It’s not just a school, it’s a way of life

UNDERGRADUATE PROGRAMS IN HOSPITALITY MANAGEMENT
Welcome to a world of opportunities at Les Roches – opportunities to grow personally and professionally, to gain global experience, and to launch exciting careers in hospitality and beyond. If you are passionate about hospitality and aspire to work within or to lead a global business, we can help you build on your passion to achieve your dream.

For more than three zero years, Les Roches has been developing and nurturing talents for the hospitality industry, and educating leaders on the essence of excellence, innovation and entrepreneurship. We have created a global network of institutions that engages you in strategic thinking and experiential learning, so that you develop the knowledge and agility to thrive in a changing world.

Our network of campuses enables you to study abroad, travel and experience business in the global economy. At the same time, we ensure that you feel at home while away from home. Learning at Les Roches makes you part of an international and multicultural community, where togetherness, team spirit and creativity come together. As you immerse yourself in this enriching academic and student life, you will make friends and international connections that will last a lifetime.

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THE WORLD IS YOUR CLASSROOM

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WHY CHOOSE LES ROCHES?

1. TOP RANKING: Among the top three institutions worldwide for hospitality and leisure management, and number three for employer reputation worldwide.*

2. LEARNING BY DOING: A Swiss-based education that combines academic theory with practical experience.

3. STUDY ABROAD: Exchanges available across four campuses in four countries.

4. MULTICULTURAL: 100+ nationalities represented across all campuses.

5. REAL-WORLD EXPERIENCE: Integrated hospitality projects, internships, and business trips.

6. PERSONALIZED EDUCATION: Close faculty support and opportunities to specialize.

7. STUDENT LIFE: On-campus activities and events, sports, trips, and more.

8. GLOBAL CONNECTIONS: 12,000 alumni working in 130 countries.

9. INNOVATIVE: Exposure to the latest technologies and industry trends.

10. ENTREPRENEURIAL: Opportunities to develop and pitch business ideas.

11. INDUSTRY IMMERSION: 300+ recruiter visits from top-tier companies every year.

12. EXCELLENT CAREER PROSPECTS: Personalized career counseling and global job opportunities.

RECOGNITION AND ACCREDITATION

- Accredited by the New England Commission of Higher Education (NECHE)
- Affiliate member of the World Tourism Organization (UNWTO)
- Les Roches Switzerland is recognized as a degree-awarding institution by the Education Department of the Canton of Valais (Switzerland)
- Les Roches Marbella has been awarded the X Prize to Andalusian Excellence, granted by the Junta de Andalucia, Spanish Regional Government
- Les Roches Jin Jiang is accredited by the Shanghai Education Evaluation Association (SEEA)
- Member of Swiss Association of Student Organizations for Sustainability
- Member of Swiss Learning

*QS World University Rankings by Subject 2019, Hospitality & Leisure Management
FACTS AND FIGURES

TOTAL STUDENT POPULATION
2,620

STUDENTS ON CAMPUS
1,981

STUDENTS ON CAMPUS

15:1 STUDENT TO FACULTY RATIO

NUMBER OF NATIONALITIES
100+

AVERAGE INTERNSHIP OPPORTUNITIES PER STUDENT EACH SEMESTER
639

SPAIN
Marbella

SWITZERLAND
Bluche - Crans-Montana

CHINA
Shanghai

FACTS AND FIGURES OUR GLOBAL NETWORK
WILL TRANSFORM HOW YOU SEE THE WORLD

Europe
44%

Asia Pacific
38%

Middle East and Africa
11%

Americas
7%

Employment Stats on Graduation Day

- Employed or with multiple offers
- Continuing studies
- Other (gap year/military/not searching)

BLUCHE, SWITZERLAND: Discover hospitality entrepreneurship in the heart of the Swiss Alps.

MARBELLA, SPAIN: Experience luxury hospitality management with Mediterranean culture.

SHANGHAI, CHINA: Develop multicultural knowledge in one of Asia’s economic powerhouses.

Les Roches data, 2018
Live and learn in a cozy alpine village with a spectacular view of the mountains. Located in the French-speaking area of Valais, Les Roches’ campus in Bluche is well connected by efficient public transportation to the rest of Switzerland and Europe. The fashionable ski and golf resort of Crans-Montana is just a short funicular ride away, offering culture, sports, gastronomy and shopping.

The birthplace of hospitality and tourism, Switzerland is one of the world’s most innovative countries and home to a thriving economy. Here you can find the headquarters of multinational corporations and international organizations, world-class hotels and restaurants, renowned luxury brands, and a full calendar of international conferences and events.
STUNNING SCENERY, ALPINE CHARM

Les Roches Switzerland provides safe and comfortable housing options for all students. Single and double (shared) rooms in cozy chalet-style apartments put you within easy walking distance of your classes, while communal areas provide convenient places to socialize or work on group projects.

