Postexperience 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

Develop the skills that great careers are made from



Augusto Traversa
Portugal
Master's, Class of 2022

Your smartest career move

What is the secret of success? Passion

It's passion that gets you up in the morning. Passion that carries you through the toughest challenges and the longest days.

At Les Roches, we've been putting the passion into hospitality since 1954. In your professional career to date, you may already have tasted this wonderful industry and all it has to offer. Or you could be taking your career down a fresh path.

Either way, you've come to the perfect place.

Executive programs, MBA, Master's, Postgraduate Diploma- whatever your choice of professional development study, we're ready to ignite your passion. We'll introduce you to cutting-edge thinking and take you behind the scenes to witness hospitality magic being made.

Let us be the unfair advantage that powers your career.

Start shaping your future today.



With a Les Roches education, you'll make all the right moves



Walk into any of our campuses and you'll see how. Les Roches is a place where a hundred cultures come together to learn with – and from – each other. With us, you have a global community of lifelong friends ready and waiting.

We embrace the digital world and all the amazing opportunities it brings. We provide a home for innovators and a unique start-up ecosystem where the future of hospitality is being made. Technology is our friend. But we never forget that human experience is at the heart of successful hospitality.

We teach the Swiss way: immersive, hands-on and always with an eye to your future career. We keep our class sizes small; our teaching personal. You'll never feel left out in a Les Roches classroom.

We have two words for all this: transformative education. With us, you'll transform your career prospects. When your studies are over, you'll be ready to become a change-maker in the world's most dynamic industry.

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, sports, luxury, 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.

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 are studying 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.
18–25.



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

Living in Crans-Montana

“Life on campus is extremely fascinating. I will always remember my time here, living on top of a mountain and enjoying an amazing view. There is always something to do to have fun. There are nonstop sports activities. Crans-Montana has so much to offer in terms of leisure and night life.”

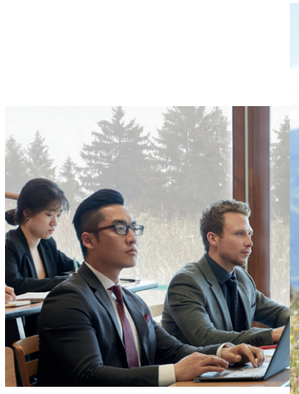
◆

Murat Aslan
Turkey
PGD, Class of 2018



Awesome programs deserve awesome backdrops

Choose to study and make long-lasting memories by living in a beautiful, alpine village close to the world-famous ski resort of Crans-Montana, with spectacular views of the Alps. 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





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.

"I always tell my family and friends in Lebanon: I came to Switzerland from a Lebanese family, but now I have an international family at Les Roches."

◆

Mohamad Seifeddine
Lebanon
MBA, Class of 2019

A modern campus

Don't let the peaceful alpine surroundings fool you. Crans-Montana campus is a place where the future is being made right now. It is one of two physical campus locations for Spark, our global innovation sphere. Spark is a place where new concepts are created, tested and incubated; it makes Les Roches the essential destination for hospitality's future leaders and innovators to learn their craft.
For more on Spark turn to page 34.

You will also have access to physical innovation spaces, like our VR Room, and digital media studio where you can experiment with latest technologies and develop your digital hospitality skills. And with Mac labs, professional kitchens, demonstration areas, student event spaces and an extensive traditional and digital library, you'll have all the tools you need to unleash your creativity.

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	Culinary Club Gala Dinner	Surfing
Cocktail		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 two hours or so.



By train from Sierre:

Montreux
(1hr)



By train from Sierre:

Jungfraujoch
(2hrs 30mins)



By train from Sierre:

Geneva
(2hrs)



By train from Sierre:

Milan
(2hrs 30mins)



By train from Sierre:

Zurich
(2hrs 30mins)

138

Michelin-starred restaurants
The highest density in Europe

5

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

1

Switzerland
Is ranked world's most innovative country

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
General Manager, Les Roches Spain
Class of 2001



Immerse yourself in one of Europe's luxury tourist destinations

The jewel of the Costa del Sol offers year-round sunshine, golf resorts, cultural attractions, and the delights of Mediterranean cuisine. For hospitality management students, it's a living classroom.



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



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
- Cocktail
- Reading
- Running
- Sustainability
- Nutrition and Wellbeing
- Golf
- Cooking
- Events
- Football
- Tennis
- Wine
- Yogi Healthy
- Spark Society (innovation)

Events
- SUTUS (Space and Underwater Tourism Universal Summit)
- Digital Health and Medical Experience
- Theme nights
- Sports days
- Stage Fair (student internship fair)
- Houses Cultural Expo
- Cancer Research Dinner
- Concordia Gala Dinner

Sports
- Kayaking
- Football
- Tennis
- Beach volleyball
- Stand-up paddle
- Yoga
- Crossfit



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

House of Colors Bistro
Light meals and snacks

El Olivo
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)



By plane from Málaga:

Paris
(2hrs 35mins)



By plane from Málaga:

Lisbon
(1hr 35mins)

48

UNESCO World Heritage sites in Spain

5

Bordering countries
Explore Gibraltar, Andorra, France, Portugal and Morocco

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 professional development 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 which 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 revenues;
- And above all to keep their future employer – or their own business – one step ahead of the competition.

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.

"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 a new type of digital transformation leaders and managers, who understand the business applications of technology."

Max Starkov, Hospitality & Online Travel Tech Consultant & Strategist

Spark sectors

Our hospitality innovation curriculum is focused on these key technologies:

- AI and face recognition
- Robotics
- WebApp/ecommerce
- 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 which 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.



Choosing the right program for your career development

At Les Roches, we have made sure to build solid programs that can accompany their hospitality leaders and managers throughout their careers and meet their evolving needs, providing them with a range of options specifically developed for experienced professionals.



Each student is different and comes with a unique set of skills, experience and personal background that foster rich peer-to-peer learning and sharing opportunities, on top of the academic and practical learning taught in and out of the classroom. Find your match.

While this brochure focuses on Postgraduate, Master's, MBA and Executive programs requiring professional experience, information on our Master's degrees for recent graduates can be found on lesroches.edu/programs.

