



PROGRAMME
BACHELOR OF SCIENCE
**IN HOSPITALITY
MANAGEMENT**

THE BEST HOSPITALITY MANAGEMENT SCHOOL IN SWITZERLAND*

As one of two original Hotel Management Schools in Switzerland, SHL Schweizerische Hotelfachschule Luzern has been paving the way for the worldwide renowned Swiss dual education system, teaching first-class practical and academic hospitality management skills since 1909.

SHL has a proven record of being a forward-thinking educational institution developing students' talents and the school was the first hotel management school in the world to award women with the same leaving qualification as men.



*Ranked as the best Hotel Management School 2020 in Switzerland by Swiss Students - *Eduwo Ranking*

THE SCHOOL – A WORLD OF ASPIRING HOSPITALITY LEADERS



CHRISTA AUGSBURGER

Director

In a world where academic merits seem to be everything that matters, at SHL we continue to nurture the individual talents of our students when educating the next generations of hospitality leaders.

STUDENT COMMUNITY

- 250 students on campus, 750 students on internships
- 1'000 enrolled students from 30 countries, 53% female / 47% male
- various Student Committees and Groups

GLOBAL NETWORK

- 10'000 alumni
- 1'200 industry partners

CAREER SPRINGBOARD

- 200 top companies visit the SHL campus annually
- 4.2 internship offers per student per internship
- 84% of graduates enter the industry in management positions

CAMPUS & LOCATION

- SHL Campus, SHL Lakeview & City Campus, Hotel SHL
- Lucerne – prettiest City in Switzerland
- SHL Campus in the heart of Lucerne – the #1 Tourism City in Switzerland

AT THE LEADING EDGE FOR MORE THAN 110 YEARS

SHL Schweizerische Hotelfachschule Luzern has a reputation for being the leading original hospitality management school in the worldwide renowned Swiss dual education system.

The school's dual approach to teaching, combining theoretical classroom studies, practical skills training and internships, provides students with an excellent foundation of academic knowledge, professional know-how and real-world experience. The springboard for enthusiastic global hoteliers, hospitality professionals and leaders.

STUDENT CHARACTERISTICS

SHL students not only actively participate in classes and extracurricular activities, they are also open-minded, willing to learn and respectful.

- passionate about hospitality
- team player
- interculturally adept
- socially and emotionally intelligent
- diligent towards studies
- responsible
- able to think and work independently

STUDENTS NEED THE OPPORTUNITIES TO DISPLAY THEIR TALENTS

At SHL we believe that your personal development is strongly related to finding the perfect fit or choosing the right school for you.

In addition to other criteria, the size of the school has a direct impact on various aspects such as academics, social life and internship opportunities, which are all linked to your individual development.

As a school with 1'000 enrolled students and 250 students on campus, the personal development of each student has always been one of our core values. Students who choose SHL, not only value the characteristic personal atmosphere and community spirit, but also appreciate being more than just a face in a lecture hall and the chance to be recognised as individuals with particular talents.

INDIVIDUAL ATTENTION FOR INDIVIDUAL GROWTH

The faculty-to-student ratio is another important factor. If you value the opportunity to regularly interact with your fellow students and lecturers, a highly personalised learning environment is just right for you. Smaller classes have an impact not only on the learning experience, but also gives the lecturers time to focus on aiding your personal development. At SHL you profit from individual attention and being a part of a team.

SURROUNDINGS THAT UNLOCK INDIVIDUAL POTENTIAL

We believe that the best way to unlock your full individual potential and to have an actual impact on your personal development is to provide you with a solid foundation of applicable knowledge and transferable skills. Through the theoretical classroom studies, case studies, real-life business projects, coaching and hand-on practical training, our lecturers give you all the tools for you to reach your maximum potential.

BSC IN HOSPITALITY MANAGEMENT SWISS QUALITY. GLOBALLY RECOGNISED.

The Bachelor of Science degree in Hospitality Management at SHL is offered in cooperation with the University of Applied Sciences and Arts Lucerne (HSLU), accredited by the Swiss Federal Government and in compliance with the Bologna Declaration, using the European Credit Transfer System (ECTS) and recognised in Switzerland, Europe, the USA and around the world.

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Our BSc programme is the optimal foundation for a hospitality career with a solid combination of academic knowledge, transferable hospitality skills and modern management expertise.

