

Undergraduate programs

Shaping your *Future*



Les Roches

Global Hospitality Management Education

lesroches.edu

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Les Roches, one of the world's leading hospitality business schools



Your global adventures in hospitality start here



Hameed Zwelibandzi Khumalo
Eswatini
BBA, Class of 2019

Why choose Les Roches?

Inspiring. Energizing. Caring.
This is hospitality

Hospitality is the happiness industry. It is the art of making memories and of finding new ways of creating shared experiences that bring us a little closer together.

If this is what inspires you, you belong at Les Roches. We've been teaching the business of hospitality for 70 years, so we know a thing or two about what you'll need to succeed.

Start shaping your future today.



See hospitality from every angle



Proven throughout 70 years, respected worldwide, a Les Roches education provides the knowledge, skills and professional connections that will open doors to the most prestigious brands within the world's most dynamic industries.

On and off campus, being a Les Roches student is truly immersive and genuinely transformative. Our Bachelor's degree combines highly applied, career-focused learning with unrivaled industry exposure delivered through professional internships, field trips, and other carefully curated experiences.

We teach the Swiss way: immersive, hands-on and always with an eye towards your future career ambitions. We keep our class sizes small; our teaching personalized. You'll always feel engaged in a Les Roches classroom.

We nurture innovative thinking and let you witness first-hand how technology is changing our industry. But we never lose sight of the human experience that remains the fundamental bedrock to success in hospitality.

Experience the Les Roches Way of Life.



**If you only read a couple
of pages, make it these.**

**Be recruited by top global employers
from a myriad of industries:
hotels and restaurants, retail, events,
digital and transport, among others.**

Go premium
Campuses in world class resort destinations of
Crans-Montana, Switzerland, and Marbella, Spain.

Learn from the best
Rated 5 Stars overall (Excellent)*

Be your own boss
A third of Les Roches alumni
become entrepreneurs.

Get your name known
Work on real-life projects with
the biggest brands in hospitality.

*QS Stars higher education rating system, 2022

Open doors

Access to a global network
of 16,000 alumni.

Join the community

Culturally diverse campuses with
thriving sports and social scenes.

Get personal

Learn more through small class
sizes and exciting specializations.

A

Spark your creativity

Solve industry challenges, identify future trends,
grow business ideas (p.34).

Be a leader who cares

Hospitality is founded on human-to-human
interaction. So we will teach you how to become a
caring leader who appreciates the real value of people.

Shaping your future

The future is yours to grasp.

The future begins at Les Roches.

With us, you'll be at home among a passionate, caring community where approximately 100 nationalities gather to learn. Your heart will open to new cultures and your mind to new ideas.

You'll cultivate the soft skills and work ethic to stand out from the crowd. You'll get closer to innovative thinking and sustainable concepts.

Inside and outside the classroom, you'll learn what you need to live your dreams.

Let's shape your future together.



Les Roches in numbers

Some of these important numbers are big, including the number of nationalities we're delighted to host on campus. Others are small, such as the number of students per faculty member. Together, they add up to the unique Les Roches offer.

2,232

Total student population

16:1

Student to faculty ratio

100+

Global companies recruiting at each Career Day

100+

Number of nationalities

44%

Europe

26%

Asia Pacific

22%

Middle East and Africa

8%

Americas

The world is your campus

Les Roches opens up the world to you.

We celebrate diversity and the life-enhancing value that comes from the unique mix of cultures and perspectives on our campuses.

In today's globalized world, it's more important than ever.

If you decide to start one of our programs from the comfort of your home or the convenience of your office, we'll bring the campus to you to make sure you'll miss as little as possible.





Crans-Montana, Switzerland
Tradition meets innovation in
the heart of the Swiss Alps.
Pages 18-25.



Marbella, Spain
Luxury hospitality management
with sunny Mediterranean flair.
Pages 26-33.

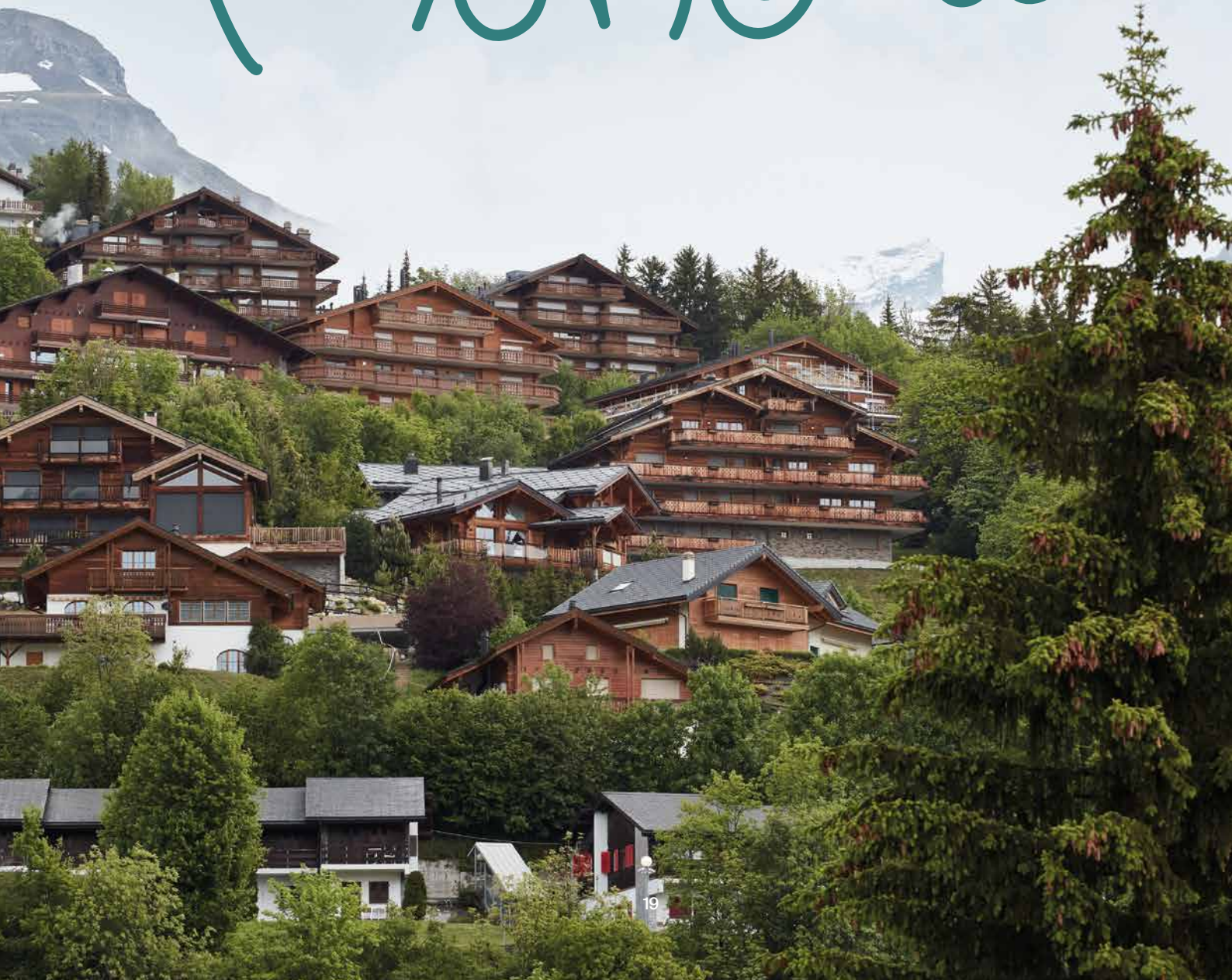
Living in Crans-Montana

“Being in the middle of so much nature is both relaxing and inspiring. There’s always something to do here too. If you’re into winter sports, it’s paradise. In the warmer months, there are pools, hiking paths and the world’s most beautiful soccer field.”



