

All our schools are in the top 7 in the world



QS rankings for H&L 2024

# Real-world education with lifelong impact











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### Creating tomorrow's industry *leaders*



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ALL OUR SCHOOLS RANK IN THE WORLD'S TOP 7 FOR HOSPITALITY AND LEISURE MANAGEMENT

QS RANKINGS, 2024

LIFELONG EDUCATION: HIGHER EDUCATION, JUNIOR AND FAMILY PROGRAMS, PROFESSIONAL SOLUTIONS, AND ONLINE COURSES 90% OF OUR STUDENTS HIRED UPON GRADUATION

★★★★ 100+ INDUSTRY PARTNERS UNIQUE
SPECIALIZATIONS
AND REAL-WORLD
EXPERIENCE FOR
SUCCESSFUL CAREERS
IN HOSPITALITY
AND BEYOND

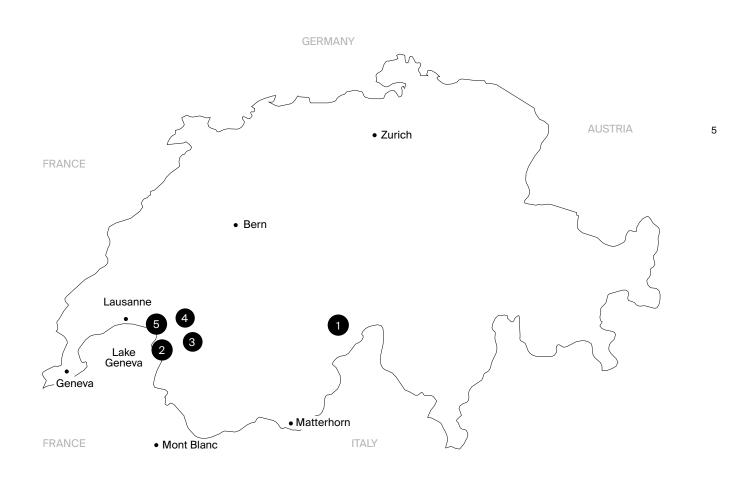
Swiss Education Group has nearly 40 years' experience in hospitality, business, and culinary arts education. Today, it operates four of the world's top hospitality schools.

Swiss Education Group is a globally recognized institution that offers a transformative educational experience tailored to the dynamic fields of hospitality, culinary arts, business, and the thriving experience economy. Immerse yourself in an international community that celebrates diversity, fostering crosscultural interactions and global perspectives.

Our comprehensive academic programs are meticulously crafted to equip you with the skills and knowledge demanded in today's ever-evolving professional landscape. Beyond the classroom, we will assist you as you embark on exciting and unique job and internship opportunities, opening doors to leading industries across the globe.

### **Swiss Heritage**

Switzerland's reputation for luxury, quality, and exceptional service is world-renowned, and as a student in Swiss Education Group, you'll experience this heritage firsthand. Here, you'll gain the Swiss savoir-faire that sets you apart, making you highly sought after in the hospitality industry and beyond. By joining us, you're choosing one of the best hospitality management schools in the world, ensuring that you receive an education that opens doors to a successful and rewarding career.











# REAL-WORLD EXPERIENCE

## Real-world experience

We offer our students invaluable real-world experience and help them connect with people at the heart of the business—both in the classroom and in the workplace. Our unique partnerships and internship opportunities open the doors to some of the world's top global names across a broad range of industries.

