



PROGRAMME

**BACHELOR OF SCIENCE**

**IN HOSPITALITY MANAGEMENT**

## SINCE 1909 – A WORLD OF ASPIRING HOSPITALITY BUSINESS LEADERS

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.







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**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.



**RANKED #1**

as the best  
Hotel Management School in  
Switzerland by  
Swiss Students\*



**35%**

of Faculty  
are SHL Alumni



**2**

Campuses  
Lakeview & City



**200**

Top Companies  
visit the SHL  
Campus  
annually



**1,200**

Industry  
Partners

\*Eduwo Ranking 2020



## 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
- interculturally adept
- diligent towards studies
- able to think and work independently
- team players
- socially and emotionally intelligent
- responsible

## 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, as well as 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 hands-on practical training, our lecturers give you all the tools for you to reach your maximum potential.



## BSC IN HOSPITALITY MANAGEMENT SWISS QUALITY. RECOGNISED AROUND THE WORLD.

The Bachelor of Science degree in Hospitality Management at SHL is offered in cooperation with and awarded by 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.

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

**Diplomas:** Bachelor of Science in Business Administration, Major Hospitality Management, awarded by the University of Applied Sciences and Arts Lucerne (HSLU)

Advanced Federal Diploma of Higher Education in Hospitality Management, awarded by SHL

**Credits:** 180 ECTS

**HSLU** Lucerne University  
of Applied Sciences  
and Arts

**EDUQUA**

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

**Location:** SHL Campus, Lucerne, Switzerland

**Degree recognition:** around the world

**Language of instruction:** English



Fee structure  
International students



Fee structure  
Swiss & eligible students



# BLUEPRINT TO YOUR BACHELOR OF SCIENCE DEGREE

FULL-TIME COURSE | 4 YEARS | 2 INTERNSHIPS



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

## STUDY YEAR 1 - CULINARY ARTS & SERVICE EXCELLENCE

Semester one gets you familiarised with the world of a hotelier. Through combined practical experiences in our Fine Dining restaurant and theory classes in F&B, you internalise the attitude of hospitality professionals in both thought and action. In the pre-internship coaching you receive individual assistance to ensure that you find an exciting internship position for the second semester, where you will 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

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Pastry Creation &  
Baking Techniques

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Nutrition & Sustainable Lifestyle

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The Art of Service in Theory &  
Practice

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Oenology & Beverage Science

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Event & Banquet Operations

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Food & Beverage Management

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Interdisciplinary Competences

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Languages

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Pre-Internship Coaching

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## 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.

**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, looking at Front Office and House-keeping, 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 and can gain an understanding of the different managerial roles through participation and observation.



### COURSES

Rooms Division Management

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Mystery Guest Experience

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Strategic & Economic Concepts

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Tourism

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Quality Assurance

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Foundations in Business  
Operations & Procedures

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Business Simulation

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Hospitality IT Tools

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Interdisciplinary Competences

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Languages

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Pre-Internship Coaching

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## ROOMS DIVISION INTERNSHIP

The second industry internship allows you to put the knowledge gained in semester three 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.

**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

Semesters five and six 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, and you will also write your own business plans for external companies in small groups.



### COURSES

Corporate Organisation & Strategy

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Leadership

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Financial & Managerial Accounting

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Economics

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Languages

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Revenue Management,  
Distribution & Investment  
Psychology

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Strategic Marketing, Concepts &  
Communication

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International Legal Awareness &  
Risk Management

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Hotel Development -  
Building & Design

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Mathematics for Business &  
Economics

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HR Management &  
Talent Development

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Developing Academic Skills

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Interdisciplinary Competences

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### **LEARNING OUTCOMES YEAR 3**

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

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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

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

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

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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

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

## STUDY YEAR 4 - INTERNATIONAL BUSINESS MANAGEMENT & GLOBAL LEADERSHIP

In the final two semesters, Financial Management, Corporate Finance and Economics are covered in-depth. These topics are supported by academic research studies, Sustainable Development, Intercultural Communication, as well as Risk Models and Optimisation providing you with the full range of skills necessary to conduct business at a global level. You demonstrate your understanding of topics covered throughout the programme by writing an individual bachelor thesis.



### COURSES

Financial Management

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Corporate Finance

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Management Accounting

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Economics

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Inferential Statistics &  
Economics Project

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Risk Models & Optimisation

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Descriptive Data Analysis

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Private Business Law

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Corporate Ethics

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Sustainable Development

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Intercultural Communication

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Writing for Stakeholders

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Developing Academic Skills

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Languages

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## **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

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

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Gain in-depth individual knowledge of specialisation module chosen

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Produce Bachelor thesis which incorporates skills and knowledge accumulate thus far

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Learn to edit and display data graphically, and describe them using statistical terms in order to highlight complex economic situations

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Use the theoretical concepts relevant to corporate ethics to analyse case-based examples and so develop their understanding and readiness to act in an ethically sensitive manner in the business environment

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Recognise problems challenges and opportunities arising from sustainable development and assess possible solutions for sustainable development



## BUSINESS PROJECTS

The SHL practice-oriented learning approach continues throughout our semesters with two business plans and two 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 on-site visit, research and recommend improvements to the current concept and then present your findings to the stakeholders.