Duration: 4-year, full-time degree programme, including 2 paid internships

Credits: 180 ECTS

Location: SHL Campus, Lucerne, Switzerland

Start of studies: September or February

Degree recognition: Worldwide

Application deadlines: May 31st and October 31st

Language of instruction: English

BLUEPRINT TO YOUR BACHELOR OF SCIENCE DEGREE

Year 1	Year 2	Year 3	Year 4
SEMESTER 1 Food & Beverage Operations	SEMESTER 3 Rooms Division Operations	SEMESTER 5 Hospitality Business Administration	SEMESTER 7 International Business Management
SEMESTER 2 Industry Internship Food & Beverage	SEMESTER 4 Industry Internship Rooms Division	SEMESTER 6 Hospitality Management	SEMESTER 8 Global Leadership

DEGREE ACCREDITATION:

- Accredited by the Swiss Federal Government and in compliance with the Bologna Declaration, using the European Credit Transfer System (ECTS)
- Federally recognised in accordance with the Federal Vocational Training Act. SHL is subject to supervision by the federal government and the canton of Lucerne
- EduQua certified. EduQua is the Swiss quality certificate for continuing education institutions, awarded by the State Secretariat for Economic Affairs (SECO), the State Secretariat for Education, Research and Innovation (SERI) and the Swiss Association for Association for Continuing Education (SVEB)

MEMBERSHIPS:

- Conference of Colleges of Higher Education
- Partial Conference of Colleges of Higher Education, Area 2, Tourism, Hotel Industry, Facility Management
- Edusuisse
- Odec, Swiss Association of Graduates of Colleges of Higher Professional Education
- IG HBB, Interest Group Higher Vocational Education Central Switzerland
- Switzerland Tourism

STUDY YEAR 1 - CULINARY ARTS & SERVICE EXCELLENCE

Semester one lays the foundation: you get familiarised with the fascinating world of a hotelier. Through a combination of practical experience and theory classes in F&B, you internalise the attitude of hospitality professionals in both thought and action. During the pre-internship coaching, you receive individual assistance and counselling to assure that you find an exciting internship. Your first industry internship follows in the second semester, where you will put the supervised work experience from the first semester into practice as you face the challenges of real-life situations and get to apply skills and knowledge gained in a professional environment.

COURSES

Culinary Arts in Theory & Practice

Pastry Creation & Baking Techniques

Nutrition & Sustainable Lifestyle

The Art of Service in Theory & Practice

Oenology & Beverage Science

Event & Banquet Operations

Food & Beverage Management

Interdisciplinary Competences

Languages

Pre-Internship Coaching

FOOD & BEVERAGE INTERNSHIP

This hands-on experience allows you to practice your newly acquired F&B skills by working in a SHL approved establishment in Switzerland or abroad. You are free to take on either a culinary or service position or to combine the two. Our internship team supports and guides you throughout the semester on your quest to find the perfect internship position for you.

Location: Switzerland or abroad*

Duration: 24 weeks

Positions: culinary or service positions - a la carte, patisserie, catering/banquet, purchasing/menu planning, breakfast service, bar, room service, events

Type: full-time paid internship

LEARNING OUTCOMES YEAR 1

Understand the planning, calculating, organising, and managing F&B departments

Prepare and serve meals following set standards

Apply the economic and ecological principles of goods procurement, goods management and disposal

Acquire relevant F&B industry experience

*either the first or the second internship must be completed in Switzerland

STUDY YEAR 2 - QUINTESSENTIAL HOSPITALITY MANAGEMENT

In semester three you will concentrate on Rooms Division. Along with Front Office and House-keeping, this semester covers the environmental impact and financial aspects of managing the core departments of a hotel.

During semester four you get your second industry experience, where you can apply your skills at a higher level of responsibility in any of the areas related to Rooms Division. You will have the opportunity to work as part of a team while gaining understanding of the different managerial roles through participation and observation.

COURSES

Rooms Division Management

Mystery Guest Experience

Hospitality & Tourism Concepts

Quality Assurance

Foundations in Business Operations &
Procedures

Business Simulation

Hospitality IT Tools

Interdisciplinary Competences

Languages

Pre-Internship Coaching

ROOMS DIVISION INTERNSHIP

The second industry internship takes place in semester 4 and allows you to put the knowledge gained in semester 3 into practice. You are expected to take on more responsibility and to gain supervisory experience. You can choose to work in a variety of positions related to Rooms Division.