### Meet industry leaders

Our students have exclusive access to industry insights and hands-on experience through our prestigious partnerships with leading figures in hospitality, business, and culinary arts. Our students graduate ready to thrive in their careers due in part to the real-world experience, expertise, and invaluable connections they have developed through academic, practical, and professional collaborations with top-tier companies such as:































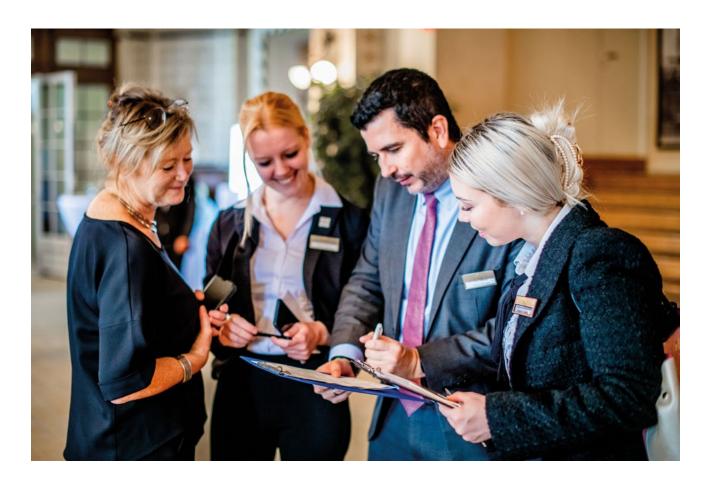






### Personalized career support

A dedicated career services team provides students with one-on-one coaching and practical input – from writing a CV to preparing for an interview – to help students secure internships and prepare for employment. A Further Education counselor helps students identify their strengths and map out their steps after graduation, whether that is pursuing a graduate degree at one of our schools, stepping into the professional arena, or carving out a whole new path.







### A stamp of approval

Our international academic and accreditation partners ensure that students' qualifications are recognized worldwide and that high-quality educational standards are upheld.























What I learned at school has really been the guiding light for me in my career: that the customer comes first. I learned that both in my internships and at the school itself.

Nicholas Argyrou (Cyprus) 1994 HIM graduate Key Account Director Baseblue

### Access to professional opportunities

Twice a year, students gain exclusive access to the **International Recruitment Forum**. This is where students connect with recruiters from various industries, including hotel groups, independent properties, catering and events companies, retail, and banking, as well as airlines and cruise lines from around the world.

### Key benefits:

100+ international companies

3000+ professional opportunities Networking with alumni

















































































COLLECTIVE



































































































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### A global community



The power of the IRF: The corporate recruiters pictured above are all alumni of Swiss Education Group schools.

With 35 chapters and over 25,000 members, alumni from across all of Swiss Education Group's schools have access to one of the largest hospitality networks in the world.

89%

HOLD MANAGEMENT POSITIONS OR HAVE CREATED THEIR OWN COMPANY WITHIN FIVE YEARS OF GRADUATION 71%

WORK IN THE SECTORS OF LUXURY AND TOURISM 29%

WORK IN THE SECTORS OF CONSULTANCY, EDUCATION, FINANCE, AND HEALTHCARE



As a student or alum of Swiss Education Group, you'll benefit from our extensive alumni network that opens doors to exclusive job opportunities and connections with top employers. Whether you're a student seeking an internship or a graduate seeking your dream job, our network provides the support you need to succeed. The alumni community offers the opportunity to build new relationships and advance your career through exclusive offers, events, and career development support tailored just for you.

## Lifelong learning

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We recruit students from Swiss Education Group's schools because they are among the top skilled hospitality students not only in Switzerland but in the world. They can live up to our product and promise.

Julian Ryan

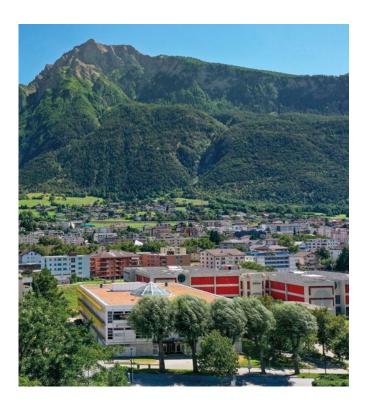
Kempinski Hotels, Corporate Human Resource Manager







## Be inspired by the *legacy* of Ritz







Thrive in the ever-evolving world of hospitality at César Ritz Colleges Switzerland. Students are prepared for success by blending the prestigious César Ritz hospitality legacy of forward-thinking, entrepreneurial initiative with an innovative educational methodology that emphasizes experiential learning.

