

Undergraduate programs  
2020

The background is a collage of images. On the left, there is a vertical strip of a snowy forest with evergreen trees. In the center, there is a large, close-up photograph of a young woman with long brown hair, wearing a red turtleneck sweater, looking directly at the camera. To the right of the woman's face, there are smaller, overlapping images of indoor plants and a wall. The entire composition is set against a solid red background.

# Les Roches



[lesroches.edu](http://lesroches.edu)

Someday you'll look back and realize:  
it all started here

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Les Roches, one of the world's leading  
hospitality business schools



For those with big dreams  
and even bigger plans



Hameed Zweibandzi Khumalo  
Eswatini  
BBA, Class of 2019

# Why choose Les Roches

Fearless. Dynamic. Energizing.  
This is hospitality

Hospitality is the happiness industry; it is the art of making memories, perfectly in tune with a new generation that knows a life well lived is one full of stories, not possessions.

If this is what inspires you, you belong at Les Roches. If you want to challenge – and be challenged – to disrupt, to innovate, to lead and inspire, then step this way.

Be fearless. Be Les Roches.



Everyone says they're different.  
We are



Walk onto any of our campuses and you'll see why we mean it. These are places where a hundred cultures come together to learn with – and from – each other. At Les Roches, you have a global community of lifelong friends ready and waiting.

We embrace the digital world and all the amazing opportunities it brings. 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 and our teaching personal. You'll never feel left out in a Les Roches classroom.

We have two words for all this: transformative education. You'll leave Les Roches a very different person from the one who walked through our doors that first time. Confident. Professional. Culturally fluent. Ready to be a change-maker.



If you only read a couple  
of pages, make it these.

**Land a top job**  
94% employment rate on  
graduation for career seekers.

**Study around the world**  
Campuses in Switzerland,  
Spain and China.

**Join the best**  
Ranked in the top 3 institutions  
globally by specialization.

**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.

**Open doors**  
Access to a global network  
of 13,000 alumni.

**Join the community**  
Culturally diverse campuses with  
thriving sports and social scenes.

**Get personal**  
Learn more through small class  
sizes and exciting specializations.

**Be on trend**  
Discover the latest innovations  
and technologies in hospitality.

**Our manifesto**

**Be a pacesetter  
Generous in style  
and open to the world.**

**Be a change-maker  
Ask the questions  
that create space for the new.**

**Be a truth-seeker  
Have the confidence to challenge  
and the vision to lead.**

**Let no one be a stranger  
as we embrace the future of hospitality.**

**Be fearless.  
Be Les Roches.**





## 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.

2,620

Total student population

100+

Number of nationalities

44%

Europe

15:1

Student to faculty ratio

38%

Asia Pacific

3

Average internship opportunities per student each semester

11%

Middle East and Africa

7%

Americas

# The world is your campus

Les Roches opens up the world to you. Wherever you make your base, you have the chance to do a semester at another of our locations.

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.



**Crans-Montana, Switzerland**  
Tradition meets innovation in the heart of the Swiss Alps.  
20–27



The world is your campus

**Marbella, Spain**  
Luxury hospitality management with sunny Mediterranean flair.  
28–35



**Shanghai, China**  
Total immersion in the world's new economic powerhouse.  
36–43

**London, UK**  
Culture and connections where the world does business.  
(Exchange semesters available on the Glion campus – our sister school – on selected semesters.)



## Living in Crans-Montana

**“Being in the middle of so much nature is both relaxing and inspiring. There’s always something to do here, too. If you’re into winter sports, it’s paradise. In the warmer months, there are pools, hiking paths, and the world’s most beautiful soccer field.”**

◆  
Diogo Dutcher  
USA/Portugal  
BBA, Class of 2018

Crans  
Montana



## Awesome programs deserve awesome backdrops

Bluche is 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.

## Crans-Montana campus





**The home of hospitality**

Amid the fresh air of the Alps, students at Les Roches Switzerland live in comfortable, chalet-style residences. You can choose between single and shared double rooms – all within strolling distance of your classes. The open campus also offers plenty of communal areas in which to catch up with friends and work on group projects.

**A modern campus**

We've brought cutting-edge technology to a traditional Swiss village. You'll have access to an innovation classroom and digital media studio. Here, you can experiment with 3D printing, create your own mobile apps and develop your digital skills.

With Mac labs, professional kitchens and application restaurants, demonstration areas, student event spaces, and an extensive traditional and digital library, you'll have all the tools you need to grow and test new ideas. The campus auditorium is also equipped with technology to allow you to participate in guest lectures taking place on our Marbella campus.



