

Graduate programs

Shaping your *Future*



# Les Roches

Global Hospitality Management Education

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

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



Learn the skills that great  
careers are made from



Johnny Qin  
China  
MBA, Class of 2020



# Your smartest career move

## What is the secret of success? Passion

It's passion that gets you up in the morning. Passion that carries you through the toughest challenges and the longest days.

At Les Roches, we've been putting the passion into hospitality since 1954. As a graduate student, you may have experienced this wonderful industry and all it has to offer. Or you could be taking your career down a fresh path.

Either way, you've come to the perfect place.

MBA, Master's, Postgraduate Diploma. Whatever your choice of graduate program, we're ready to ignite your passion. We'll introduce you to cutting-edge thinking and take you behind the scenes to witness hospitality magic being made.

Let us be the unfair advantage that powers your career.

Shaping your future.



## With a Les Roches education, you'll make all the right moves



Walk into any of our campuses and you'll see how. Les Roches is a place where a hundred cultures come together to learn with – and from – each other. With us, you have a global community of lifelong friends ready and waiting.

We embrace the digital world and all the amazing opportunities it brings. We provide a home for innovators and a unique start-up ecosystem where the future of hospitality is being made. 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; our teaching personal. You'll never feel left out in a Les Roches classroom.

We have two words for all this: transformative education. With us, you'll transform your career prospects. When your graduate studies are over, you'll be ready to become a change-maker in the world's most dynamic industry.

Experience the Les Roches Way of Life [➤](#)



## We are the fuel for your ambition

**Be recruited by top global employers**  
from a myriad of industries:  
hotels & restaurants, retail, events,  
digital, transport,...

**Study around the world**  
Campuses in Switzerland, Spain and China,  
with remote learning everywhere.

**Top 3\***  
Worldwide for Employer Reputation

**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.

**A**  
Spark your creativity →  
Solve industry challenges, identify  
future trends, grow business ideas (p.21).

\*QS World University Rankings by Subject, 2021



## Shaping your future

The future is yours to grasp.

The future begins at Les Roches.

With us, you'll be at home among a passionate, caring community where a hundred nationalities gather to learn. Your heart will open to new cultures, and your mind to new ideas.

You'll cultivate the soft skills and work ethic to stand out from the crowd. You'll get closer to innovative thinking and sustainable concepts.

Inside and outside the classroom, you'll learn what you need to live your dreams.

Let's shape your future together.



# 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.

2,512

Total student population

100+

Number of nationalities

16:1

Student to faculty ratio

50%

Europe

100+

Global companies recruiting at each Career day

27%

Asia Pacific

12%

Middle East and Africa

11%

Americas



# The world is your campus

Les Roches opens up the world to you.

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.

If you decide to start one of our programs from the comfort of your home or the convenience of your office, we'll bring the campus to you to make sure you'll miss as little as possible.



**Crans-Montana, Switzerland**  
Tradition meets innovation in the heart of the Swiss Alps.  
09–12 →



**Marbella, Spain**  
Luxury hospitality management with sunny Mediterranean flair.  
13–16 →



**Shanghai, China**  
Total immersion in the world's new economic powerhouse.  
17–20 →



## Living in Crans-Montana

**“Life on campus is extremely fascinating. I will always remember my time here, living on top of a mountain and enjoying an amazing view. There is always something to do to have fun. There are nonstop sports activities. Crans-Montana has so much to offer in terms of leisure and night life.”**

♦  
Murat Aslan  
Turkey  
PGD, 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.

Have a look at our campus [➤](#)

## Crans-Montana campus





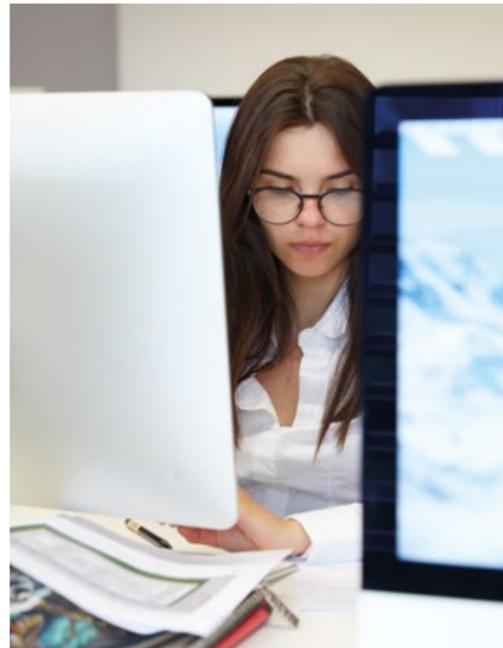
**The home of hospitality**

Amid the fresh air of the Alps, students at Les Roches Crans-Montana live in comfortable, chaletstyle 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**

Don't let the peaceful alpine surroundings fool you. Crans-Montana campus is a place where the future is being made, right now. It is one of two physical campus locations for Spark, our global innovation sphere. Spark is a place where new concepts are created, tested and incubated; it makes Les Roches the essential destination for hospitality's future leaders and innovators to learn their craft. For more on Spark turn to page 21. →



You will also have access to physical innovation spaces, digital media studios and experience rooms, where you can experiment with latest technologies and develop your digital hospitality skills. And with Mac labs, professional kitchens, demonstration areas, student event spaces, and an extensive traditional and digital library, you'll have all the tools you need to unleash your creativity.