César Ritz Colleges' commitment to excellence is validated by Swiss accreditation, underscoring the superior education students receive. As a Green Globe-certified institution, our dedication to sustainability is further affirmed, with initiatives integrated into both the curriculum and campus life, providing students with a comprehensive, environmentally-conscious education.

Spread across two beautiful locations in Switzerland, César Ritz Colleges offers Bachelor of Science and Master of Science degrees, alongside specialized certificates in Wine Business Management and Industry Immersion.

### Defining a Point of



### DISCOVER THE EXCITING WORLD OF WINES

### Certificate in Wine Business Management

10 WEEKS

For career changers and aspiring oenophiles, this Certificate in Wine Business Management will give you hands-on experience and profound knowledge of the industry.

Food and wine pairing events, networking opportunities, and guest lecturers will also help launch your professional network within the wine industry.

- Master professional tasting techniques while obtaining The Wine and Spirit Education Trust (WSET) Level 2 Award in Wines
- Acquire expertise through various regional certifications, such as Swiss Wine Specialist, Accredited Bordeaux Expert certificate, and Champagne Expert certificate

### STUDENTS GRADUATE WITH A:

Certificate
in Wine Business Management
awarded by César Ritz Colleges Switzerland



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### **DEVELOP AN INNOVATIVE MINDSET**

### Industry Immersion Year

ONE YEAR

Set the stage for a rewarding future in the hospitality industry with refined technical and personal skills developed by an immersive education and a practical 6-month internship. Our tailored approach and hands-on learning open doors to a fulfilling

international career. By mastering the art of service and building strong leadership skills, you will develop a deep understanding of the nuances of exceptional customer experience, which is the key to success.

Engage in practical learning Develop outstanding customer service skills

Cultivate precision and attention to detail

STUDENTS GRADUATE WITH A:

Certificate
of Industry Immersion
awarded by César Ritz Colleges Switzerland





Holistic education

The Industry Immersion Year offers a holistic education, equipping you with practical skills and insights which ensure that you stand out in a competitive hospitality landscape.

César Ritz Colleges
Switzerland prepared me to
believe in myself and to use my
personality, experiences, and
strengths to succeed!

### Franziska Lein (Germany) 2011 graduate

Customer Success Manager Paypal

### INSPIRING AN INNOVATIVE MINDSET

### Bachelor of Science

THREE YEARS

Immerse yourself in a creative learning environment designed to ignite innovation while actively building the foundation for your future career success through the development of a personalized business plan. Benefit from joining one of Switzerland's only federally accredited hospitality business schools, an added certification that offers further opportunities for research, networking, and continuous learning.

This bachelor's program emphasizes an entrepreneurial approach to hospitality. Beyond traditional disciplines like service and food & beverage, the curriculum encompasses an in-depth business focus through subjects such as statistics, decision analysis, responsible sourcing, and sustainability. This approach ensures that you are equipped to meet industry demands, whether managing a business or running your own.

### STUDENTS GRADUATE WITH A:

**Bachelor of Science** in Hotel and Tourism Management from César Ritz Colleges Switzerland



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### THE SKY IS THE LIMIT Master of Science

15 MONTHS

Lead with confidence - this Master of Science program will develop your technical management abilities, improve your soft skills, and help you become a real change-maker as expected of leading positions in the global business arena.

Elevate your expertise through advanced courses, seminars, and certificates while honing essential soft skills such as Emotional Intelligence, Communication, Collaboration, and Problem-Solving through immersive practical programs seamlessly integrated into the coursework.

### STUDENTS GRADUATE WITH A:

**Master of Science** in Leadership from César Ritz Colleges Switzerland







At César Ritz Colleges Switzerland, education is propelled by a hands-on, experiential philosophy that prioritizes learning through real-life contexts. A prime illustration of this is Innovation Week, during which students tackle challenges, formulate business plans, craft multiple prototypes, refine their storytelling skills, and perfect their pitch—all leading to a comprehensive project presentation before an esteemed jury.

