



INTERNATIONAL
MANAGEMENT INSTITUTE
SWITZERLAND



QS WORLD UNIVERSITY RANKINGS 11th
HOSPITALITY

Undergraduate Programme Brochure

Introducing IMI Switzerland

IMI International Management Institute Switzerland is a private hospitality and business school founded in 1991. Our combination of quality academic teaching, excellent industry contacts and breathtaking scenery is a recipe for success. IMI graduates can be found in senior management positions around the globe - their success shows that to reach the top it pays to start at the top!



Academic Excellence

IMI is a successful, independent, private management institute. We have a highly qualified core faculty, supported by inspiring visiting lecturers. Our small classes assure personal attention while our impressive UK university accreditations guarantee quality.



This is Switzerland

Every day you will enjoy fresh, delicious food sourced from the local area. Only 12 minutes away is the stunning, historic city of Luzern, with its cultural events and vibrant café culture. Situated in the heart of Europe, you can easily take the train to Paris, Rome or Berlin.



Your Employability

Paid internship opportunities (min. monthly salary of 2'212 CHF in Switzerland for hospitality placements) are available after each study semester. International companies visit IMI regularly to recruit students. Our Careers team will offer personalised support to provide you with the best opportunities.

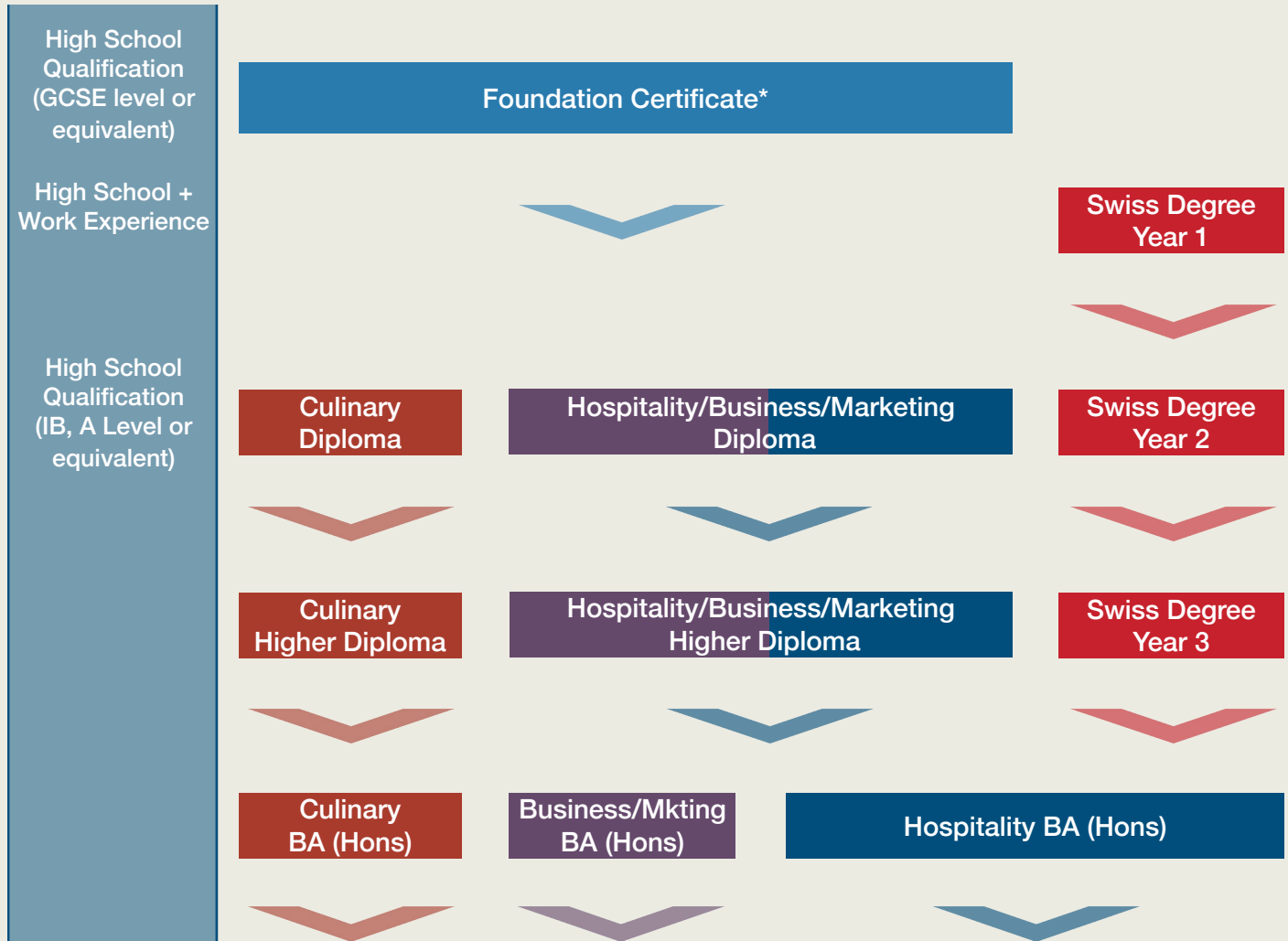


The IMI Family

Our aim is to prepare you for a great future, rich in international experiences. There are around 50 nationalities on our 'global village' campus and you will have the opportunity to learn French and German in one of the safest and most beautiful countries in the world.

