

SWISS I M & H

Institute for Management & Hospitality



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## Our Partners



Schweizerisches Qualitätszertifikat für Weiterbildungsinstitutionen  
Certificat suisse de qualité pour les institutions de formation continue  
Certificato svizzero di qualità per istituzioni di formazione continua



## Introduction to the SWISS IM&H / Affiliation

The Swiss Institute for Management & Hospitality (SWISS IM&H) lives by and strives to fulfill its motto of Leading in Hospitality and Tourism. We are proud to announce our establishment as being one of the leaders amongst the major academic institutions in hospitality and tourism in Switzerland. This in itself proves that the SWISS IM&H is committed to achieving global excellence in hospitality and tourism education. Students from all over the world will enroll for the SWISS IM&H, which helps them to achieve hospitality or tourism industry managerial experience. We take full responsibility in preparing them for their upcoming challenges in the industry. The SWISS IM&H also has an active Advisory Committee consisting of industry leaders who provide advice on curriculum and development matters. This helps to ensure that our curriculum mirrors the realities and fulfills the needs of the industry, both today and in the future. As SWISS IM&H moves further up in the global hospitality industry, it continues to develop strong synergies among the industry, students and academic staff. We believe strongly that 'We are not better, but different.' we would personally like to welcome prospective hospitality industry students to join SWISS IM&H to fulfill their goals and to find them in a leading and significant position. Looking forward to seeing you in our school soon and wish you all the very best for your future!!



## Switzerland—the Home of Hospitality

Where better to study hospitality than in the land of its roots? Welcome to Switzerland and welcome to SWISS IM&H, well-known for its excellent and consistent quality. We don't hide behind the title 'Swiss Made'. We offer an education with practical training which differs from the Swiss professional exam and yet includes many aspects of it. For professionals, a Swiss education, training or work experience has proven to open doors to successful careers in our globalized world. The grounding provided by our educational and training institute SWISS IM&H will be indispensable as your guide for your professional future in our service oriented society.



## Weggis—Swiss Luxury

The town of Weggis is what you dream about when you think of Switzerland. Situated on the Lake of Lucerne and beneath the Swiss Alps, it provides a quiet, safe, and peaceful environment—perfect to concentrate on building that vital step to become a successful hospitality expert. The SWISS IM&H chose it's home to be in Weggis because we believe it is a vital part of the education, to be able to live in the heart of where Swiss tourism beats—the region of Luzern. Being able to study in Switzerland has always been impressive, choosing Weggis is always superlative.



## Admission requirements, Courses / Timing & Intakes

Starting from the tender age of 18, we offer diplomas up to an MBA. All our courses, with the exception of languages are taught in English. This gives the base requirement of an advanced standard of English. Should there be any queries, we also offer an internal exam to examine each application if needed.

Contact SWISS IM&H administration office by telephone,  
fax or email for more details, please visit our website:  
[www.swissimh.ch](http://www.swissimh.ch)

### Bachelor of Business Administration (BBA) in Hospitality Management (4 years)

1. Students must be minimum of 17 years of age
2. Student must have completed High school (12 years school education)
3. Strong motivation to the hospitality industry
4. English efficiency 5.0 overall band score in IELTS or equivalent
5. Filled enrollment application form
6. For direct entry to 2nd or 3rd or 4th year student must submit confirmation of the successful completion of prior education

### Master of Business Administration (MBA) in Hospitality Management (2 years)

1. Students must be minimum of 18 years of age
2. Student must have completed bachelor degree or equivalent
3. Strong motivation to the hospitality industry
4. English efficiency 5.5-6.0 overall band score in IELTS or equivalent
5. Filled enrollment application form

COURSE	ACADEMIC/ON CAMPUS		EXTERNAL/PLACEMENT	
	6MONTHS		6MONTHS	
BBA year 1 (Certificate in Hotel Management)	A Term	B Term	Industrial Training	Industrial Training
BBA year 2 (Diploma in Hotel Management)	A Term	B Term	Industrial Training	Industrial Training
BBA year 3 (Higher Diploma in Hotel Management)	A Term	B Term	Industrial Training	Industrial Training
BBA year 4 (Final year incl. dissertation)	A Term	B Term	Industrial Training	Industrial Training
MBA year 1 (PGD in Hospitality Management)	A Term	B Term	Industrial Training	Industrial Training
MBA year 2 (Final year incl. Master Thesis)	A Term	B Term	Industrial Training	Industrial Training