**“Everyone knows each other here. It’s one big family.”**



Felix Sze  
USA/Hong Kong  
BBA, Class of 2018

**The 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	Green Dinner	Zumba and yoga
Green	Open Mic Night	Mountain karting
Culinary	Cultural Night	Golf
Arts Society	World of Wines Expo	Rugby
Les Roches Gives Back (charity)	Future of Hospitality Summit	Ice skating
SGA (Student Governance Association)		Rock climbing



**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.

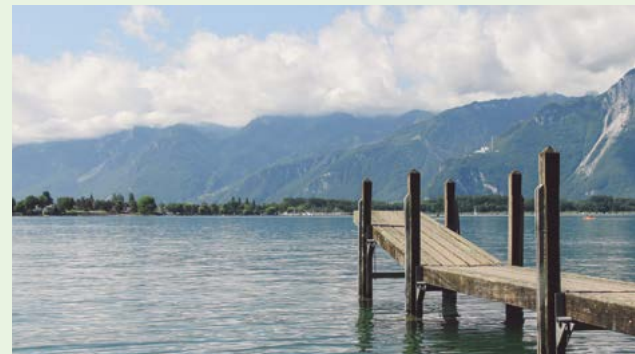
At Roots, the philosophy is farm to table, with most fine-dining ingredients sourced within a 100km radius. At Restaurant Lab, students are firmly in the driving seat, creating unique and innovative restaurant concepts from a blank sheet of paper. Across the campus, we're working hard to eliminate food 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 Buffet	B3: Baker, Brewer, Butcher Street food	Lobby Bar Refreshments and snacks
Roots Restaurant Farm-to-table concept	Fresh & Fast Light lunch, sushi and snacks	Restaurant Lab Ephemeral dinner concepts
Roots Bar Evening drinks		

# 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 30mins)



By train from Sierre:

**Geneva**  
(2hrs 40mins)



By train from Sierre:

**Jungfrau**  
(2hrs 30mins)



By train from Sierre:

**Milan**  
(3hrs 10mins)



By train from Sierre:

**Zurich**  
(3hrs)

# 128

Michelin-starred restaurants  
The highest density in Europe

# 5

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

## 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  
Director of Student Services & Operations  
Class of 2001

Marbella



## 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.

## Marbella campus





**Live that Mediterranean lifestyle**

The Les Roches Marbella campus is perfectly placed between the city center, the marina and the luxury shopping district of Puerto Banús. 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. Our Marbella campus 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, and a traditional and digital library.

The campus auditorium features global connectivity technology, which allows you to participate in shared lectures taking place on our campus in Switzerland.



**The 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	Events	Sports
Cocktail	Theme nights	Kayaking
Reading	Sports days	Football
Running	Stage Fair (student internship fair)	Tennis
Sustainability	Houses Cultural Expo	Beach volleyball
Nutrition and Wellbeing	Cancer Research Dinner	Stand-up paddle
Golf	Concordia Gala Dinner	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 plane from Málaga:

**Barcelona**  
(1hr 30mins)



By train from Málaga:

**Madrid**  
(2hrs 35mins)



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 and Picasso Museums 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

## Living in Shanghai

“The culture is so different from anything I’ve experienced before. Living here is the only way to truly understand it.”

♦  
Jan Niklas Kürschner  
Germany  
BBA, Class of 2020

# Shanghai



## For the economic heart of Asia, look no further than Shanghai

A global giant of culture and finance, it's also home to an ever evolving hospitality landscape, where east meets west and tradition blends seamlessly with modernity. One of the world's most populous cities, Shanghai is truly a place that never sleeps.



Shanghai is a place of surprises – a city of dazzling contrasts. Traditional marketplaces operate alongside luxury shopping centers; new, cutting-edge architecture rises every day; and street food merges with haute cuisine. With its rich mix of tourism destinations and a full calendar of international events, Shanghai is the perfect environment for your hospitality studies – and a unique opportunity to be immersed in Chinese culture.

## Shanghai campus



**Capital of the new world**

Peace can be found in even the busiest cities. Our students live in the calm and convenient Palm Beach residence, a 10-minute shuttle-bus ride from the main campus building. Most share two-bedroom apartments, choosing from shared double or single rooms. All enjoy free access to the onsite gym and swimming pool.



**The 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 Jin Jiang:

Clubs	Events	Sports
Badminton	Charity dinners	Running
Boxing Fit	Chinese Art and Design Competition	Swimming
Photography	Cultural Day	Table tennis
Chinese Apps	Dragon Boat Festival	Soccer
Mandarin	LRJJ Talent Show	Yoga
Basketball	LRJJ Olympics	Dance
		Tai-chi



**A modern campus**

Located on the spacious campus of Shanghai Normal University, Les Roches Jin Jiang offers the latest facilities and technology in a traditional university setting. This includes digitally optimized classrooms, custom-built demonstration areas, a library, two computer classrooms, and communal study spaces for group collaboration.



**Fine dining**

As you'd expect from a hospitality management school, we take our food very seriously indeed. You can enjoy healthy meals and delicious drinks at the following campus spots:

Lily Banquet dining	Flavors À la carte restaurant
Jade Buffet	The Fuel Coffee bar



As a student at Les Roches Jin Jiang, you'll have full access to the indoor and outdoor sports and leisure facilities of Shanghai Normal University.