Our internship team supports and guides you throughout the semester on your quest to find the perfect internship position for you.

Location: Switzerland or abroad *

Duration: 24 weeks

Positions: front office, night audit, guest relations, reservations, facilities management, rooms division

Type: full-time paid internship

LEARNING OUTCOMES YEAR 2

Understand rooms division organisation and management as well as the service chains from sales and reservation to guest reception and invoicing

Have advanced user knowledge of a common hotel software program and the office programs word processing, spreadsheets and presentations

Evaluate all work processes for cleaning, maintaining and arranging guest rooms as well as for maintenance and technology according to ergonomic, economic and ecological criteria

Acquire relevant Rooms Division industry experience

*either the first or the second internship must be completed in Switzerland

STUDY YEAR 3 - APPLIED HOSPITALITY BUSINESS ADMINISTRATION & MANAGEMENT

The following two semesters focus on Hospitality Business Administration and Management, with emphasis on how to generate and maintain financial stability through strong leadership. Individual and group research encourages in-depth reflection on the subjects studied, and you will also write your own business plans in small groups. With the specializations offered in semester six, you can tailor the semester according to your preferences.

COURSES

Corporate Organisation & Strategy

Leadership

Financial & Managerial Accounting

Economics

Revenue Management, Distribution & Investment Psychology

Strategic Marketing, Concepts & Communication

International Legal Awareness & Risk Management

Hotel Development - Building & Design

Art & Culture in Hospitality

Applied Business Projects in Gastronomy & Hospitality

Mathematics for Business & Economics

HR Management & Talent Development

Capstone Specialization Project

Developing Academic Skills

Interdisciplinary Competences

Languages

LEARNING OUTCOMES YEAR 3

Understand a business as a complex, dynamic system and plan entrepreneurial projects using a business plan

Analyse different market situations using various marketing instruments/marketing analytics tools and formulate qualitative and quantitative strategic and operational marketing goals and measures. Create a marketing budget based on strategic and operational marketing goals and all marketing efforts

Calculate the costs of products and services with the help of operational accounting

Realistically assess the development and adaptation of business objectives and their impact on resources and processes

Recognise noteworthy situations and developments in the company's field and use critical thought to analyse their effects on the company's goals as well as departments and areas of operation

Manage personnel administration (employment, departure, wages, social insurance, etc.) using the tools customary in the industry and in accordance with labour law regulations

Realistically assess the development and adaptation of business objectives and their impact on resources and processes

STUDY YEAR 4 - INTERNATIONAL BUSINESS MANAGEMENT & GLOBAL LEADERSHIP

In the final two semesters, Financial Management, Corporate Ethics and Finance and Economics are studied in depth. These topics are supported by academic research studies, Sustainable Development, Intercultural Communication, as well as a Minor of your choice, to provide you with the full range of skills necessary to be able to conduct business at a global level. In addition, you will demonstrate your understanding of the topics covered throughout the programme by writing an individual bachelor thesis.

COURSES

Financial Management

Corporate Finance

Management Accounting

Economics

Descriptive Data Analysis

Private Business Law

Corporate Ethics

Sustainable Development

Intercultural Communication

Minor 1&2

Developing Academic Skills

Bachelor Thesis Project

Languages

LEARNING OUTCOMES YEAR 4

Establish references to specific entrepreneurial situations with the help of business models, assess entrepreneurial opportunities, develop business and economic decision-making skills

Formulate operational and corporate financial goals and coordinate them with the other management areas

Gain in-depth individual knowledge of specialisation module chosen

Produce Bachelor thesis which incorporates skills and knowledge accumulate thus far

BUSINESS PROJECTS

The SHL practice-orientated learning approach continues throughout our semesters with two business plans and three smaller projects.

REAL CASE SCENARIO

In semester 3 you are introduced to understanding hospitality concepts by working on a real case scenario in small groups. Under the supervision of your lecturer, you make an onsite visit, research and recommend improvements to the current concept and then present your findings to the stakeholders.

