



Press kit
2019



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ACADEMIC LEARNING

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ABOUT LES ROCHEs GLOBAL HOSPITALITY EDUCATION

Founded in 1954, Les Roches Global Hospitality Education is a private institution based on the Swiss model of experiential learning, offering undergraduate and graduate degrees in the fields of hospitality, tourism and event management. Les Roches prepares entrepreneurial and innovative graduates across a global network of campuses in Switzerland, Spain and China.

ACCREDITATION

Les Roches is accredited by the New England Commission of Higher Education



RANKING

According to the QS World University Rankings by Subject 2019, Les Roches is ranked number three of the world's top institutions for hospitality and leisure management and number three worldwide for employer reputation.



LES ROCHES IN NUMBERS

TOTAL
STUDENT POPULATION
2,620

STUDENTS ON CAMPUS

1,981



15:1

STUDENT TO
FACULTY RATIO

STUDENTS ON
INTERNSHIP

639

NUMBER OF
NATIONALITIES

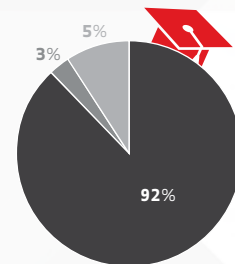
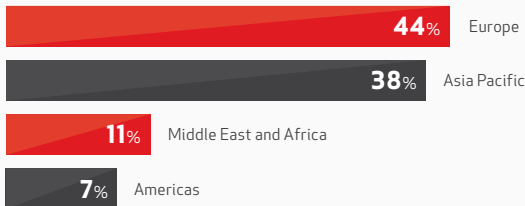
100+



EMPLOYMENT STATS
ON GRADUATION DAY

AVERAGE
INTERNSHIP
OPPORTUNITIES
PER STUDENT
EACH SEMESTER

3



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

LOCATIONS



BLUCHE, SWITZERLAND: Founded in 1954, Les Roches' flagship campus is located in the Swiss Alps, just a short drive from the ski and golf resort of Crans-Montana.



SHANGHAI, CHINA: Opened in 2004 in partnership with Jin Jiang International Hotels, Les Roches Jin Jiang offers a peaceful campus environment in southern Shanghai.



MARBELLA, SPAIN: Opened in 1995, Les Roches Marbella is located in the beautiful Costa del Sol region, one of Europe's premier destinations for luxury tourism.



LONDON, UK: As a partner institution, Glion Institute of Higher Education offers Les Roches students the opportunity to study abroad in London. Glion's London campus was opened in 2013.



ACADEMIC PROGRAMS

Les Roches offers academic programs in Global Hospitality Management at undergraduate and graduate level and across its campus locations in Switzerland, Spain and China, with an additional transfer option to London, UK. Intakes are every February and September.

SWISS MODEL OF EDUCATION

The curriculum at Les Roches follows the Swiss model of hospitality education, combining practical instruction in kitchen, service and rooms operations with theoretical and general management courses.

The first academic semester focuses on Practical Arts. As students deepen their knowledge of hospitality operations, they also gain exposure to key industry trends and concepts, such as farm-to-table dining, hospitality innovation and entrepreneurship, and principles of resort management.

Students are supervised by experienced instructors and industry experts, while internships enable students to reinforce their learning in a professional context.

ENTREPRENEURSHIP

At Les Roches, students have many opportunities to develop their own business ideas. The Hospitality Entrepreneurship specialization encourages undergraduate students to create innovative solutions to industry needs. Working individually and in teams, students receive coaching and support on how to research, pitch and plan for a business launch.

Les Roches regularly invites entrepreneurs to share their experiences with students as guest speakers on campus. In addition, Les Roches has partnered with talent incubator Seedstars to hold an annual startup “bootcamp” in which students are asked to build a business plan from scratch. Many Les Roches alumni go on to lead their own business ventures in a wide range of industries. The entrepreneurship platform “Made in Les Roches” compiles and connects a selection of alumni businesses: www.madeinlesroches.com

INNOVATION

Enabling students to keep track of the latest technological innovations, Les Roches has established an Innovation Lab on campus in Switzerland equipped with the latest gadgets. Mobile devices and e-learning resources are widely used across all campuses. Technology is predicted to play an increasingly important role within the industry and students have the opportunity to develop their ideas in a state-of-the-art technological environment.

Guided by faculty members, Les Roches students are also encouraged to propose innovative hospitality solutions and to present their ideas in international competitions.

Meanwhile, the annual student-run Future of Hospitality Summit at Les Roches provides an opportunity for students to connect with industry leaders and learn about upcoming trends in technology and hospitality.