	Campus	Age	Qualification	Experience
Postgraduate Programs:				
Master's in International Hotel Management	Spain	21	Bachelor required	None
Master's in Marketing and Management for Luxury Tourism	Spain	21	Bachelor required	None
Master's in Sports Management & Events	Switzerland	21	Bachelor required	None
Postexperience Programs:				
MBA in Global Hospitality Management	Switzerland	23	Bachelor required	2+ years
Master's in Hospitality Management with Specialization	Switzerland/Spain	21	Bachelor recommended	2+ years*
Postgraduate Diploma in International Hospitality Management	Switzerland/Spain	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in Leadership & Talent Management	Spain	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in F&B Entrepreneurship & Management	Switzerland	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in Digital Transformation	Switzerland	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in Marketing Management in Luxury Tourism	Spain	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in Golf Management	Spain	21	Bachelor recommended*	2+ years*
Postgraduate Diploma in Cruise Line Management	Spain	21	Bachelor recommended*	2+ years*
Executive Programs:				
Executive MBA in Global Hospitality Management	Switzerland/ Online	28	Bachelor recommended	8+ years
Executive Postgraduate Diploma in International Hotel Management	Spain/Online	N/A***	Bachelor recommended	5+ years
Executive Master's In International Hotel Management	Spain/Online	N/A***	Bachelor recommended	5+ years

*Min 2+ years with a degree, 5+ years without a degree
**Students without a degree can access the Postexperience Programs and will receive a Professional Development Diploma
***Minimum age requirement not applicable provided that all other admission requirements are met

Our Postgraduate, Master's, MBA and Executive Programs

Perfecting their skills and knowledge, polishing their leadership and managerial competencies, staying on top of the latest trends, or consolidating their industry network… there are various reasons that push professionals to walk through our campus doors or opt for one of our online programs. Choose yours!

Master of Business Administration (MBA) in Global Hospitality Management

MBA 1
1 semester
(+ Hospitality Immersion Program*)

MBA 2
1 semester
+ Business field trip to Chicago
+ Consultancy Project
+ Specialization:
- Advanced revenue and performance management; or
- Hospitality entrepreneurship and business development

Master's in Hospitality Management with Specialization

Semester 1
15-17 Academic weeks
+ Business field trip to Dubai
(+ Hospitality Immersion Program*)

Specialization Semester
15-17 Academic weeks
Specialization:
- Leadership & Talent Management
- F&B Entrepreneurship & Management
- Digital Transformation
- Marketing Management in Luxury Tourism
- Golf Management
- Cruise Line Management

+ Field trip

Professional Project
6 months Internship
OR
Business Research Project

Entry route to **Specialized Postgraduate Diploma**

*Mandatory for MBA, Master's and PGD in International Hospitality Management students without a hospitality related degree or professional experience. Optional for the other students/programs. The Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". See more p67.

Postgraduate Diploma in International Hospitality Management

Semester 1
15-17 Academic weeks
+ Business field trip to Dubai
(+ Hospitality Immersion Program*)

Professional Project
6 months Internship
OR
Applied Project

Postgraduate Diploma
or possible progression to MBA or Master's

Postgraduate Diploma in Leadership & Talent Management

Specialization Semester
15-17 Academic weeks
+ Immersive Workshop Week
(+ Hospitality Immersion Program*)

Professional Project
6 months Internship
OR
Business Research Project

Postgraduate Diploma
or possible progression to Master's

Postgraduate Diploma in F&B Entrepreneurship & Management

Specialization Semester
15-17 Academic weeks
+ Immersive field trips
(+ Hospitality Immersion Program*)

Professional Project
6 months Internship
OR
Business Research Project

Postgraduate Diploma
or possible progression to Master's

Postgraduate Diploma in Digital Transformation

Specialization Semester
15-17 Academic weeks
+ Business field trip to Seoul
(+ Hospitality Immersion Program*)

Professional Project
6 months Internship
OR
Business Research Project

Postgraduate Diploma
or possible progression to Master's

Postgraduate Diploma in Marketing Management in Luxury Tourism

Specialization Semester
15-17 Academic weeks
+ Exclusive Brands Week
(+ Hospitality Immersion Program*)

Professional Project
6 months Internship
OR
Business Research Project

Postgraduate Diploma
or possible progression to Master's

Postgraduate Diploma in Cruise Line Management

Specialization Semester
15-17 Academic weeks
+ Business field trip to Miami
(+ Hospitality Immersion Program*)

→

Professional Project
6 months Internship
OR
Business Research Project

→

Postgraduate Diploma
or possible progression to Master's

Postgraduate Diploma in Golf Management

Specialization Semester
15-17 Academic weeks
+ Business field trip to Miami
(+ Hospitality Immersion Program*)

→

Professional Project
6 months Internship
OR
Business Research Project

→

Postgraduate Diploma
or possible progression to Master's

Executive Master of Business Administration (EMBA) in Global Hospitality Management

EMBA 1
12 weeks online learning
+ Residential week in Switzerland
(+ Hospitality Immersion Program*)

→

EMBA 2
12 weeks online learning

→

EMBA 3
12 weeks online learning
+
Capstone
+
residential week in Dubai

→

EMBA 4
12 weeks online learning
+
(Capstone)

Executive Postgraduate In International Hotel Management

4 Modules and Applied project
Classes available 24/7, with weekly tutorials.
(1 week on-campus per module optional)
(+ Hospitality Immersion Program*)

→

Internship (optional)
6 months

Possibility to design your own journey, which modules to take online and which ones on campus

Executive Master's in International Hotel Management

6 Modules and Applied project
Classes available 24/7, with weekly tutorials.
(1 week on-campus per module optional)
(+ Hospitality Immersion Program*)

→

Internship (optional)
6 months

Possibility to design your own journey, which modules to take online and which ones on campus

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester/module with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.



Master of Business Administration (MBA) in Global Hospitality Management

Through a curriculum integrating business strategy, management theory and real-world problem-solving, this MBA will give you the skills you need to thrive in senior managerial positions.