# A whole continent to explore

Discovering everything China has to offer would take a lifetime, but Shanghai also opens the door to the rest of Asia. With the country's high-speed rail network and Shanghai's two international airports, you're free to lose yourself in some of the world's most iconic cities.



By train from Shanghai:

**Hangzhou**  
(50mins)



By plane from Shanghai:

**Beijing**  
(2hrs 15mins)



By plane from Shanghai:

**Hong Kong**  
(2hrs 40mins)



By plane from Shanghai:

**Tokyo**  
(2hrs 55mins)



By plane from Shanghai:

**Seoul**  
(1hr 55mins)

# 55

UNESCO World Heritage sites in China

# 50+

Five-star hotels in Shanghai alone

## Don't miss:

The Bund

Shanghai Tower

Yu Garden

Oriental Pearl Tower

Jade Buddha Temple

Shanghai's nightlife and shopping

The classical gardens and canals of Suzhou

West Lake in Hangzhou

The Forbidden City and Great Wall in Beijing

Terracotta army in Xi'an

Victoria Harbor, Hong Kong

# Our undergraduate programs

## Bachelor of Business Administration (BBA) in Global Hospitality Management

Gain the knowledge, skills and qualifications you need to launch your hospitality management career or build a foundation for graduate studies.

Available at our Swiss and Spanish campuses, our flagship program combines academic theory and hands-on experience, to deliver a well-rounded management education. Opportunities to study abroad and specialization options allow you to customize your undergraduate experience.

Duration: 3.5 years  
Total US credits: 120  
Intakes: February and September of each year

Semester 1 is 20 weeks. All other semesters are 15 teaching weeks and 2 exam weeks.  
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.  
See Specializations on page 48-49

**Specializations (optional for BBA 7)**

Hospitality Entrepreneurship (Crans-Montana/Marbella)	Hotel Financial Performance Management (Crans-Montana)
Digital Marketing Strategies (Crans-Montana/Marbella)	Resort Development and Management (Marbella)



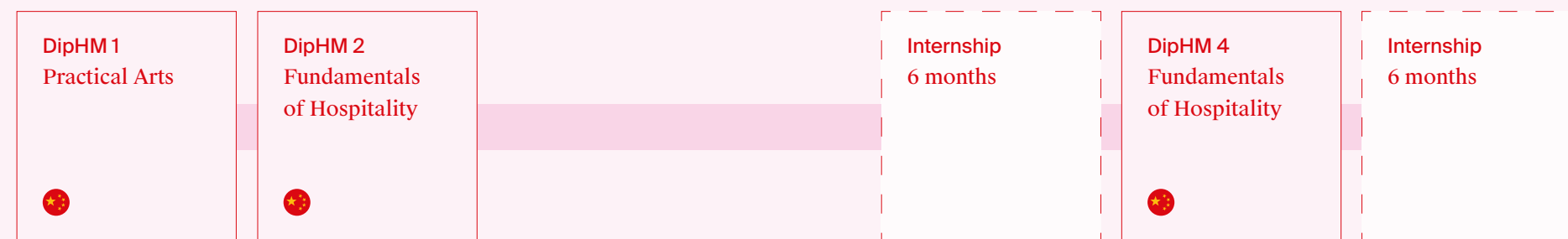
Students are encouraged to earn the full BBA by continuing their studies, joining BBA 6 and 7, in Crans-Montana or Marbella.

## Diploma in Global Hospitality Management

Only available on our Shanghai campus, the Diploma in Global Hospitality Management covers the first two-and-a-half years of the BBA program, offering you a foundation in essential hospitality skills and knowledge.

This program prepares you for entry-level supervisory roles in the hospitality industry. As a Diploma student in Shanghai, you can also earn your BBA degree by continuing your studies in Switzerland or Spain during semesters six and seven, and specializing in one of the four options available.

Duration: 2.5 years  
Total US credits: 86  
Intakes: March and September of each year



### Postgraduate and summer experience opportunities at Les Roches

We offer a comprehensive range of hospitality-focused postgraduate education, featuring programs at Postgraduate Diploma, Master's and MBA level. We also operate a well-established and highly successful Summer Program series, with one-week and two-week experiences that provide an exciting immersion into the world of hospitality. Visit our website for more details.



# Bachelor of Business Administration (BBA) in Global Hospitality Management

Only available at Crans-Montana campus

Only available at Marbella campus

## Semester 1

Innovation, Entrepreneurship and Communication

From Farm to Table

Guest Relations and Hotel Operations

Skills and Techniques in F&B

Restaurant Lab

## Semester 1

Gourmet Experiences

Skills & Techniques in F&B

F&B Trends

Rooms Division and Hotel Operations

Principles of Resorts: Operations & Communications

Business Mathematics

## Languages

Essential English

OR one foreign language:

French

Spanish

German

## Semester 2

Professional immersion:  
6-month internship

## Semester 3

Hospitality Financial Accounting

Communicating Effectively  
(as per tested level)

Marketing for the Hospitality Industry

Fundamentals of Data Analysis and Visualization

Managing Diversity in the Global Workplace

Principles of Sustainability and Innovation

## Languages

Choose one foreign language:

French

Spanish

German

## Semester 4

Digital Marketing and Sales

Fundamentals of Economics

Rooms Inventory and Control Management

Hospitality Managerial Accounting

Food and Beverage Management

Hospitality Facilities Management

Leading Teams to Success

## Languages

Choose one foreign language:

Mandarin

Italian

French

Spanish

German

## Semester 5

Professional immersion:  
6-month internship

## Semester 6

Revenue and Pricing Management

Hospitality Financial Management

Models for Problem-solving and Decision-making

People and Talent Management

Customer Relationship Management

## Electives

One course from the following:

Team Dynamics

Cross-cultural Communication

Ethics and Management

Law and Contracting

Cultural Diversity

Sustainability

Research Methods

Events Management

Sustainable Development in a Globalized World

Business English

Business Communication

## Semester 7

Specialization courses or General Management track electives (see Specializations on page 48)

Dissertation (honors degree only)

## Electives

One/two courses from the following:

Managing Change and Digital Transformation

Events Management

People, Conflict and Negotiation

Politics and International Affairs

Right and Wrong: Ethics and Morals in Society

Health and Wellness Management

The Science and Culture of Gastronomy

Sustainable Tourism

Social Responsibility

Strategic Human Resources

Professional Development and Networking

Responsible Global Citizen and Socially Responsible Organizations

Managing Change and Digital Transformation

Convention and Trade Fair Planning



# BBA Specializations

Select a specialization in your final year to gain in-depth knowledge of a particular field – or take the General Management track to build your own curriculum of elective courses.

## Hospitality Entrepreneurship

Gain the skills you need to bring innovation to large hotel chains or to start your own business. You'll plan and develop your own hospitality business concept and learn how to turn ideas into reality.

 Crans-Montana

Innovation in Hospitality  
 Project Management, Ethical and Legal Considerations  
 Digital Marketing and Content Creation  
 Hospitality Forecasting and Modeling  
 + Entrepreneurship Capstone

## Entrepreneurship & Business Development

 Marbella

SME Business Planning  
 SME Business Management  
 Maximising Return on Investment  
 Advanced Finance and Budgeting

Electives

 Professional Development & Networking  
 Responsible Global Citizen & Socially Responsible Organizations  
 Managing Change & Digital Transformation

## Digital Marketing Strategies

Learn how to market your brand in the digital world. You'll develop a deep understanding of digital and social media marketing, consumer behavior, and cross-cultural communication.

 Crans-Montana

Marketing 4.0 (IMC)  
 Innovative Sales Strategies  
 Brand Management  
 Digital Marketing and Content Creation  
 + Digital Marketing Capstone

 Marbella

Marketing 4.0  
 Innovative Sales Strategies  
 Brand Management  
 Digital Marketing and Content Creation

Electives

 Professional Development & Networking  
 Responsible Global Citizen & Socially Responsible Organizations  
 Managing Change & Digital Transformation

## Hotel Financial Performance Management

Develop essential business skills including financial analysis and accounting, problem-solving and fact-based decision-making. Finance is critical to all hospitality functions and often serves as a gateway to senior management positions.

 Crans-Montana

Hospitality Performance Management  
 Corporate Financial Decision-Making  
 Global Financing and Risk Management Strategies  
 Hospitality Forecasting and Modeling  
 + Finance Capstone

## Resort Development and Management

Build the skills you need to manage luxury resorts and related businesses. You'll develop your understanding of the tourism business industry – particularly the challenges involved in managing large, recreational properties.

 Marbella

Resort Management and Operations  
 Introduction to Golf Club Management  
 Spa, Health and Wellness in Resorts  
 Project Management in Resort Properties

Electives

 Professional Development & Networking  
 Responsible Global Citizen & Socially Responsible Organizations  
 Managing Change & Digital Transformation

# Diploma in Global Hospitality Management

## Semester 1

Innovation, Entrepreneurship and Communication

From Farm to Table

Guest Relations and Hotel Operations

Skills and Techniques in F&B

Restaurant Lab

## Electives

One course from the following:

Professional English

Cross-cultural Understanding and Mandarin

Cross-cultural Understanding and French

Cross-cultural Understanding and Spanish

## Semester 2

Hospitality Financial Accounting

Communicating Effectively  
(as per tested level)

Marketing for the Hospitality Industry

Fundamentals of Data Analysis  
and Visualization

Managing Diversity in the Global Workplace

Consumer Behavior

## Electives

One course from the following:

Professional English (as per tested level)

Cross-cultural Understanding and Mandarin

Cross-cultural Understanding and French

Cross-cultural Understanding and Spanish

## Semester 3

Professional immersion:  
6-month internship

## Semester 4

Digital Marketing and Sales

Fundamentals of Economics

Rooms Inventory and Control Management

Hospitality Managerial Accounting

Food and Beverage Management

Hospitality Facilities Management

Leading Teams to Success

## Electives

One course from the following:

Cross-cultural Understanding and Mandarin

Cross-cultural Understanding and French

Cross-cultural Understanding and Spanish

## Semester 5

Professional immersion:  
6-month internship

Students are encouraged to earn the full BBA by continuing their studies in Crans-Montana or Marbella.