Undergraduate Programmes

Each semester block represents **22 weeks** of on-campus study. There is the option of a paid, 22-week internship placement after each study semester...



*The **Foundation Certificate** prepares students for university study and gives them a good foundation in the world of hospitality and business. On completion, students will be ready to progress to the first stage of their BA (Hons) degree course. To join this programme, students should be at least 17 years old, have completed high school and have an IELTS level of 4.5 or equivalent. For some nationalities, an online English assessment is possible instead of IELTS.

BA (Hons) in International Hospitality Management

Our BA (Hons) degree in hospitality management is validated by **Manchester Metropolitan University** in the UK and provides practical work placements alongside three semesters of study. In the final year, students can specialise in a combination of Hotel, Tourism and Events Management or Hospitality Entrepreneurship. Paid internship placements, which can be undertaken in Switzerland or internationally, offer invaluable experience which sets graduates apart and prepares them to progress towards management positions within the industry.

Pathway Options:


1. BA (Hons) in **International Hotel & Tourism Management (IHT)**
2. BA (Hons) in **International Hotel & Events Management (IHE)**
3. BA (Hons) in **International Hospitality Entrepreneurship (HE)**


| | |
|---|---|
| Diploma in Business, Hotel & Tourism Management - 22 Weeks | Study Units <ul style="list-style-type: none"> - Study Skills at University Level - Intro. to Business & Services Management - Intro. to Marketing - Hospitality Business Operations - Principles of Entrepreneurship - Business Accounting - The Tourism Business - Foundations of Economics |
| Internship - 22 Weeks* |  Interim Exit Award: IMI Diploma in Business, Hotel & Tourism Management and Manchester Met. Certificate of Higher Education in Business, Hotel & Tourism Management |
| Higher Diploma in Chosen Pathway 22 Weeks | Core Units <ul style="list-style-type: none"> - Personal Professional Development - Enterprise Development Project - Finance & Revenue Management - Marketing & Consumer Behaviour - Managing People & Organisations IHT Units <ul style="list-style-type: none"> - Tourism Destination Management - Hotel Services Management IHE Units <ul style="list-style-type: none"> - Festival & Special Event Management - Hotel Services Management HE Units <ul style="list-style-type: none"> - Project Management for Start-ups - Restaurant Sales, Dev. & Merchandising |
| Internship - 22 Weeks* |  Interim Exit Award: IMI Higher Diploma in chosen pathway and Manchester Met. Diploma of Higher Education in chosen pathway |
| BA (Hons) Degree in Chosen Pathway 22 Weeks | Core Units <ul style="list-style-type: none"> - Continuous Professional Development - Applied Research - Global Marketing Management - Digital & Social Media Management - Pathway Dissertation IHT Units <ul style="list-style-type: none"> - Sustainable Tourism Planning & Development - Hospitality Leadership & Innovation IHE Units <ul style="list-style-type: none"> - Events Management - Hospitality Leadership & Innovation HE Units <ul style="list-style-type: none"> - Entrepreneurship & Innovation in Hospitality - Hospitality Business Across Cultures |
| Internship - 22 Weeks* | |

*Students must complete at least 12 months of internship or work placements to successfully complete this programme. Hospitality internships in Switzerland pay a minimum of 2'212 CHF per month.



-  **Entry Requirements**
- 18 years of age
 - High school certificate/IB Diploma/A Levels or equivalent, IMI Certificate or equivalent qualification
 - English level: 5.0 IELTS or equivalent

-  **Start Dates**
- February
 - May
 - August
 - November

-  **Award(s)**
- IMI Bachelor of Arts Degree with Honours in chosen pathway
 - Manchester Met. Bachelor of Arts Degree with Honours in chosen pathway



BA (Hons) in Global Business or Marketing Management

Our BA (Hons) degree in global business or marketing management follows the same structure as our hospitality degree award and is also validated by **Manchester Metropolitan University**, UK. Preparing students for international roles in a variety of sectors, the degree focuses on contemporary issues of strategy, sustainability and digitalisation within the global business and marketing environments. Paid internship placements allow greater insight into the day-to-day running of international corporations and the strategic decision making processes. Students can choose to focus on global business management or global marketing management.