MODERN FACILITIES

Les Roches brings modern facilities to a traditional Swiss village setting. In the Innovation Classroom and the Digital Media Studio, you can experiment with 3D printing, create mobile apps and develop your multimedia skills. Classrooms equipped with global connectivity technology also enable you to participate in guest lectures taking place on our campus in Spain. With Mac labs, professional kitchens, demonstration areas and a newly dedicated student events space called "The Warehouse", plus an extensive library collection (traditional and digital resources), you have plenty of room to learn and test new ideas.

LES ROCHES STUDENT LIFE

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Switzerland.

CLUBS

- SharpSpeakers (public speaking)
- Les Roches Wine Club
- Green Club
- Art Society
- Les Roches Gives Back (charity)
- Eta Sigma Delta (honor society)

EVENTS

- Les Roches Got Talent
- Open Mic Night
- Cultural Night
- World of Wines Expo
- Future of Hospitality Summit

SPORTS

- Skiing and snowboarding
- Zumba and yoga
- Paragliding
- Golf
- Rugby
- Ice skating
- Rock climbing

DELICIOUS DINING

As a hospitality school, we take food seriously. You can enjoy delicious, healthy meals and beverages at:
- The Marketplace Buffet
- Roots Farm-to-Table / Fine dining
- Roots Bar: Evening drinks
- B3. Butcher, Baker, Brewer: Light meals
- Lobby Bar: Refreshments & snacks
- Fresh & Fast: Light lunch, sushi & snacks
- Restaurant Lab: Ephemeral dinner concepts

From Bluche, the famously punctual Swiss transportation network can quickly connect you to major cities in Switzerland and beyond. And from Geneva Airport, a two-hour flight takes you almost anywhere in Western Europe.

By train from Bluche

Milan: 3 hours 10 minutes
Zurich: 3 hours
Geneva: 2 hours 40 minutes
Montreux: 1 hour 30 minutes

DON’T MISS

- Cheese and chocolate factories in La Gruyère
- Vineyards of Lavaux
- Interlaken and the Jungfrau Region
- Culture and cosmopolitan flair in Zurich
- Zermatt and the Matterhorn
- The Olympic Museum in Lausanne
- Luxury boutiques and hotels in Geneva
- The Great Aletsch Glacier

Les Roches Switzerland provides safe and comfortable housing options for all students. Single and double rooms in cozy chalet-style apartments put you within easy walking distance of your classes, while communal areas provide convenient places to socialize or work on group projects.

COUNTRIES

AUSTRIA, FRANCE, GERMANY, ITALY, LIECHTENSTEIN
Come to Spain’s Costa del Sol and immerse yourself in one of Europe’s premier destinations for luxury tourism. Offering year-round sunshine, Mediterranean cuisine, beaches, golf resorts and cultural attractions, Marbella is a living classroom for hospitality students. The surrounding region of Andalusia is home to some of Spain’s most famous cities and UNESCO world heritage sites, including Seville, Granada and Cordoba.

With a rich cultural heritage, lively towns, top-notch gastronomy and enviable weather, it’s no wonder that Spain is the world’s second most visited country. The country’s high-speed rail network – the largest in Europe and the second largest in the world – provides the perfect way for you to explore your new home.
**LUXURY ON THE MEDITERRANEAN**

Les Roches Marbella provides safe and spacious housing options for all students. Most students share double rooms with en-suite bathrooms, while single rooms are also available. The residence is conveniently located in the main campus building, between Marbella’s city center and the upscale marina and luxury shopping area of Puerto Banus.

**MODERN FACILITIES**

Les Roches Marbella’s campus features four kitchens tailored to different resort restaurant concepts. Learning facilities also include state-of-the-art classrooms, a demonstration bar, front office, hotel room and housekeeping office, a language laboratory, and a Mac laboratory. The auditorium features global connectivity technology, enabling you to participate in guest lectures taking place on the Swiss campus.

**LES ROCHES STUDENT LIFE**

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Marbella.

**CLUBS**

- Cocktail Club
- Reading Club
- Running Club
- Sustainability Club
- Nutrition and Wellbeing Club
- Golf Club

**EVENTS**

- Theme nights
- Sports days
- Stage Fair (student internship fair)
- Houses Cultural Expo
- Cancer Research Dinner
- Concordia Gala Dinner

**SPORTS**

- Kayaking
- Football
- Tennis
- Beach volleyball
- Stand-up paddle
- Yoga
- Crossfit

**DELICIOUS DINING**

As a hospitality management school, we take food seriously. You can enjoy delicious, healthy meals and beverages at:

- Le Marché
  - Buffet
- House of Colors Bistro
  - Light meals and snacks
- ONE: Origin
  - Nature Essence
  - International fusion cuisine
- El Olivo
  - Fine dining

**EXPLORE SPAIN**

Spend a weekend away exploring Barcelona, Valencia or Bilbao, or cross the border to visit countries like France, Italy and Portugal! A 45 minute drive from Les Roches to Malaga Airport and train station, gives you access to many Spanish and European destinations.