ADITYA SAWANT
Class of 2013
FOUNDER



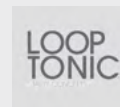
EVELYN MILLS
Class of 1991
FOUNDER



DAVID CARRIZO MENÉNDEZ
Class of 2009
FOUNDER



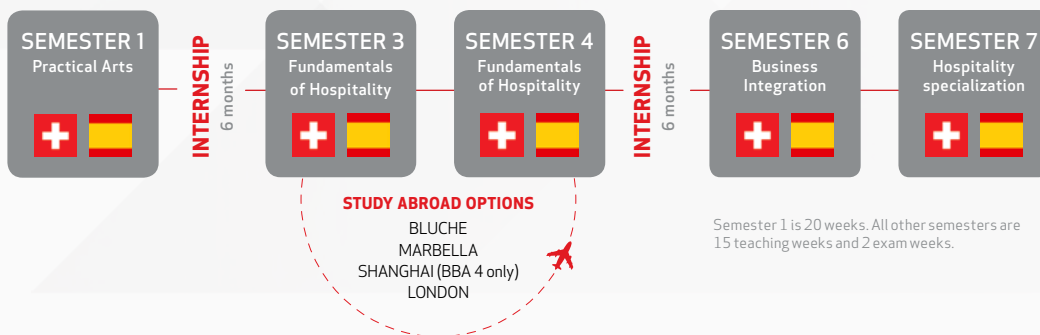
GERARDO SALGADO
Class of 2005
FOUNDER



UNDERGRADUATE PROGRAMS

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN GLOBAL HOSPITALITY MANAGEMENT

The Bachelor of Business Administration (BBA) in Global Hospitality Management takes three and a half years to complete, including five academic semesters and two internships.



PRACTICAL ARTS

The first semester focuses on the Practical Arts of hospitality: students attend workshops in fine dining, kitchen and restaurant, pastry and bakery, reception, and housekeeping, gaining exposure to the latest trends in hospitality and food and beverage.

INTERNSHIPS

The Bachelor program requires students to complete two semester-long internships to apply their acquired skills in a real-world professional setting. Students gain confidence and valuable work experience, making them career-ready upon graduation.

SPECIALIZATIONS

During their last semester, students can choose to specialize and gain in-depth knowledge in the following fields:

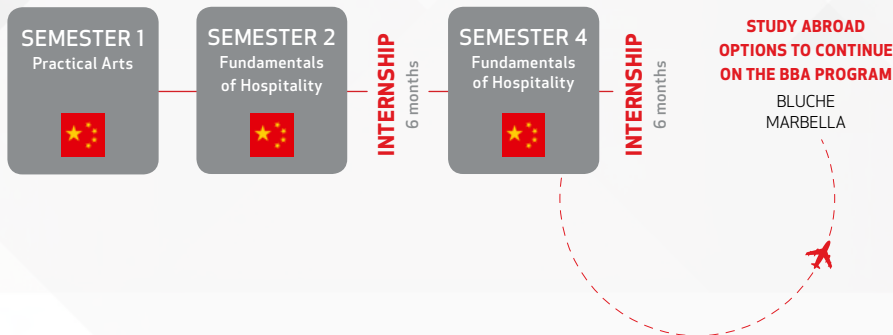
- Hospitality Entrepreneurship (Switzerland/Spain)
- Digital Marketing Strategies (Switzerland/Spain)
- Hotel Financial Performance Management (Switzerland)
- Resort Development and Management (Spain)

STUDY ABROAD

During semesters 3 and 4, students can apply to study abroad at Les Roches campuses in Switzerland (Bluche), Spain (Marbella) and China (Shanghai), or at the campus of Les Roches' partner institution Glion Institute of Higher Education in London, UK.

DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT

The Diploma in International Hotel Management covers the first two and a half years of the BBA program.



ENTRY REQUIREMENTS

- Minimum age: 17.5 years
- Qualifications: IB Diploma, Maturité, Abitur, French Baccalaureate, 2 A-levels, high school diploma or equivalent qualification
- English level: IELTS 5.5 overall (minimum 5.0 in each subcomponent), TOEFL internet-based 70, TOEFL paper-based 525, or Cambridge FCE grade C

Diploma applicants (China only): IELTS 5.0 overall (minimum 5.0 in each subcomponent), TOEFL internet-based 61, TOEFL paper-based 500, or Cambridge PET grade Pass International Hotel Management College (LRJJ) in Shanghai, China.