César Ritz Colleges Switzerland provided me with a broad foundation that was easily transferable to different industries. It opened up the world for me. Studying abroad within such an international environment also gave me a cosmopolitan outlook for my career.

Isabela Joffe (Brazil) 2002 graduate Independent contractor Calibre One, Miami

Thanks to partnerships with industry leaders, you will gain key insights into real-life operations as the industry is brought into the classroom.

















## Passion *for* food, career *for* life





Launch your unique culinary journey at Culinary Arts Academy Switzerland, where your growth and success take center stage. Whether your passion is culinary arts, pastry & chocolate, or plant-based cuisine, Culinary Arts Academy Switzerland has flexible options to suit your ambition. Offering bachelor's and master's degree programs accredited by the University of Derby, two 1-year Swiss Diploma programs, and a 1-term certification option, there is a program for every desire.

The immersive and holistic approach empowers you with hands-on experience in combination with theory and business acumen, ensuring you acquire not just culinary expertise, but also vital skills for a thriving culinary career. Explore your passion within a dynamic environment, while also benefitting from exceptional learning resources – including 16 state-of-the-art practical kitchens designed to hone your skills and creativity at every stage of your culinary development.



### **DEVELOP YOUR CULINARY CRAFT**

### Swiss Diploma in Culinary Arts

ONE YEAR

For food enthusiasts, aspiring culinary experts, and entrepreneurs eager to explore professional-level culinary arts, our 2-term Swiss Diploma in Culinary Arts is the perfect program to launch a new career or take your previous experience to the next level.

Dive into the essence of Swiss and European cuisine, mastering essential techniques and crafting traditional and contemporary dishes with finesse. Join us to experience the pleasure, art, and richness of gastronomy.

### STUDENTS GRADUATE WITH A:

Swiss Diploma in Culinary Arts awarded by Culinary Arts Academy Switzerland



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### PERFECTION BY CONFECTION

### Swiss Diploma in Pastry Arts

ONE YEAR

Immerse yourself in hands-on training, mastering fundamental dessert techniques and perfecting the art of crafting both traditional and contemporary Swiss and European delights.

Designed for pastry and chocolate enthusiasts, aspiring pastry experts, and entrepreneurs with a sweet tooth, our 2-term Swiss Diploma in Pastry Arts program is your gateway to the world of Swiss and European confectionery excellence.

### STUDENTS GRADUATE WITH A:

Swiss Diploma in Pastry Arts awarded by Culinary Arts Academy Switzerland



### HARVEST NEW FLAVOURS

### Swiss Certificate in Vegetarian and Plant-Based Culinary Arts

ONE TERM

For those looking to expand their culinary expertise, our 1-term certification in vegetarian and plant-based cuisine is an excellent opportunity to enrich your culinary skills. This program covers the essentials of vegetarian cuisine and vegan desserts, equipping students with the knowledge and techniques needed to excel in the evolving world of gastronomy.

Whether you're aiming to diversify your culinary repertoire, stay competitive in a changing gastronomic arena, or you're simply passionate about vegetarian and vegan cuisine, this certification provides the expertise to excel. Join us as we harvest new flavors through plant-based cuisine and elevate your culinary creativity.

### STUDENTS GRADUATE WITH A:

Swiss Certificate in Vegetarian and Plant-Based Culinary Arts awarded by Culinary Arts Academy Switzerland





### A RECIPE FOR SUCCESS

### Bachelor of Arts in Culinary Arts

THREE YEARS

From creating a business plan, mastering menu planning, and pairing wines to perfecting a sauce or gourmet dessert, you will leave the Bachelor of Arts in Culinary Arts program as a well-rounded, competent, and creative chef, ready to take on the world.

Aspiring chefs build a solid foundation in kitchen fundamentals and business expertise with this bachelor's program offered in partnership with the University of Derby. Gain the entrepreneurial knowhow to launch your own food-based business by embarking on specialized pathways in Culinary Arts or Pastry & Chocolate Arts, and two worldwide internships.