**DON’T MISS**

- The Pompidou and Picasso museums in Malaga
- The Alhambra in Granada
- The Cathedral and Alcazar in Seville
- Beaches along the Mediterranean
- Vineyards and wine-making regions
- Wind sports in Tarifa
- Winter skiing in the Sierra Nevada mountains
- Architecture, art and shopping in Barcelona and Madrid

**BY TRAIN FROM MALAGA**

- Cordoba: 50 minutes
- Granada: 1 hour 30 minutes
- Madrid: 2 hours 35 minutes

**BY PLANE FROM MALAGA**

- Barcelona: 1 hour 30 minutes
- Lisbon: 1 hour 35 minutes
- Paris: 2 hours 35 minutes
LIVING IN SHANGHAI, CHINA

For the economic heart of Asia, look no further than Shanghai. This global metropolis of culture and finance is home to a thriving hospitality landscape, where east meets west and tradition blends with modernity. As the world’s most populous city, Shanghai is truly a city that never sleeps.

From street food to haute cuisine, and from marketplaces to luxury retail, Shanghai is a hub of contrasts. Its diverse international events, world-class hotels, renowned gastronomy, architecture and tourism offer you a rich environment for your hospitality studies and a unique opportunity to be immersed in Chinese culture.
YOUR GATEWAY TO ASIA

Les Roches Jin Jiang provides safe and convenient housing options for all students. The Palm Beach Residence is a deluxe off-campus accommodation located just 10 minutes by car from the main campus building (a complimentary shuttle bus service is provided). Students share two-bedroom apartments, choosing from double (shared) rooms or single rooms. Residents enjoy complimentary access to the on-site gym and swimming pool.

DELICIOUS DINING

As a hospitality school, we take food seriously. You can enjoy delicious, healthy meals and beverages at our on-campus dining locations:

+ Lily Banquet dining
+ Jade Buffet
+ Flavors À la carte restaurant
+ The Fuel Coffee bar

MODERN FACILITIES

Located on the spacious campus of Shanghai Normal University, Les Roches Jin Jiang offers modern facilities and technology within a traditional university setting. These learning facilities include digitally equipped classrooms, custom-built demonstration areas, a library, two computer classrooms and communal study spaces for group collaboration.

LES ROCHES STUDENT LIFE

Join a club. Play a sport. Run an event. Experience something new. These are just a few of the ways you can get involved at Les Roches Jin Jiang.

+ Badminton Club
+ Boxing/Fit Club
+ Photography Club
+ Chinese Apps Club
+ Mandarin Club
+ Basketball Club

As a student at Les Roches Jin Jiang, you have full access to the indoor and outdoor sports and leisure facilities of Shanghai Normal University after 4pm.

EVENTS

+ Charity dinners
+ Chinese Art and Design Competition
+ Cultural Day
+ Dragon Boat Festival
+ LRUC Talent Show
+ LRUC Olympics

SPORTS

+ Running
+ Swimming
+ Table tennis
+ Soccer
+ Yoga
+ Dance
+ Tai-chi

EXPLORE CHINA

Although Shanghai offers endless places for you to discover, the city is also ideally situated for exploring China and Asia. China’s high-speed rail network (the world’s largest) and Shanghai’s two international airports, Pudong and Hongqiao, connect you to global destinations within hours. Whether you choose to hop on a bullet train or a plane, getting around has never been easier.

BY TRAIN FROM SHANGHAI

Su Zhou: 35 minutes
Hangzhou: 50 minutes

BY PLANE FROM SHANGHAI

Seoul: 1 hour 55 minutes
Beijing: 2 hours 15 minutes
Hong Kong: 2 hours 40 minutes
Tokyo: 2 hours 55 minutes
Bangkok: 4 hours 30 minutes

DON’T MISS

+ The Bund
+ Shanghai Tower
+ Yu Garden
+ Oriental Pearl Tower
+ Jade Buddha Temple
+ Nightlife and shopping
+ Classical gardens and canals, Suzhou
+ West Lake, Hangzhou
+ Forbidden City and Great Wall, Beijing
+ Terracotta Army, Xi’an
+ Victoria Harbor, Hong Kong

UNESCO WORLD HERITAGE SITES IN CHINA

+ The Bund
+ Shanghai Tower
+ Yu Garden
+ Oriental Pearl Tower
+ Jade Buddha Temple
+ Nightlife and shopping
+ Classical gardens and canals, Suzhou
+ West Lake, Hangzhou
+ Forbidden City and Great Wall, Beijing
+ Terracotta Army, Xi’an
+ Victoria Harbor, Hong Kong