Diogo Dutcher
USA/Portugal
BBA, Class of 2018

Crans Montana



Awesome programs deserve awesome backdrops

Choose to study and make long-lasting memories by living in a beautiful alpine village close to the ski resort of Crans-Montana, a renowned luxury destination that puts an exclusive resort experience on your doorstep. Nestled in the French-speaking part of Valais, the campus is well connected to the rest of Europe by Switzerland's famously efficient public transport.



Closer to home, the local upmarket ski and golf resort is a short (and scenic) funicular ride away. Here, you'll find plenty to keep you entertained - including high-end food, culture and shopping.

Switzerland is the natural home of hospitality and tourism. It's also one of the world's safest and most innovative countries and boasts a thriving economy. The headquarters of numerous multinational corporations and organizations are here, as are famed hotels and restaurants and renowned luxury brands. The country also plays host to a full calendar of international conferences and events.

Discover some of the delights of your future home away from home:



Crans-Montana campus



Undergraduate programs

The home of hospitality

Amid the fresh air of the Alps, students at Les Roches Crans-Montana live in comfortable, chalet-style residences, all within strolling distance of your classes. The open campus also offers plenty of communal areas in which to catch up with friends, study, work on group projects and organize events and fun activities.



“The student life here is unlike anything else in the world. Les Roches is truly a tight-knit community. Living in the mountains allows us to partake in unique activities. And one thing for sure is that you will never get bored with the views from the classroom.”



Arianna Lalwani
USA/India
BBA, Class of 2021

Go on sustainable adventures

Discover the beautiful surroundings of your new “home away from home”, and the wonders of Switzerland, with our environmentally-friendly shared mobility solution. Via the app of our partner Activacar you can book and rent one of the fully electric Teslas or BMWs parked on campus, and drive away to create unforgettable memories with your new friends.



Student life

Join a club. Take up a sport. Run an event. Dive into something new. These are just a few of the ways you can get involved at Les Roches Switzerland:

Clubs	Events	Sports
SharpSpeakers (public speaking)	Les Roches Got Talent	Skiing and snowboarding
Wine	Open Mic Night	Zumba and yoga
Green	Cultural Night	Mountain karting
Culinary	ShiftIn' & Spark Hospitality Innovation Summit	Golf
Arts Society		Rugby
Les Roches Gives Back (charity)	Clubsgiving (charity)	Ice skating
Coffee		Surfing
Cocktail	Culinary Club Gala Dinner	Football
Finance	Health & Safety Day	Basketball
Spark Society (innovation)		Volleyball
SGA (Student Governance Association)		Hiking



Get a sneak peek of our students life on and off campus



Food with a purpose

As you'd expect from a hospitality management school, we take our food – and our commitment to food sustainability – very seriously indeed.

At our fine-dining outlet, the philosophy is farm to table, with most of the ingredients sourced within a 100km radius. Across the campus we're working hard to eliminate food waste, and have introduced food-composting and waste-separation facilities to our kitchens.

You can enjoy healthy meals and delicious drinks at all these places (and you'll also get to work in them):

The MarketPlace International Buffet	Fine Dining Farm-to-table concept	Lobby Bar Refreshments and snacks
Street Food Corner Light lunch, sushi, fast food & other snacks	Robot Barista Hot & cold signature drinks	Student Bar Coffees and cocktails

Experience the best of Europe

From Crans-Montana, the punctual Swiss trains will quickly connect you to major cities in Switzerland and beyond. Better still, from Geneva or Zurich international airport, you can reach anywhere in Western Europe within around two hours.



By train from Sierre:

Montreux

(1hr)



By train from Sierre:

Jungfrauoch

(2hrs 30mins)



By train from Sierre:

Geneva

(2hrs)

138

Michelin-starred restaurants
The highest density in Europe



By train from Sierre:

Milan

(2hrs 30mins)

5

Bordering countries
Hop over to Austria, France,
Germany, Italy and Liechtenstein

1

Switzerland
Is ranked world's most
innovative country



By train from Sierre:

Zurich

(2hrs 30mins)

Don't miss:

Cheese and chocolate factories
of La Gruyère

Vineyards of Lavaux

Interlaken and the Jungfrau region

The cosmopolitan flair of Zurich

Zermatt and the Matterhorn

The Olympic Museum in Lausanne

Luxury boutiques and hotels of Geneva

The great Aletsch Glacier

Living in Marbella

“Living here is where your destiny begins. From luxurious hospitality establishments and year-round sunny weather to a friendly, international community – everyone should experience this glamorous city by the Mediterranean Sea.”



Jose Emmanuel Soler
Philippines
Les Roches Marbella campus director
Class of 2001

Marbella

Immerse yourself in one of Europe's luxury tourist destinations

The jewel of the Costa del Sol is a luxury resort destination that combines year-round sunshine, superb Mediterranean cuisine, exceptional beaches, and a wealth of sporting and cultural activities.



The surrounding region of Andalusia is also home to some of Spain's most famous cities, including Seville, Granada and Cordoba.

With its rich cultural heritage, lively towns, enviable weather and world-class gastronomy, it's no wonder Spain is the world's second most-visited country. The country's high-speed rail network is also impressive. It is the largest in Europe and the second largest in the world and is the perfect way to explore your new home.

Start discovering your new home away from home in this beautiful resort destination:



Marbella campus



Undergraduate programs

Live that Mediterranean lifestyle

Marbella campus is perfectly placed between the city center, the marina and the luxury shopping district of Puerto Banús, putting you at the heart of the premium resort experience.

On-campus, most students choose to share double rooms with en-suite bathrooms, but single rooms are also available.



A modern campus

This is sun-kissed innovation. Marbella campus is the second of two physical locations for our Spark global innovation sphere. Spark is a living innovation lab, where you'll get to work with some of the brightest stars in Spain's - and Europe's - start-up ecosystem. For more on Spark turn to page 34.

The campus also features four professional kitchens - tailored to different resort restaurant concepts - as well as a demonstration bar, front office, housekeeping office and hotel room. Other learning facilities include a state-of-the-art classroom with Apple technology, Mac lab plus a traditional and digital academic library.