FIRST BUSINESS PLAN PROJECT

For the first business plan project, you work as consultants in groups of 6-8 for a gastronomy project which stretches over the 5th semester. During this time you are coached by experts in marketing, finance, human resources and presentation skills. The project develops your strategic planning skills as well as allowing for detailed investigations. The outcome is presented to a panel of experts and the client who gives immediate feedback on your work.

INDIVIDUAL PROJECT

During the 5th semester a further individual project gives you the opportunity to conduct a detailed SWOT analysis which brings you closer to becoming an entrepreneur.

COMPLETE HOTEL BUSINESS PLAN PROJECT FOR A CLIENT

In the 6th semester a complete hotel business plan project is carried out in groups of 6-8 for a client's mandate. Similar to the gastronomy project, coaches are available and your work is presented to a panel of experts and the client.

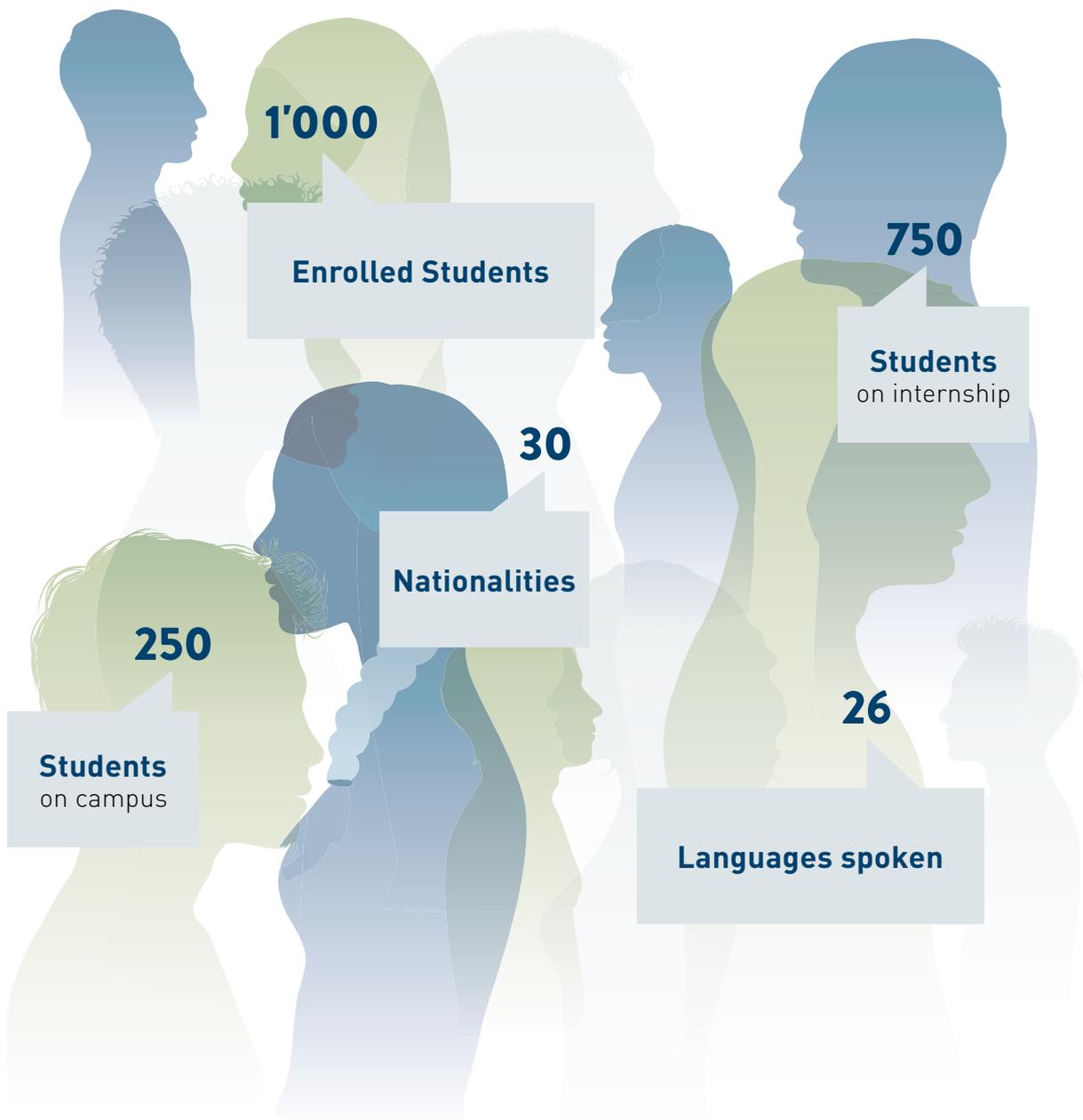
INDEPENDENT CAPSTONE PROJECT

An independent capstone project in the 6th semester encourages you to delve into areas of interest such as MICE Management, Corporate Social Responsibility, Hotel Asset Management or Defining the Future of Culinary Arts. You can choose to orally defend your project in the areas of finance, marketing or personnel management.

STUDENT LIFE AT SHL

SHL Schweizerische Hotelfachschule Luzern is located in the heart of Switzerland, where you will study and live the fundamental Swiss values that mark SHL graduates as highly skilled and employable.

STUDENT DIVERSITY



STUDENT SOCIETIES

SHL students are participating in various extracurricular activities and sports during their on-campus semesters. The various societies and activities reflect the interests of our student body at any time.



HOSPITALITY & CULTURE SOCIETIES

Students at SHL have societies that organise various activities and events throughout the semesters associated with culinary arts and gastronomy, oenology, mixology, arts & culture and intercultural communication and understanding.

SPORTS SOCIETIES

Students find their work-life balance through participation in various sports teams and activities on- and around campus: football, yoga, ice hockey, triathlon, sailing, all-year swimming, running, fitness, mountain sports and hiking.



LEADERSHIP AND SOCIAL RESPONSIBILITY

In addition to the team of SHL Student Ambassadors, SHL has various societies focusing on leadership, women in hospitality leadership, environmental sustainability, social outreach and responsibility.

OUR CAMPUS IN LUCERNE

