

Les Roches Bachelor of Business Administration (BBA)
in Global Hospitality Management
Switzerland and Spain



For those with
big dreams
and even
bigger plans



[lesroches.edu](https://www.lesroches.edu)

Bachelor program breakdown



* Face-to-face or remote learning

Study abroad options
Crans-Montana, Marbella, Shanghai, London

Semester 1 (on campus)

Innovation, Entrepreneurship and Communication

From the Farm to the Table

Guest Relations and Hotel Operations

Skills and Techniques in F&B

Restaurant Lab

Semester 1 (on campus)

Gourmet Experiences

Skills & Techniques in F&B

F&B Trends

Rooms Division and Hotel Operations

Principles of Resorts: Operations & Communications

Languages

Essential English

OR one foreign language:

French

Spanish

German

Semester 2

Professional immersion:
6-month internship

+

Reflection on Practice I

Professional Development I

Semester 3

Hospitality Financial Accounting

Academic Communication Skills

Marketing for the Hospitality Industry

Fundamentals of Data Analysis and Visualization

Managing Diversity in the Global Workplace

Principles of Sustainability and Innovation

Languages

Choose one foreign language:

French

Spanish

German

Semester 4

Digital Marketing and Sales

Fundamentals of Economics

Rooms Inventory and Control Management

Hospitality Managerial Accounting

Food and Beverage Management

Hospitality Facilities Management

Leading Teams to Success

Languages

Choose one foreign language:

Mandarin

Italian

French

Spanish

German

Semester 7 specialisations



Hospitality 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.



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.



Hotel 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.



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.

Semester 5

Professional immersion:
6-month internship

+

Reflection on Practice II

Professional Development II

Semester 6

Revenue and Pricing Management

Hospitality Financial Management

Customer Relationship Management

Data analytics for business optimisation

Business and Academic Research Methods

Models for Problem-solving and Decision-making

Electives

One course from the following:

Culture, Society and Diversity

Ethics in Society

Aesthetic Expressions

Words and Images

Events Management

Sustainable Development in a Globalized World

Managing Change and Digital Transformation

Semester 7

Specialization courses or General Management track electives (see Specializations)

Dissertation (honors degree only)

Electives

One/two courses from the following:

The Science and Culture of Gastronomy

People Conflict and Negotiation

Politics and International Affairs

Spaces Symbols, and Relationships

Sustainable Tourism

Health and Wellness Management

Events Operations

Strategic Human Resources

Professional Development and Networking

Responsible Global Citizen and Socially Responsible Organizations

Managing Change and Digital Transformation

Convention and Trade Fair Planning

Why choose this Bachelor?

1

Gain much-required professional experience through two 6-month internships included in the program.

2

Learn intercultural fluency by doing one or two semesters abroad in one of our sister campuses (Switzerland, Spain, China).

3

Live and study with students from over 100 countries.

4

Study in some of the safest countries in the world.

5

Join the 94% of graduating students already employed or with one or more job offers upon graduation.

6

Take advantage of a dedicated team of qualified faculty thanks to a 15:1 student to faculty ratio.

7

Spend your leisure time in one of Europe's most luxurious tourist destination or close to a world-famous ski resort in the heart of the Swiss Alps.

Career paths after graduation

With a Les Roches Bachelor's degree in your hands, you will be immersed in a world of opportunities. The 100+ companies recruiting every semester from our campuses value the "industry-readiness" of our students, who showcase a solid foundation of soft skills and hard knowledge. The year of professional experience gathered during your program will help you stand out from the crowd.

Your mission? Pick one of the exciting roles at your fingertips: F&B, events, guest relations, sales & marketing, rooms division, finance... An international career could be right behind that door - be bold enough to knock.

Extracurricular activities

Join a club – or create your own!

From wine and arts, to sustainability, sports and music, there's an opportunity to do more of what you love, or discover a new passion with like-minded friends.

Wind down

All our campuses offer a selection of restaurants, bars and places to relax when lessons are finished. And depending on your choice of campus you'll have the beautiful Swiss Alps or stunning Mediterranean beaches on your doorstep!

Explore

The Schools organize a variety of social and cultural activities in collaboration with students, both on and off campus. Events are frequently held to celebrate culture, sport or a student initiative, and weekend trips to nearby towns or countries are regularly arranged.

Entry requirements

Minimum Age

17 years and 6 months by program entry date

Education

Senior high school diploma, or equivalent

English Language Qualifications

If English is not your first language, or if you have not spent the last 2 years in a school where English is the primary language of instruction:

- IELTS: 5.5 overall (min. 5.0 in every subcomponent)
- TOEFL: 70 Internet-based; 525 paper-based
- First Cambridge Exam: Grade C

Remote Learning

Les Roches Connect

If you're not sure about traveling to campus to begin your Bachelor's degree in 2021, we have the perfect way to keep your education on track:

- Choose Connect BBA 10+10 to start your first semester at home then join us on campus.
- Choose Connect BBA 20 to study the complete first semester remotely.

Where can Les Roches take you?



Kallia Papa
Project Coordinator at MCI Group, Geneva
Class of 2017



Johan S. Friberg
Marketing Manager at Baha Mar, Bahamas
Class of 2018



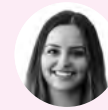
Izgi Eryol
Associate Director of Hospitality, Client Relations & Events, Miami
Class of 2017



Ariana Wong
Guest Experience at Bulgari Hotel & Resorts, Beijing
Class of 2019



Thomas Edward Richardson
Associate Market Manager at Expedia Group, Sydney
Class of 2016



Natalie Giger
Tesla Advisor, Zurich
Class of 2017



Geng Lin Peh
Personal Banker at Citibank, Singapore
Class of 2016



John Issac
Management Trainee at the Mandarin Oriental Hotel Group, Tokyo
Class of 2018



Guillaume Nicolas
Assistant Restaurant Manager at Black Sheep, Hong Kong
Class of 2018