Electric adventures on your doorstep

Unlock a world of sustainable adventures in and around Marbella by renting your very own electric Mini Cooper on campus!

With these eco-friendly rides, you will create unforgettable memories while minimizing your carbon footprint. We want to make sure you'll experience the perfect blend of sustainability and excitement during your time at Les Roches.



Discover what it's like to be a student in one of Europe's foremost luxury destinations:



Student life

Join a club. Take up a sport. Run an event. Dive into something new. These are just a few of the ways you can get involved at Les Roches Marbella:

Clubs	Events	Sports
Cocktail	SUTUS	Kayaking
Reading	Digital Health and Medical Experience	Football
Running	Theme nights	Tennis
Sustainability	Sports days	Beach volleyball
Nutrition and Wellbeing	Stage Fair (student internship fair)	Stand-up paddle
Golf	Houses Cultural Expo	Yoga
Cooking	Cancer Research Dinner	Crossfit
Events	Concordia Gala Dinner	
Football		
Tennis		
Wine		
Yogi Healthy		
Spark Society (innovation)		



Fine dining

As you'd expect from a hospitality management school in a country with more than 170 Michelin stars, we take our food very seriously indeed. You can enjoy healthy meals and delicious drinks at the following campus spots:

Le Marché Buffet	ONE: Origin Nature Essence International fusion cuisine
Bistro Steakhouse Fun vibe steakhouse	El Olivo Mediterranean fine dining

As a Les Roches Marbella student, you have free access to the Manolo Santana Racquets Club – including the tennis courts, gym and pool. It's just a few minutes' stroll from campus.

Spain is just the start

With Málaga's airport and train station a short hop away, you can reach the rest of Spain and Europe in a couple of hours. Enjoy weekend city breaks in Barcelona, Madrid, Valencia or Bilbao – or cross the border to explore France, Andorra and Portugal.



By train from Málaga:

Cordoba
(50mins)



By train from Málaga:

Madrid
(2hrs 35mins)



By plane from Málaga:

Barcelona
(1hr 30mins)

48

UNESCO World Heritage sites in Spain



By plane from Málaga:

Paris

(2hrs 35mins)

5

Bordering countries

Explore Gibraltar, Andorra, France, Portugal and Morocco



By plane from Málaga:

Lisbon

(1hr 35mins)

Don't miss:

The Pompidou Museum in Málaga

The Picasso Museum in Málaga

The Alhambra in Granada

The cathedral and alcázar in Seville

Beaches along the Mediterranean

The region's vineyards

Wind sports in Tarifa

Winter skiing in the Sierra Nevada mountains

The art and architecture of Barcelona

SPARK

INNOVATION SPHERE
BY LES ROCHES

Future-proofing your hospitality management education



Hospitality was, is and always will be fundamentally a 'people' business with human-to-human interaction at its heart. That's why we help our students develop soft skills and intercultural fluency alongside their academic and business learning.

Today, though, innovation is sweeping through hospitality at an unprecedented pace. We are witnessing a rapid evolution of our industry brought about by new technologies and digital transformation.

With change on this scale comes opportunities to evolve the way hospitality experiences are marketed and delivered. How can we ensure - through our BBA curriculum - that our students graduate ready to grasp these opportunities?

The answer is a global initiative we call Spark.

What is Spark?

Spark is a physical innovation space on campus, an academic philosophy and a means to incubate disruptive startups.

Our goal with Spark is to expose our students to the latest technologies and innovative ideas that are driving next-generation hospitality. Through Spark, we let the industry's future leaders explore the potential of innovation to:

- Enhance the human experience;
- Meet ever-evolving customer needs;
- Drive organizational efficiency;
- Increase revenue;
- Above all, keep their future employer – or their own business – one step ahead of the competition.





“Digital technology is making its way into every aspect of the hospitality industry: hotel operations, guest services, communications, revenue management, distribution, CRM and marketing. This necessitates the emergence of new types of digital transformation leaders and managers who understand the business applications of technology.”

Max Starkov, Hospitality & Online Travel Tech Consultant & Strategist

Spark for learning

With our industry and technology partners, we create innovation-focused academic projects that are part of the curriculum for every program we teach (see over page for examples).

These academic assignments allow our students to prepare for the future by working with early adopters of technological innovations that sit on the cusp of the mainstream. They are real-world projects with real-world potential.

Spark for business

Through Spark, we are also investing directly in the future of hospitality by supporting disruptive ideas and startups as they make their journeys to market.

Our incubation and pre-incubation services have already signed up dozens of high-potential startups. Many of these are led by Les Roches alumni, while others are extracurricular projects of entrepreneurially-minded students.

Spark sectors

Our hospitality innovation curriculum is focused on these key technologies:

AI and face recognition

Robotics

WebApp/e-commerce

AR/VR/XR

Internet of things (IoT)

Blockchain

Product technology

AI and Big Data



How Spark academic projects ignite our students' learning

At the heart of our Spark philosophy is to **ignite** our students' intellectual curiosity and critical thinking as they evaluate the potential for innovative ideas and technologies to deliver exceptional customer experiences.

Through Spark, we bring together technology companies, industry partners, innovation specialists and our own expert faculty. This creates opportunities for students to work on real-life business consultancy and academic projects, where they can assess - and enhance - innovative solutions for hospitality and beyond.

On this page we feature some examples of projects our students have successfully undertaken.

Student insights to make VR training more effective

Virtual Reality (VR) is a technology that has fascinating potential for hospitality-related training. For instance, how do you train hotel reception staff to deal with inebriated customers in as realistic a way as possible? By placing them in a virtual environment, this tricky scenario can be played out without a drop of alcohol involved!

The technology is still young, however, and there is much scope for development. Through a Spark academic project, our Bachelor students have researched the cultural differences when customers check-in at hotels in different countries. This research will be used to update the VR training solutions for customer facing staff.





Putting environmental innovations to the test

For hotels, laundering guest towels involves significant consumption of water and electricity. So, from a sustainability perspective there's logic to replacing the traditional towel with an all-over body dryer that uses a stream of air generated by an economical electrical motor.

But can such an innovation work in practice? Would guests accept it instead of their more familiar towels? A Spark partner is at the forefront of developing body drying devices and is now exploring the potential for the technology to be deployed in hospitality settings.

Working with Les Roches students has allowed our partner to gain insights from a hotel operations perspective, as well as getting individual reactions from an academic group representing a huge variety of different cultures and backgrounds. Meanwhile, a separate student group is looking in depth at the data to assess whether switching to body dryers makes financial sense for a hotel.