The SHL Campus is made up of the Lakeview Campus, with its breath taking views of Lake Lucerne, the City Campus and our student accommodation, Hotel SHL. Our campus offers state-of-the-art academic and practical training facilities, as well as group rooms, independent study spaces, creative and lounge areas.



FOOD & BEVERAGE

Four F&B outlets provide our students and staff with delicious, fresh meals and beverages and serve as our training facilities for the practical lessons in culinary arts and service excellence. The restaurants Salt & Pepper have approx. 500 covers per day, with breakfast, lunch and dinner cooked and served by our students.

HOTEL SHL – STUDENT ACCOMMODATION

With its striking view of Lake Lucerne and Mt. Pilatus, Hotel SHL mirrors a modern city hotel, with various en-suite room categories for you to choose from. In addition to the spacious rooms, the student hotel offers a Community Room with a fully equipped kitchen and an attached courtyard, laundry facilities, as well as a large rooftop terrace to enjoy. When you stay with us, you're staying somewhere—within a vibrant community, in a unique student hotel that combines authentic hospitality experiences and modern design with personal attention.



LOCATION

You'll find SHL Schweizerische Hotelfachschule Luzern at the heart of Lucerne, surrounded by landmark hotels. Set right next to the SHL Lakeview Campus and within 10 minutes of the Old Town, Hotel SHL is in good proximity to the city's attractions and shopping areas, hip local restaurants and bars, making the location the ideal place for students to work and play.

THE CITY – THE LAKE – THE MOUNTAINS

The city of Lucerne with the beautiful lake and view of the majestic Alps offers a unique lifestyle and urban flair. With a variety of attractions, its charming Old Town with attractive shopping areas, the town is a destination for visitors from around the world. The SHL campus is a 10-minute walk away from the Old Town.



LIFE IN LUCERNE

Hip local restaurants and bars, makes the location the ideal place for students to work and play. The city guarantees you a student life full of contrasts and entertainment.

Lucerne is also the ideal starting point for numerous excursions to discover the highlights of Switzerland and Europe. The city's Culture and Convention Centre (KKL) is a hotspot in Switzerland and hosts a wide variety of cultural and business events throughout the year.

CAREER DEVELOPMENT AND INDUSTRY OPPORTUNITIES



SIMONE ROGGE

Head of Internships

At SHL, we believe that Career Services is an essential element of our students' overall success and experience. Our dedicated Internship & Career team supports our students with access to a wide and diverse range of industry partners globally, internship positions and future recruiters from 200 top companies visit our school annually to recruit our students and graduates.