STUDENTS GRADUATE WITH A:

Bachelor of International Business in Culinary Arts OR Pastry & Chocolate Arts awarded by Culinary Arts Academy Switzerland Bachelor of Arts (Honours) in Culinary Arts awarded by the University of Derby





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### SPICE UP YOUR CAREER

### Master of Arts in Culinary Business Management

ONE YEAR

Whether you're a seasoned culinary professional ready to level-up your career or a hospitality executive keen to pivot into a culinary career, you can carve out your future in food with this University of Derby accredited master's degree program. Tailored for career changers, future food entrepreneurs, and culinary enthusiasts, tthis program will equip you with essential managerial skills and the food savvy to succeed.

Learn everything from crafting a recipe book to formulating a comprehensive business plan. Sharpen your skillset through a combination of hands-on training in state-of-the-art kitchens and training restaurants, theory modules in business and management, and a worldwide internship. The program culminates in a final consultancy project or business plan preparing you to manage and run a business.

### STUDENTS GRADUATE WITH A:

Master of International Business in Culinary Business Management awarded by Culinary Arts Academy Switzerland Master of Arts in Culinary
Business Management
awarded by the University of Derby





At Culinary Arts Academy Switzerland, I learned how to think for myself and come to the answers on my own. I didn't just learn how to cook, I also learned a lot about business and hospitality.

Lavr Kozlov (Russia)

2019 graduate Founder Restogo

Thanks to partnerships with industry leaders, you will gain key insights into real-life operations as the industry is brought into the classroom.

















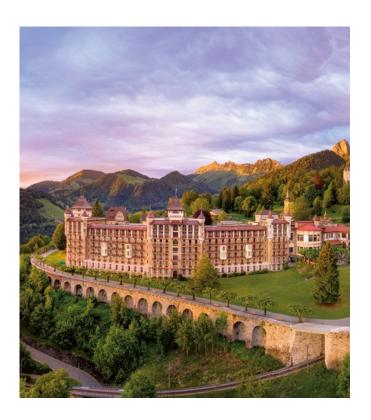








## Become a *leader* for the global *hospitality* industry





Thrive in the ever-evolving realm of hospitality management and immerse yourself in the essence of Swiss excellence with Swiss Hotel Management School. We seamlessly merge Switzerland's rich hotelier heritage with cutting-edge learning tools, preparing you for the future of the industry.

Ranked as  $2^{\rm nd}$  best globally, our school provides a unique, hands-on education across two campuses set within iconic former palace hotels. Partnering with the University of Derby, we offer a range of undergraduate and postgraduate degrees, allowing students to select specialized paths that align with their ambitions.



### TRADITION MEETS INNOVATION

### Bachelor of Arts (Honours) in International Hospitality Management

THREE YEARS

Pave the way for a management career in hospitality with this hands-on degree that blends traditional hospitality skills with a contemporary approach to management. You can customize your degree with hospitality, events, or design specializations.

A combination of hands-on learning, theory modules in hospitality business, and internships result in an innovative approach to hospitality management where students graduate ready to take the lead in the global hospitality industry.

### STUDENTS GRADUATE WITH A:

Bachelor in International Hospitality Management awarded by Swiss Hotel Management School



Bachelor of Arts (Honours) in International Hospitality Management awarded by the University of Derby







### SHIFT GEARS INTO HOSPITALITY

### Postgraduate Diploma in International Hotel, Resort, and Spa Management

ONE YEAR

This program is for those seeking to shift gears into their dream career in hospitality. In just one year, gain key operational skills through organizing events on campus, managing a spa, or running a fine dining outlet. Throughout the postgraduate program, rotate through three concept labs designed to immerse yourself in different hospitality skills. Graduate with comprehensive, hands-on experience of the entire hospitality industry.