Pathway Options:

1. BA (Hons) in **Global Business Management (GBM)**

2. BA (Hons) in **Global Marketing Management (GMM)**

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|---|--|--|
| Diploma in Business, Hotel & Tourism Management - 22 Weeks | Study Units <ul style="list-style-type: none"> - Study Skills at University Level - Intro. to Business & Services Management - Intro. to Marketing - Hospitality Business Operations - Principles of Entrepreneurship - Business Accounting - The Tourism Business - Foundations of Economics | |
| Internship - 22 Weeks* | | |
|  | | |
| Higher Diploma in Chosen Pathway 22 Weeks | Core Units <ul style="list-style-type: none"> - Personal Professional Development - Enterprise Development Project - Finance & Revenue Management - Marketing & Consumer Behaviour - Managing People & Organisations | GBM Units <ul style="list-style-type: none"> - Intercultural Business Management - Global Trade |
| Internship - 22 Weeks* | | GMM Units <ul style="list-style-type: none"> - Marketing Communications - Digital Media for Marketing |
|  | | |
| BA (Hons) Degree in Chosen Pathway 22 Weeks | Core Units <ul style="list-style-type: none"> - Continuous Professional Development - Applied Research - Global Marketing Management - Digital & Social Media Management - Pathway Dissertation | GBM Units <ul style="list-style-type: none"> - Global Business & Strategy - Sustainable Business in Society |
| Internship - 22 Weeks* | | GMM Units <ul style="list-style-type: none"> - Strategic Marketing Planning - Global Sales Marketing |



Interim Exit Award: IMI Diploma in Business, Hotel & Tourism Management and Manchester Met. Certificate of Higher Education in Business, Hotel & Tourism Management



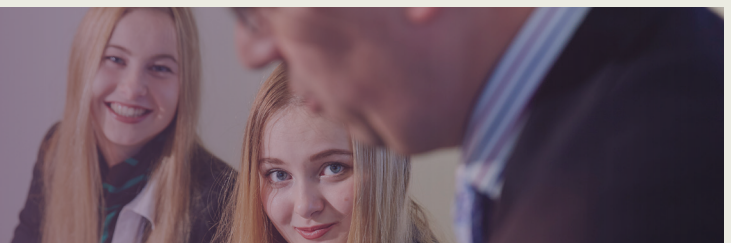
Interim Exit Award: IMI Higher Diploma in chosen pathway and Manchester Met. Diploma of Higher Education in chosen pathway

**Students must complete at least 12 months of internship or work placements to successfully complete this programme. Hospitality internships in Switzerland pay a minimum of 2'212 CHF per month. Business internship salaries may vary and are subject to permit requirements.*

validated by:



Manchester Metropolitan University



Entry Requirements

- 18 years of age
- High school certificate/IB Diploma/A Levels or equivalent, IMI Certificate or equivalent qualification
- English level: 5.0 IELTS or equivalent



Start Dates

- February
- May
- August
- November



Award(s)

IMI Bachelor of Arts Degree with Honours in chosen pathway
Manchester Met. Bachelor of Arts Degree with Honours in chosen pathway

BA (Hons) in International Culinary Arts

This programme is offered by IMI's International Culinary Institute (ICI) and is validated by **Oxford Brookes University** in the UK. Its blend of practical and theoretical skills allows students to perfect their culinary abilities while at the same time developing core industry management knowledge. Students spend approximately 30% of their time in the kitchen and 70% in the classroom, balancing the gastro-culinary skills with the strategies and techniques required to run a successful business. Paid internship placements, which can be undertaken in Switzerland or world-wide, offer the possibility for students to gain experience at leading, internationally acclaimed restaurants. Graduates from this degree will be equally adept to either work as a chef in a fine-dining kitchen or open and manage their own culinary business.

| | |
|---|--|
| Diploma in International Culinary Arts 22 Weeks | Study Units <ul style="list-style-type: none"> - Commodity Purchasing and Food Merchandising - Personal & Professional Development 1 - Professional Kitchen Techniques - Food Hygiene and Safety - Professional Pastry Techniques - Restaurant Management & Control - Wine and Beverage Studies |
| Optional Internship - 22 Weeks* |  Interim Exit Award IMI Diploma in International Culinary Arts |
| Higher Diploma in International Culinary Arts - 22 Weeks | Study Units <ul style="list-style-type: none"> - Contemporary Professional Kitchen Techniques - European Culinary Skills and Application - Hospitality Services Marketing - Kitchen Management and Control - Managing People in the Hospitality Industry - Menu Design and New Product Development - Personal & Professional Development 2 |
| Compulsory Internship - 22 Weeks* |  Interim Exit Award IMI Higher Diploma in International Culinary Arts |
| BA (Hons) Degree in International Culinary Arts - 22 Weeks | Study Units <ul style="list-style-type: none"> - International Culinary Arts Business Concept - International Gastronomy - Leadership and Entrepreneurship - Managing Information Systems - Personal & Professional Development 3 - Practical Gastronomy Production |
| Optional Internship - 22 Weeks* | |

*Hospitality internships in Switzerland pay a minimum of 2'212 CHF per month.