CAREER DEVELOPMENT ACTIVITIES



**CAREER
DAYS**

**CAREER
COACHING**



**CAREER
PLATFORM**

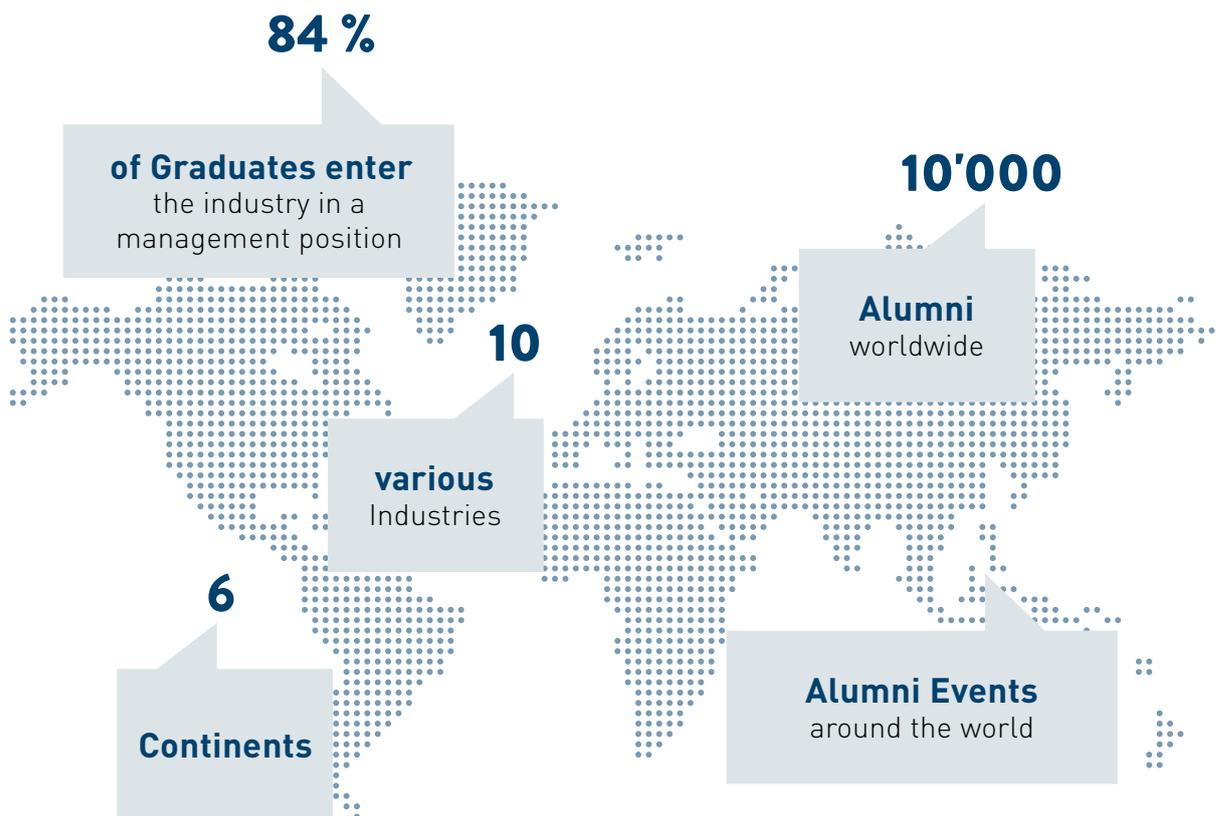
**PERSONAL
BRANDING
WORKSHOPS**





SHL ALUMNI. A PREMIUM WORLDWIDE COMMUNITY. A LIFELONG ASSET.

To succeed in your chosen career, your 'black book' of contacts can make a crucial difference. As a SHL graduate you'll automatically become part of our SHL Alumni community, a global network with over 10'000 members, accomplished industry leaders and influential individuals in various sectors. As one of the most active and respected professional networks in the industry, our alumni are active on six continents, profoundly connected to the community and eager to enrich your experience from the classroom to your personal and professional life. The power of your community will pay you lifelong dividends.



WHERE YOU MEET SHL GRADUATES

SHL graduates can not only be found on 6 continents, but they also hold management positions in a wide variety of companies and industries. This underscores the great career opportunities which are open to hospitality graduates.



