools. Students at all SEG schools benefit from the “6 SEG Advantages” which make SEG member-schools the ultimate choice for students from more than 80 countries every year.

1. Swiss Owned
All SEG member schools are officially registered in Switzerland and are 100% Swiss owned, which ensures that your education is based upon the famous Swiss Tradition, you benefit from the “Swiss Hospitality Touch” and your qualification will be fully recognized worldwide.

2. SEG Academic Quality Assurance
All SEG member schools are subject to stringent academic quality assurance and create the renowned high level Swiss Education. To prepare you in the best possible way for an international career, you will be awarded a Swiss qualification in addition to a Bachelor’s or Master’s Degree from a leading British or American University. This dual Swiss-American or Swiss-British qualification opens doors to leading positions in the booming hospitality industry everywhere in the world!

3. SEG English Foundation Program (EFP)
SEG wants you to succeed with your studies! The SEG English Foundation Program is a great option to improve your English level and to prepare yourself for the first year of study. The EFP program runs throughout the year in blocks of 4 weeks. Students may enter the program at the beginning of any 4-week block, for a minimum of 4 weeks and a maximum of 20 weeks. The length of the program for each participant depends on his or her personal English level and motivation to succeed.

For more details about the EFP please visit www.swisseducation.com

4. SEG Graduate Placement Service & Alumni
SEG graduates are in high demand on the international job market! SEG enjoys strong links with many of the world’s leading hospitality companies. Students also have direct access to these organizations at the SEG International Recruitment Forum (IRF) and regular recruitment events offered in all member schools. The combined SEG Alumni, boasting many thousands of members, is an additional potential source for future employment opportunities.

5. State of the Art Services & Facilities
The learning environment plays an important role in your learning outcome. SEG schools offer a wide range of services including social care, medical assistance, student support centers, sport and leisure activities and some of the very best facilities, all of which are regularly updated and developed.

6. Lower Investment
SEG member schools have adapted their study programs to the needs of international students. The intensive programs can therefore be completed in only 3 years which means a lower cost/investment and an earlier start into your career.
What students say...

“I chose HIM because I wanted to study hospitality at the highest level of professionalism. At HIM the professors are your coaches and the students are your friends. HIM has been a place for me to explore who I am and opened my eyes to different points of views.”

Filippos (Greece)

“Studying at HIM has been a memorable experience. The internship allows us to apply what we learn in class to a real work setting, and that hands-on experience will help me launch my career after graduation.”

Cherry (Hong Kong)

“At HIM the learning environment, the well-planned courses and the supportive professors have provided me with the knowledge and experience I need to become a successful hospitality manager.”

Helen (Germany)

“I’ve always wanted to work in the hospitality industry and by completing my BBA program at HIM I’ve learned the importance of teamwork and the skills it takes to manage a hospitality workplace.”

Efim (Russia)

“At HIM you learn the skills necessary to be an excellent manager. HIM is an international community, so while you’re learning, you also have a better understanding of the different cultures of the world.”

Johan (South Africa)

“HIM provides the right atmosphere for students to truly grow and learn within a multicultural and diverse environment. Teamwork is an important part of the intensive program, and has given me friends and skills for life.”

Antonios (Cyprus)
“HIM was a great educational experience where I learned a great deal of work integrity, teamwork and professionalism.”

Omer Acar
General Manager Royal Monceau
Raffles Paris
Paris, France

“HIM gave me the opportunity to live and work with people from all over the world and taught me essential skills for the hospitality industry.”

Ashish Sethi
Director of Food and Beverage
Frenchman’s Creek Beach and Country Club - Palm Beach Gardens
Florida, USA

“HIM gave me the best educational experience because of the professional and dedicated teachers.”

Ina Rissa
Lecturer in Hospitality and Tourism
University Saint-Esprit
Kaslik, Lebanon

“At SHMS and HIM I learnt to be a hospitality professional.”

Ruta Krolyte
Operations Manager,
Boundary Hotel
London, UK

“Thanks to HIM I did three fantastic internships which helped me to get where I am today.”

Alejandro Bernabe
General Manager, Kempinski Hotel Mall of the Emirates
Dubai, United Arab Emirate

“HIM has provided me with a solid platform to excel in my career and has contributed significantly towards my personal and professional growth.”

Achilleas Dorotheou
Chief Executive Officer
Amathus Hotels Division
Limassol, Cyprus
A Passion for Swiss Hotel Management Education

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**Open House at HIM**  
Open days for interested students and their parents are arranged monthly. Please check our website for dates or contact HIM directly.

**Individual Visits**  
HIM welcomes visits from interested students and their parents. Please contact visit@him.ch indicating the suggested date of your visit.

Member of SEG, Swiss Education Group

Our Local Representative. If no address is indicated, please contact the school.

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