**“I came to Switzerland from a Lebanese family, but now I have an international family.”**



Mohamad Seifeddine  
Lebanon  
MBA, Class of 2019

**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	Open Mic Night	Zumba and yoga
Green	Cultural Night	Mountain karting
Culinary	ShiftIn'	Golf
Arts Society	Clubsgiving (charity)	Rugby
Les Roches Gives Back (charity)	Culinary Club Gala Dinner	Ice skating
Coffee	Alpine Challenge	Surfing
Cocktail	Funky Fur (ski race)	
Finance		
Spark Society (innovation)		
SGA (Student Governance Association)		



Get a sneak peak of main campus events ↗

**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)



By train from Sierre:  
**Geneva**  
(2hrs)



By train from Sierre:  
**Jungfrau**  
(2hrs 30mins)



By train from Sierre:  
**Milan**  
(2hrs 30mins)



By train from Sierre:  
**Zurich**  
(2hrs 30mins)

# 122

Michelin-starred restaurants  
The highest density in Europe

# 5

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

# 1

Switzerland  
Is ranked world's most  
innovative country

## 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

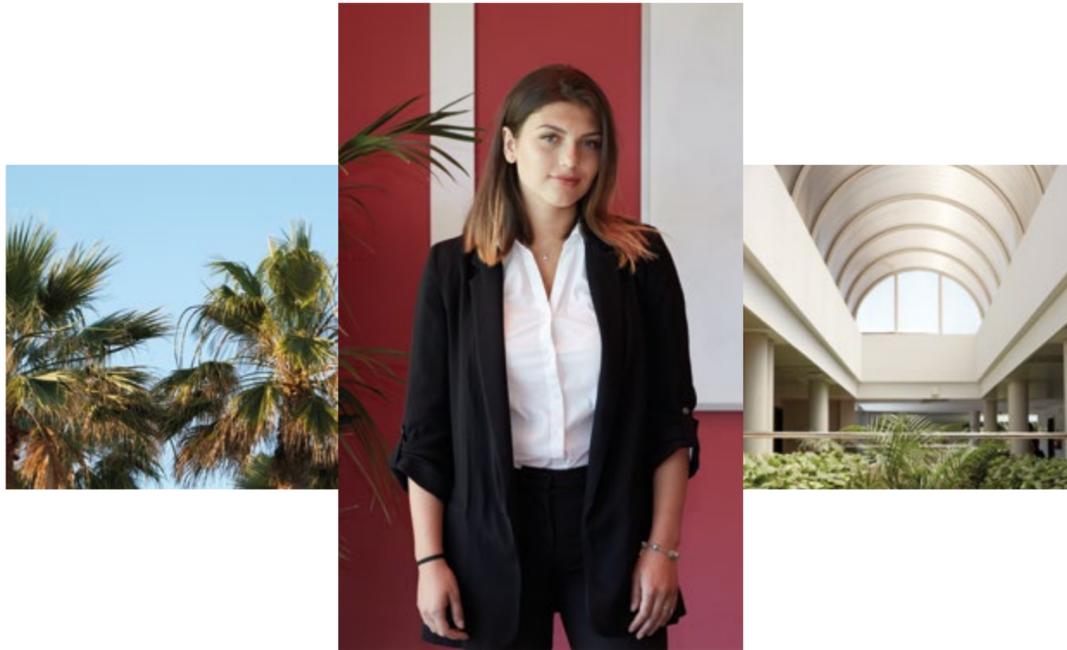


Marbella

## 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.

Have a look at our campus [➤](#)

## 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.



**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	SUTUS	Kayaking
Reading	Digital Health and Medical Experience	Football
Running	Theme nights	Tennis
Sustainability	Sports days	Beach volleyball
Nutrition and Wellbeing	Stage Fair (student internship fair)	Stand-up paddle
Golf	Houses Cultural Expo	Yoga
Cooking	Cancer Research Dinner	Crossfit
Events	Concordia Gala Dinner	
Football		
Tennis		
Wine		
Yogi Healthy		
Spark Society (innovation)		



**A modern campus**

This is sun-kissed innovation. Marbella campus is the second of two physical locations for our Spark global innovation sphere. Spark is a living innovation lab, where you'll get to work with some of the brightest stars in Spain's - and Europe's - start-up ecosystem. For more on Spark turn to page 21. →

The campus also 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, plus a traditional and digital academic library.



**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.



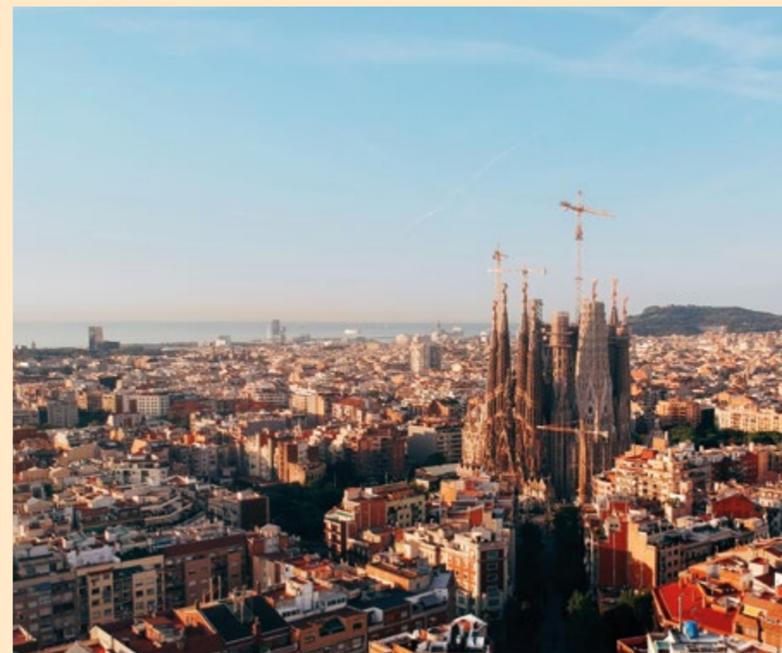
# Spain is just the start

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 Museum in Málaga ↗](#)