Taught over two semesters, the MBA has been developed in collaboration with industry experts to ensure maximum relevance to hospitality trends and demands. You'll be immersed in business modeling and entrepreneurship, leadership development, sustainability, strategic marketing, and digital disruption.

The MBA is also designed to test your knowledge in the real world. As our most advanced degree program, it features a field trip and a real- world consultancy project.

Duration:
2 semesters

Total credits:
36 US/72 ECTS

Intakes:
February and September

Semester 1	Semester 2	
Personal Development and Leadership Skills	Business Strategies and Performance Monitoring	**Advanced revenue and performance management:**
Hospitality Financial Analysis	Corporate Finance and Shareholder Value	Advanced Topics in Revenue Management
Hospitality Revenue and Demand Management	Data Analytics and Decision Making	Hotel Valuation and Performance
Strategic Digital Marketing and Sales In Hospitality	Sustainability and CSR In Hospitality	Hotel Asset Management and Contract Negotiation
Consumer Behavior and Insights	+ Business Field Trip to Chicago	Performance Capstone or Consultancy Project
Hospitality Economics and Disruptive Business Models	**+ Specialization, choose one** -->	OR
Managing Complex Organizations, Digitalization and Change Management		**Hospitality entrepreneurship and business development:**
HR Talent Management and Processes		Design Thinking and Business Model Creation
Destination Competitiveness and Innovation		Entrepreneurship and Family Business Development
(+ Hospitality Immersion Program*)		Financial Lifecycle, Fundraising and Communication
		Entrepreneurship Capstone or Consultancy Project



Business Field Trip

Les Roches MBA students enjoy an immersive business field trip in Chicago where they witness first-hand how world-class brands make hospitality magic happen in a global city. The field trip consists of a carefully curated program of exclusive luxury hotel & venue visits, meetings with top professionals and outstanding social and networking events.

*Mandatory for students without a hospitality related degree or professional experience: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Master's in Hospitality Management with Specialization

This Master's degree is suited to candidates with or without a Bachelor's degree, who have acquired relevant professional experience and now wish to supplement this with an accredited graduate qualification.

You begin with a semester focused on core hospitality business content, including finance and revenue management, marketing, events, and more. Upon completion, you will undertake a one-semester specialization, for which we offer a choice of six professionally-focused topics that allow you to tailor your learning to your future career ambitions. Finetune your skills with an internship or business research project (depending on your work experience) and complete your degree.

Duration:
2 semesters
(+6 months internship)

Total credits:
34 US/68 ECTS

Intakes:
February and September

Semester 1	Semester 2	Professional Project
Core courses	Specialization : choose one	6-months Internship & Portfolio
Hospitality Finance and Performance Management	Leadership & Talent Management	OR
Hospitality Revenue Management	F&B Entrepreneurship & Management	Business Research Project
Services Marketing in a Digital Age	Digital Transformation	
International Event Management	Marketing Management in Luxury Tourism	
Entrepreneurship & Business Modelling	Golf Management	
+ Business Field Trip to Dubai	Cruise Line Management	
+ 1 Elective :	+ Business Field Trip or Immersive Workshop Week or Exclusive Brands Week or Immersive Field Trips (depending on specialization)	
Hospitality Leadership and Change Management		
Sustainability in a Global Hospitality World		
Strategic Management in a Global Environment		
(+ Hospitality Immersion Program*)		

*Mandatory for students without a hospitality related degree or professional experience: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma (PGD) in International Hospitality Management

This Postgraduate Diploma provides career changers with a comprehensive foundation in hospitality business management. It includes a business field trip and a six-month professional internship.

If you don't have a background in hospitality, you'll follow a Hospitality Immersion Program in parallel to the 1st semester – available at all our campuses.

Once you've completed the Postgraduate Diploma curriculum, you can continue your studies for one semester in Switzerland if you meet the MBA qualifications. Alternatively, you can pursue a Master's in Hospitality Management by choosing an additional specialization semester in Switzerland or Spain.

The Postgraduate Diploma can be studied in Switzerland or Spain.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Intakes:
February and September

Semester 1	Professional Project	
Hospitality Finance and Performance Management	6-month internship	Graduate with your **Postgraduate Diploma**
Hospitality Revenue Management Services	OR	OR
Marketing in a Digital Age	Applied project	Study one more semester and graduate with : • **MBA** or • **Master's in Hospitality Management with Specialization**
Entrepreneurship and Business Modelling		
International Event Management		
+ Business field trip to Dubai		
+ 1 Elective : • Hospitality Leadership and Change Management • Sustainability in a Global Hospitality World • Strategic Management in a Global Environment • Organizational Behavior Talent Management for Hospitality		
(+ Hospitality Immersion Program*)		

Get closer to your industry

Our teaching philosophy blends academic learning with real-world experience; in this program the latter comes from an immersive study trip to Dubai that takes in some of the most prestigious names in hospitality. You'll also benefit from expert guest lecturers drawn directly from the industry, plus a practical element that gives you a taste of core hospitality operations.

Get a taste for the Dubai field trip

*Mandatory for students without a hospitality related degree or professional experience: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in Leadership & Talent Management

This Postgraduate Diploma program tackles leadership at both a personal and organizational level, taking account of the complexities presented by a rapidly changing workplace. You will be challenged to reflect on your personal leadership qualities and how you can develop your leadership potential.

The curriculum also encompasses organizational behavior, change management, risk analysis and other key elements of the modern leader's toolbox, equipping you with the skills you'll need to climb the corporate leadership ladder.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Intakes:
February and September

Semester 1	Professional Project	
Developing your Leadership Potential	6-months Internship & Portfolio	Graduate with your **Postgraduate Diploma**
Leading People to Success	OR	OR
Managing Diverse High Performing Teams	Business Research Project	Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**
You, the Leader's coach		
Business Impact Through Strategic Management		
Project Management		
Effective Communications for Successful Relationships		
+ Immersive workshop week		
(+ Hospitality Immersion Program*)		



Immersive Workshop Week

In keeping with the leadership-focused content of this program, your field trip takes the form of a leadership retreat in an exclusive location. It will provide time for self-reflection, as well as for practicing and enjoying leadership and team related activities.