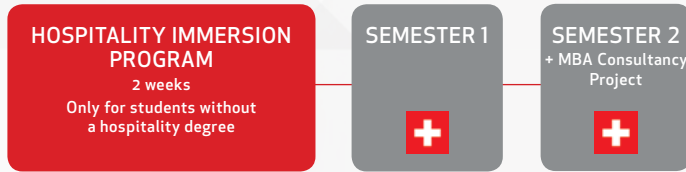
LOCATIONS

The complete BBA curriculum is offered in Bluche, Switzerland and Marbella, Spain.

GRADUATE PROGRAMS

MASTER OF BUSINESS ADMINISTRATION (MBA) IN GLOBAL HOSPITALITY MANAGEMENT

Designed for students with prior professional experience, the one-year Master of Business Administration (MBA) in Global Hospitality Management consists of two semesters taught on campus



LOCATION

Bluche, Switzerland

2 BUSINESS FIELD TRIPS

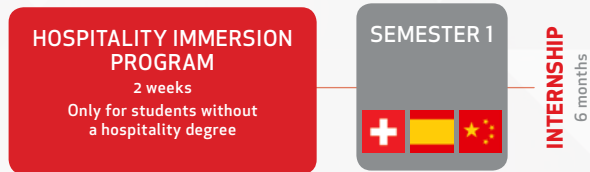
To Chicago and Shanghai





POSTGRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT

Designed for recent graduates and career changers, the Postgraduate Diploma in International Hospitality Management takes one year to complete, including one semester taught on campus and one internship.



POSTGRADUATE DIPLOMA TO MBA

Students who complete the Postgraduate Diploma can continue their studies in Switzerland to earn the MBA degree.

LOCATIONS

Bluche, Switzerland; Marbella, Spain; or Shanghai, China

1 BUSINESS FIELD TRIP

To Dubai

MASTER IN INTERNATIONAL HOTEL MANAGEMENT

Designed for career changers, the Master in International Hotel Management offers a fast-track curriculum to prepare students for hotel management positions. The program consists of nine months on campus followed by a six-month internship.



LOCATION

Marbella, Spain

1 BUSINESS FIELD TRIP

To Dubai





POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT FOR LUXURY TOURISM

The Postgraduate Diploma in Marketing Management for Luxury Tourism prepares graduates and professionals for marketing management roles in the luxury hospitality industry.



INTERNSHIP
6 months

LOCATION
Marbella, Spain

POSTGRADUATE EXECUTIVE DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT

The Postgraduate Executive Diploma in International Hotel Management offers working professionals the flexibility to balance their studies with their current career. This executive program combines distance learning with on-campus teaching (four sessions lasting one week each), followed by six months of on-the-job learning.



INTERNSHIP
6 months

LOCATION
Marbella, Spain

SHORT PROGRAMS

INTENSIVE HOSPITALITY AND ENGLISH LANGUAGE PROGRAM (IHELP)

For students who need to improve their English skills, Les Roches offers English language programs composed of intensive courses combined with hospitality-related activities.

SUMMER PROGRAM

Offered in Switzerland, Spain and China, Les Roches Summer Programs are an ideal way for interested students to discover hospitality and events management in a program that combines fun with learning. Separate programs are available for minors and for those aged 18 and up.



LEADERSHIP SERIES

CONNECTING STUDENTS WITH INDUSTRY MOVERS AND SHAKERS

Les Roches regularly invites leading industry professionals to campus to share their experience with students and answer questions on current projects, industry trends and future predictions. This intimate format offers students an opportunity to gain new perspectives on hospitality, entrepreneurship and innovation while interacting with industry leaders face-to-face.

PREVIOUS GUEST SPEAKERS INCLUDE:

- Eric Favre
Inventor of Nespresso
- Amir Segall
VP International, HotelTonight
- Katharine Pottinger
Chief Hospitality Officer, Oasis
- Chema Gonzalez
Co-founder, Alterkeys
- Jean-Marc Pontroué
CEO, Roger Dubuis
- Jean-Claude Biver
CEO, Hublot

Watch a selection of video interviews with Leadership Series guests at:
<https://www.lesroches.edu/hospitality-industry/leadership-series/>



LIFE ON CAMPUS

Across its different campus locations, Les Roches Global Hospitality Education provides a unique learning environment to a diverse student body, with modern classrooms and learning facilities, gastronomic restaurants and furnished accommodation available on every campus.

Students have the opportunity to spend an exchange semester on Les Roches campuses in Switzerland, Spain and China, as well as the UK campus of sister school Glion Institute of Higher Education.