### GASTRONOMY BUSINESS PLAN

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.

### ENTREPRENEURIAL 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.

### CAPSTONE PROJECT

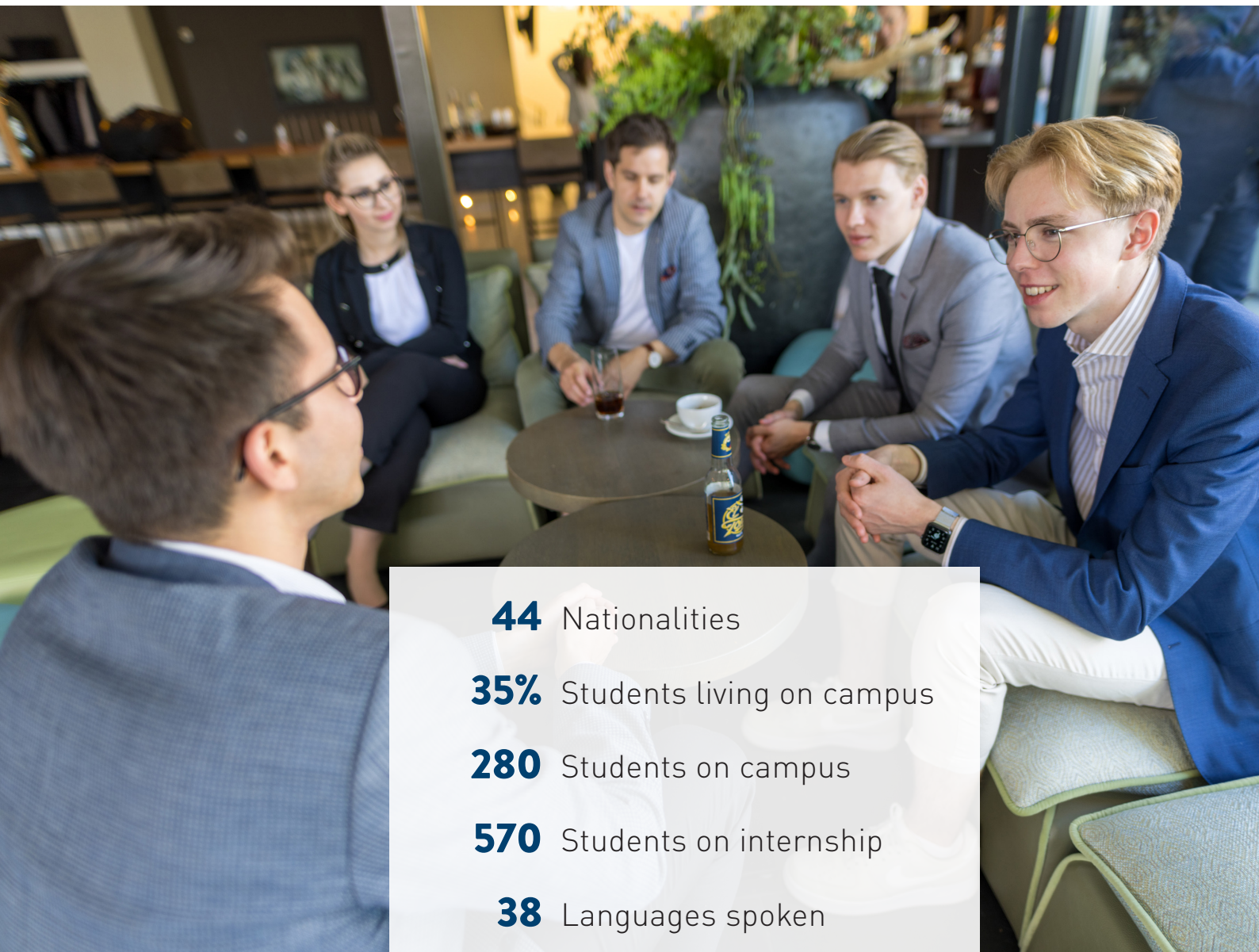
In the Capstone Project in semester 6, you create a complete business plan in small groups and present it to a panel of experts. You consolidate methodological and conceptual theories and put them into practice while developing practical and economically feasible solutions.

## STUDENT LIFE AT SHL

As a student you will profit from joining a group of students with different backgrounds, competencies and knowledge, who enrich our campus life with an inspiring variety of cultures, languages and traditions.