Our undergraduate programs

Bachelor of Business Administration (BBA) in Global Hospitality Management

Duration: 4 years

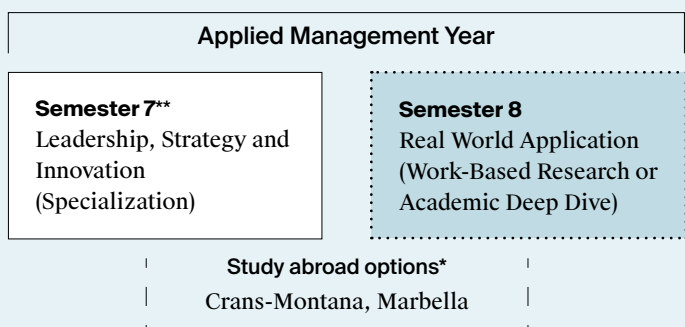
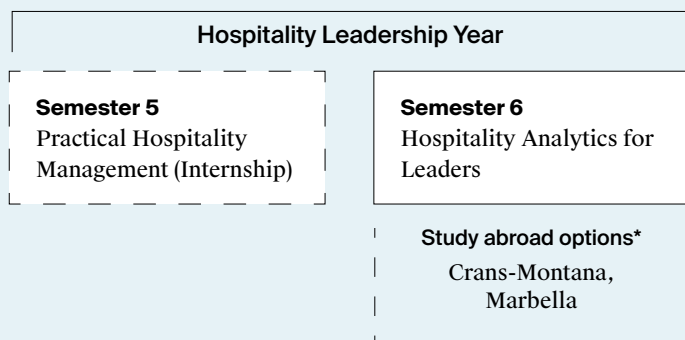
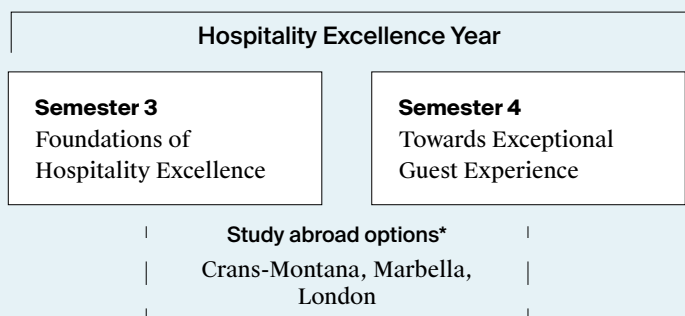
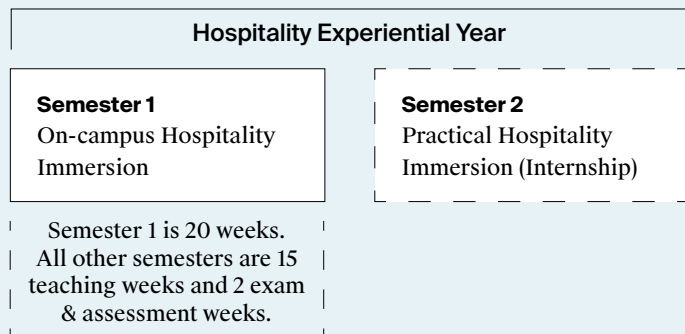
Total credits: 120 US/180 ECTS

Location: Switzerland and Spain

Intakes: February and September

Gain the knowledge, skills and qualifications you need to launch your hospitality management career or build a foundation for graduate studies.

Available at our Swiss and Spanish campuses, our flagship program combines academic theory and hands-on experience to deliver a well-rounded management education. Opportunities to study abroad and specialization options allow you to customize your undergraduate experience.



*Pending eligibility & availability

** See specializations and respective courses p.42



Summer experience

If you're considering a career in hospitality management, but are unsure of the location and path you'd like to choose: there's no better way to get a taste for this exciting global industry- and discover our amazing campus destinations- than a 1- or 2-week Summer Program at Les Roches. Visit lesroches.edu and click on 'Programs' for more details.



Globetrotters welcomed

Jump on all the academic exchange options, international internship and professional experiences opportunities (3x 6 months) to live, study and work in up to 6 different countries during your 4-year program at Les Roches. Alternatively, choose to transfer any semester between our Swiss and Spanish campuses (upon availability). And the best thing is we'll support you all the way.



*Finish with style

Choose how to complete your program and tailor your CV with one of our 5 specializations for your 7th semester:

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



Career-ready graduates

We believe strongly in the value of real-life and hands-on experience, which is why our Bachelor students complete their degree with one year of work experience in the field (guest relations, marketing, events, F&B, rooms division...), company (luxury, retail, hotels & restaurants, sport, banking...) and country of their choice. Ready for your exciting career?

*Learn more on these specializations on p. 42



Bachelor of Business Administration (BBA) in Global Hospitality Management

































Semester 1	Semester 2	Semester 3	Semester 4
<p>+/- 18 practice-based learning subjects under the following categories:</p> <p> Innovation, Entrepreneurship and Communication</p> <p>Farm to Table</p> <p>Guest Relations and Hotel Operations</p> <p>Skills and Techniques in F&B</p> <p> Gourmet Experiences</p> <p>Skills & Techniques in F&B</p> <p>F&B Trends</p> <p>Rooms Division and Hotel Operations</p> <p>Principles of Resorts: Operations and Communication</p> <p>Electives</p> <p>Choose one:</p> <p>French</p> <p>Spanish</p> <p>German</p> <p>Mandarin </p> <p>Introduction to Modern Architecture </p>	<p>Professional immersion: 6-month internship</p> <p>+ Reflection on Practice I</p> <p>Professional Development I</p>	<p>Hospitality Financial Accounting</p> <p>Academic Communication Skills</p> <p>Marketing for the Hospitality Industry</p> <p>Principles of Sustainability and Innovation</p> <p>Human Resources and Diversity in The Global Workplace</p> <p>Fundamentals of Economics</p> <p>Fundamentals of Data Visualization</p> <p>Hospitality Innovation Project </p> <p>Electives</p> <p>Choose one:</p> <p>French</p> <p>Spanish</p> <p>German</p> <p>Mandarin </p> <p>Human Diversity </p> <p>Global Culinary History </p> <p>Introduction to Modern Architecture </p> <p>Creativity and Innovation </p>	<p>Food and Beverage Management</p> <p>Leading Teams to Success</p> <p>Customer Experience in a Digital Age</p> <p>Revenue and Pricing Management</p> <p>Tourism Principles and Practices</p> <p>Rooms Inventory and Control Management</p> <p>Hospitality Innovation Project </p> <p>Electives</p> <p>Choose one:</p> <p>French</p> <p>Spanish</p> <p>German</p> <p>Mandarin</p> <p>Sensorial Design Experiences </p> <p>The Psychological Dimensions of Wellbeing </p> <p>World of Wine and Viticulture </p> <p>Introduction to Modern Architecture </p> <p>Creativity and Innovation </p>

Experiencing the ins and outs of hospitality, in and out of the classroom

We want to ensure our students can make the most out of these four transformative years by providing them with a wealth of learning opportunities and experiences on top of their credit-bearing courses. Therefore, every semester we make it our mission to organize additional activities that can foster the development of new skills, an open and innovative mindset, as well as networking opportunities.