At Les Roches, students have the chance to try many new things. Through the Student Government Association, students can make their voice heard, organize committees and events, and take part in the leadership of the school. Every semester, the campuses are buzzing with events and activities:

- One-day excursions to different cities, cultural sites and events, natural attractions and more.
- Sports including skiing, mountain walks, rock climbing, yoga, soccer, golf, rugby, dance and volleyball.
- Clubs including Les Roches Wine Club, Green Club (sustainability), Les Roches Gives Back (charity), SharpSpeakers (public speaking), Art Society and more.
- Student-led events such as the Future of Hospitality Summit (FHS), World of Wines Expo (WOWExpo), charity dinners and talent shows.
- Cultural fair where students present their cultures, gastronomy and traditions through different stands and performances.



BLUCHE, SWITZERLAND

Located in the French-speaking area of Valais, Les Roches' flagship campus is nestled in the Swiss Alps and well connected by 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.

CAMPUS FACTS & FIGURES

- Approximately 900 students on campus
- Single and double rooms in chalet-style apartments
- 6 bars and restaurants
- Innovation Lab (3D printing), Mac Labs, professional kitchen and demonstration areas, extensive library



MARBELLA, SPAIN

Les Roches Marbella is located in the heart of Spain's Costa del Sol, a dynamic region with a thriving luxury tourism industry. Marbella offers year-round warm weather, cultural attractions, beaches and golf resorts. The campus is between the city center and the upscale marina and luxury shopping area of Puerto Banus.

CAMPUS FACTS & FIGURES

- Approximately 700 students on campus
- Single and double rooms in a modern residence
- 4 bars and restaurants
- Mac Lab, Language Lab, professional kitchens and demonstration areas, extensive library





SHANGHAI, CHINA

Les Roches Jin Jiang is located on the spacious campus of Shanghai Normal University, less than one hour by car from downtown Shanghai. The campus offers a peaceful learning environment and ample opportunities to experience the vibrant culture, business, shopping and gastronomy of Shanghai.

CAMPUS FACTS & FIGURES

- Approximately 350 students on campus
- Single and double rooms in deluxe apartments
- 4 bars and restaurants
- Computer labs, professional kitchens and demonstration areas, extensive library



TRANSFORMATIVE EDUCATION

At Les Roches, we believe that a combination of academic and real-world learning, paired with personal development, best prepares our graduates for their professional futures. Campus-based learning, both theoretical and practical, is followed by internships where students apply and deepen their acquired skills. This experience enables graduates to step straight into a responsible position upon graduation and start work immediately at a professional level. The balance of practice and theory nurtures professional and personal development and provides the combination of soft skills that the industry demands. We refer to this as the transformative education process.

The transformative education process consists of developing the full personal and professional potential of students, and involves addressing six key areas of development. These are internationality, guided hands-on learning, professionalism in the workplace, progressive learning principles, soft skills and employability.

6 KEY AREAS OF DEVELOPMENT

- ▲ Internationality
- ▲ Guided Hands-on Learning
- ▲ Professionalism in the Work Place
- ▲ Progressive Learning Principle
- ▲ Soft Skills
- ▲ Employability

TRANSFER OF SOFT SKILLS

Empathy

Emotional intelligence

Self-confidence/ leadership

Professional attitude &
presentation

Sense of service

Customer focus &
understanding



From student to
young professional

Sense of detail

Anticipation, precision, rigor

Open-mindedness

General education,
multiculturalism

Team spirit

Group work, common
objectives

CAREER OPPORTUNITIES

According to the World Travel & Tourism Council (WTTTC), the global travel and tourism industry currently supports 313 million jobs and is estimated to create an additional 100 million jobs by 2028.

Throughout its 65 years, Les Roches has established close relationships with the world's leading hospitality and travel companies in order to ensure career opportunities for students. Additionally, a constant exchange with industry leaders enables Les Roches to anticipate industry developments and adapt its curriculum to best prepare graduates for a dynamic global industry.



IN 2018

#1

TRAVEL & TOURISM IS THE WORLD'S
FASTEST-GROWING ECONOMIC SECTOR

1.4 BILLION

PEOPLE TRAVELED TO A FOREIGN COUNTRY

313 MILLION

JOB WORLDWIDE REPRESENTED BY HOSPITALITY

BY 2028

1 IN 9

JOB WORLDWIDE WILL BE IN TRAVEL
AND TOURISM

100 MILLION

NEW HOSPITALITY JOBS WILL BE CREATED

INTERNSHIPS

During their Bachelor's degree, Les Roches students reinforce and apply their knowledge and skills during two semester-long internships. This combination of practical, academic and real-world learning enables Les Roches students to take on a responsible position and launch their careers upon graduation.