From managing stress to resolving conflict, throughout this immersive experience you will connect what you learn in class to the challenges faced by a modern leader, while also enhancing your industry network.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in F&B Entrepreneurship & Management

This program looks at food & beverage (F&B) operations from the ground up, with modules dedicated to concept development, marketing, customer service, and much more. You'll discover how F&B provides a crucial revenue stream to many hotels, as well as being an attractive platform for entrepreneurship through standalone restaurants and bars.

If you wish to establish your own business, direct hotel F&B services, or manage within the wider F&B sector – including within commercial and institutional catering services – our Postgraduate Diploma offers the perfect foundation for an exceptionally wide array of career paths.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Intakes:
February and September

Semester 1

- International Hospitality Best Practices in Customer Service
- Food & Beverage Concept Development
- Food & Beverage Operations and Trends
- Food & Beverage Management Essentials
- Entrepreneurship Mindset, Innovation and Value Creation
- Food Styling for Marketing Visuals
- Digital Marketing and Leveraging the Social Media Environment
- + Immersive field trips
- (+ Hospitality Immersion Program*)

Professional Project

6-months Internship & Portfolio

OR

Business Research Project

Graduate with your **Postgraduate Diploma**

OR

Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**



Immersive Field Trips

For this program, your industry exposure comes from a series of visits to important F&B industry players in Europe. During these residential trips, you will meet and interact with businesses representing the complete F&B chain, allowing you to discover more about international hospitality best practices, food and beverage concept development, operational trends, and digital marketing strategies.

It's a chance to connect what you learn in class to the strategic and operational realities you'll encounter in your professional career, while also growing your industry network.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in Digital Transformation

Digital transformation is impacting the business of hospitality at every level, from customer acquisition to guest service to revenue management. With this Postgraduate Diploma you'll acquire a level of digital-savvy that is becoming a prerequisite for many industry roles.

After introducing you to the technological trends that matter most to the hospitality sector, the academic content explores key topics such as data analytics, e-commerce and utilization of artificial intelligence (AI), while also teaching you how to lead digital transformation projects at an operational and organizational level.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Next intake:
September

Semester 1

- New Trends & Disruptions in Hospitality
- Effective Technologies in Operations and Service
- Data Analytics for Hospitality
- Implementing and Leading Digital Transformation
- E-Commerce and Revenue Management
- Ethics and Corporate Sustainable Responsibilities in a Connected World
- Artificial Intelligence in Tourism and Hospitality Management: Managerial Implications
- + Business field trip to Seoul
- (+ Hospitality Immersion Program*)

Professional Project

6-months Internship & Portfolio

OR

Business Research Project

Graduate with your **Postgraduate Diploma**

OR

Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**



Business Field Trip

Your field trip takes you to Korea's capital Seoul, immersing you in one of the most digitally-advanced cities in the world. There you will meet and interact with a broad spectrum of important industry players, from traditional hospitality operators through to startups bringing innovation to areas such as hospitality field distribution and robotics.

Throughout this immersive experience, you will dive more deeply into the challenges and opportunities of digital transformation in a real world setting, while also growing your industry network.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in Marketing Management in Luxury Tourism

Luxury tourism destinations do not become established by accident; they must be carefully nurtured and maintained, requiring specific skills in marketing and management. Based in a premier European luxury destination – Marbella – you will learn these skills as they relate to the tourism and hospitality industry.

Your program content analyzes the key trends in luxury, including sustainability, while also delving deeply into the role of the marketer, with a special focus on areas such as strategic data analysis, customer relationship management (CRM), and agile digital marketing.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Intakes:
February and September

Semester 1	Professional Project	
Marketing Concepts	6-months Internship & Portfolio	Graduate with your **Postgraduate Diploma**
Experiential Marketing	OR	OR
Luxury Fashion and Lifestyle Trends	Business Research Project	Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**
Customer Relationship Management in Luxury		
Agile Digital Marketing for Luxury Business		
Sustainable Luxury and Ethics		
Strategic Data Analytics for Decision Making		
+ Exclusive Brands Week		
(+ Hospitality Immersion Program*)		



Exclusive Brands Week & Immersive Field Visits

Marbella's status as an international luxury resort puts numerous world renowned brands in our neighborhood. Your field trip offers a careful-curated series of visits to several of these key industry players. During these visits, you will meet and interact with senior marketers and management, giving you the opportunity to discover more about marketing in a real-world setting.

Throughout this immersive experience, you will connect what you learn in class to the strategic and operational realities you'll encounter in your leadership career, while also growing your industry network.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67. Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in Golf Management

From local municipal courses to the top professional tours, the global golf industry is vast and extremely valuable. This program takes you into the world of golf management, delivering specialist skills that will pave your way to a career in golf.

You will study how golf courses are designed, laid and maintained, while exploring the intricacies of golf club operations. You'll also look in depth at the staging and marketing of golf tournaments. And being based in Marbella, you will be surrounded by world class courses to play in the downtime between your classes.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Next intake:
September

Semester 1	Professional Project	
Introduction to Golf Industry	6-months Internship & Portfolio	Graduate with your **Postgraduate Diploma**
Golf Club Operations	OR	OR
Agronomy and Machinery	Business Research Project	Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**
Golf Course Design		
Golf Business Management		
Marketing and Golf Events		
Golf Academy and Tournaments		
+ Business field trip to Miami		
(+ Hospitality Immersion Program*)		



Get on Course for Real-World Learning

Our specialized diploma programs immerse you in your topic, and nowhere more so than during your business field trip. For the Diploma in Golf Management you will travel to Miami, USA, exposing you to perhaps the most geographically concentrated collection of golf courses in the world. In Miami alone there are 14 courses, while Florida is also home to one of the most prestigious tournaments on the PGA Tour calendar, The Players Championship.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67. Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Postgraduate Diploma in Cruise Line Management

This is a specialized cruise ship management course designed to fast-track your career in the global cruise industry.

The curriculum covers both the business and operational side of a cruise service, including management of onboard areas such as accommodation, F&B, and events, as well as business operations, sales and revenue management, and marine law. Last but not least, a core component on luxury guest experience reflects the growing importance of the luxury segment within the overall cruise market.