INTERNATIONAL HOTEL CHAINS



HOTELS & RESTAURANTS & BARS



TRAVEL & TOURISM ORGANISATIONS



EVENT ORGANISATIONS



AIRLINES



BANK & INSURANCE COMPANIES



LUXURY RETAIL



REAL ESTATE



HIGHER EDUCATION

ADMISSION REQUIREMENTS

In addition to fulfilling the basic requirements, ideal SHL candidates are determined future hospitality leaders with an entrepreneurial spirit, dedication to quality, passion for creating outstanding customer experiences and the hospitality industry.

AGE

18 years

ACADEMIC REQUIREMENTS

High school diploma or equivalent

LANGUAGE REQUIREMENTS (ONE OF THE FOLLOWING)

- IELTS 7.0
- TOEFL (iBT) minimum 94 points
- University of Cambridge English Certificate, minimum score 180

Alternatively, you may submit evidence that you have spent minimum the last five years of school with English as the main language of instruction.

ADMISSION PROCESS – HOW TO APPLY

1

ONLINE APPLICATION

To apply for your place at SHL, please complete the online application form and upload the following documents:

- Copy of passport and a recent photo
- High school diploma and transcripts for the last three years*
- Work certificates (if applicable)
- English language certificate (if applicable)
- CV
- Letter(s) of recommendation*
- Admissions essay

2

ONLINE APTITUDE TEST

When the application documents are complete and checked, you'll be invited to complete an online aptitude test:

- No specific preparation needed
- Please plan approximately 45 minutes for the test
- The test consists of four sections; personality, analogies, matrices and sequences

3

ADMISSIONS INTERVIEW

The final step of the admission process is a personal interview with our head of admission:

- Yourself, your interests, hobbies, extra curriculars, etc.
- Your perspective on your academic and professional background
- Your goals and dreams for your future

*Should your school prefer to send these documents directly to SHL, please provide your school with the email address of your SHL contact person or the SHL Admissions Team, admissions@shl.ch.

FEE STRUCTURE

INTERNATIONAL STUDENTS

	Year 1		Year 2		Year 3		Year 4		Total
	Sem. 1	Internship	Sem. 3	Internship	Sem. 5	Sem. 6	Sem. 7	Sem. 8	
Application fee	280	-	-	-	-	-	-	-	280
Tuition Fee	26'800	-	24'600	-	22'800	21'800	16'800	16'800	129'600
Learning resources & Campus fee (1)	1'850	-	890	-	890	890	950	950	6'420
Total school fees	28'930	-	25'490	-	23'690	22'690	17'750	17'750	136'300
Food & Beverage (2)	3'450	-	3'450	-	1'720	1'720	1'720	1'720	13'780
Accommodation (3)	3'600	-	3'600	-	-	-	-	-	7'200
Insurances & Permit	1'880	-	1'880	-	940	940	940	940	7'520
Total compulsory fees	37'860	-	34'420	-	26'350	25'350	20'410	20'410	164'800

SWISS STUDENTS

	Year 1		Year 2		Year 3		Year 4		Total
	Sem. 1	Internship	Sem. 3	Internship	Sem. 5	Sem. 6	Sem. 7	Sem. 8	
Application fee	280	-	-	-	-	-	-	-	280
Tuition Fee (4)	20'800	-	18'600	-	16'800	15'800	14'800	14'800	101'600
Learning resources & Campus fee (1)	1'850	-	890	-	890	890	950	950	6'420
Total school fees	22'930	-	19'490	-	17'690	16'690	15'750	15'750	108'300
Food & Beverage (2)	3'450	-	3'450	-	1'720	1'720	1'720	1'720	13'780
Accommodation (3)	3'600	-	3'600	-	-	-	-	-	7'200
Total other fees	29'980	-	26'540	-	19'410	18'410	17'470	17'470	129'280

All prices are listed in CHF and might be subject to change.

1) Including laptop, kitchen & service uniforms 2) Full board during semesters 1 & 3 is mandatory – During semesters 5 – 8 only lunch is mandatory, with the option to upgrade to full board 3) Accommodation during semesters 1 & 3 is mandatory, with the option to extend for the continuing semesters 4) Subsidized fee for Swiss nationals



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