# Admission requirements

Les Roches students want to become future business leaders – to travel and study abroad, and to seek an education that allows them to experience it all.

As well as academic rigor, they demonstrate leadership and entrepreneurial qualities, and personal achievements – including service and team work – from extracurricular activities.

Keen to work in a dynamic, international industry, they come highly recommended by a counselor, coach or industry professional.

To maintain its world-leading reputation for excellence, Les Roches takes a holistic approach to student admissions, evaluating a range of criteria.

**Completed application form**  
With all pertinent supporting documents, apply.lesroches.edu

**Academic requirements**  
Senior high school diploma, or equivalent. Documents are accepted in English for all campuses. Additionally, in French, German and Italian for our Swiss campus; and Spanish, Italian, French and Portuguese for our Spanish campus. Otherwise, an official notarized translation in English will be required. Additional credentials (SAT/ACT scores, AP and International Baccalaureate courses and programs) are highly encouraged, but not required.

**Minimum age**  
17 years and 6 months by program entry date.

**Resume**  
To include personal profile, academic qualifications, languages spoken, work experience, extra-curricular activities, travel, and leadership qualities.

**Study/post-study plan**  
A 300-word essay, signed and dated, highlighting experiences, leadership, areas of development, and future aspirations for a career in the hospitality experience industry, and why you want to study with Les Roches.

**Admission assessment**  
By written exercise and interview. Prospective students should acquaint themselves with some aspect of the hospitality business – through internships, shadow opportunities, industry-related employment or informational interviews – before applying.

**English language**  
Must be proficient enough for higher education studies. English language exam scores (issued in the last 12 months) are required for non-native speakers, or those who have not spent the last two years in full-time English education.

## Minimum English language exam scores:

	TOEFL	IELTS Academic**	Cambridge***
BBA	525 (paper-based)  70 (internet-based)	Average 5.5 and minimum 5.0 in each component	FCE: Grade C
Diploma (China only)	500 (paper-based)  61 (internet-based)	Average 5.0 and minimum 5.0 in each component	PET: Pass
	*The Les Roches Switzerland TOEFL testing code number is 9827	**IELTS Academic has four components (writing, reading, speaking, listening)	***Cambridge: Preliminary (PET) or First Certificate Exam (FCE) – please also provide statement of results

# 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](https://lesroches.edu/apply)

<b>1</b> Submit your application	Complete online application form ..... Attach detailed resume ..... Provide proof of academic records .....	Attach copy of passport ..... Include Proof of English .....
<b>2</b> Prepare for admissions assessment <i>Within 2 days of submitting your documents</i>	You'll be contacted to schedule admissions assessment ..... Assessment may involve written exercise and interview .....	Additional documentation will be required including motivation letter, financial sponsor letter, post-study statement, and parental consent for applicants under 18 .....
<b>3</b> Receive acceptance letter – if successful <i>Within 1–3 weeks of assessment</i>	If application is successful, you'll receive your acceptance letter, invoice for first semester, and pre-arrival guide .....	Attestation for Visa request if required .....
<b>4</b> Confirm place at Les Roches <i>Within 15 days of receiving your letter of acceptance</i>	Pay invoiced tuition fees to confirm place ..... Payment also confirms acceptance of Les Roches T&Cs .....	
<b>5</b> Receive pre-arrival support <i>Right up until you arrive</i>	Added to new student Facebook group ..... Visa support services if required ..... Live Instagram Q&As .....	Arrival assistance ..... Pre-departure webinar .....
<b>6</b> Arrive on campus and start your Les Roches journey <i>First week on campus</i>	Welcome booth at airport and transfer to campus ..... Check-in and registration .....	Entry qualification authentication ..... Induction week activities .....

# Our immersive teaching



Henrique Varanda  
Sagasetta de Seixas  
Portugal/Spain  
BBA, Class of 2019



## Nothing teaches better than doing

Our students graduate with more than just a degree in hospitality management. They leave us with a way of looking at the world that shapes their way of thinking forever. Our immersive approach to teaching makes sure of that.

### See the complete picture

At Les Roches, we teach the theory and the practice of hospitality – so you'll get to see the complete picture.

Learning from our world-class faculty, you'll develop expertise in all the key hospitality departments, including rooms division, food and beverage, and event management. You'll work with real-life case studies, enjoy immersive field trips to stunning locations and create meaningful relationships with key industry players.

Our undergraduate programs also offer two industry internships. These are your chance to develop resourcefulness and discover the secrets of the best, and most innovative, hospitality companies.

### Designed for a globalized world

You'll be joined on this journey by classmates from all over the world. The global theme continues with the curriculum, too. Throughout your time here, you'll have opportunities to live, study and work in multiple countries. It all adds up to a global outlook that will serve you well in your career.