Duration:
Max 2 semesters

Total credits:
20 US/40 ECTS

Next intake:
September

Semester 1	Professional Project	
Cruise Business Operations	6-months Internship & Portfolio	Graduate with your **Postgraduate Diploma**
Luxury Guest Experience	OR	OR
Luxury Onboard Accommodation Management	Business Research Project	Study one more semester and graduate with a **Master's in Hospitality Management with Specialization**
Cruise F&B Management		
Onboard Events Management		
Sales and Revenue Management		
Marine Law		
+ Business field trip to Miami		
(+ Hospitality Immersion Program*)		



Get to the Heart of the Cruise Industry

Our specialized diploma programs immerse you in your topic, and nowhere more so than during your business field trip. For the Diploma in Cruise Line Management you will travel to The Port of Miami, USA, which ranks as the largest passenger port in the world. Home to a vast array of cruise lines, the port sees thousands of passengers embarking or disembarking each day, while its position as a major cargo port also demonstrates how the cruise industry interacts with other supply services.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st semester with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Executive Education: an investment to deliver high-level career opportunities



Executive programs for professionals

Because we understand professionals' need for lifelong learning and progression, we have developed key executive programs for industry leaders who aspire to accelerate their career progress. Learn alongside a high caliber, international peer group, without interrupting your career.

Distance learning. Personalized support.

The big advantage of remote learning is the flexibility that it affords participants to juggle really demanding professional lives with their ambitions to pursue further qualifications.

To this end, we have developed a fully integrated and highly sophisticated learning management system for our executive programs, with interactive plugins to maximize collaborative learning opportunities.

A recognized strength and core feature of our teaching DNA is the availability of our faculty as they accompany participants on their learning journey. A personalized experience is delivered to allow every participant to get the most from the program.

Discover our industry-leading executive programs on the following pages.

Executive Master of Business Administration (EMBA) in Global Hospitality Management

The Executive MBA in Global Hospitality Management is perfectly suited to a wide array of professional profiles and career aspirations. Some examples include: operational/business unit managers with ambitions to progress into leadership at a corporate level, hotel departmental managers seeking a promotion to General Manager, and aspiring hospitality entrepreneurs planning to launch their own hospitality business.

Duration :
12 months
(+ capstone project)

Total credits :
32 US/64 ECTS

Intakes :
April and October

Module 1

Embracing the industry transformation:

- Leadership skills and career growth
- Hospitality economics and disruptive business models
- Strategic digital marketing and sales in hospitality
- Sustainable hospitality and tourism development
- Includes 1 residential week in Crans-Montana
- (+ Hospitality Immersion Program*)

Module 2

Managing critical operations:

- Hospitality financial analysis
- Hospitality revenue and demand management
- Managing complex operations and digitalisation

Module 3

Driving financial performance:

- Hotel valuation and performance
- Hotel asset management and contract negotiation
- Data analytics and decision making
- Design thinking and business model creation
- Capstone Project
- Includes 1 residential week in Dubai

Module 4

Leading the strategic journey:

- Corporate finance and shareholder value
- Business strategies and risk management
- Organizational change management & innovative practices
- (Capstone Project)



Residential Weeks in Switzerland & Dubai

An intensive schedule of classes, field trips, and face-to-face networking with your cohort and faculty will enable you to make the most of these weeks. You'll have the opportunity to share experiences that will broaden your horizons and strengthen bonds with your classmates. Plus you will be taken behind the scenes at prestigious brands and innovative operators.

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st module with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Executive Postgraduate Diploma (PGD) in International Hospitality Management

Taught flexibly, so you can balance your study with your professional commitments, this program complements our Executive Master's in International Hotel Management by offering a fast-track curriculum consisting of four taught modules instead of six for the Executive Master's.

Upon successful completion of the four modules, you will earn a Postgraduate Diploma. Should you subsequently have the ambition and capacity to undertake the two additional modules featured in the Executive Master's, these can be accomplished at a time convenient to you, earning you full Master's credits.

Duration:
6 months of executive education +
6 months of industry experience (optional)

Total credits:
18 US/ 36 ECTS

Intakes:
February and September

Module 1

- A Practical Approach to Protocol and Etiquette
- Advanced Hospitality Operations
- (+ Hospitality Immersion Program*)

Module 2

- Leadership and Organizational Behavior
- Marketing Strategies for Hotel Management

Module 3

- Revenue Management
- Innovative, Alternative & Sustainable Trends in Tourism

Module 4

- Entrepreneurship and Business Modelling
- Advanced Finance and Budgeting
- Data Analytics (Digital) for Decision Making

Applied Project

Internship

6-month internship (optional)

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st module with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Executive Master's in International Hotel Management

This Master's is purpose-designed to be studied alongside your current professional role. Easily adapted to your schedule, choose from two versions of blended faculty-supported distance learning or a fully online experience. You also have the option to take a six-month internship at the conclusion of your studies. During the 9-month academic term, you will complete 6 modules, covering the fundamentals of business management and new concepts for today's hospitality leaders.

Duration:
9 months of executive education + 6 months of industry experience (optional)

Total US credits:
32 US/64 ECTS

Intakes:
February and September

Module 1

- A Practical Approach to Protocol and Etiquette
- Advanced Hospitality Operations
- (+ Hospitality Immersion Program*)

Module 2

- Leadership and Organizational Behavior
- Marketing Strategies for Hotel Management

Module 3

- Revenue Management
- Innovative, Alternative & Sustainable Trends in Tourism

Module 4

- Entrepreneurship and Business Modelling
- Advanced Finance and Budgeting
- Data Analytics (Digital) for Decision Making

Module 5

- International Human Resources
- Project Management

Module 6

- International Business Strategy
- Hospitality Real Estate and Investment
- Crisis Management