## Class Times

09:00 am to 12:00 pm  
02:00 pm to 05:00 pm

Lunch break – 12:00 pm to 02:00 pm  
Dinner Time – 06:00 pm to 7:00 pm

## Intakes

We have four intakes per year

January  
April  
July  
October

### BBA year 1 (Certificate in Hospitality management)

1. Fundamentals of Hotel and Catering Industry
2. Housekeeping and Accommodation studies
3. Restaurant Services
4. Front Office Operations
5. Food and Beverage Services
6. Kitchen Operations
7. Training and Development

### BBA year 2 (Diploma in Hospitality management)

1. Hotel and Catering Law
2. Accounting and Cost Control
3. Telephone techniques
4. Commercial food sources and costs
5. Marketing in Hospitality and Tourism
6. Hospitality Management
7. Personality Development

### BBA year 3 (Higher Diploma in Hospitality management)

1. Strategic Management in Hospitality
2. Customer Service
3. Economics and Hospitality
4. Organisational Behaviour and Hospitality Management
5. Environmental Management in Hospitality Industry
6. Facilities Design and Development
7. Public Relations Communication



### BBA year 4 (Final year incl. dissertation)

1. Managerial Communications
2. Event Planning
3. Marketing Research
4. Managing Human Resource

### MBA year 1 (PGD in Hospitality management)

1. Hospitality Organisational Behaviour and Interpersonal Skills
2. Hospitality Information Communication Technology
3. Hospitality Human Resource Management
4. Beverage Management
5. Hospitality Cooperative Education
6. Professional Wine Studies for Hospitality Managers
7. Applied Research

### MBA year 2 (Final year incl. Master Thesis)

1. International Human Resource Management
2. Public Relations Communication
3. International Marketing
4. International Financial Management
5. Global Business Environment
6. Hospitality Strategic Management
7. Thesis

After completion full programme studies in SWISS IM&H, our graduates receive world class degree which opens the door of the industry for them without any obstacles. Our graduates are well accepted around the world. Mix of theoretical and practical studies in SWISS IM&H prepare them for the industry as fit as a professional. Our students has also the option to peruse a dual degree from our partner university and has the tremendous option to join our various professional certifications from our world recognized partners such as University of Cambridge, American Hotel and Lodging Educational Institute (AHLEI), American Hospitality Academy (AHA), SHARE Center and many more.

## Tuition Fees

Our tuition fees include all aspects of school life such as :

- \* Accommodation (Double standard or \*single standard room)
- \* Meals ( Full board)
- \* Housekeeping & laundry service
- \* Health insurance
- \* Cost for registration and residence permit
- \* Uniform
- \* Laptop
- \* Swiss travel card
- \* Student card
- \* Yearly excursion to Europe
- \* All kinds of study materials
- \* Matriculation cost
- \* Full internship assistant

\*Subject to an extra cost



	SEMESTER FEES	HEALTH INSURANCE	MEALS	ACCOMMODATION	TOTAL COURSE FEES IN CHF
<b>COURSE</b>					
1st Year - Certificate	17300	1100	2800	2800	24000
2nd Year - Diploma	8300	1100	2800	2800	15000
3rd Year - Higher Diploma	8700	1100	2800	2800	15400
4th Year - BBA	8300	1100	2800	2800	15000
5th Year - Postgraduate	9500	1100	2800	2800	16200
6th Year - MBA	9500	1100	2800	2800	16200

N.B : New students arriving from abroad irrespective of entry level needs to pay a total amount of 24'000 CHF for the joining year. Continuing students pay CHF 15'000 up to CHF 16'200 depending on the programme level for each consecutive year of studies.



## Visa procedure

SWISS IM&H Receives Application for prospective Students

Application is Assessed per SWISS IM&H guidelines

Reject Application

Accept Application

Offer Letter Sent by SWISS IM&H office with the following forms:  
Letter of Acceptance (LOA) in official format  
Details of SWISS IM&H bank details

SWISS IM&H will receive the deposit of 3000 CHF from the student.

Issuance of the Visa Letter  
SWISS IM&H will issue the Visa Letter upon receipt of the deposit from the student.

The student will contact nearest Swiss embassy to apply for the visa. For required documents please visit : <http://www.swissimh.ch/new/faq.php>

Swiss embassy makes a decision about the visa application. Normally it takes around 8-12 weeks for non-European Union students and 4-8 weeks for the students from European Union.