### 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 life.



## Become the complete ‘you’

### Academic excellence

Great careers are built on a foundation of soft skills and hard knowledge. That’s why a comprehensive academic education remains the bedrock of all our programs.

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.

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.



## 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 15:1 you’ll have plenty of one-on-one time to soak up their knowledge.

The inspiration extends beyond the classroom, too. Each semester, we welcome leading figures from hospitality and related sectors to share their insights with our students.

## 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

Kike Sarasola  
President,  
Room Mate Hotels

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  
Hospitality Consultant at Erga Group E-Hospitality, Dubai  
Class of 2012



**Practical immersion**

To lead the way in hospitality, you must first understand all aspects of the business – and not just in a theoretical sense. Our Swiss-approach hospitality education puts an emphasis on practical learning, giving you first-hand knowledge of industry standards and the different, crucial roles within the sector.

During your first semester, you'll experience the pace of working in service, the pressure of the kitchens, and the attention to detail needed in the rooms division. It will be challenging – but you'll emerge with a deeper understanding of how to manage teams and businesses.

**Service**

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

Make cocktails and build your understanding of bar and beverage principles through mixology and oenology classes. These are the skills you need to run a real restaurant.



**Kitchen**

Go beyond cooking lessons and experience the heat of the kitchen. Learn how to handle stressful situations with grace and professionalism, and get a better understanding of running a professional kitchen under the guidance of our instructors.

Develop your knowledge of food preparation, safety measures and hygiene standards as you prepare meals for various campus outlets. You'll also master the making of chocolate and pastries – and even devise your own restaurant concepts on our Restaurant Lab course.

**Rooms division**

Discover what five-star hospitality really means. Experience life as a clerk or front-office manager in realistic simulations in our purpose-built front-office counter.

Practice the art of making guests feel welcome, and master industry software programs, planning tools and yield-management techniques.





**Intern at the biggest names in hospitality**

Internships play a key role in your Les Roches education. Exciting and challenging, they're a chance to apply everything you've learned, grow your network and gain invaluable career experience – all before you've graduated.

**Spread your wings**

Hospitality is an international business, so we help you secure internships all over the world that match your ambitions and personality. While your 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.

**Find the right fit**

The type of internship you choose will depend on your program and interests. It could be food service, rooms division, business administration, or marketing. Or perhaps there's a certain brand with which you really want to work? Whatever you go for, you'll take on new responsibilities and experience life in different departments.

Our outstanding reputation means we have a long list of international companies eager to take on interns from Les Roches. You'll have no shortage of options. 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.



# A world of opportunities



Diana Xing Wang  
Singapore  
BBA, Class of 2019



## 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.

### For inquiring minds

It takes a certain type of personality to seize the opportunities on offer. This is a field for the brave and the curious – those who embrace new cultures and enjoy being challenged by different perspectives. These traits, combined with a Les Roches degree, will open doors to high-flying careers with the giants and disruptors of hospitality and tourism.

### Your passport to global careers

An undergraduate qualification from Les Roches is your passport to a global career. Not just in hospitality, but in any industry where empathy, creativity, leadership and cultural fluency are prized assets. Which is pretty much all of them.

It's this mix of hard and soft skills that makes our graduates so incredibly employable – why 94% of our job-seeking graduates leave us with at least one job offer in their pocket.

Here is just a flavor of the career options you'll have after studying with us:

Travel and tourism ♦ Events  
Marketing ♦ Digital technology  
Health & wellness ♦ Retail  
International finance ♦ Media



**“It’s like Picasso said – learn the rules like a pro so you can break them like an artist... I share that drive for innovation with Les Roches.”**



Jose Fernandez  
Spain  
General Manager at La Granja Ibiza  
Class of 2009

(Full story → p76)



**“Owners often forget about people and just focus on numbers. We saw a big opportunity – and the agency was formed.”**



Maria Ines Coma Cobar & Gabriela Gonzales Rubio  
Guatemala  
Founders of Destinadas  
Class of 2012

(Full story → p78)

# 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.

### Dare to disrupt

When studying at 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 to recruit students for internships and full-time roles.

“We know that Les Roches has a very strict recruitment process; it is looking for the same qualities and skills that we, the business, are looking for as well.”



Carolina Korody  
Human Resources Manager  
Relais & Châteaux

“We see the skill set that the students from Les Roches have is a very good match for what we look for.”



Bruno Bassani  
EMEA Global Customer Support Team Leader  
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'll set up interviews, help you prepare, and give you advice on your options.