Applied Project

Internship

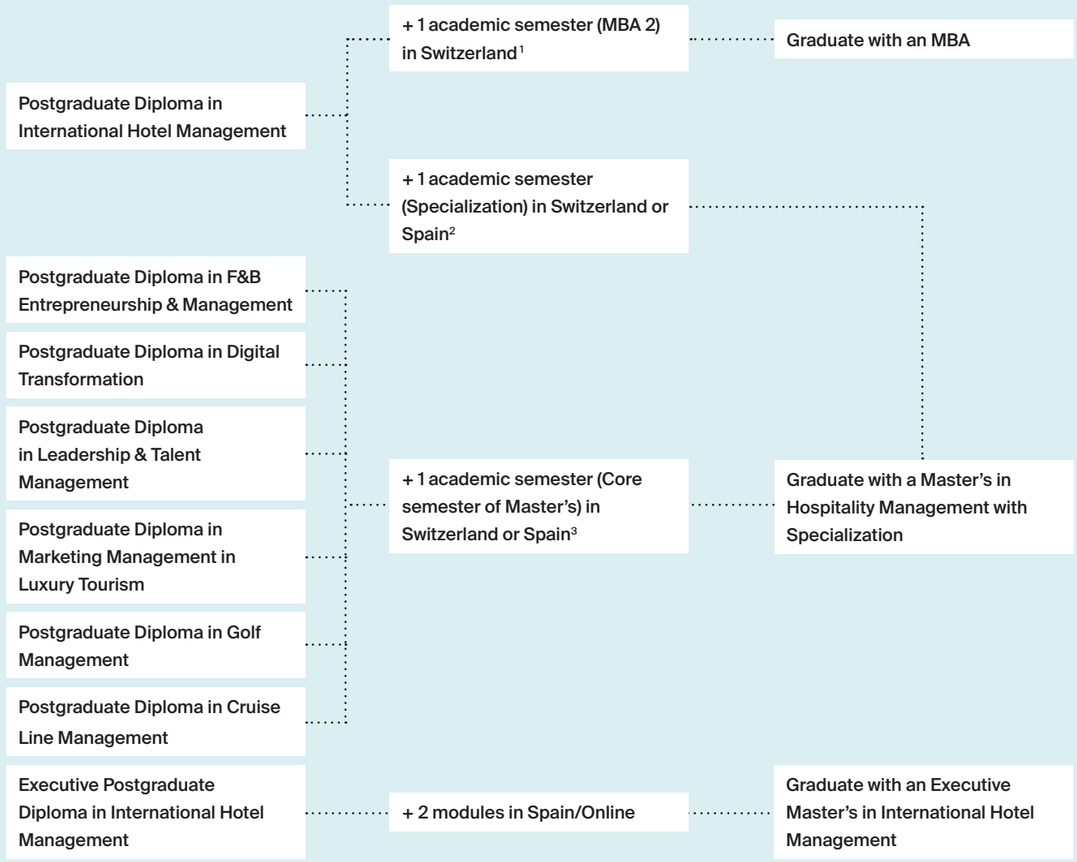
6-month internship (optional)

*Optional: the Hospitality Immersion Program (HIP) runs in parallel to the 1st module with courses on "Hospitality in Context", "F&B Beverage Operations Management", "Rooms Division Operations Management". It's designed for students without a hospitality related degree or professional experience. See more p67.
Les Roches reserves the right to modify the list of courses at any time and without notice. Please refer to the Academic Catalog for the latest course information.

Flexible program paths tailored to hospitality professionals

We have developed a variety of possible progressions between our postgraduate programs in order to support the diverse needs and wishes of hospitality professionals with different levels of resources and time, often juggling with busy schedules to complete their education.

Options across programs and campuses have been mapped out in the below graph and our counselors remain at your disposal to advise you on the best available path depending on your personal situation and objectives. Following the completion of their initial program, students will have a 2-year window to complete any of the desired special progression.



1. This means completing the courses of the second semester of the MBA in Global Hospitality Management taught in Switzerland. See course list on p.44.
2. This means completing the courses of one of the Specializations available in the second semester of the Master's in Hospitality Management taught in Switzerland or Spain. See course list on p.45. Location varies according to the choice of specialization
3. This means completing the core courses & electives of the first semester of the Master's in Hospitality Management taught in Switzerland / Spain. See course list on p.45.

Admission requirements

Minimum age

21 for the Postgraduate Diplomas and Master's in Hospitality Management

23 for the MBA

28 for the Executive MBA

Minimum age requirement not applicable for the Executive Master's and Executive Postgraduate Diploma taught in Spain provided that all other admission requirements are met

Qualifications

Bachelor's degree mandatory for the MBA and desirable for the other Postexperience Programs. Those without a degree can still access the Postexperience Programs and will receive a Professional Development Diploma.

Professional Hospitality Experience

Two years for the MBA

Two years for the PGDs and the Master's in Hospitality Management for students with a degree or five years for students without degree

Five years for the Executive PGD and Executive Master's offered in Spain

Eight years for the Executive MBA offered in Switzerland

English level

Must be proficient enough for higher education studies. English language exam scores (issued within 12 months prior to the intended intake) are required for non-native speakers, or those who have not spent at least 2 years in full time English Education at University level (or working in a company where English is the primary language for Executive MBA candidates) prior to the intake.

Minimum English language exam scores:

	TOEFL*	IELTS Academic**	Cambridge***	Duolingo****
Postexperience Programs	80 (internet-based)	Average 6.0 and minimum 5.5 in each component	FCE: grade A (minimum 180 points) CAE: grade C (minimum 180 points)	Score of 115, with no component under 105-110
	*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 Advanced Certificate in English (CAE) or 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 1 week of submitting your documents

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

Assessment will include a compulsory interview and may involve a written exercise.

3
Receive a letter of offer
Within 1–3 weeks if the assessment is successful

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 (or full programs in Spain)
– 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-departure webinar

6
Arrival and start your Les Roches journey
First week on campus

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 days activities

Immersive teaching – face-to-face or remote



Alan Kodzasov
Greece
MBA, Class of 2020

The art, and science, of shaping your future

Completing a postexperience program at Les Roches means far more than the qualification added to your resume.

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.





Executive expertise

One of the things that sets hospitality leaders apart is their mastery of the details. All our postexperience programs share the same philosophy: details matter.

