

Postgraduate Diploma in International Hotel Operations Management or International Hotel and Events Management (PGD)

The postgraduate programme is ideal for students with an undergraduate degree outside of the hospitality field looking to change careers or use it as a pathway in joining a Master's programme in hospitality.

The Postgraduate Diploma programme has been designed in such a way that, upon successful completion, students may progress directly to Master's Programmes at the Leysin campus, namely the MIB Master in International Business in Hotel, Resort, and Wellness Management or the Master of Science in International Hospitality Management.

Students who complete the Hotel Operations pathway benefit from a substantial number of weekly real-life, on-

the-job experiences in the many outlets and simulation situations on campus. Practice plus theory are the key components of learning.

The Hotel and Events Management pathway appeals to those seeking a more theory-driven approach. They typically already have some work experience in the field while lacking the pertinent undergraduate degree.

Sharing the same core and support modules with their Operations colleagues, the focus of the pathway is on Events organisation, with a social and MICE event as the highlight of the semester.

Semester I (Five Months, Leysin campus)

Shared courses

- Food & Beverage Management
- Front Office & Back Office Systems
- Business Market Research
- Human Resource Management
- Professional Career Development
- Rooms Division Management
- Wine and Bar Management
- Language (French, German, Spanish or Mandarin)

Pathway 1 International Hotel Operations Management

- Event & Banquet Management
- Housekeeping Management
- Service & Culinary Practice

Pathway 2 International Hotel and Events Management

- Feasibility and Business Planning
- Marketing Management for Hospitality
- Events Management

Worldwide Internship

4-6 month internship worldwide or in Switzerland (minimum gross monthly salary in Switzerland: CHF 2,212.-)



Student Awarded Postgraduate Diploma in International Hotel Operations Management



Student Awarded Postgraduate Diploma in International Hotel and Events Management



Master of International Business in Hotel, Resort & Wellness Management (On-site/Online)

This professional Master's programme provides students with the managerial and leadership skills required by the industry, and is offered on-site or a combination of on-site and online. Students gain a deep understanding of the fundamentals of classic business theory and the critical thinking skills needed to question, re-design, and find solutions. Specialist theoretical modules (offered online

or on-site) provide students with key industry knowledge and detailed insight into industry trends, pertaining to the global industry workforce, consumer behaviour, financial decision making, and sustainable development. Equipped with sound business principles, students then design their own Food & Beverage business, social and MICE events, and wellness-related promotional activities.

On-site Pathway

Semester I (Five Months, Leysin campus)

- Resort Management
- Financial Decision Making
- AI & Technology Driven Innovation
- Digital Sales and Marketing
- Consumer Intelligence & Value Creation
- Global Hospitality Trends
- Managing Generational & Cultural Diversity
- Interpersonal and Managerial Sustainability Development
- Strategies for Leadership
- Resort, Restaurant & Spa Operations (Labs)
- Business Design for Hotels, Resorts & Wellness

Blended Pathway

Online delivery (3 semesters student paced study)

- Academic Foundation & Integrity
- Interpersonal & Managerial Sustainability Development
- Resort Management
- Global Hospitality Trends
- Strategies for Leadership
- Financial Decision Making
- Digital Sales & Marketing Strategy
- Consumer Intelligence and Value Creation
- AI and Technology Driven Innovation
- Managing Generational & Cultural Diversity

On-site delivery (3 weeks Leysin campus)

- Resort, Restaurant & Spa Operations
- Business Design for Hotels, Resorts & Wellness

Integrated Business Project (work placement)



Student Awarded Master of International Business
in Hotel, Resort & Wellness Management
Awarded by Swiss Hotel Management School



Master of Arts in International Hotel Business Management

The Master of Arts (awarded by University of Derby, UK) is an intensive programme delivered over an 18-week period in blocks of nine weeks, before students embark on a mandatory work placement and consultancy project.

Based on our Caux campus, learn the theory and apply your newly-acquired knowledge and skills in managing the ever-growing business of hotel operations.

Semester I (Five Months, Caux campus)

- Food and Beverage Management
- Wine and Beverage Management
- Events and Banqueting Management
- Front Office and Rooms Division Operations Management
- Marketing Management
- Strategic Revenue and Financial Management
- Developing Business Leadership Skills
- Current Trends in Hospitality
- Applied Business Management Project (Capstone Module)

Worldwide Internship

4-6 month work placement to support capstone project



Student Awarded Master of Arts in International Hotel Business Management Awarded by University of Derby & Master of International Business in Hotel Management Awarded by Swiss Hotel Management School



Master of Science in International Hospitality Management

The Master of Science in International Hospitality Management is awarded in partnership with the University of Derby, UK. The MSc programme covers Operational Leadership, Contemporary Business Thinking, Business Strategy, Managerial Decision Making, and pathways

include Consumer Intelligence Strategy and Agile Digital Strategies.

The independent study module provides students with the opportunity to research, analyse and produce a major piece of work on a subject of their choice.

Semester 1 (five months at SHMS Leysin)

- Project Management
- Evidence Based Learning
- Developing Skills for Business Leadership
- Content & Social Media Strategies
- Sustainable Value Creation
- Strategic Experience Design & Operation Management

Semester 2 (Independent study, off site with tutor support)

- Independent Business Project or Dissertation within the Specialisation

Pathway 1: MSc International Hospitality Management

- Innovative Concept Creation
- Strategic Revenue Management
- Strategic Directions
- Managing Risk & Uncertainty

Pathway 2: MSc in International Hospitality Management and Digital Value Creation

- Understanding the Modern Consumer
- Data Driven Analytics & Decision Making Strategies
- Innovative Technology Driven Value Creation
- Strategic AI & AR Integration

Pathway 3: MSc in International Hospitality and Design Management

- Virtual Design Construction
- Advanced AutoCAD
- Strategic Interior Design Management
- Strategic Luxury Brand Management



Student Awarded with Master of Science in
International Hospitality Management/ Hospitality Management & Digital Value Creation/ International Hospitality &
Design Management Awarded By University Of Derby & Swiss Hotel Management School