If the visa application is rejected then SWISS IM&H will refund 2700 CHF immediately after receiving the official decision from the authority. Deducted 300 CHF is administrative cost.

If the decision for the visa application is positive, then the student is notified both by the embassy and by SWISS IM&H.

Students need to pay the remaining tuition fees to SWISS IM&H account.

SWISS IM&H issues the following letters :  
No Objection Certificate (NOC) to the embassy stating that the full fee is paid. The student will receive a payment receipt as well.

Student needs to inform SWISS IM&H about the arrival schedule at Zürich airport and a SWISS IM&H representative will welcome them at the airport.





*I am glad to join Swiss M&A and I am getting nice education and knowledge which will give me a better career opportunities in the hospitality industry.*

*Manoj De Silva  
Sri Lanka*



*I enjoy studying in Swiss M&A and the panoramic view from the school.*

*Dao Thanh Thanh Huyen  
Vietnam*



*A good start for a successful life*

*Schindler Lina  
Hungary*



*Swiss M&A is like my home. All my teachers and friends are like my family member.*

*Hu Quanyuan  
The People's Republic of China*



*I came here to learn from the best and in a beautiful environment, a home away from home.*

*Rahul Nair  
India*

## Library

A library is a place to pursue the truth, gain knowledge and cultivate the mind. The school set up one classroom as a reading room, we kept increasing the number of books and added new facilities in order to keep pace with the needs of teaching and research as per demands of faculty members and students and to provide better services. As a school of Hotel Management, books related to this field are a special feature of the library collection. A virtual library of text books are also available in the academie moodle.



## Dining Room

The dining room is the heart of any school, welcoming and providing an environment that encourages and increases the social interaction of students and staff. The food in school is also a useful resource for learning service techniques. Students can get excellent practical training in our dining room.



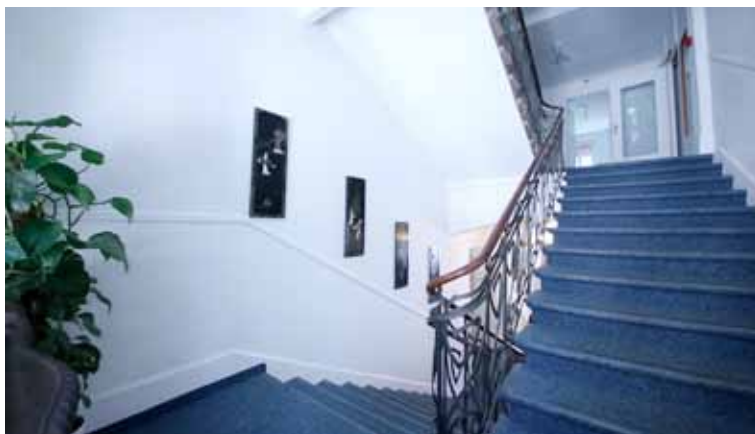
## Internships

Studying the theory to become a leader, also requires that it can later be applied in the real world. That is why our internships are a vital experience towards becoming a true leader. After each semester our students will be given the opportunity to work for 4-6 months in the hospitality industry. Much of our industry is based upon great communication skills. There is no better lesson, than to be integrated in a new environment, learning to work with a new team and to prove ones worth. This gives our students the possibility to grow in confidence and gain the respect of other members of our industry. Being able to graduate with international accepted degrees as well as having been able to absolve multiple internships with working certificates, prepares our students to be in a leading role when they go out in search for the first step of their career. It must also be mentioned that the internships in Switzerland are paid (approximately 2'300 to 2'500/Month). So this gives the incredible opportunity for some students to be able to finance part of their education. Our Internship support officer provides useful tips and also can direct you to the internship that most interests you. We have great connections in the hospitality industry and are proud to be able to introduce our students to them.



## Student / Campus Life

The SWISS IM&H runs its own bar and club. It is not just a great hub to get to know other students and locals, but also gives our students the opportunity to run it under their own management for special events. This has been very popular among all our students. Our institute is located within a stone's throw of the lake. We even have our own little harbour. Activities such as swimming, hiking, walking, and cycling are available straight from our school. We also organise student excursions to visit places of interest for hotel management studies.



## NOTES

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## Contact

For more information regarding admission,  
please visit our website or send us an email.

**SWISS I M & H**  
Institute for Management & Hospitality

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