These can include:

- Visits to luxury hotels
- Presentations & Masterclasses by General Managers & industry leaders
- Participation to international student competitions
- Field trips to touristic hubs
- Visits to food & beverage producers
- Simulation-based learning with innovative software
- Career & employment guest lectures

Semester 5	Semester 6	Semester 7	Semester 8
Professional immersion: 6-month internship	Hospitality Financial Management and Budgeting	Leadership and Talent Management	Option 1
.....	Customer Relationship Management	Sustainability and Innovative Applications	Professional Immersion: 6-month work experience
+ Reflection on Practice II	+ Work-Based Research & Reflection Report
Professional Development II	Research Methods	Advanced Methods of Research Inquiry
.....	Data Analytics for Business Optimization	Specialization courses (see on next page)	OR
.....	Sustainable Facilities Design	Option 2
.....	Hospitality Strategy and Organizations	Academic Deep Dive: Bachelor Dissertation + Electives (max 9 credits)
.....	Hospitality Innovation Project 
.....	Electives	Electives	Electives for option 2
.....	Choose one:	Choose one:	Choose up to 4 or 5:
.....	Models for Problem Solving and Decision Making	Politics and International Affairs 	Advanced Revenue Management
.....	French 	Advanced Visual Analytics 
.....	Spanish 	People Conflict and Negotiation 	Law in the 21st Century 
.....	German 	Health and Wellness Management 	Sustainable Tourism Development and Practices 
.....	Mandarin 	The Science and Culture of Gastronomy 	Advanced Communication Skills 
.....	Culture and Society 	Event Operations and Project Management 	Blockchain and Emerging Technologies 
.....	Environmental Studies 	Advanced Finance 	Corporate Governance, Social Responsibility and Ethics 
.....	Events Management 	Managing in Challenging Times 	Innovative Culinary Trends 
.....	Managing Change and Digital Transformation 	Influencing Through Communication in Business 	Strategic Human Resources 
.....	Sustainable Development in a Globalized World 	Emerging Trends and Digital Marketing 	Digital Marketing, Big Data and Web Analytics 
.....	Convention and Trade Fair Planning 	Advanced Marketing Communication channels 
.....	F&B Asset Management 
.....	Quality Assurance Management 
.....

Bachelor specializations

Select 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.



Luxury Hospitality Management

Learn how luxury – and ultra-luxury – hospitality establishments and tourism destinations build brand equity, while keeping ahead of key trends and innovations. As the new generation of ‘green’ consumer makes sustainability an imperative, you’ll discover how luxury operators are responding to this challenge through sustainable design and eco experiences.

- Sustainable Design and Eco Luxury Experiences
- Managing Luxury Hospitality Establishments
- Ultra-Luxury Hospitality Products and Tourism Destinations
- Luxury Brand Management and Communication in Hospitality
- + Final Specialization Project



Entrepreneurship

Gain the skills you need to bring innovation to large hotel chains or to start your own business. You’ll plan and develop your own hospitality business concept and learn how to turn ideas into reality.



- Innovation Practices in Hospitality and Tourism
- Legal & Ethical Considerations for Start-ups
- Projects Financial Intelligence for Entrepreneurs
- Start-Up Marketing for Entrepreneurs
- + Final Specialization Project



- SME Business Planning
- SME Management
- Maximizing Return on Investment
- Advanced Finance and Budgeting
- + Final Specialization Project



Digital Marketing Strategies

Learn how to market your brand in the digital world. You’ll develop a deep understanding of digital and social media marketing, consumer behavior, and cross-cultural communication.

- Marketing 5.0
- Innovative Sales Strategies
- Global Strategic Marketing
- Digital Marketing and Media Engagement
- + Final Specialization Project



Financial Performance Management

Develop essential business skills including financial analysis and accounting, problem-solving and fact-based decision-making. Finance is critical to all hospitality functions and often serves as a gateway to senior management positions.

- Performance Management
- Corporate Financial Decision-Making
- Applied Investment and Hospitality Business Valuation
- Hospitality Finance Forecasting and Modelling
- + Final Specialization Project



Resort Development and Management

Build the skills you need to manage luxury resorts and related businesses. You’ll develop your understanding of the tourism business industry – particularly the challenges involved in managing large, recreational properties.

- Project Management for Resort Properties
- Introduction to Golf Club Management
- Spa, Health and Wellness in Resorts
- Resort Management and Operations
- + Final Specialization Project

Start your career or finetune your knowledge

We understand the value of having specialized skills and advanced education to reach top managerial positions. Therefore, we have developed a portfolio of Postgraduate programs tailored to students wishing to deep dive into their academic training to prepare themselves for an accelerated career in hospitality and beyond.

We don't forget, however, that a well-rounded professional experience, started early on, can be a key advantage in one's career progression. Therefore, our Postgraduate programs cater for all kinds of needs and student profiles: from recent graduates to career-changers and General Managers, there's something in it for every professional.

Postgraduate Programs

Master's in International Hotel Management

Master's in Marketing and Management for Luxury Tourism

Master's in Sports Management and Events

Postexperience Programs*

PGDs & Master's

Master's in Hospitality Management with Specializations

Postgraduate Diploma in International Hospitality Management

Postgraduate Diploma in Digital Transformation

Postgraduate Diploma in Food and Beverage Entrepreneurship and Management

Postgraduate Diploma in Leadership and Talent Management

Postgraduate Diploma in Marketing Management in Luxury Tourism

Postgraduate Diploma in Golf Management

Postgraduate Diploma in Cruise Line Management

Postexperience Programs*

MBA & Executive Programs

MBA in Global Hospitality Management with Specializations

Executive MBA in Global Hospitality Management

Executive Postgraduate Diploma in International Hotel Management

Executive Master's in International Hotel Management



*Some work experience is required for these programs. Please check lesroches.edu and click on Programs for more detailed information.

Admission requirements

Les Roches students want to become future business leaders – to travel and study abroad, and to seek an education that allows them to experience it all.

As well as academic rigor, they demonstrate leadership and entrepreneurial qualities, and personal achievements – including service and team work – from extracurricular activities.

Keen to work in a dynamic, international industry, they come highly recommended by a counselor, coach or industry professional.

To maintain its world-leading reputation for excellence, Les Roches takes a holistic approach to student admissions, evaluating a range of criteria.

Completed application form
With all pertinent supporting documents, lesroches.edu/apply

Academic requirements
Senior high school diploma and official high school transcripts are required. Documents are accepted in English for all campuses. Additionally, in French, German and Italian for our Swiss campus; and Spanish, Italian, French and Portuguese for our Spanish campus. Otherwise, an official notarized translation in English will be required.

Minimum age
17 years old or above by program entry date.

Resume
To include up-to-date personal profile, academic qualifications, languages spoken, work experience, extra-curricular activities, travel, and leadership qualities.

Study/post-study plan
A 300-word essay, signed and dated, highlighting experiences, leadership, areas of development, and future aspirations for a career in the hospitality experience industry, and why you want to study with Les Roches.

Admission assessment
By written exercise and interview. Prospective students should acquaint themselves with some aspect of the hospitality business – through internships, shadow opportunities, industry-related employment or informational interviews – before applying.

English language
Must be proficient enough for higher education studies. English language exam scores (issued within 24 months prior to the intended intake for admission consideration, unless Visa authority requires differently) are required for non-native speakers, or those who have not spent the last two years in full-time English education.