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- [The Picasso Museum in Málaga ↗](#)

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- [The Alhambra in Granada ↗](#)

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- [The cathedral and alcázar in Seville ↗](#)

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- [Beaches along the Mediterranean](#)

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- [The region's vineyards ↗](#)

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- [Wind sports in Tarifa ↗](#)

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- [Winter skiing in the Sierra Nevada mountains ↗](#)

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- [The art and architecture of Barcelona ↗](#)



## Living in Shanghai

**“China is an amazing country with countless opportunities. Here, you will not only learn about its culture in depth, but also experience its dynamic, fast-growing market. Shanghai is a great place to start to gain international work experience.”**

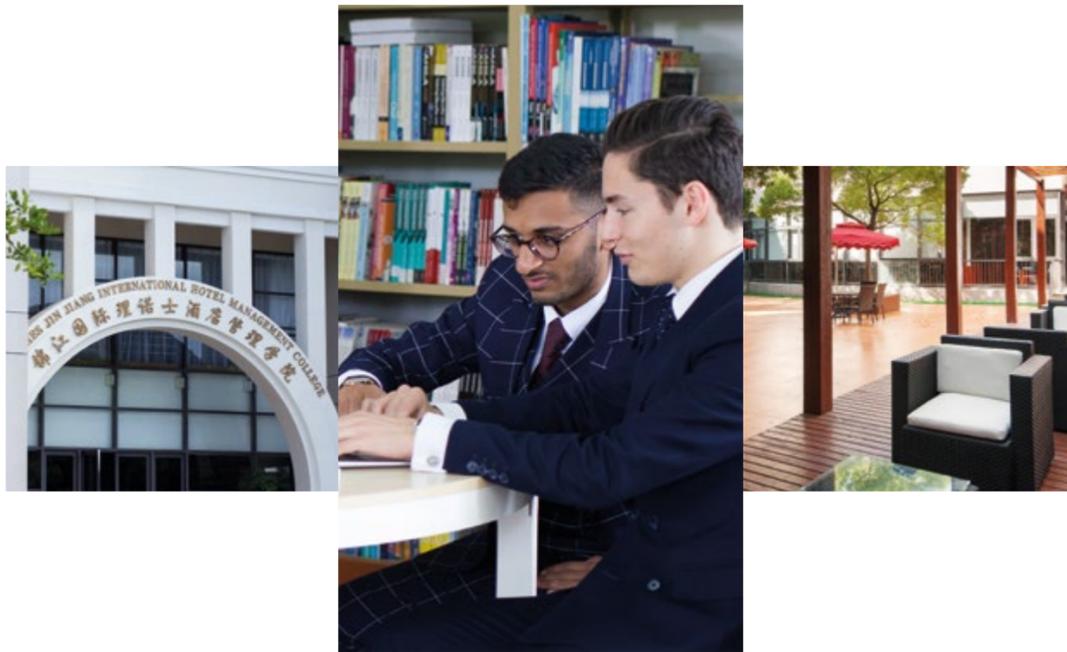
•  
Elena Suh  
Argentina/South Korea  
PGD, Class of 2017

# 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.

Have a look at our campus [➤](#)

## Shanghai campus





**Capital of the new world**

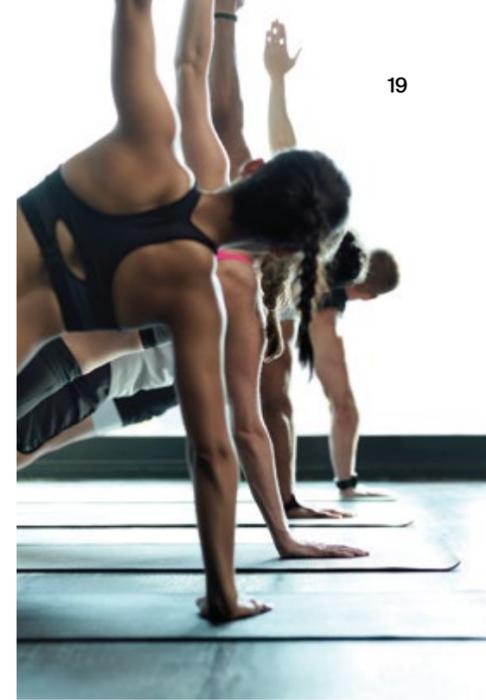
Peace can be found in even the busiest cities. Our students live in the calm and convenient Palm Beach residence, a 10-minute shuttle-bus ride from the main campus building. Most share two-bedroom apartments, choosing from shared double or single rooms. All enjoy free access to the onsite gym and swimming 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. You can also plug into Spark, our global innovation sphere. For more on Spark turn to page 21. →



**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	Flavors
Banquet dining	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](#)



# SPARK

INNOVATION SPHERE  
BY LES ROCHES

## Future-proofing your hospitality management education



Hospitality was, is, and always will be fundamentally a 'people' business with human-to-human interaction at its heart. That's why we help our students develop soft skills and intercultural fluency alongside their academic and business learning.

Today, though, innovation is sweeping through hospitality at an unprecedented pace. We are witnessing a rapid evolution of our industry brought about by new technologies and digital transformation.

With change on this scale comes opportunities to evolve the way hospitality experiences are marketed and delivered. How can we ensure - through our BBA curriculum - that our students graduate ready to grasp these opportunities?