Whether you are learning on campus or remotely, our Diplomas, Master's, MBA and Executive programs offer the intense focus and attention to detail you'd expect from a world-leading hospitality business school.

Study with us and you will discover the strategic and operational challenges that are being faced right now across the global hospitality industry. Better still, you'll be given the opportunity to find solutions to these challenges, forging relationships with some of the biggest names in the business.

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 career.

Get the perfect balance of soft and hard skills

Academic excellence
Great careers are built on a foundation of soft skills and hard knowledge. That's why a comprehensive academic education sits at the heart of our postexperience programs.

But postexperience studies are about far more than soaking up knowledge. In parallel to your academic studies, you can join the search for new ways to meet the ever-evolving needs of the hospitality industry and its customers. We will inspire you to create, to innovate, to challenge and to sell your business ideas. You can also plug into Spark, our global innovation sphere.
For more on Spark turn to page 34.

Hospitality is calling out for a new generation of leaders. A Les Roches education is your entry ticket to this elite group.



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 discuss ideas and concepts that could be tomorrow's gamechangers.

Inspiration extends beyond the classroom, too. Each semester, we invite 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





Hospitality Immersion Program (HIP)



Practical immersion
To lead the way in hospitality, you must first understand all aspects of the business – and not just in a theoretical sense. For students new to the industry, we offer an intensive Hospitality Immersion Program.

On the program, you'll gain first-hand knowledge of industry standards. You'll also experience the pressures of working in service, the pace of life in the kitchens, and the art of the Rooms division. It will be challenging – but you'll emerge with a deeper understanding of the industry.

Service
Learn how to deliver excellent service while working in different campus venues – including fine dining, banquet, and fast-service situations.

Food & Beverage
Go beyond cooking lessons and experience the heat of the kitchen under the guidance of our chefs.

Rooms division
Discover what five-star hospitality really means through realistic simulations in our purpose-built front-office counter.

Get into the real world

Immerse yourself in the hospitality industry
Real-world experience plays a key role in your Les Roches education. Professional internships, business field trips and consultancy projects give you a chance to apply all that you've learned, gain new business insights, and grow your industry network.

Spread your wings
Hospitality is an international business, so we coach and support you to secure internships all over the world. While your nationality and 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.

No shortage of options
Our stellar reputation means we have a long list of international companies eager to take on interns from Les Roches. 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.

To make sure you stay on top of your game, we'll also give you the opportunity to do an online psychometric test to develop your soft skills and leadership attributes.

"I ultimately chose to go to Les Roches because of all the great things I'd heard from my friends who were alumni of the school and the career doors that have opened for them."

◆

Mimi Truong
Vietnam
PGD, Class of 2019



Business field trips
Business trips are built into our programs. A favorite with our students, they provide complete industry immersion – allowing you to visit innovative properties and engage with those at the forefront of the hospitality sector. To provide you with as much flexibility as possible given the current circumstances, you will have a two-year window in which to join study trips included in your program.

Business research projects and case studies
Depending on your program, you'll either carry out a business research project for a leading hospitality company or produce a case study on a genuine business issue. Approaching these complex challenges will develop your research abilities, your problem-solving skills and your presentation techniques.

If you're carrying out a business research project, you will have the opportunity to put into practice your leadership and problem-solving abilities, working on a real-life challenge. Top-tier hospitality companies from the region and abroad will ask the class to provide them with an operations or strategy solution to their business. It's not a case study; it's real consultancy for real companies.

Previous clients have included: Beau-Rivage Palace Lausanne, Hotel d'Angleterre, Clinique La Prairie, Accor Hotels, Rocco Forte Hotels, Peninsula Hotels and New York Times.

Forward-thinking companies will also engage you through Spark, our global innovation sphere. Enjoy the unique chance to develop and test new hospitality solutions, under the guidance of our expert faculty and technology partners.
For more on Spark, turn to page 34.

A world of opportunities

Choose your path or carve your own

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
A graduate education from Les Roches is your passport to a global career. Not just in hospitality, but in any industry where employers prize empathy, creativity, leadership and cultural fluency.

Or you can choose to go down your own path, by creating and running your own business.

Here is just a flavor of the roles our graduate students go on to secure:

Entrepreneur ◆ Company owner ◆ Head of Operations ◆ HR Specialist ◆ Director of Sales ◆ Revenue Manager ◆ Hotel General Manager ◆ Luxury Brand Manager ◆ Sports Venue Manager ◆ Sports Marketing Coordinator ◆ VIP Event Manager ◆ Retail Marketing Project Manager ◆ Luxury Business & Product Development

"Within a couple of years, I was made General Manager."

◆

André Jardim Fernandes Caldeira
Portugal
General Manager and Member of the Board
at Porto Bay Hotels & Resorts, Madeira
Class of 2011



"I wanted to offer myself to meet challenges and get away from traditional hospitality. Through the Master's I get exactly what I need, that is exposure to a set of new knowledge to understand digital marketing, revenue management, and more."

◆

Fanni Delliou
Greece
Bachelor's and Master's Alumna
Class of 2022

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 top companies recruit from Les Roches.

"I think what makes Les Roches students stand out is that they are down-to-earth and humble, but also ambitious and entrepreneurial. They have great ideas."

◆

Syed Asim Hussain
Black Sheep Restaurants Co-Founder

"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:

THE RITZ-CARLTON · LOUIS VUITTON · ACCOR · Shanghai Disney Resort 上海迪士尼度假区
SILVERSEA · SOHO HOUSE · QATAR AIRWAYS القطرية · ROSEWOOD
Marriott International · IHG Hotels & Resorts · Fairmont
Booking.com · wework · Bloomberg · TESLA
MONCLER · HUBLOT · HVS · International Olympic Committee

"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
Head 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 STORY



Henrique Tiago de Castro

Graduation year
2012

Nationality
Portuguese

Course
PGD in International Hotel Management

LinkedIn:
/henrique-tiago-de-castro-61b78551

Profile Summary

Born in Cascais, Portugal, Henrique developed a passion for hospitality in his family home, before turning it into his profession through education, first at kitchen school and then Les Roches. “Cascais has always been known for its strong tourism and amazing beaches. Since I was a kid I was always around my mom in the kitchen and that is what brought me to the hospitality world. After kitchen school I wanted to explore hotel management and enrolled at Les Roches Marbella.”