Minimum English language exam scores:

	TOEFL*	IELTS Academic**	Cambridge***	Duolingo****
Bachelor	70 (internet-based)	Average 5.5 and minimum 5.0 in each component	FCE: grade C (minimum 160 points) CAE: minimum 160 points	Score of 110, with no component under 100-105
	*The Les Roches Switzerland TOEFL testing code number is 9827 The Les Roches Spain TOEFL testing code number is B941	**IELTS Academic has four components (writing, reading, speaking, listening)	***Cambridge: First Certificate Exam (FCE) – please also provide statement of results	**** Duolingo has four tested components (writing, reading, speaking, listening)

Help with your English Those marginally below the stated official English level can take additional English support pre-sessional programs (IHELP) prior to the intended program.

Please check English entry requirements for these programs with your counselor.

Application process

With such high demand for places,
we recommend getting your application
in as early as possible.

For more information, head to:
lesroches.edu/apply

1
Submit your application

We strongly recommend to all students to apply early.
If you need a visa, please be sure to allow enough time between your application and the start of the semester.

2
Prepare for your admissions assessment
Within 2 days of submitting your documents

After submitting your application and relevant documents you will be contacted to schedule your admissions assessment.

3
Receive a letter of offer
Within 1-2 weeks

If your application is successful, you will receive a letter of offer.

4
Confirm place
Within 15 days of receiving your letter of offer

To confirm your place at Les Roches Crans-Montana/Marbella, you must make the downpayment on your tuition fees as outlined in your letter of offer. This also confirms your acceptance to Les Roches' terms and conditions. You will then be sent a complete acceptance package that contains:

- Official Acceptance Letter
- Invoice for the first semester
- Pre-arrival guide
- Visa Attestation (if required)

5
Pre-arrival support
Until your program starts

To help you prepare for your program, we provide:

- Visa support services
- Arrival assistance
- New student Whatsapp group
- Live Instagram Q&As
- Pre-arrival webinar

6
Arrival on campus
Your first week on campus, all activities compulsory

On official arrival days, we will welcome you with:

- Welcome booth at airport and transfer to campus
- Check-in and registration
- Authentication of Entry Academic Documents
- Induction week activities

Nothing teaches better than doing

Our students graduate with more than just a degree in hospitality management. They leave us with a way of looking at the world that shapes their way of thinking forever. Our immersive approach to teaching makes sure of that.

See the complete picture

At Les Roches, we teach the theory and the practice of hospitality – so you'll get to see the complete picture.

You'll develop expertise in all the key hospitality departments, including rooms division, food and beverage, and event management. You'll work with real-life case studies, enjoy immersive field trips to stunning locations and create meaningful relationships with key industry players.

Our undergraduate programs also offer two industry internships. These are your chance to develop resourcefulness and discover the secrets of the best, and most innovative, hospitality companies.

Designed for a globalized world

You'll be joined on this journey by classmates from all over the world. The global theme continues with the curriculum, too. Throughout your time as a Les Roches student, you'll have opportunities to live, study and work in multiple countries. It all adds up to a global outlook that will serve you well in your career.

Something worth working for

It won't be easy; the most rewarding things rarely are. But if you're up for a challenge and prepared to leave your comfort zone, the Les Roches learning experience has the power to transform your life.



Immersive teaching



The art, and science, of shaping your future

A comprehensive academic education remains the bedrock of all our programs.

We'll teach you how business works. How money is made and spent. How you can make a difference through marketing, innovation, entrepreneurship and applying cutting-edge technologies.

At the same time, we'll teach you how to lead with empathy; caring for your most important and valuable resource: your people.

You won't just be sitting taking notes, though. You'll undertake research projects on your own and in groups, propose solutions to real-world problems, and present in front of audiences.



Be inspired. Every day

Our faculty members are hand-picked for their expertise in their chosen fields – and with a student to staff ratio of just 16:1 you'll have plenty of one-on-one time to soak up their knowledge.

The inspiration extends beyond the classroom, too. Each semester, we welcome leading figures from hospitality and related sectors to share their insights with our students. And if you're not with us on campus, you can tune in live to join the conversation.

Our previous speakers

Jean-Claude Biver
CEO,
Hublot

Katharine Pottinger
Chief Hospitality Officer,
Oasis

Amir Segall
VP International,
HotelTonight

Radha Arora
President,
Rosewood Hotels
and Les Roches alumnus

John Stauss
Regional VP and General
Manager,
Four Seasons Hotels
and Resorts

Panos Tzivanidis
International Olympic
Committee
Associate Director –
Hospitality, Events &
Logistics

Leigh Bowman-Perks
Author of *Inspiring Women
Leaders* and CEO, Clareo
Potential

Chip Conley
Strategic Advisor
for Hospitality &
Leadership,
Airbnb

Eric Favre
Inventor & Founder,
Nespresso

Taleb Rifai
Secretary-General,
United Nations World
Tourism Organization

“Les Roches enlists the best in the industry to serve as full-time teachers and frequent lecturers.”



Lama Matta
Producer, Designlab Experience, Dubai
Class of 2012



Develop your skills

Semester 1 is a thorough immersion in the world of premium hospitality.

You'll learn the secrets of great service, discover the sensory world of wine and - whether you are with us on campus or at home - you will mix cocktails and develop your kitchen skills under the guidance of expert practitioners.

You will also be taken into the nerve center of the hotel operation, getting to grips with property management systems and experiencing the attention to detail needed in the all-important rooms division. It will be challenging - but you'll emerge with a deeper understanding of how to manage teams and businesses.





Intern at the biggest names in hospitality

Internships play a key role in your Les Roches education. Exciting and challenging, they're a chance to apply everything you've learned, grow your network and gain invaluable career experience - all before you've graduated.

Spread your wings

Hospitality is an international business, so we coach and support you to secure internships all over the world that match your ambitions and personality. While your visa requirements may impact where you can work, we always encourage our students to travel. Immersing yourself in a new culture is the best way to develop your language skills and broaden your global outlook.

Find the right fit

The type of internship you choose will depend on your program and interests. It could be food service, rooms division, business administration, or marketing. Or perhaps there's a certain brand with which you really want to work? Whatever you go for, you'll take on new responsibilities and experience life in different departments.

Our outstanding reputation means we have a long list of international companies eager to take on interns from Les Roches. You'll have no shortage of options. Your career counselor will be on hand to help you polish your CV, hone your interview skills and choose the perfect internship for your career.





A world of opportunities



Diana Xing Wang
Singapore
BBA, Class of 2019

A world of opportunities



Get the perfect balance of soft and hard skills

New technology and the rise of the sharing economy have ushered in a new era for hospitality and tourism.



Be a free thinker

As our industry adapts to this new era, there are unlimited opportunities on offer to those who can blend business know-how with an ability to think for themselves and the confidence to thrive in any environment. These traits come as standard with a Les Roches education – and combined with the enduring power of our name they will make you stand out to the most selective employers.