### STUDENTS GRADUATE WITH A:

Postgraduate Diploma in International Hotel, Resort, and Spa Management awarded by Swiss Hotel Management School



Swiss Hotel Management School not only gave me a well-recognized degree and a solid foundation, but also an edge in the job market and an invaluable network spanning from Bogota to Shanghai.

Mathias Schneider (Sweden) 2013 graduate General Manager, Gimo Herrgård



### REFINE YOUR CAREER, DEFINE YOUR LIFE

### Master of Arts in International Hospitality Business Management

ONE YEAR

Leverage your previous study and work experience in another industry to become a leader in the world of hospitality. This one-year master's program offers hands-on learning and a solid foundation in hotel business management theory, with the flexibility to customize your education through specializations in hotel management, luxury brand management, and event management. Tailor your program to align with your career goals and emerge as a well-rounded, industry-ready professional.

### STUDENTS GRADUATE WITH A:

Master
in International Hospitality Business Management
awarded by Swiss Hotel Management School



Master of Arts in International Hospitality Business Management awarded by the University of Derby



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### BECOME THE SWISS ARMY KNIFE OF HOSPITALITY

### Master of Science in International Hospitality Management

ONE YEAR

Whether you are a recent graduate craving for more or a professional aspiring to become an exceptional hospitality manager or consultant, deep-dive into hospitality with this intensive academic program.

Master the ins and outs of each facet of hospitality and become an authority in your chosen dissertation topic. You will stay ahead of the curve with critical knowledge, crucial skills development, and the latest trends.

### STUDENTS GRADUATE WITH A:

Master in International Hospitality Management awarded by Swiss Hotel Management School



Master of Science in International Hospitality Management awarded by the University of Derby





### FLEXIBLE AND SELF-PACED

### Master of Arts in Executive Hospitality Management (Online)

UP TO THREE YEARS

You can connect from anywhere and at any time to obtain your accredited master's degree. This online program is perfect for active professionals who want to get that promotion, become a hospitality leader, or simply become better hoteliers.

More than just studying when it suits you, you may also choose the length and intensity of your studies with the fast-paced Accelerated Track of 18 months or the slower-paced Professional Track of 2+ years.

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### STUDENTS GRADUATE WITH A:

Master in Executive Hospitality Management awarded by Swiss Hotel Management School



Master of Arts in Executive Hospitality Management awarded by the University of Derby



Thanks to partnerships with industry leaders, you will gain key insights into real-life operations as the industry is brought into the classroom.









### Be world ready





As a business school with a Swiss hospitality legacy, HIM brings a people-centric approach to business. Based in the heart of the vibrant Swiss Riviera, and with over 60 nationalities on campus, HIM equips you with the cultural awareness, emotional intelligence, and leadership skills needed in today's dynamic business environment.

You will have the flexibility to tailor your degree with unique specializations, in close collaboration with prominent global industry leaders in business and management. These partnerships breathe real life into the classroom—real problems, real challenges, real insights—preparing you to thrive in face of complexity, ultimately making you world ready.





### **VERSATILITY IN BUSINESS**

### Bachelor of Business Administration

THREE YEARS

This unique bachelor's program combines the best of a business curriculum with the soft skills rooted in hospitality to deliver an education that will have you ready for any business or industry where the customer experience is paramount. This three-year degree, awarded in partnership with Northwood University, unlocks endless possibilities across multiple industries.

You can add depth and focus to your degree by choosing a pathway in Management or Hospitality Management as well as a specialization in Luxury Brand Management, Advanced Strategies in Finance, or Talent Management. Three internships where you gain real-life experience, problem-solving, and people skills, further help you gain a competitive edge and launch your career upon graduation.





Thanks to partnerships with industry leaders, like Bluewater and Royal Carribean, students gain key insights into real-life operations as the industry is brought into the classroom.

### Choose Your Specialization

In **Term 4** you will take the first step in customizing your degree by choosing your specialization

### **Luxury Brand** Management

**Talent Management** 

**Advanced Strategies** in Finance



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I chose HIM for its powerful network and business curriculum. Now, I know that these, along with the customer centricity and people skills I gained at HIM, have been key to my success in business.