Henrique took a big step in his hotel management career immediately after graduating from the Postgraduate Diploma, heading to Germany and InterContinental Hotels. “I joined the future leaders programme at IHG where I got to join the team at the IC Dusseldorf, it was a great opportunity for someone just coming out of one of the best hospitality universities in the world.”

From InterContinental to Crowne Plaza, Novotel, Mama Shelter and now SANA Hotels, Henrique has risen through the ranks and achieved his career goal of becoming a GM before he turned 30. “What motivates me now is different from what motivated me when I started, back then it was all about providing awesome guest experiences, now it’s all about providing my team with an awesome experience so they can look after the guest like I did back in the day.”

“At Les Roches I learned that the world is all about people and connections, and this is something that the school prepared me very well for, it’s got me where I am today.”

Career History Summary

2022-Present
General Manager, Evolution Cascais-Estoril, SANA Hotels

2021-2022
General Manager, Mama Shelter Lisbon

2019-2021
Director of Operations, Novotel & Mercure Lisbon

2019-2019
Acting General Manager, Novotel Edinburgh Park

2017-2019
Rooms Division Manager, Novotel Edinburgh Centre

2018-2018
Acting General Manager, Novotel Edinburgh Centre

2016-2017
Guest Service Manager, InterContinental Berlin

2015-2016
Club InterContinental Manager, InterContinental Bangkok

2014-2014
Food & Beverage Assistant Manager, Crowne Plaza Porto

2013-2014
Operations Future Leader, Crowne Plaza Belgrade

2012-2013
Operations Future Leader, InterContinental Dusseldorf

2011-2011
Housekeeping Floor Supervisor, Westin Hotels & Resorts

2010-2010
Beach Bar Supervisor / Guest Relations Agent, The Leading Hotels of the World

"With these tools we get during the Executive MBA, you can really make an impact in your work and also in your company."



Industry
Hotels and Resorts

Name
Katharina Schlaipfer

Job title
General Manager

Company name
Waldorf Astoria Amsterdam

Class
EMBA, 2023



Industry
Hotels and Resorts

Name
Aashrit Maheish

Job title
Hotel Assistant Manager

Company name
Four Seasons Hotels & Resorts

Class
MBA, 2021



Industry
Hotels and Resorts

Name
Johnny Qin

Job title
Director of Rooms

Company name
Millenium Hotels & Resorts

Class
MBA, 2020



Industry
Hotels and Resorts

Name
Nahit Kara

Job title
Operations & Digital Media Director

Company name
Adalya Hotels

Class
MBA, 2019



Industry
Hotels and Resorts

Name
Inmaculada Muñoz

Job title
General Manager

Company name
Iberostar Isla Canela****

Class
PGD, 2013



Industry
Hotels and Resorts

Name
Cédric Vinckier

Job title
Restaurant General Manager

Company name
Four Seasons Hotels & Resorts

Class
PGD, 2019



Industry
Hotels and Resorts

Name
Araya Kalapuk

Job title
Financial Administrator

Company name
Zoku

Class
MBA, 2018



Industry
Hotels and Resorts

Name
Fares Yactine

Job title
Vice President MEA & General Manager

Company name
Gulf Hotels Group

Class
EMBA, 2023



Industry
Retail

Name
Athanasios Samaras

Job title
Store Manager

Company name
Moncler

Class
PGD, 2017



Industry
Retail

Name
Irina Adeishvili

Job title
General Manager

Company name
Body Shop

Class
EMIHM, 2020



Industry
Retail

Name
Anastasia Koviak

Job title
Operations Manager

Company name
Moncler

Class
EMBA, 2023



Industry
Events

Name
Virginia Maria Stombell

Job title
Global Group Events Manager

Company name
Adecco

Class
MBA, 2020



Industry
Events

Name
Joan Lozano

Job title
Event Sales Executive

Company name
Grand Hyatt Dubai

Class
EMIHM, 2021



Industry
Consulting

Name
Wiwat Lerkamnouychoke

Job title
Investment & Business Development

Company name
Frasers Property Limited

Class
MBA, 2020



Industry
F&B

Name
Javier Perez

Job title
Co-Founder

Company name
Yonder Hospitality

Class
PGD, 2005



Industry
F&B

Name
Francesca Fecchio Cluster

Job title
F&B Director

Company name
Viscardi Hotels Group

Class
EMBA, 2023



Industry
Marketing & Sales

Name
Sandhya Rao Pochiraju

Job title
Group Sales Manager

Company name
Boston Harbor Hotel

Class
MBA, 2020



Industry
Marketing & Sales

Name
Ivan Sánchez-Jara

Job title
Sales Coordinator

Company name
Grand Hyatt Dubai

Class
EMIHM, 2021



Industry
Real Estate

Name
Nikhil Roy

Job title
Analyst for Hotel Investments

Company name
Amante Capital

Class
PGD, 2017



Industry
Travel

Name
Samir Chalfoun

Job title
Founder and CEO

Company name
Blue Ocean Creations

Class
PGD, 2018



Industry
Consulting

Name
Carlota Roure

Job title
Asset Management Analyst

Company name
Hotel Investment Partners

Class
MBA, 2019



Industry
F&B

Name
Anna Katharina Resch

Job title
Talent Acquisition Coordination Manager

Company name
Redbull

Class
MBA, 2017

"Careers in the hospitality industry are very diverse and if you study at Les Roches, believe me, doors in lots of businesses will be open to you."

Where will Les Roches take you?

#lesrocheswayoflife

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LesRoches

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Les Roches

Youtube
Les Roches Crans-Montana
Switzerland

TikTok
lesroches.edu

Facebook
LesRochesMarbellaFanPage

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@lesrochesspain

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LinkedIn
Les Roches

Youtube
Les Roches Marbella

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lesroches.edu

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

lesroches.edu
lesroches.edu/apply

info@lesroches.edu
info@lesroches.es

Switzerland: +41 27 485 9600
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)