Your passport to global careers

An undergraduate qualification from Les Roches is your passport to a global career. Not just in hospitality, but in any industry where empathy, creativity, leadership and cultural fluency are prized assets. Which is pretty much all of them.

It's this mix of hard and soft skills that makes our graduates so incredibly employable – why 94% of our job-seeking graduates leave us with at least one job offer in their pocket.

Here is just a flavor of the career options you'll have after studying with us:

Travel and tourism ♦ Events
Marketing ♦ Digital technology
Health & wellness ♦ Retail
International finance ♦ Media
Luxury ♦ Sport ♦ Real Estate



“It’s like Picasso said – learn the rules like a pro so you can break them like an artist... I share that drive for innovation with Les Roches.”



Jose Fernandez
Spain
General Manager at La Granja Ibiza
Class of 2009

Learn from the best. Work for the best

The Les Roches name is known and trusted the world over. We're your unfair advantage in the job market.

The possibilities are endless

When studying with Les Roches, you quickly realize it's not just about where a degree in hospitality management can take you - it's about where you can take your hospitality education. That could be leading an international company, driving innovation for your favorite brand, or starting the next era-defining business.

Recruited by leading companies

The biggest brands in hospitality and beyond come to us when they need fresh talent. Around 200 of them visit our campuses every year - in person or virtually - to recruit students for internships and full-time roles.

See why companies recruit from Les Roches.



“Les Roches students are down to earth, flexible. They understand what the hospitality industry is all about, what challenges they might come across, but equally understand that you have opportunities to gain. So I like that open mindset and international focus they have.”



Björn Olthof
Director Operations Recruitment Europe
Middle East & Africa
Hilton

“We see the skill set that the students from Les Roches have is a very good match for what we look for.”



Bruno Bassani
Regulated Trading Client Services
Bloomberg

Tap into experience

To help you find your perfect role, you'll have access to expert career counselors – each responsible for different world regions. As well as guiding and supporting you, they will provide interview training, help you prepare, and give you advice on your options.

Below are just a few of more than 250 top brands recruiting our students:



LOUIS VUITTON



SOHO HOUSE



ROSEWOOD



IHG
HOTELS & RESORTS



Booking.com

wework

Bloomberg

TESLA



HUBLOT



“It’s been really nice to meet Les Roches students. I think they are our future leaders, have a great entrepreneurial spirit, they are confident, they are thinking outside of the box, and they are really problem-solving.”



Kerry Robins
Senior Director of Talent Acquisition
Jumeirah Group

Our global family : A worldwide community, lifelong benefits

After you graduate, Les Roches will be with you throughout your career journey.

How? Through our commitment to offering lifelong career support and guidance to all who successfully complete a Bachelor's degree or equivalent program with us.

A commitment we call 'Les Roches for Life'.

In addition, your membership of our thriving alumni community brings its own unique benefits. Register to our alumni platform and gain access to the alumni community, exclusive event invites from Les Roches alumni chapters around the world, together with exclusive benefits and alumni-to-alumni offers.

There's no such thing as a boring Les Roches reunion, wherever you are in the world, you will meet a fascinating mix of high-achievers who've gone onto forge careers and businesses around the world in every industry.

“Networking for me is everything. And there's no better network than Les Roches alumni. I've had access to Presidents of countries, CEOs of Fortune 500 companies, Foreign Ministers, Attorney Generals, and so many more influencers and decision-makers – all directly from alumni contacts.”



Nicholas Allen
Australia
Executive Director, Illuminate Plus
Class of 1992



Scan & discover successful
Les Roches alumni from
around the world



INSPIRING
ALUMNI
ENTREPRENEUR



Elena Fabbrini

Graduation year
2004

Nationality
Italian

Course
Bachelor's in Global Hospitality
Management

LinkedIn:
[/mariaelenafabbrini](#)

Profile Summary

Since graduation from Les Roches in 2014, Elena has lived in some of the most exciting locations in the world, holding enviable positions with leading hospitality brands. “After internships at Cipriani in Ibiza and Venice, I was promoted to Restaurant Manager in Miami. Then I moved to Cipriani New York and worked on 5th Avenue, I learned a lot and met so many interesting people, Woody Allen, Diane Keaton, the Rolling Stones, it was great.”

Leadership roles in LA and London followed, before Elena returned to her native Italy and switched from employee to entrepreneur, founding Nest. “Italy has everything from food and fashion, to arts, our only problem is we don't know how to sell or own country. That's why I decided to go back and use my international knowledge and what I learned at Les Roches to promote what we have.”

As Founder and CEO, Elena has a clear understanding of the purpose behind NEST Italy luxury concierge offering. “Nest is the point of reference of Italian hospitality, with the aim of creating unique experiences made in Italy. If you want to come to Italy, you can check the Nest website and whether you want to go to an artistic event or book a chalet in the mountains, you can do it through Nest.”

“Know that if you have a concept that you feel passion for, this will be the key to your success. If you love what you do, others will feel it.”

Career History Summary

2020-Present
Founder & CEO, NEST Italy

2020-2020
F&B/Restaurant Operations
Manager, Treehouse Hotels

2019-2020
Operations Manager, Sketch
Restaurants & Bars

2018-2019
Restaurant Manager, C
London by Cipriani

2015-2019
Restaurant Operations
Manager, Cipriani New York

2016-2017
Restaurant Manager, Cipriani
New York

2015-2016
Restaurant Manager, Cipriani
Miami

2015-2015
F&B Manager, Cipriani
Venezia

2015-2015
Assistant Manager, Cipriani
Ibiza

2017-2017
Hotel MIT Program Front
Office Operations, Mr C
Beverly Hills

2014-2015
Catering, Conference, Events
Assistant Manager (Trainee),
Mandarin Oriental Hotel
Group

INSPIRING
ALUMNI STORY



Max Huang

Graduation year
2012

Nationality
Taiwanese

Course
Bachelor's in Global Hospitality
Management

LinkedIn:
[/max-huang-30737331](#)



Profile Summary

From a young age, Max was living the lifestyle of an international hospitality professional. “I grew up in Taipei and studied abroad in New Zealand, England and the US. I was attending a liberal art university in Michigan majoring in Human Resource, but I wanted to know more about this sector from a service aspect, so I transferred to Les Roches in Switzerland.”

After graduation, Max went straight into a managerial in Sheraton Grand Beijing Dongcheng. “I was in the Front Office, which is different to my current job. I am still in love with operations, a guest’s smile simply makes my day, but I changed my path because I was eager to know the hospitality industry from a whole market sense, not just at the property and guest service level.”

In his previous Director role at Alliance Hospitality and his new position as Associate Director of Operations at Club Med, Max leads and used to lead multiple development projects, including feasibility studies, hotel management agreement negotiations, project management, and hotel pre-openings. “It is always exciting to see traditional things done in a new way. I am exposed to many new trends and ways of execution, helping me think outside the box and bring changes in my company and perhaps tiny changes to this industry.”