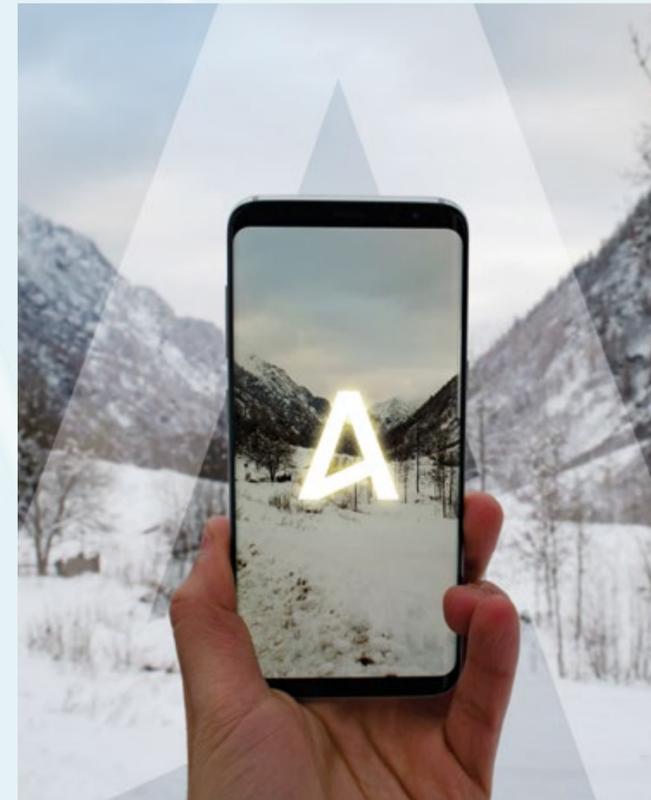
The answer is a global initiative we call Spark. [➤](#)

### What is Spark?

Spark is a physical innovation space on campus, an academic philosophy, and a means to incubate disruptive startups.

Our goal with Spark is to expose our students to the latest technologies and innovative ideas which are driving next-generation hospitality. Through Spark, we let the industry's future leaders explore the potential of innovation to:

- Enhance the human experience;
- Meet ever-evolving customer needs;
- Drive organizational efficiency;
- Increase revenues;
- And above all to keep their future employer – or their own business – one step ahead of the competition.



“Digital technology is making its way into every aspect of the hospitality industry: hotel operations, guest services, communications, revenue management, distribution, CRM and marketing. This necessitates the emergence of a new type of digital transformation leaders and managers, who understand the business applications of technology.”

**Max Starkov, Hospitality & Online Travel Tech Consultant & Strategist**

### Spark for learning

With our industry and technology partners, we create innovation-focused academic projects that are part of the curriculum for every program we teach (see over page for examples).

These academic assignments allow our students to prepare for the future by working with early adopters of technological innovations that sit on the cusp of the mainstream. They are real-world projects with real-world potential.

### Spark for business

Through Spark, we are also investing directly in the future of hospitality, by supporting disruptive ideas and startups as they make their journeys to market.

Our incubation and pre-incubation services have already signed up dozens of high potential startups. Many of these are led by Les Roches alumni, while others are extracurricular projects of entrepreneurially-minded students.

### Spark sectors

Our hospitality innovation curriculum is focused on these key technologies:

AI and face recognition

Robotics

WebApp/e-commerce

AR/VR/XR

Internet of things (IoT)

Blockchain

Product technology

AI and Big Data

Visit our website [➤](#)



**How Spark academic projects ignite our students' learning**

At the heart of our Spark philosophy is to **ignite** our students' intellectual curiosity and critical thinking, as they evaluate the potential for innovative ideas and technologies to deliver exceptional customer experiences.

Through Spark, we bring together technology companies, industry partners, innovation specialists and our own expert faculty. This creates opportunities for students to work on real-life business consultancy and academic projects, where they can assess - and enhance - innovative solutions for hospitality and beyond.

On this page we feature some examples of projects our students have successfully undertaken.



**Student insights to make VR training more effective**

Virtual Reality (VR) is a technology which has fascinating potential for hospitality-related training. For instance, how do you train hotel reception staff to deal with inebriated customers in as realistic a way as possible? By placing them in a virtual environment, this tricky scenario can be played out without a drop of alcohol involved!

The technology is still young, however, and there is much scope for development. Through a Spark academic project, our Bachelor students have researched the cultural differences when customers check-in at hotels in different countries. This research will be used to update the VR training solutions for customer facing staff.



**Putting environmental innovations to the test**

For hotels, laundering guest towels involves significant consumption of water and electricity. So, from a sustainability perspective there's logic to replacing the traditional towel with an all-over body dryer that uses a stream of air generated by an economical electrical motor.

But can such an innovation work in practice? Would guests accept it instead of their more familiar towels? A Spark partner is at the forefront of developing body drying devices and is now exploring the potential for the technology to be deployed in hospitality settings.

Working with Les Roches students has allowed our partner to gain insights from a hotel operations perspective, as well as getting individual reactions from an academic group representing a huge variety of different cultures and backgrounds. Meanwhile, a separate student group is looking in depth at the data to assess whether switching to body dryers makes financial sense for a hotel.



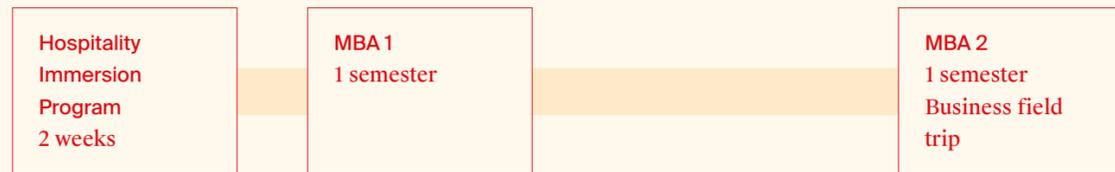


# Our graduate programs

In challenging times, knowledge is power. So in response to the current circumstances, we offer three study choices for our programs:



## Master of Business Administration (MBA) in Global Hospitality Management



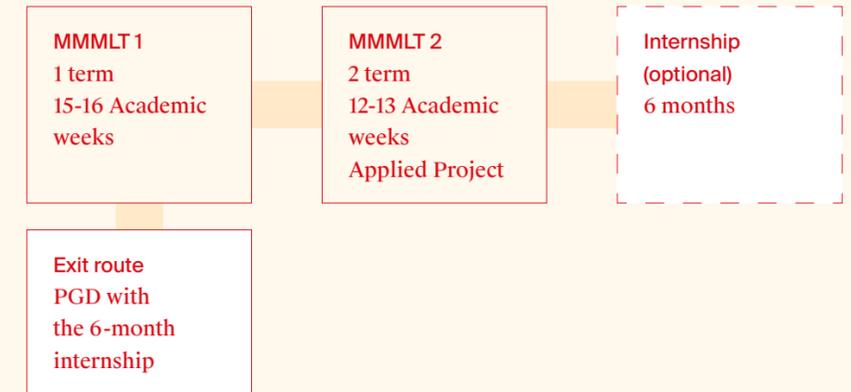
## Postgraduate Diploma (PGD) in International Hospitality Management



## Master's in Hospitality Strategy and Digital Transformation



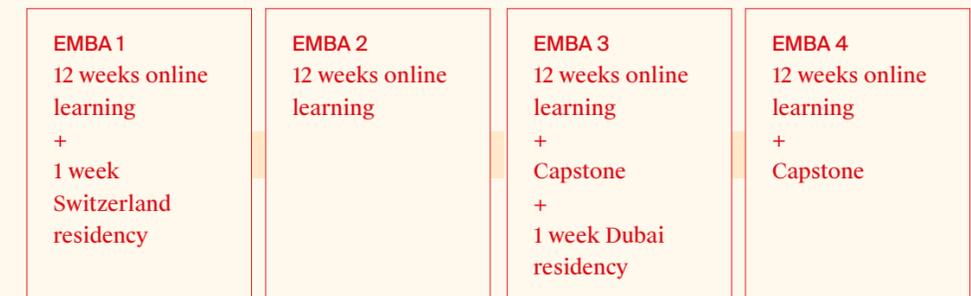
## Master's in Marketing and Management for Luxury Tourism



## Master's in International Hotel Management



## Executive Master's of Business Administration (EMBA) in Global Hospitality Management



## Executive Master's in International Hotel Management



Possibility to design your own journey, which modules to take online and which ones in campus



# Master of Business Administration (MBA) in Global Hospitality Management

Through a curriculum integrating business strategy, management theory and real-world problem-solving, this MBA will give you the skills you need to thrive in senior managerial positions.

Taught over two semesters, the MBA has been developed in collaboration with industry experts to ensure maximum relevance to hospitality trends and demands. You'll be immersed in business

modeling and entrepreneurship, leadership development, sustainability, strategic marketing, and digital disruption.

The MBA is also designed to test your knowledge in the real world. As our most advanced degree program, it features a field trip and a real-world consultancy project.

Duration:  
2 semesters

Total US credits:  
39

Intakes:  
March and September

# Postgraduate Diploma (PGD) in International Hospitality Management

This Postgraduate Diploma provides career changers with a comprehensive foundation in hospitality business management. It includes a business field trip and a six-month professional internship.

If you don't have a background in hospitality, you'll first enter a two-week Hospitality Immersion program – available at all our campuses.

Once you've completed the Postgraduate Diploma curriculum, you can continue your studies for one semester in Switzerland if you meet the MBA qualifications.

The Postgraduate Diploma can be studied in Switzerland, Spain or China.

Duration:  
2 semesters

Total US credits:  
28

Intakes (Switzerland and Spain):  
March and September

Intakes (China):  
March and September

Hospitality Immersion Program (2 weeks)*	Semester 1	Semester 2	
Hospitality in Context	Personal Development and Leadership Skills	Business Strategies and Performance Monitoring	Two specializations, choose one
Food and Beverage Operations Management	Hospitality Financial Analysis	Corporate Finance and Shareholder Value	Advanced revenue and performance management:
Rooms Division Operation Management	Hospitality Revenue and Demand Management	Data Analytics and Decision Making	Advanced Topics in Hotel and F&B Revenue Management
	Strategic Digital Marketing and Sales In Hospitality	Sustainability and CSR In Hospitality	Hotel Valuation and Performance
	Consumer Behavior and Insights		Hotel Asset Management and Contract Negotiation
	Hospitality Economics and Disruptive Business Models		Performance Capstone or Consultancy Project
	Managing Complex Organizations, Digitalization and Change Management		Hospitality entrepreneurship and business development:
	HR Talent Management and Processes		Design Thinking and Business Model Creation
	Destination Competitiveness and Innovation		Entrepreneurship and Family Business Development
			Financial Lifecycle, Fundraising and Communication
		Business field trip	Entrepreneurship Capstone or Consultancy Project
		Network and industry leader meetings	

Hospitality Immersion Program (2 weeks)*	Semester 1	Semester 2	
Hospitality in Context	Sustainability	Hospitality Leadership and Effectiveness	6-month internship
Food and Beverage Operations Management	Revenue Management	Hospitality Finance and Performance Management	A six-month professional internship gives you the chance to apply everything you learned in your first semester. We help to arrange internships with top brands all over the world.
Rooms Division Operation Management	Event Management	Hospitality Revenue Management	+ Internship, Case Study and Reflection
	Hospitality Leadership & Organizational Behaviour	Services Marketing in a Digital Age	
	Hospitality Finance & Performance Management	Organizational Behaviour and Change Management	
	Strategic Management in a Global Environment	Design and Facilities Management	
	Services Marketing in a Digital Age	Event Management	
	Entrepreneurship & Business Modelling	Innovation Through Design and Agile Thinking	
	Business field trip		
	Network and industry leader meetings		

\*Only for students without a hospitality related degree or professional experience

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.