Some of the brands that have recruited Les Roches students and alumni:



“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  
Director of Talent Acquisition  
Jumeirah Group

# Our global family

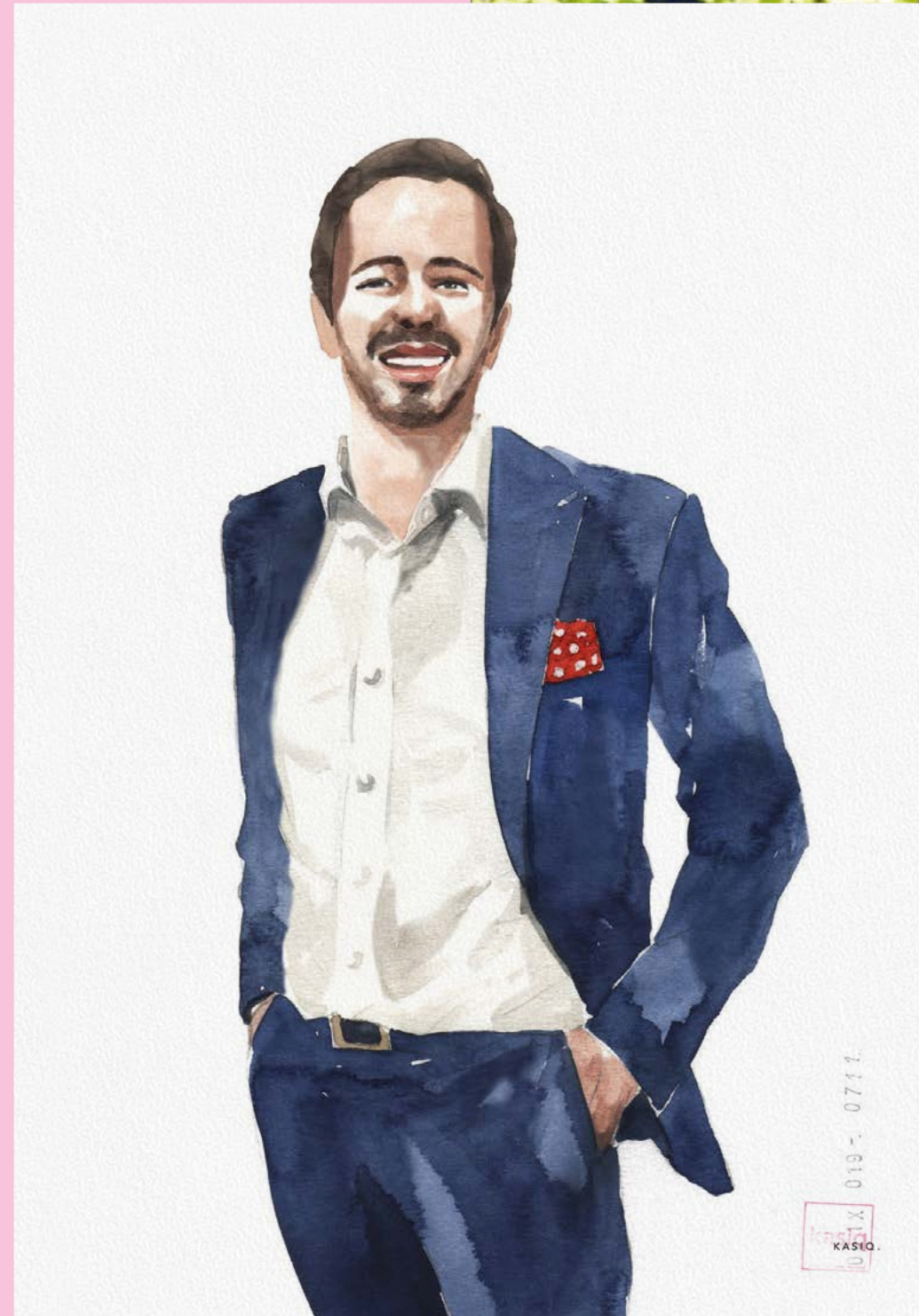
There's no such thing as a boring Les Roches reunion. Our alumni are a fascinating mix of high-achievers who've gone on to forge careers and businesses around the world.

With 13,000 members spanning generations and continents, the Les Roches Global Alumni Association is a valuable networking resource - and proof that a hospitality degree opens all the right doors.

**“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



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

Discover successful Les Roches alumni  
from around the world at:  
[lesroches.edu/success-stories](https://lesroches.edu/success-stories)

Spain

# Jose Fernandez Class of 2009

Then  
Bachelor of Business  
Administration in  
Hospitality Administration/  
Management



Now  
General Manager at La Granja  
Ibiza, a 10-hectare farmstead  
with boutique rooms

**“My education at Les Roches gave me the confidence to be bold and inventive with my ideas – it still does.”**

“It’s like Picasso said – learn the rules like a pro so you can break them like an artist.”

I graduated from Les Roches Marbella and Crans-Montana, so I had plenty of opportunities to master the rules. That second part has always been important to me too, though. I share that drive for innovation with Les Roches.

“When I launched The Slow as General Manager, I was always thinking: how can we do things differently? How can we add that bit of Picasso magic? My education at Les Roches gave me the confidence to be bold and inventive with my ideas – it still does.

“In Bali, I found a really active community of Les Roches alumni. It’s incredible to see just how strong our network actually is. In fact, all my previous positions in London, New York, and the Turks and Caicos Islands were all through Les Roches connections. This family looks after its own!