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FIVE-STAR HOTELS IN SHANGHAI

50+
Join the GLOBAL CLASS

Les Roches is not just a school, it’s a way of life
APPLICATION PROCEDURE

1. Submit your application
2. Confirm your acceptance
3. Pre-arrival support (receive welcome information and apply for visa, if necessary)
4. Prepare for your admissions assessment
5. If successful, receive a letter of acceptance
6. Arrive on campus

APPLICATION LINK: APPLY.LESROCHES.EDU

LEARN UNDERGRADUATE PROGRAMS IN HOSPITALITY MANAGEMENT

INFO CONTACTS:
- info@lesroches.edu
- info@lesroches.es
- info@lesroches.cn
A GLOBAL APPROACH TO EDUCATION

When you learn at Les Roches, you do more than earn your undergraduate degree in hospitality management. You begin a transformative journey that will last a lifetime.

This is where you will master the fundamentals of hospitality business. Practical arts, academic learning and global internships will form the cornerstones of your 360-degree education. Through firsthand experience, you will develop expertise in key hospitality departments, such as rooms division, food and beverage, and front office, and you will discover fields as diverse as marketing, finance and real estate. Our knowledgeable faculty will guide you as you develop the agility, digital knowledge and leadership skills to tackle challenges with success long after you graduate.

This is also where you will shape your future. Learning alongside classmates from around the world, with opportunities to study and work in multiple countries before you graduate, you will gain a uniquely global outlook as you make lifelong connections. You will graduate with a degree that is respected by industry employers across the globe, and you will have the real-world experience to set you apart when it’s time to launch your career.

If you are ready to challenge yourself, grow and become part of a dynamic, entrepreneurial community, then welcome to Les Roches.
At the heart of all Les Roches programs is an academic education. True to our Swiss roots, we pride ourselves on offering comprehensive curricula that combine rigorous academic study with innovative hands-on learning. Your core hospitality courses will expose you to key business management theory in areas such as marketing, finance, accounting, entrepreneurship and economics. You will be able to enrich your education further by exploring general subjects such as politics and international affairs, managing diversity and foreign languages.

Classes at Les Roches are dynamic and interactive. You will carry out research projects on your own and in groups, propose solutions to real-world problems, and give multimedia presentations in front of an audience – all of which will help you gain self-confidence and teach you valuable business skills. By the end of your degree, your leadership, teamwork and multicultural communication skills will be second to none.

At Les Roches, learning also extends far beyond the classroom. We regularly invite guest speakers to campus, so you can meet and interact with notable business leaders and entrepreneurs. Through cross-campus videoconferencing, you can join guest lectures and share experiences with Les Roches students and faculty around the world.

Becoming a successful hospitality leader starts with understanding all the aspects involved in a hospitality business. Through practical arts immersion at Les Roches, you will gain first-hand knowledge of industry standards and roles in the hospitality sector. You will experience working in areas such as service, kitchen and rooms division, and you will become familiar with the roles and responsibilities involved.

**Service:** Learn how to deliver excellent service as you experience working in different dining venues on campus, including fine dining, banquet and fast-service situations. Make cocktails and build your understanding of bar and beverage principles through mixology and wine classes. Master the skills needed to run a real restaurant.

**Kitchen:** Learn more than how to cook – handle hot and stressful situations with grace, and understand how to run a professional kitchen with the guidance of our chefs. Develop your knowledge of food preparation techniques, safety measures and hygiene standards as you prepare meals for various food and beverage outlets on campus.

**Rooms Division:** Discover what five-star hospitality truly is. Experience roles such as clerk and front office manager in realistic simulations at our purpose-built front office counter. Practice the art of making guests feel welcome, and master industry software programs, planning tools and yield management techniques.
GLOBAL INTERNSHIPS

Professional internships play a key role in your education. This is your opportunity to apply what you have learned, grow your industry network and gain invaluable career experience – all before you graduate.

Your dream is to work internationally, so we help to arrange internships anywhere in the world. While your nationality and visa requirements may have an impact on where you can work,

we encourage you to travel. This is an excellent way to develop your language skills and broaden your global outlook.

As an intern, you will take on new responsibilities and gain hands-on experience in different departments. The type of internship you choose will depend on your program and interests, and may be in areas such as food service, rooms division, business administration or marketing.

With our global reputation, we have a long list of international companies eager to take interns from Les Roches. Our career counselors will help you to polish your CV, practice interview techniques and find the internships that best fit with your professional goals.