\*In Switzerland, only for students without a hospitality related degree or professional experience. Compulsory instead for Les Roches Jin Jiang.

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.

- Only available at Crans-Montana campus
- Only available at Marbella campus
- Only available at Shanghai campus



# Master's in Hospitality Strategy and Digital Transformation

This Master's will prepare you for a leadership career in hospitality strategy, entrepreneurship, revenue optimization and digital transformation.

During the 12-month program (plus capstone or internship), you'll mix with leading faculty and experts, exposing you to innovative business models and entrepreneurial thinking. You'll also

upgrade your leadership skills – applying new knowledge to real projects.

The program is divided into three modules. Combined, they cover the essential digital technologies of the hospitality sector, the development of effective strategies, and the leadership skills needed to bring digital transformation to organizations.

Duration:  
2 semesters  
(+6 months capstone or internship)

Total US credits:  
36

Intakes:  
March and September

Hospitality Immersion Program (2 weeks)*	Semester 1	Semester 2	Semester 3
<p>Hospitality in Context</p> <p>Food and Beverage Operations Management</p> <p>Rooms Division Operation Management</p>	<p><b>Module 1</b></p> <p>Mastering Digital Technologies and Innovation in the Hospitality Sector</p> <p>Finance and Value Creation**</p> <p>New Trends and Disruptions in Hospitality</p> <p>Effective Technologies in Operations and Service</p> <p>Data Base Management and Artificial Intelligence</p> <p>Performance Measurement and Business Analytics</p> <p><b>Decoding Bootcamp (4 weeks)</b></p> <p>Mobile applications, web sites, and eCommerce performance</p>	<p><b>Module 2</b></p> <p>Developing Sustainable Strategies and Business Models</p> <p>Revenue, Channel and Demand Management**</p> <p>Design Thinking and Innovation</p> <p>Advanced Digital Marketing Strategies and Tactics</p> <p>Ethics, and CSR in the Connected World</p> <p>New business models and start-up ecosystem in hospitality</p> <p><b>Business field trip</b></p> <p>Meet and network with industry leaders</p>	<p><b>Module 3</b></p> <p>Leading your Organisation into the Digital Transformation</p> <p>Implementing and Leading the Digital Transformation**</p> <p>Applied Project Management</p> <p>Customer Experience, Service Excellence and Personalization in the Digital Age</p> <p>Sustainable Hospitality Business Strategies, Design and Development</p> <p>Leadership Awakening: Multicultural Leadership, Emotional Intelligence, Talent Management and Teambuilding</p> <p>6-month internship or capstone project</p>

\* Only for students without a hospitality related degree or professional experience.  
\*\* These courses run throughout the entire module.

# Master's in International Hotel Management

This program combines the traditional Swiss ethos of luxury hotel management with the latest strategies in operations, digital marketing, talent and leadership.

Whether you have a hospitality background or are changing career, you will be exposed to the operational management issues and strategic choices that hotel managers face, and gain the

skills needed to make the right executive decisions.

You will learn business management theory, develop in-depth knowledge of the wider hotel management perspective and have the opportunity to prove your professional skills in a real-world work environment during the internship.

Duration:  
9 months  
(+6 months internship)

Total US credits:  
40

Intakes:  
March and September

1 term (15-16 Academic weeks)	2 term (12-13 Academic weeks)	3 term
<p>F&amp;B Practical: Service &amp; Kitchen Operation</p> <p>Rooms Division Practical: Housekeeping &amp; Front Office</p> <p>Food &amp; Beverage Operation Management</p> <p>Design and Facilities Management</p> <p>Rooms Division Operations Management</p> <p>Finance and Performance Management for Hotels</p> <p>Service Marketing in a Digital Age</p> <p>Global People Management in Hospitality</p>	<p>Strategic Hotel Management in a Global Environment</p> <p>Revenue and Asset Management for Hotels</p> <p>Entrepreneurship and Business Modelling for Hotels</p> <p>Event Design and Management</p> <p>Sustainability in Business Development</p> <p>Applied Project (Capstone Project)</p> <p><b>Business field trip</b></p> <p>Meet and network with industry leaders</p>	<p>6-month internship</p>



# Master's in Marketing and Management for Luxury Tourism

This Master's program will prepare you for leading marketing projects and developing effective marketing strategies. These skills are highly sought after by luxury tourism companies – as well as related sectors such as premium brands.

Through a practical and field-work learning approach, you will explore new marketing tools, innovative trends, and technologies, to equip you with the knowledge, skills and abilities to define successful marketing strategies for luxury brands in a business environment.

Duration:  
9 months  
(+6 months internship, optional)  
  
Total US credits:  
36 – 39 depending on internship  
  
Intakes:  
March and September

## 1 term (15-16 Academic weeks)

- Marketing Concepts
- Sustainable Luxury and Ethics
- Luxury Fashion and Lifestyle Trends
- Experiential Marketing
- Agile Digital Marketing for Luxury Businesses
- Strategic Data Analytics for Decision-making
- Customer Relationship Management in Luxury

## 2 term (12-13 Academic weeks)

- Building Luxury Brand Equity
- Financial Statement Analysis and Performance Management
- Strategy and Value Creation in Luxury
- Leadership and Talent Management in Luxury Brands
- Luxury Event Management and Communication
- Applied Project

## 3 term

- 6-month Internship (optional)

### Exit route

Please note, there is an exit route after the first academic semester. This is followed by a 6-month internship, which is compulsory to obtain the PGD in Marketing and Management for Luxury Tourism.

# Executive Education: a high-level career opportunities investment



## Executive programs for professionals

Because we understand professionals' need for lifelong learning and progression, we have developed key executive programs created for industry leaders who aspire to make their career progress faster. Learn alongside a high caliber, international peer group, without interrupting your career.