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



RECRUITMENT

Approximately 300 recruitment visits take place across Les Roches campuses every year. Representatives from international hospitality and related companies visit Les Roches to introduce their industry and recruit interns and graduates. Over the years, an increasing number of service companies in tourism, finance, entertainment, events, wellness and luxury are hiring hospitality graduates for their general management competencies, professionalism and wide range of soft skills.

**AVERAGE
INTERNSHIP
OPPORTUNITIES**
PER STUDENT
EACH SEMESTER

3



FOUR SEASONS



INTERCONTINENTAL
HOTELS & RESORTS



MONCLER

Marriott
INTERNATIONAL



MANDARIN ORIENTAL
THE HOTEL GROUP

ROSEWOOD
HOTELS & RESORTS



SIX SENSES SPA

Bloomberg

KAYAK

Booking.com





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

ALUMNI NETWORK

All Les Roches graduates automatically become part of an extensive alumni network with over 12,000 members in 130 countries around the world. Through the Les Roches Alumni Association, graduates can continue to develop both personal and professional relationships and exchange new ideas with fellow alumni. The Alumni Association also helps new graduates enter the professional world through its executive search and placement service, which matches job-seekers with open positions.

Les Roches prides itself on the passion, enthusiasm and strong work ethic that students and graduates develop for the industry and carry into their careers — an attitude reflected in the Les Roches slogan, “It’s not just a school — it’s a way of life.”



Each day, I have to lead a team and communicate with ultra-high-net-worth clients, and the confidence I developed at Les Roches helps me tremendously. Learning the importance of service in a customer service role has shaped me into an individual who can speak to CEOs and celebrities with charm and ease. I learned many life skills at Les Roches that easily translated from my hotel experience to the banking industry.”

NATASHA TACCHI, Canadian
Postgraduate Diploma in Hotel Management, 2012
Branch Manager at Royal Bank of Canada



I chose Les Roches Marbella for its international prestige, and for its alumni which come from all over the world. I felt part of a global community, of a world full of opportunities. When I graduated, I realized how much I had learned and how qualified I was for different industries."

ALVARO VILLAR, Spanish
Diploma in Hotel Management, 2012
Director of Operations at WeWork Latin America



Les Roches is a kaleidoscope of different cultures. The cross-culture influence of language, food and lifestyle at Les Roches was highly enriching. My love affair with wine began thanks to my teacher, who introduced us to this intriguing subject. In this way, Les Roches laid the foundation for so many passions that would later influence my career."

SHAGUN MEHRA, Indian
Postgraduate Diploma in Hotel Management, 2001
Chef, TV host and Founder of Food Design Studio
Director of Cuisine & Wine, Coco Shambala Villas, Goa

HISTORY OF LES ROCHES

1954

"L'Ecole des Roches" is founded as an international school in Switzerland.



1979

The international school becomes a hotel and tourism school, with instruction in English.



1995

Les Roches Marbella opens in Spain.



2004

Les Roches and Jin Jiang International Hotels partner to open Les Roches Jin Jiang in Shanghai, China..



2006

Les Roches is accredited by the New England Commission of Higher Education (formerly the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges, Inc.).



2006

Les Roches Switzerland introduces a new MBA in Hospitality Management.



2012

Les Roches sets a Guinness World Record for the “most nationalities in a swimming pool.”



2014

Les Roches celebrates its 60th anniversary with an industry event themed “Breaking Boundaries in Education.”
More info on: 60.lesroches.edu



2016

Les Roches changes its name to “Les Roches Global Hospitality Education” to better reflect its global student body and educational approach.



2016

Leading European investment company Eurazeo acquires Les Roches and Glion under newly formed group Sommet Education.



2018

Les Roches introduces Bachelor's specializations in Entrepreneurship, Digital Marketing, Finance and Resort Management.



2019

Les Roches Marbella introduces a new Master in International Hotel Management.





BLUCHE, SWITZERLAND

Les Roches
Global Hospitality Education

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Email: info@lesroches.edu

MARBELLA, SPAIN

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Global Hospitality Education

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Spain

Phone: +34 952 764 145
Email: info@lesroches.es

SHANGHAI, CHINA

Les Roches Jin Jiang
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Feng Xian Campus, 100 Hai Si Road,
Shanghai 201418
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Email: info@lrjj.cn