I chose to do my internship in Dubai because the UAE has a long and outstanding reputation as a global hospitality hub and also happens to be a great living environment. Paired with the prestigious Ritz-Carlton Hotel, I can practice what I learned at Les Roches in a very professional setting. I fell in love with the work here. We share an amazing team spirit and the company’s philosophy fits me perfectly.

Maria Trishina (Russian), Front Desk Intern, The Ritz-Carlton Dubai, UAE

My first internship at Hotel Arts Barcelona was an unforgettable experience. During those six months in the food and beverage department, I had the opportunity to experience off-site catering, big events, banqueting, parties and more. In addition, I worked as a trainee at Enoteca Paco Pérez, a restaurant with two Michelin stars. Maturity and professionalism are the skills that most students learn during the internship period, and these skills are priceless for your career.

Ipshita Kumar (Indian), Kitchen Trainee, Hotel Arts Barcelona, Spain

For my second internship, I went to Faena Hotel Miami Beach. I had the wonderful opportunity to take on a management position on the opening team for this five-star luxury hotel. The experience truly helped me to mature and grow, and made me even more motivated to start my career in this industry.

Sebastian Löffler (German), Management Trainee, Faena Hotel Miami Beach, Florida, USA

300+ RECRUITMENT VISITS
ACROSS LES ROCHES CAMPUSES

AVERAGE OF
3 INTERNSHIP OFFERS
PER STUDENT EACH SEMESTER

MANY COMPANIES OFFER
ACCOMMODATION, MEALS
AND OTHER BENEFITS

GLOBAL INTERNSHIPS
OUR UNDERGRADUATE PROGRAMS

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN GLOBAL HOSPITALITY MANAGEMENT

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

The Bachelor of Business Administration in Global Hospitality Management gives you the knowledge, skills and qualifications to launch your career in the industry or pursue studies at graduate level. Our flagship program combines academic theory and hands-on experience to provide you with a well-rounded education. Choose from global study abroad opportunities and specialization options to customize your undergraduate experience.

Specializations (optional):
- Hospitality Entrepreneurship (Bluche/Marbella)
- Digital Marketing Strategies (Bluche/Marbella)
- Hotel Financial Performance Management (Bluche)
- Resort Development and Management (MARBELLA)

INTERNSHIP
6 months

STUDY ABROAD OPTIONS
- BLUCHE
- MARBELLA
- SHANGHAI (BBA 4 only)
- LONDON

DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT

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

The Diploma in International Hotel Management covers the first two and a half years of the BBA program, offering you a foundation in essential hospitality skills and knowledge. This program prepares you with the experience and confidence for entry-level supervisory roles in the hospitality industry. As a Diploma student, you may also earn your BBA degree by continuing your studies in Switzerland or Spain during semesters six and seven.

INTERNSHIP
6 months

STUDY ABROAD OPTIONS TO CONTINUE ON THE BBA PROGRAM
- BLUCHE
- MARBELLA

Students are encouraged to earn the full BBA by continuing their studies in Bluche or Marbella.

Students who do not meet the admission requirements for the BBA may be considered for admission to the Diploma Program in Bluche or Marbella. Contact the Admissions department for more information.

Semester 1 is 20 weeks; all other semesters are 15 teaching weeks and 2 exam weeks.

Students who do not meet the admission requirements for the BBA may be considered for admission to the Diploma Program in Bluche or Marbella. Contact the Admissions department for more information.
BBA IN GLOBAL HOSPITALITY MANAGEMENT

PROGRAM DETAILS

SEMMESTER 1
- Innovation, Entrepreneurship and Communication
- From Farm to Table
- Guest Relations and Hotel Operations
- Skills and Techniques in F&B
- Restaurant Lab
- Gourmet Experiences
- Skills & Techniques in F&B
- Rooms Division and Hotel Operations
- Principles of Resorts

1 COURSE FROM THE FOLLOWING:
- Professional English
- Spanish
- French

SEMMESTER 2
- Hospitality Financial Accounting
- Communicating Effectively
- Marketing for the Hospitality Industry
- Fundamentals of Data-Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

1 COURSE FROM THE FOLLOWING:
- French
- Spanish
- German

SEMMESTER 3
- Hospitality Financial Accounting
- Communicating Effectively
- Marketing for the Hospitality Industry
- Fundamentals of Data-Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

1 COURSE FROM THE FOLLOWING:
- Digital Marketing and Sales
- Fundamentals of Economics
- Rooms Inventory and Control Management
- Hospitality Managerial Accounting
- Food and Beverage Management
- Hospitality Facilities Management
- Leading Teams to Success

SEMMESTER 4
1 COURSE FROM THE FOLLOWING:
- Hospitality Financial Accounting
- Communicating Effectively
- Marketing for the Hospitality Industry
- Fundamentals of Data-Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