## Distance learning. Personalised support.

The big advantage of remote learning is the flexibility that it affords participants to juggle really demanding professional lives with their ambitions to pursue further qualifications.

To this end, we have developed a fully integrated and highly sophisticated learning management system for our executive programs, with interactive plugins to maximize collaborative learning opportunities.

A recognized strength and core feature of our teaching DNA, is the availability of our faculty as they accompany participants on their learning journey. A personalised experience is delivered to allow every participant to get the most from the program.

Discover our two industry-leading executive programs on the following pages.



# Executive Master's of Business Administration in Global Hospitality Management

The Executive MBA in Global Hospitality Management is perfectly suited to a wide array of professional profiles and career aspirations. Some examples include: Operational/business unit managers with ambitions to progress into leadership at a corporate level, Hotel departmental

managers seeking a promotion to General Manager, Aspiring hospitality entrepreneurs planning to launch their own hospitality business.

Duration : 12 months (+ capstone project)  
Total US credits : 32  
Intakes : April and October

Module 1	Module 2	Module 3	Module 4
Leadership skills for industry transformation	Hospitality financial analysis	Hotel valuation and performance (earning FutureLearn + HVS certificates)	Corporate finance and shareholder value
Hospitality economics and disruptive business models	Hospitality revenue and demand management (earning FutureLearn certificate)	Hotel asset management and contract negotiation (with masterclass)	Business strategies and risk management (with masterclass)
Strategic digital marketing and sales in hospitality (with masterclass)	Managing complex operations and digitalisation (with masterclass)	Data analytics and decision making (earning STR certificate)	Organizational change management & innovative practices
Sustainable hospitality and tourism development		Design thinking and business model creation	Applied Project (Capstone Project)
		Applied Project (Capstone Project)	
		Includes 1 week in Dubai with discovery trip	
Includes 1 week in Crans-Montana with Swiss discovery trip			



# Executive Master's in International Hotel Management

This Master's is purpose-designed to be studied alongside your current professional role. Easily adapted to your schedule, choose from two versions of blended faculty-supported distance learning or a fully online experience. You also have the option to take a six-month

internship at the conclusion of your studies. During the 9-month academic term, you will complete 6 modules, covering the fundamentals of business management and new concepts for today's hospitality leaders.

Duration: 9 months of executive education + 6 months of industry experience (optional)  
Total US credits: 32 - 35 depending on internship  
Intakes: March and September

Module 1	Module 2	Module 3
A Practical Approach to Protocol and Etiquette	Leadership and Organizational Behavior	Revenue Management
Innovative, Alternative & Sustainable Trends in Tourism	Marketing Strategies for Hotel Management	Advanced Hospitality Operations
Module 4	Module 5	Module 6
Entrepreneurship and Business Modelling	International Human Resources	International Business Strategy
Advanced Finance and Budgeting	Project Management	Hospitality Real Estate and Investment
Data Analytics (Digital) for Decision Making		Crisis Management
Applied Project	Exit route	Internship
	Please note, there is an exit route after the first academic semester. This is followed by a 6-month internship, which is compulsory to obtain the PGD Executive in International Hotel Management.	6-month internship (optional)



# Admission requirements

<b>Minimum age</b>	28 for Executive MBA
	23 for MBA
	21 for all other programs

<b>Qualifications</b>	Bachelor degree for all programs
	For non-degree holders with professional hospitality experience, please make inquiry of your program eligibility via Educational Counselor.

<b>Professional Hospitality Experience</b>	Two years for the MBA offered in Switzerland
	Five years for the Executive Master's offered in Spain
	Eight years for the Executive Master's offered in Switzerland
	Work experience is preferred but not required for all other programs

<b>English level</b>	Must be proficient enough for higher education studies. English language exam scores (issued within 12 months prior to the intended intake) are required for non-native speakers, or those who have not spent at least 2 years in full time English Education at University level (or working in a company where English is the primary language for Executive MBA candidates) prior to the intake.
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Minimum English language exam scores:	TOEFL*	IELTS Academic**	Cambridge***
All graduate programs at all campuses	70 (internet-based)	Average 5.5 and minimum 5.0 in each component  For the Executive MBA : Average 6.0 and minimum 5.5 in each component	FCE: grade C (minimum 160 points) CAE: minimum 160 points
	*The Les Roches Switzerland TOEFL testing code number is 9827 The Les Roches Spain TOEFL testing code number is B941	**IELTS Academic has four components (writing, reading, speaking, listening)	***Cambridge Advanced Certificate in English (CAE) or First Certificate Exam (FCE) - please also provide statement of results

<b>Help with your English</b>	Those marginally below the stated official English level can take additional English support pre-sessional programs prior to the intended program.
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# 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	We strongly recommend to all students to apply early. If you need a visa, please be sure to allow enough time between your application and the start of the semester.
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<b>2</b> Prepare for your admissions assessment <i>Within 1 week of submitting your documents</i>	After submitting your application and relevant documents you will be contacted to schedule your admissions assessment.  Assessment will include a compulsory interview and may involve a written exercise.
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<b>3</b> Receive a letter of offer <i>Within 1-3 weeks if the assessment is successful</i>	If your application is successful, you will receive a letter of offer.
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<b>4</b> Confirm place <i>Within 15 days of receiving your letter of offer</i>	To confirm your place at Les Roches Crans-Montana/Marbella, you must make the downpayment on your tuition fees as outlined in your letter of offer. This also confirms your acceptance to Les Roches' terms and conditions.  You will then be sent a complete acceptance package that contains: – Official Acceptance Letter – Invoice for the first semester (or full programs in Spain) – Pre-arrival guide – Visa Attestation (if required)
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<b>5</b> Pre-arrival support <i>Until your program starts</i>	To help you prepare for your program, we provide: – Visa support services – Arrival assistance – New student Facebook group – Live Instagram Q&As – Pre-departure webinar
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<b>6</b> Arrival and start your Les Roches journey <i>First week on campus</i>	On official arrival days, we will welcome you with: – Welcome booth at airport and transfer to campus – Check-in and registration – Authentication of Entry Academic Documents – Induction week activities
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# Immersive teaching – face-to-face or remote



Alan Kodzasov  
Greece  
MBA, Class of 2020





## The art, and science, of becoming 'you'

Completing a graduate program at Les Roches is about far more than adding another qualification to your name. Our intensive, immersive teaching will fill you with ideas and insights, shaping your way of thinking forever.