### STUDENT BODY

The SHL student body is made up of an exciting mix of service oriented, ambitious, professional and creative people from different parts of Switzerland and numerous countries around the globe.



**44** Nationalities

**35%** Students living on campus

**280** Students on campus

**570** Students on internship

**38** Languages spoken







## STUDENT SOCIETIES

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



### HOSPITALITY & CULTURE SOCIETIES

At SHL we have societies that organise various activities and events associated with culinary arts and gastronomy, oenology, mixology, arts & culture and intercultural understanding.

### SPORTS SOCIETIES

Students find their work-life balance through numerous activities and sports teams, on- and around campus: football, yoga, ice hockey, sailing, swimming, running, fitness, and mountain sports.



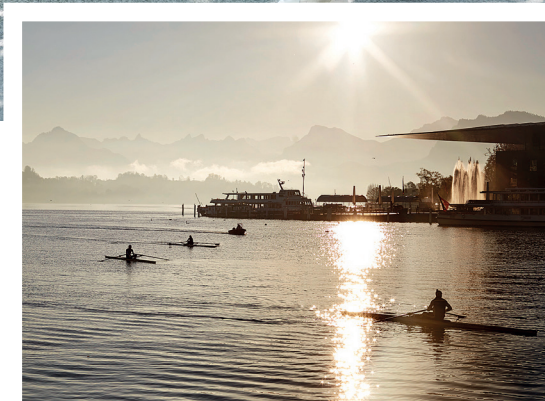
### LEADERSHIP AND SOCIAL RESPONSIBILITY

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



## 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 city is a destination for visitors from around the world.



### LIFE IN LUCERNE

Hip local restaurants and bars make 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.

## 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 practical training facilities for the practical lessons in culinary arts and service excellence.

### HOTEL SHL – STUDENT ACCOMMODATION

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, laundry facilities, as well as a large rooftop terrace to enjoy.



### LOCATION

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



## 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 COACHING

Whether CV and application coaching, interview training or career guidance, our expert team is there to assist you with valuable know-how and advice. Throughout semesters 1 & 3, the Internship and Career team will provide you with pre-internship coaching.

### CAREER DAYS & JOB PLATFORM

The Internship and Career team annually organises three Career Days on Campus, where you can meet top Swiss and international companies to discover their internship position openings and graduate opportunities. Additional internships and jobs are available on the SHL Job Platform.



### PERSONAL BRANDING WORKSHOPS

From the Personal Branding Workshops, you will learn how to market yourself and proactively control how you are perceived by future employers. You'll practice using social media and become more aware of the networks that you already have and how you can expand these.



# LET'S TALK ABOUT YOUR CAREER OPPORTUNITIES

The career quest starts with your passion and dreams for your future and your diverse and unique skill set. Where will the journey take you? Only you can find that out – but we can tell you this, it will be an exciting adventure!

Today you can find SHL graduates on 6 continents. Our Alumni are not only qualified to occupy managerial roles in the fascinating gastronomy & hotel industry, or the wider hospitality and tourism industry. You will also see that they find opportunities in a wide variety of companies and organisations in related service and customer-oriented industries such as luxury retail, private banking, real estate and even higher education.



**INTERNATIONAL CHAINS &  
INDEPENDENT HOTELS**



**TRAVEL & TOURISM  
ORGANISATIONS**



**EVENTS &  
ENTERTAINMENT**



**HIGHER  
EDUCATION**



**FINANCE, INSURANCE,  
REAL ESTATE**



**LUXURY &  
CONSUMER GOODS RETAIL**

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

To succeed in your chosen career, your contacts can make a crucial difference. As an SHL graduate you will automatically become part of our SHL Alumni community, a global network with accomplished industry leaders and influential individuals in various sectors. As an active and respected professional networks in the industry, our alumni are present on 6 continents, profoundly connected to the community and eager to enrich your experience from the classroom to your personal and professional life.



The careers of our alumni are as exciting, unique and diverse as their personalities. Get to know some of them right here.



# 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.

## ACADEMIC

High school diploma or equivalent

## AGE

18 years of age

## ENGLISH PROFICIENCY

- IELTS 6.0
- TOEFL (iBT) min. 70 points
- Advanced Cambridge Certificate, min. score 160

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

## APPLICATION DEADLINE

September Intake

- May 31st for visa candidates
- July 31st for non-visa candidates

February Intake

- October 31st for visa candidates
- December 31st for non-visa candidates





# ADMISSION PROCESS – HOW TO APPLY



## 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\*
- Work certificates
- English language certificate
- CV
- Letter(s) of recommendation\*
- Admissions essay

## 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

## 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






Start your online application

\*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](mailto:admissions@shl.ch).



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