SEMMESTER 5
- Revenue and Pricing Management
- Hospitality Financial Management
- Models for Problem Solving and Decision Making
- People and Talent Management
- Data-Analysis for Business Optimisation
- Customer Relationship Management
- Hospitality Facilities Management
- Managing Change and Digital Transformation

1 COURSE FROM THE FOLLOWING:
- Team Dynamics
- Law and Contracting
- Cross-Cultural Communication
- Cultural Diversity
- Events Management
- Sustainability

SEMMESTER 6
- Specialization courses or General Management track electives*
- Dissertation (honors degree only)

1-2 COURSES FROM THE FOLLOWING:
- Social Responsibility

SEMMESTER 7
- Specialization courses or General Management track electives*
- Dissertation (honors degree only)

1 COURSE FROM THE FOLLOWING:
- Team Dynamics
- Law and Contracting
- Cross-Cultural Communication
- Cultural Diversity
- Events Management
- Sustainability

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

*See Specializations page

Scan with LR TOUCH APP
Our BBA Specializations

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

Hospitality Entrepreneurship

The entrepreneurship specialization gives you the skills to bring innovation to large hotel chains or to start your own business. You will plan and develop your own hospitality business concept, and learn how to turn your ideas into reality.

Resort Development and Management

This specialization prepares you with the skills to manage luxury resorts and related businesses. You will develop your understanding of the tourism business industry and the particular challenges involved in managing large recreational properties.

Hotel Financial Performance Management

The finance specialization develops essential business skills such as financial analysis and accounting, problem solving and decision making. Finance is critical to all hospitality functions, so it often serves as a gateway to senior management positions.

Digital Marketing Strategies

The marketing specialization will enable you to successfully market your brand in a digital world. You will develop a deep understanding of web-based and social media marketing, mobile communication, consumer behavior and cross-cultural communication.

Courses

- Innovation in Hospitality
- Project Management, Ethical and Legal Considerations
- Digital Marketing and Content Creation
- Hospitality Forecasting and Modeling
- SME Business Planning
- SME Management
- Measuring Return on Investment
- Advanced Financial and Budgeting Entrepreneurship Capstone

Diploma in International Hotel Management

Program Details

Semester 1

- Entrepreneurship Capstone
- Hotel Performance Management
- Corporate Financial Decision Making
- Global Financing and Risk Management Strategies
- Hospitality Forecasting and Modeling
- Finance Capstone

Semester 2

- Hospitality Financial Accounting
- Communicating Effectively (as per tested level)
- Marketing for the Hospitality Industry
- Fundamentals of Data Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

Courses

- Project Management, Ethical and Legal Considerations
- Brand Management
- Innovative Sales Strategies
- Digital Marketing and Content Creation
- Product Development
- Cross-Cultural Understanding and Spanish

Semester 3

- Innovation, Entrepreneurship and Communication
- From Farm to Table
- Guest Relations and Hotel Operations
- Skills and Techniques in F&B
- Restaurant Lab

1 Course from the Following

- Professional English
- Cross-Cultural Understanding and Mandarin
- Cross-Cultural Understanding and French
- Cross-Cultural Understanding and Spanish

Courses

- SME Business Planning
- SME Management
- Measuring Return on Investment
- Advanced Financial and Budgeting Entrepreneurship Capstone

Semester 4

- Digital Marketing and Sales
- Fundamentals of Economics
- Rooms Inventory and Control Management
- Hospitality Managerial Accounting
- Food and Beverage Management
- Hospitality Facilities Management
- Leading Teams to Success

Courses

- Professional English
- Cross-Cultural Understanding and Mandarin
- Cross-Cultural Understanding and French
- Cross-Cultural Understanding and Spanish

Semester 5

- Hospitality Financial Accounting
- Communicating Effectively (as per tested level)
- Marketing for the Hospitality Industry
- Fundamentals of Data Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

1 Course from the Following

- Hospitality Financial Accounting
- Communicating Effectively (as per tested level)
- Marketing for the Hospitality Industry
- Fundamentals of Data Analysis and Visualization
- Managing Diversity in the Global Workplace
- Sustainability and Innovation

Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.
UNDERGRADUATE ADMISSION REQUIREMENTS

MINIMUM ENGLISH LANGUAGE EXAM SCORES:

<table>
<thead>
<tr>
<th>Exam</th>
<th>TOEFL*</th>
<th>IELTS Academic***</th>
<th>Cambridge***</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>525 (paper-based) 70 (internet-based)</td>
<td>Average 5.5 and minimum 5.0 in each component</td>
<td>FCE: Grade C</td>
</tr>
<tr>
<td>Diploma (China only)</td>
<td>500 (paper-based) 61 (internet-based)</td>
<td>Average 5.0 and minimum 5.0 in each component</td>
<td>PET: Pass</td>
</tr>
</tbody>
</table>

*The Les Roches Switzerland TOEFL testing code number is 8827.
**IELTS Academic has four components (writing, reading, speaking, listening).
***Cambridge: Preliminary (PET) or First Certificate Exam (FCE) – please also provide statement of results.