INTERNATIONAL
CULINARY INSTITUTE
Switzerland

ICI is the culinary arm of the internationally renowned IMI International Management Institute - offering expert tuition in practical skills and culinary management from an experienced and supportive faculty.



validated by:

**OXFORD
 BROOKES
 UNIVERSITY**



Entry Requirements

- 18 years of age
- High school certificate/IB Diploma/A Levels or equivalent, IMI Certificate or equivalent qualification
- English level: 5.0 IELTS or equivalent



Start Dates

- February*
- August*
- May
- November

**The Diploma semester starts in Feb. & Aug. only.*



Award(s)

IMI Bachelor of Arts Degree with Honours in International Culinary Arts
Oxford Brookes Bachelor of Arts Degree with Honours in International Culinary Arts

Swiss Degree in International Hospitality Management

Diplom Hôte/ère-Restaurateur/rice HF

currently under recognition by the SBFI

Taught in English and enhancing students' intercultural leadership, this programme provides experience in all hotel departments. Students develop into experienced hospitality professionals with a holistic overview of the industry. There is a practical approach with industry training throughout their learning and a strong focus on language skills. Year 1 introduces the basics of hospitality and service management alongside essential university-level study skills. Year 2 develops management and strategy techniques with an overview of front office and food production. Year 3 explores advanced decision-making techniques and higher-level management strategy. Successful completion of the programme entitles students to the Diplom Hôte/ère-Restaurateur/rice HF and allows them to progress directly to the final semester of IMI's International Hospitality Management BA (Hons) Degree.

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|---|--|---|
| <p>Year 1 Study Semester 22 Weeks</p> | <p>Study Units</p> <ul style="list-style-type: none"> - Housekeeping Management - Study Skills - Food and Beverage Service - Food Hygiene Management - Hospitality Basics in Finance | <ul style="list-style-type: none"> - Managing Food and Beverage Business - Professional English - Basic German |
| <p>F&B/Rooms Division Internship* 22 Weeks</p> | | |
|  | | |
| <p>Year 2 Study Semester 22 Weeks</p> | <p>Study Units</p> <ul style="list-style-type: none"> - Front Office Management - Marketing and Consumer Behaviour - Food Services Concepts - Food Production - Restaurant Management and Control | <ul style="list-style-type: none"> - Hospitality Accounting - The Business of Tourism - Intermediate German - Basic French |
| <p>F&B/Rooms Division Internship* 22 Weeks</p> | | |
|  | | |
| <p>Year 3 Study Semester 22 Weeks</p> | <p>Study Units</p> <ul style="list-style-type: none"> - Enterprise Development Project - Hotel Facilities and Operations - Financial Decision Making for Hospitality Professionals - Hospitality Services Marketing | <ul style="list-style-type: none"> - Int. Hospitality Operations Management - Managing People in Hospitality - Food Costing Purchasing and Merchandising - Advanced German - Intermediate French |
| <p>Supervisory Internship - 22 Weeks*</p> | | |

**Hospitality internships in Switzerland pay a minimum of 2'212 CHF per month. At least two of the internship placements must be completed in Switzerland.*



**Hospitality
BA (Hons) Semester**

approved by:



Entry Requirements

- 18 years of age with high school diploma or equivalent
- IELTS 5.0 or equivalent
- At least 12 months' work experience in any hotel or restaurant environment



Start Dates

- February
- August



Award(s)

**IMI Swiss Degree in International Hospitality Management -
Diplom Hôte/ère-Restaurateur/rice HF**

Your Future...

Many leading hospitality firms and businesses visit our campus to recruit directly for internships, jobs and management training positions. Our personalised careers support means you are best placed to secure your future role in the industry world-wide.

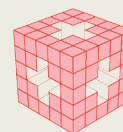


Every IMI graduate becomes a member of our **Hosco** Alumni portal and receives all the latest career opportunities and news from us.

You will always remain a part of the IMI Family!



Accreditation and Memberships:



Seeacherweg 1 · 6047 Kastanienbaum · Luzern · Switzerland
Phone +41 41 349 6400 · WhatsApp: +41 78 704 4129
info@imi-luzern.com · imi-luzern.com