2015 graduate Co-Founder Impakt Marketing





### Choose Your Pathway

In **Term 6**, you will customize your education further by choosing your pathway, putting the finishing touch on your degree.

### **Hospitality Management**

or

### Management

### STUDENTS GRADUATE WITH A:

Bachelor of Business Administration awarded by Northwood University (US)



### Life on campus



It is important that you have an enjoyable learning experience. That's why we work hard to foster open and collaborative environments on all campuses so that students and faculty can thrive as individuals and as a community.

Each staff and faculty member is dedicated to mentoring and supporting students academically and personally during your time with us on campus.









## SWISS EDUCATION GROUP

### EXPLORING SWITZERLAND AND BEYOND

Switzerland provides year-round opportunities for outdoor activities such as mountain biking, hiking, swimming, river rafting, sailing, water-skiing, golfing, horseback riding, and paragliding. Switzerland also offers an extensive range of cultural experiences.

Enjoy world-renowned exhibitions, trade fairs, film festivals, museums, and musical events throughout the year, or stroll through the many traditional Christmas, antique, and farmers markets.

And with its central location, you'll be only a few hours by train or plane away from Europe's top destinations.





### A VIBRANT STUDENT COMMUNITY

From simply relaxing in a recreational room on campus to participating in an extra-curricular club, there are endless opportunities to connect with classmates and enjoy the SEG community.

Each term, you also have a chance to meet students from our other schools on Sports Day, a fun day of sports competitions held on our campus in Brig.







### Grow. Dicover. Have fun.



Swiss Education Academy gives young people and families the opportunity to explore their interests, unlock new passions, and make new friends in one of the most beautiful countries in the world.

Dynamic summer and winter programs take a holistic approach—blending engaging, hands-on learning with

experiences that boost confidence and create lasting memories. Young people aged 10-20 can explore the art of Swiss hospitality, unlock new opportunities with a language course, or bring their love of food to life. We also offer programs for families that enable them to explore Switzerland, its unique culture, delicious food and, invigorating alpine outdoors.

There is only one word that describes this summer camp: amazing! The activities are great too, a brilliant way of getting to know students from around the world.

Carlos Age 17



3 JUNIOR PROGRAMS FOR YOUNG PEOPLE AGES 10-20



TAILOR-MADE PROGRAMS FOR FAMILIES AND HIGH SCHOOL STUDENTS



OVER 35 YEARS OF EXPERIENCE



### Transforming people



At Swiss Education Group Professional, we believe in the power of transformational, high-impact, and life-long learning. We provide high-quality business expertise and training to businesses, governments, and associations, empowering them to thrive in an ever-evolving landscape. Through an assortment of custom courses and workshops geared for personal and professional growth, you and your team will be ready to excel in the potential of tomorrow.

We are committed to giving our emerging leaders the ability to continue their professional development. Swiss Education Group Professional has worked with us to develop an immersive and challenging program that will help us stand by our commitment.

PROFESSIONAL AND EXECUTIVE DEVELOPMENT PROGRAMS 41

### <u>;</u>

Take our quiz to find out which school is for you





Explore the possibilities

Follow us on social media





Attend one of our events













### Our offices worldwide

### **EUROPE** (Headquarters)

Avenue de Florimont 11 CH-1820 Montreux Switzerland +41219654020 contact@swisseducation.com

### ASIA

### China

5/F, Block A, Landgent Center, No.20 East Middle 3rd Ring Road, Chaoyang District, 100020 Beijing, China +86 400 062 9618

### Hong Kong & Macau

Suite 808, 8/F, North Tower, World Finance Centre, Harbour City, 19 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong +852 2545 0505

### Singapore

43 Pekin Street #02-01, Far East Square Singapore 048773 +65 6738 7025

### **AMERICAS**

SCES Trecho 2 LT 59 Loja 01 e 02 Beira Lago, Brasília - DF CEP: 70.200-002 Brazil +55 61 3037 9633