“Now I’m on another beautiful holiday island: Ibiza. I’m General Manager of a very exciting concept, La Granja, which combines sustainable, biodynamic farming with a collection of beautifully designed guestrooms.”





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Guatemala

## Maria Ines Coma Cobar & Gabriela Gonzales Rubio Class of 2012

Then  
Bachelor of Business  
Administration in  
Hospitality Administration/  
Management

Now  
Founders of Destinadas,  
a customer service consulting  
agency in their native  
Guatemala

**“At Les Roches, a focus on the small moments that matter most is engrained in every student.”**

“Never underestimate the power of experience.

“Maria and I met in high school in 2005, in Guatemala. Straight away we bonded over a shared love of travelling and hotels. This passion took us all the way to Les Roches - and then on to starting our own business together, Destinadas.

“Destinadas is a customer service consulting agency. Our focus is on helping businesses improve their employee care and the service they offer clients.

“At Les Roches, a focus on the small moments that matter most is engrained in every student. We realized that, in Guatemala, customer service isn't a priority in the same way. Owners often forget about people and just focus on numbers. We saw a big opportunity - and the agency was formed.

“We both understand the power of ‘the experience’ when creating lasting stakeholder relationships. That's what our business is built on. It doesn't matter how nice your store is or how beautiful your products are - if your service isn't great, customers won't come back. One more lesson from Les Roches that continues to serve us well.”



Britain

# Radha Arora Class of 1982

Then  
Bachelor's in Hospitality  
Administration/  
Management



Now  
President of  
Rosewood Hotels  
& Resorts

**“I like to think of it as the ‘Ivy League’ of hotel schools.”**

“My passion for travel and hospitality was sparked at an early age. As my father was a diplomat, we were constantly on the move throughout the world. I’ve always believed that the best hotels are those that connect to their local cultures and communities. It’s something I try to emphasize in my current role with Rosewood.

“I graduated from Les Roches in 1982. I like to think of it as the ‘Ivy League’ of hotel schools. It was the place where you could learn your craft; the skills of the trade. For people who took hospitality seriously, Les Roches was the place to go.

“Since graduation, I’ve enjoyed a 30-year career in luxury hospitality. I started in London with one of the most famous names in the hotel business – The Savoy – before joining Four Seasons, Intercontinental and then Four Seasons again. During my second career with Four Seasons, I added another iconic hotel to my resume, as I had the honor to be General Manager of the Beverly Wilshire in Los Angeles, USA, as well as being the company’s Regional Vice-president.

“I joined Rosewood in 2011. Since then, it has been a thrill to play my part in relaunching the brand and expanding our footprint globally, including opening our first hotel in Asia, Rosewood Beijing, in 2014. I’ve also had the privilege of launching two iconic properties within our brand: the re-opening of the historic Hôtel de Crillon, a Rosewood Hotel, which – within its first year – earned the coveted ‘Palace’ distinction; and, most recently, our new global flagship, Rosewood Hong Kong, which has set a new standard for ultra-luxury properties globally.

“We now operate in 15 countries and are rightly considered to be among the world’s leading luxury hotel groups. I’m very thankful to Les Roches for giving me such a great start to my journey in hospitality.”



# #lesrocheswayoflife



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info@lesroches.edu



## Awards and accreditations

Accredited by the New England Commission  
of Higher Education (NECHE)



Affiliate member of the United Nations World  
Tourism Organization (UNWTO)



Member of Swiss Association of Student  
Organisations for Sustainability



Recognized by the Educational Collaborative  
for International Schools (ECIS)



Member of International Association supporting  
Hospitality and Tourism Education and Training  
(EURHODIP) (Les Roches Marbella)



Recognized as a degree-awarding institution  
by the education department of the Canton  
of Valais (Les Roches Crans-Montana)



Awarded the X Prize to Andalusian Excellence,  
granted by the Junta de Andalusia  
(Les Roches Marbella)



Accredited by the Shanghai Education  
Evaluation Association (SEEA)  
(Les Roches Jin Jiang, Shanghai)



Member of Swiss Learning



Member of Slow Food Switzerland



Member of the Council on Hotel Restaurant  
and Institutional Education (CHRIE) and  
EUROCHRIE (Europe)



Member of World Association for Hospitality  
and Tourism Education and Training  
(AMFORHT / WAHTT)



Member of International Hotel & Restaurant  
Association (IHRA)

Design  
opx.studio

Photography  
Daniel Annett

Illustration  
Kasiq

Where will Les Roches take you?

**Print**

All inks and varnishes used in this print are vegetable-based ingredients, free of harmful volatile organic compounds (VOCs), and are cured using ultraviolet (UV) light.

All our UV inks and varnishes are made from non-toxic, non-mutagenic, non-carcinogenic and non-reproductive-toxic raw materials, which are safe in all probable end-of-life scenarios.

UV inks and varnishes do not dry without UV light, so they are 100% recyclable when they are wet and you do not need cleaning procedures (no need for VOCs and no creation of waste).



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