Students without the above English level will be required to undertake additional English support classes. Les Roches offers intensive English programs in Switzerland, Spain and China.

Applications that do not meet the above requirements will be considered for review by the Admissions department.

Within our innovative curriculum, you will find a balanced blend of academic knowledge combined with real-life practice, which is embedded into our experiential approach to student learning. Our highly qualified and diversely experienced faculty are 100 percent motivated in helping our students towards a successful future in their chosen fields.*

Mr. Colin Small, Academic Dean, Les Roches, Switzerland

We encourage ‘learning by doing’ in the first semesters, with hands-on courses and mentored internships experiences. As students progress in their studies, they build upon their knowledge by developing skills that are crucial for the global manager of tomorrow, such as critical thinking, entrepreneurship and innovation.

Ms. María José Aparicio, Academic Director, Les Roches, Spain

Our entire faculty, representing over 17 nationalities, is committed to bringing out the best in every student. They will guide and mentor you throughout your undergraduate learning journey, which includes both rigorous academic theory and hands-on learning, as well as professional internships in the industry.

Mr. Michael M. Bao, Campus Director, Les Roches Jin Jiang, China
APPLICATION PROCEDURE

Submit your application

Confirm your acceptance

Pre-arrival support (receive welcome information and apply for visa, if necessary)

Prepare for your admissions assessment

If successful, receive a letter of acceptance

Arrive on campus

THRIVE
GLOBAL CAREERS IN HOSPITALITY

info@lesroches.edu

Scan with LR TOUCH APP
UNLEASH YOUR INNER ENTREPRENEUR

Students at Les Roches come from all corners of the globe. Despite their different nationalities, languages, cultures and backgrounds, there is one trait they share in common: Les Roches students are doers. From the classroom to the kitchen, studying at Les Roches means that you take a hands-on role in your own learning journey. You understand how to work with others and how to be a leader. You develop problem-solving skills, digital knowledge, resourcefulness and a can-do attitude that can be applied anywhere. You go beyond your comfort zone through global internships, business projects and real-world experiences – and you gain a whole new level of confidence.

When you learn at Les Roches, you realize that it is not about where a degree in hospitality will take you – it is about where you will take your hospitality education. Les Roches graduates go on to lead meaningful careers across the globe. They thrive in fields as diverse as travel, marketing, finance and event management. They excel as entrepreneurs, starting their own businesses, and as intrapreneurs, driving innovation within companies.

Through rigorous programs and industry immersion, our goal is for you to develop the global outlook, innovative approach and entrepreneurial mindset to build the career you want. It’s time to unleash your inner entrepreneur.
HOSPITALITY: A WORLD OF OPPORTUNITIES

Hospitality is one of the world’s most diverse and dynamic sectors, with lots of variety and a high number of jobs. If you love to travel and enjoy interacting with people, studying hospitality management offers the opportunity to join fast-growing industries such as tourism and leisure. These industries open doors to enriching career pathways for those who are interested in discovering new trends and cultures, working internationally and creating positive experiences for people.

YOUR PASSPORT TO GLOBAL CAREERS

The hospitality industry may be best known for hotels and restaurants, but the industry itself extends far beyond that. By gaining experience in hospitality, you learn how to do business and how to work with people – two skills that are in high demand all over the world. The versatility of a hospitality degree is reflected in the wide array of careers that hospitality graduates choose, in sectors such as:

- Travel and tourism
- Events and conferences
- Real estate
- Hotels and resorts
- Entertainment and leisure
- Luxury retail
- Food and beverage
- Health and wellness
- Human resources
- Marketing and communication
- Finance and consulting
- Education

TRAVEL AND TOURISM GROWTH:

- 2017: 313 MILLION JOBS
- 10.4% of Global GDP
- 2028: 414 MILLION JOBS
- 11.7% of Global GDP

1 in 9 jobs in the world will be in the travel and tourism industry by 2028.

Data source: WTTC Travel and Tourism: Global Economic Impact and Issues 2018.
At Les Roches, you have the opportunity to meet, interview and learn with the world’s best brands. Top-tier companies from the hospitality industry and beyond come to Les Roches each semester to recruit students for internship positions and jobs. As a result, we have an excellent placement record and strong partnerships with the industry.

From exploring your career options to finding the right role, our dedicated career counselors are here to guide and support you. They will organize interviews, help you prepare and advise you on making decisions about accepting positions.

Les Roches alumni are an international mix of extraordinary people, with careers that span the globe. Leading and launching businesses in a wide range of industries, our alumni are proof that a hospitality degree from Les Roches opens all the right doors.