Career History Summary

2021-Present
Associate Director of
Operations-China,
Club Med

2019-2021
Director - Project
Development Service,
Alliance Hospitality

2016-2019
Senior Associate - Project
Development Service,
Alliance Hospitality

2017-2018
Director of Operations -
CommBiz Shanghai, Alliance
Hospitality

2015-2016
Quality Assurance
Consultant, Promise
Management Advisory

2012-2014
Guest Services Manager,
Sheraton Hotels & Resorts

“Be brave in your internships, take on tasks even if you think they are outside of your capability, and use the opportunity to learn what you like and dislike for your career.”

Our global family

“Les Roches helped me to be more open, to know how to make connections and how to embrace multicultural environments.”



Industry
Hotels & Resorts
Name
Dmitry Prosyaniuk
Job title
Guest Relations Manager
Company name
Hotel Claris 5*GL
Grad year
2016



Industry
Hotels & Resorts
Name
Boris Lefterov
Job title
Hotel Manager
Company name
The Cliff Beach and Spa Obzorbay
Grad year
2018



Industry
Hotels & Resorts
Name
Mei Lin Wong
Job title
Operations Development Manager
Company name
Soneva Maldives
Grad year
2018



Industry
Hotels & Resorts
Name
Catherine Demont
Job title
Assistant Director of Event Sales
Company name
Rosewood London
Grad year
2014



Industry
Hotels & Resorts
Name
Alex Bengtsson
Job title
Director of Quality
Company name
Rocco Forte Hotel Group
Grad year
2014



Industry
Hotels & Resorts
Name
Lorena Silva
Job title
Event Sales & Catering Services Coordinator
Company name
Fairmont Pacific Rim
Grad year
2020



Industry
Hotels & Resorts
Name
Zoe Tudela Alcazar
Job title
Front of House Manager
Company name
One&Only Greece
Grad year
2016



Industry
Hotels & Resorts
Name
Raul Levis
Job title
General Manager
Company name
Mandarin Oriental Greece
Grad year
1998



Industry
Hotels & Resorts
Name
Ashraf Fala
Job title
Managing Director
Company name
Caribbean World Resorts
Grad year
2012



Industry
F&B
Name
Jihad El Rassy
Job title
Managing Director
Company name
Global Gourmet Hospitality Services
Grad year
2019

“You feel part of a family at Les Roches, no matter what country you’re from or which culture you bring. You will definitely stay close to all the friends you make here, no matter when you graduate.”

Undergraduate programs

“Les Roches graduates could pursue a promising career in any industry, not just in hospitality, with all of our transferable business skills. I believe there’s really no B2B or B2C in the world now, it’s all People to People, and we are experts in people business.”



Industry
Finance
Name
Jacqueline Chen
Job title
Senior VP, Head of L&D
Company name
DBS Bank
Grad year
1998



Industry
Events
Name
Amanda Yang
Job title
General Manager
Company name
Lightning International
Grad year
1994



Industry
Finance
Name
Ricarda Pietschmann
Job title
Director of People & Culture
Company name
Arcual
Grad year
2016



Industry
F&B
Name
Coco Chen
Job title
Assistant Director of F&B
Company name
Ritz Carlton
Grad year
2015



Industry
Hospitality
Name
Johan Friberg
Job title
Assistant Director of Sales
Company name
Nobis Hospitality Group
Grad year
2018



Industry
Hospitality
Name
Anthony Kittipat Kranepuhl
Job title
Corporate Director of Operations Support
Company name
ONYX Group
Grad year
2010



Industry
Hospitality
Name
Izgi Eryol
Job title
Assistant General Manager
Company name
Nadas Kazdaglari
Grad year
2017



Industry
Luxury
Name
Ajaz Sheikh
Job title
Group Chief Executive Officer
Company name
The Arts Club
Grad year
1995



Industry
Luxury
Name
Martim Figueiredo
Job title
Founder & Managing Director
Company name
PROMUS
Grad year
2005



Industry
Hospitality
Name
Fani Delliou
Job title
Sales Development Representative UK/Greece & Talent Acquisition
Company name
RoomPriceGenie
Grad year
2018

“Hospitality is so broad that you can change your career multiple times in your lifetime and stay within the same industry. You could work for the Olympic Games, events in the community or as a front office agent”

Our global family

“Hospitality is ultimately about people, and if you have people skills combined with hospitality business knowledge, then you can do whatever it is you want to do.”



Industry
Real Estate
Name
Esteban Ruelas
Job title
Managing Director
Company name
WinDoor Properties
Grad year
2014



Industry
Marketing
Name
Salma Miss
Job title
Head of Global Marketing
Company name
FCS Solutions
Grad year
2012



Industry
Tech
Name
Roman Podkorytov
Job title
Co-founder
Company name
BOXS
Grad year
2014



Industry
Travel
Name
Camila Ramirez
Job title
CEO
Company name
GoCamp
Grad year
2013



Industry
Travel
Name
Pam "Maytiga"
Panitchavong
Job title
Director of Operations
Company name
Chao Phraya Princess
Grad year
2015



Industry
Wine
Name
Farhad Ahadov
Job title
Co-Founder
Company name
Regibus International
Grad year
2020



Industry
Consultancy
Name
Felix Jondal
Job title
Director
Company name
Nordic Hotel Consulting
Grad year
1997



Industry
Consultancy
Name
Magda Hadji-Bormann
Job title
Customer Experience Project
Manager
Company name
Economiéro
Grad year
2014



Industry
Entrepreneurship
Name
Tarfa Al Farhan
Job title
Owner
Company name
Pawlicious Q8
Grad year
2014



Industry
Entrepreneurship
Name
Minnie Ang
Job title
Co-Founder
Company name
Souffle Beauty
Grad year
2011

“Anyone thinking about Les Roches should just do it. It’s not just about hospitality, it’s about gaining experience as a whole. Life experience and work experience is all wrapped up as a package”

Where will Les Roches take you?

#lesrocheswayoflife



Facebook
LesRoches

Instagram
@lesrochesswitzerland

Twitter
@lesrochesnews

LinkedIn
Les Roches

Youtube
Les Roches Crans-Montana
Switzerland

TikTok
lesroches.edu



Facebook
LesRochesMarbellaFanPage

Instagram
@lesrochesspain

Twitter
@lesroches_en

LinkedIn
Les Roches

Youtube
Les Roches Marbella

TikTok
lesroches.edu



For more information,
follow the QR code and
speak with us on WeChat



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Spain: +34 952764145

Awards and accreditations



Accredited by the New England Commission of Higher Education (NECHE)



Recognized as a degree-awarding institution by the education department of the Canton of Valais (Les Roches Crans-Montana)



Recently, Les Roches has been officially accepted as a candidate for Swiss federal accreditation as a University of Applied Sciences Institute. This is an important step in the process towards Swiss Institutional Accreditation.



Member of AACSB International



Affiliate member of the United Nations World Tourism Organization (UNWTO)



Member of the Council on Hotel Restaurant and Institutional Education (CHRIE) and EUROCHRIE (Europe)

R

