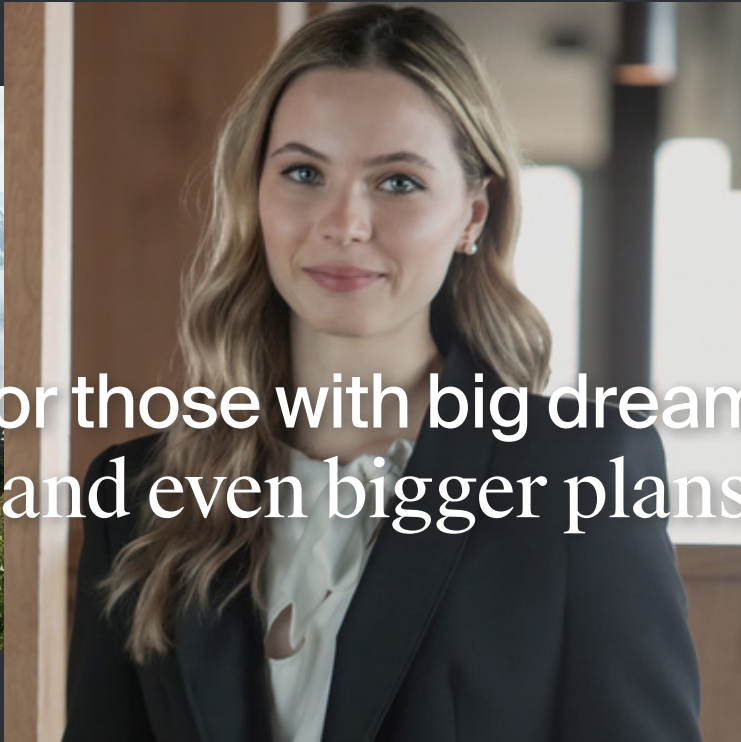


Les Roches



For those with big dreams
and even bigger plans

Bachelor of Business Administration (BBA) in Global Hospitality Management

Les Roches in numbers*

2,232

Total student population

57%

Female

2

Campuses in Switzerland and Spain

+100

Nationalities

3

Average internship opportunities per student

1,273

Undergraduate students

43%

Male

100+

Recruiters on campus every semester

16:1

Student to faculty ratio

2

Average job offers per student

About Les Roches

Founded in 1954, Les Roches is a global leader in hospitality management education, offering undergraduate and graduate degrees, as well as executive education, in the fields of hospitality, tourism and event management. Our goal is to prepare career-ready graduates who have the power to think innovatively and the intercultural fluency to thrive in any environment.

With campuses in the Swiss alpine resort of Crans-Montana and the exclusive Mediterranean destination of Marbella, Spain, no other institution offers comparable environments in which to study the business of hospitality.

Our Bachelor's degree

This four year program fully prepares students to enter the hospitality industry with confidence; and particularly develops management theories and competencies using a range of teaching and learning processes. Students progress from practical instruction through mandatory internships to management classes, while also having the opportunity to choose a career-focused specialization.

* September 2022 Data

Bachelor program breakdown

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.



Hospitality Experiential Year

Semester 1
On-campus Hospitality
Immersion

Semester 2
Practical Hospitality
Immersion (Internship)

Semester 1 is 20 weeks.
All other semesters are 15
teaching weeks and 2 exam
& assessment weeks.

Hospitality Excellence Year

Semester 3
Foundations of
Hospitality Excellence

Semester 4
Towards Exceptional
Guest Experience

Study abroad options*

Crans-Montana, Marbella,
London

Hospitality Leadership Year

Semester 5
Practical Hospitality
Management (Internship)

Semester 6
Hospitality Analytics for
Leaders

Study abroad options*

Crans-Montana,
Marbella

Applied Management Year

Semester 7**
Leadership, Strategy and
Innovation
(Specialization)
















Semester 8
Real World Application
(Work-Based Research or
Academic Deep Dive)

Study abroad options*

Crans-Montana, Marbella

*Depending on eligibility & availability

**See specializations and respective courses in the next pages

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
+ Reflection on Practice II	Customer Relationship Management	Sustainability and Innovative Applications	Professional Immersion: 6-month work experience +
Professional Development II	Research Methods	Advanced Methods of Research Inquiry	Work-Based Research & Reflection Report
	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 +
	Hospitality Innovation Project		Electives (max 9 credits)
	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	People Conflict and Negotiation	Advanced Visual Analytics
	Spanish	Health and Wellness Management	Law in the 21st Century
	German	The Science and Culture of Gastronomy	Sustainable Tourism Development and Practices
	Mandarin	Event Operations and Project Management	Advanced Communication Skills
	Culture and Society	Advanced Finance	Blockchain and Emerging Technologies
	Environmental Studies	Managing in Challenging Times	Corporate Governance, Social Responsibility and Ethics
	Events Management	Influencing Through Communication in Business	Innovative Culinary Trends
	Managing Change and Digital Transformation	Emerging Trends and Digital Marketing	Strategic Human Resources
	Sustainable Development in a Globalized World	Convention and Trade Fair Planning	Digital Marketing, Big Data and Web Analytics
			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 and stay ahead of key trends and innovations, while also meeting the challenge to operate more sustainably.

- 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.

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

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, UK).

3

Live and study with students from over 100 countries.

4

Study in some of the safest countries in the world.

5

Meet the 200+ companies that recruit at Les Roches every year.

6

Take advantage of a dedicated team of qualified faculty thanks to a 16:1 student to faculty ratio.

7

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

Entry requirements

Minimum Age

17 years 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:

TOEFL : 70 (internet-based)

IELTS : Average 5.5 and minimum 5.0 in each component

Cambridge : FCE grade C or CAE minimum 160 points

Duolingo : Score of 110, with no component under 100-105

lesroches.edu

Student life

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

Our students come from:

44%

Europe

26%

Asia Pacific

22%

Middle East & Africa

8%

Americas

* 2022 data



Swiss student life



Spanish student life



Where can Les Roches take you?

Jairaj Pujara

Finance Assistant

Zanzibar White Sand Luxury Villas & Spa

Class of 2023

Kusum Mirchandani

Social Media and Marketing Executive

Monogic

Class of 2023

Melody Edemen

Rooms Operations Manager

The Ritz-Carlton

Class of 2021

Alice Cappelli

People and Culture Coordinator

Four Seasons Hotels & Resorts

Class of 2022

Pek Zhi Xiang

VIP Relationship & Group Wine Manager

Ebb & Flow Group

Class of 2019

Nan May Thu Aung

Customer Support Representative

Mews

Class of 2022

Martin Hocke

Hospitality Analyst

Cushman & Wakefield

Class of 2021

India Howe

Private Concierge and Travel Designer

ALL FOR YOU AGENCY

Class of 2022

Yen Chau Hoang

F&B Coordinator

Nobu Hospitality

Class of 2022

Tiffany Wiputri

Guest Services Manager

The St. Regis Hotel Jakarta

Class of 2020