With 12,000 members in 130 countries around the world, the Les Roches Global Alumni Association offers you access to an invaluable networking resource.

**COMPANIES THAT RECRUIT FROM LES ROCHES**

**MEET YOUR GLOBAL NETWORK**

We believe in disrupting the booking industry in order to provide amazing experiences. At Les Roches, students are exposed to disruptive business models from day one. They have the knowledge and passion to chase the ‘what ifs’ and that’s what the industry needs.”

Amir Segall, VP International, HotelTonight

Les Roches graduates offer professionalism, multicultural awareness and practical knowledge – the key components of industry success. They have the skills and experience to deliver at the highest standards.”

Rami Sayess, Class of 1989, Regional Vice President and General Manager, Four Seasons Hotels and Resorts

**Institution Worldwide**

Top 3

Employer Reputation

QS World University Rankings by Subject 2019, Hospitality and Leisure Management
“Les Roches gives you a great head start. It gives you a definite advantage when competing with other applicants in that all-important first phase of your career,” says Duarte. Originally from Portugal, Duarte has worked all over the world. His career in luxury hotels and F&B management has taken him from Lisbon to Marrakech, Java and Montenegro. Today, Duarte specializes in bringing one particular corner of the world to life for his guests: Salamanca and the Duero Valley, Spain. As General Manager of The Haciendas Company, Duarte works to create unique, memorable opportunities for his guests to discover this region. His responsibilities include overseeing luxury hotels and villas in centuries-old estates, gourmet food production, wine tourism and organic farm-to-table dining. In Duarte’s words, “People are no longer just looking for a place to sleep – they are looking for an experience.” A graduate of both Les Roches Marbella and Les Roches Switzerland, Duarte credits his education with providing invaluable industry exposure. “Internships in great hotels set a tone on the direction you want to take in your career,” he says. “That training is also a seal of quality for employers; they know you have a strong foundation.”

DUARTE GONÇALVES DA CUNHA
CLASS OF 2006
GENERAL MANAGER FOR HOSPITALITY OPERATIONS, THE HACIENDAS COMPANY

At age 24, and just a couple of years after graduating from Les Roches, French alumna Caroline was already working as Deputy Director at Hotel Odyssey (formerly Hotel O), a design boutique hotel in Paris. However, Caroline wanted new challenges. So she switched Paris for London, taking on a role as Opening Manager at The Exhibitionist Hotel. Through a Les Roches connection, Caroline then found an opportunity to join the team at ME London as Revenue Manager, before joining The Curtain Hotel & Members Club in a similar position in 2018. “Les Roches helped me learn how to stay organized and calm while handling stressful situations,” Caroline says.

CAROLINE LEBOURG
CLASS OF 2011
REVENUE MANAGER, THE CURTAIN HOTEL & MEMBERS CLUB, LONDON

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CAROLINE LEBOURG
CLASS OF 2011
REVENUE MANAGER, THE CURTAIN HOTEL & MEMBERS CLUB, LONDON
As soon as British alumnus Chris graduated from Les Roches, he knew what he wanted to do: put his entrepreneurship training into action. Together with his brother, Chris launched Nutristrength, a lifestyle nutrition brand. Chris took on responsibilities in marketing, events, product development and account management. Entrepreneurial life has been tough but rewarding. “I work long hours, my brain never switches off,” Chris says. “I absolutely love it and believe opening a business was the best decision I’ve ever made.” Nutristrength has won awards for Best New Health & Nutrition Product at the Natural & Organic Awards Europe and for Best Stand at Be Fit London. Meanwhile, the company is partnering with major retailers across the UK. In addition to running his own business, Chris swam across the English Channel to raise money for children’s charity Dreams Come True. “I’ve got a lot to be grateful for in my life,” Chris concludes. “At the age of 24, I’ve traveled to more places than most people do in their entire life, had the opportunity to open a business and – one of the best things I’ve ever experienced – studied at Les Roches.”

After graduating from Les Roches, Aditya returned to India, his home country, with a vision to start his own company. He researched the market and found a niche for global vegetarian cuisine targeted primarily at young Indian consumers. Wanting to dismantle the myth that vegetarian food is boring, Aditya launched Vedge, a Mumbai restaurant that aims to push the palate boundaries of guests through fun and adventurous vegetarian dishes. Although not a vegetarian himself, Aditya had always been passionate about food, and he drew on cuisine from around the globe to create the fresh and exciting menu at Vedge. “The sky is the limit with food,” Aditya explains. “Visiting our interactive directory to explore more businesses founded by Les Roches entrepreneurs: madeinlesroches.com"
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4. Confirm your acceptance
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info@lesroches.cn

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Augmented Reality

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