### Executive expertise

One of the things that sets hospitality leaders apart is their mastery of the details. All our graduate programs share the same philosophy: details matter.

Whether you are learning on campus or remotely, our Diploma, Master's and MBA programs offer the intense focus and attention to detail you'd expect from a world-leading hospitality business school.

Study with us and you will discover the strategic and operational challenges that are being faced right now across the global hospitality industry. Better still, you'll be given the opportunity to find solutions to these challenges, forging relationships with some of the biggest names in the business.

### 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 career.



# Get the perfect balance of soft and hard skills

### Academic excellence

Great careers are built on a foundation of soft skills and hard knowledge. That's why a comprehensive academic education sits at the heart of our graduate programs.

But graduate studies are about far more than soaking up knowledge. In parallel to your academic studies, you can join the search for new ways to meet the ever-evolving needs of the hospitality industry and its customers. We will inspire you to create, to innovate, to challenge and to sell your business ideas. You can also plug into Spark, our global innovation sphere.

For more on Spark turn to page 21. →

Hospitality is calling out for a new generation of leaders. A Les Roches graduate education is your entry ticket to this elite group.



# 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 16:1, you'll have plenty of one-on-one time to discuss ideas and concepts that could be tomorrow's gamechangers.

Inspiration extends beyond the classroom, too. Each semester, we invite leading figures from hospitality and related sectors to share their insights with our students. And if you're not with us on campus, you can tune in live to join the conversation.

## 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

Chip Conley  
Strategic Advisor for Hospitality  
& Leadership, Airbnb

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**  
Producer, Designlab Experience, Dubai  
Class of 2012



# Hospitality Immersion Program



## Practical immersion

To lead the way in hospitality, you must first understand all aspects of the business – and not just in a theoretical sense. For graduate students new to the industry, we offer an intensive two-week Hospitality Immersion Program.

On the program, you'll gain first-hand knowledge of industry standards. You'll also experience the pressures of working in service, the pace of life in the kitchens, and the art of the Rooms division. It will be challenging – but you'll emerge with a deeper understanding of the industry.

## Service

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

## Food & Beverage

Go beyond cooking lessons and experience the heat of the kitchen under the guidance of our chefs.

## Rooms division

Discover what five-star hospitality really means through realistic simulations in our purpose-built front-office counter.



# Get into the real world

### Immerse yourself in the hospitality industry

Real-world experience plays a key role in your Les Roches education. Professional internships, business field trips and consultancy projects give you a chance to apply all that you've learned, gain new business insights, and grow your industry network.

### Spread your wings

Hospitality is an international business, so we coach and support you to secure internships all over the world. While your nationality and 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.

### No shortage of options

Our stellar reputation means we have a long list of international companies eager to take on interns from Les Roches. 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.

To make sure you stay on top of your game, we'll also give you the opportunity to do an online psychometric test to develop your soft skills and leadership attributes.

**“I ultimately chose to go to Les Roches because of all the great things I'd heard from my friends who were alumni of the school and the career doors that have opened for them.”**



Mimi Truong  
Vietnam  
PGD, Class of 2019



### Business field trips

Business trips are built into our programs. A favorite with our students, they provide complete industry immersion – allowing you to visit innovative properties and engage with those at the forefront of the hospitality sector. To provide you with as much flexibility as possible given the current circumstances, you will have a two-year window in which to join study trips included in your program.

### Consultancy projects and case studies

Depending on your program, you'll either carry out a consultancy project for a leading hospitality company or produce a case study on a genuine business issue. Approaching these complex challenges will develop your research abilities, your problem-solving skills and your presentation techniques.

If you're carrying out a consultancy project, you will have the opportunity to put into practice your leadership and problem-solving abilities, working on a real-life challenge. Top-tier hospitality companies from the region and abroad will ask the class to provide them with an operations or strategy solution to their business. It's not a case study; it's real consultancy for real companies.

Previous clients have included: Beau-Rivage Palace Lausanne, Hotel d'Angleterre, Clinique La Prairie, Accor Hotels, Rocco Forte Hotels, Peninsula Hotels and New York Times.

Forward-thinking companies will also engage you through Spark, our global innovation sphere. Enjoy the unique chance to develop and test new hospitality solutions, under the guidance of our expert faculty and technology partners. For more on Spark, turn to page 21 →



# A world of opportunities



Libero Alessandro Muntoni  
Italy  
MIHM, 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.

### Be a free thinker

As our industry adapts to this new era, there are unlimited opportunities on offer to those who can blend business know-how with an ability to think for themselves and the confidence to thrive in any environment. These traits come as standard with a Les Roches education – and combined with the enduring power of our name they will make you stand out to the most selective employers.

### Your passport to global careers

A graduate education from Les Roches is your passport to a global career. Not just in hospitality, but in any industry where employers prize empathy, creativity, leadership and cultural fluency.

Or you can choose to go down your own path, by creating and running your own business.

Here is just a flavor of the roles our graduate students go on to secure:



**“Within a couple of years, I was made General Manager.”**



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

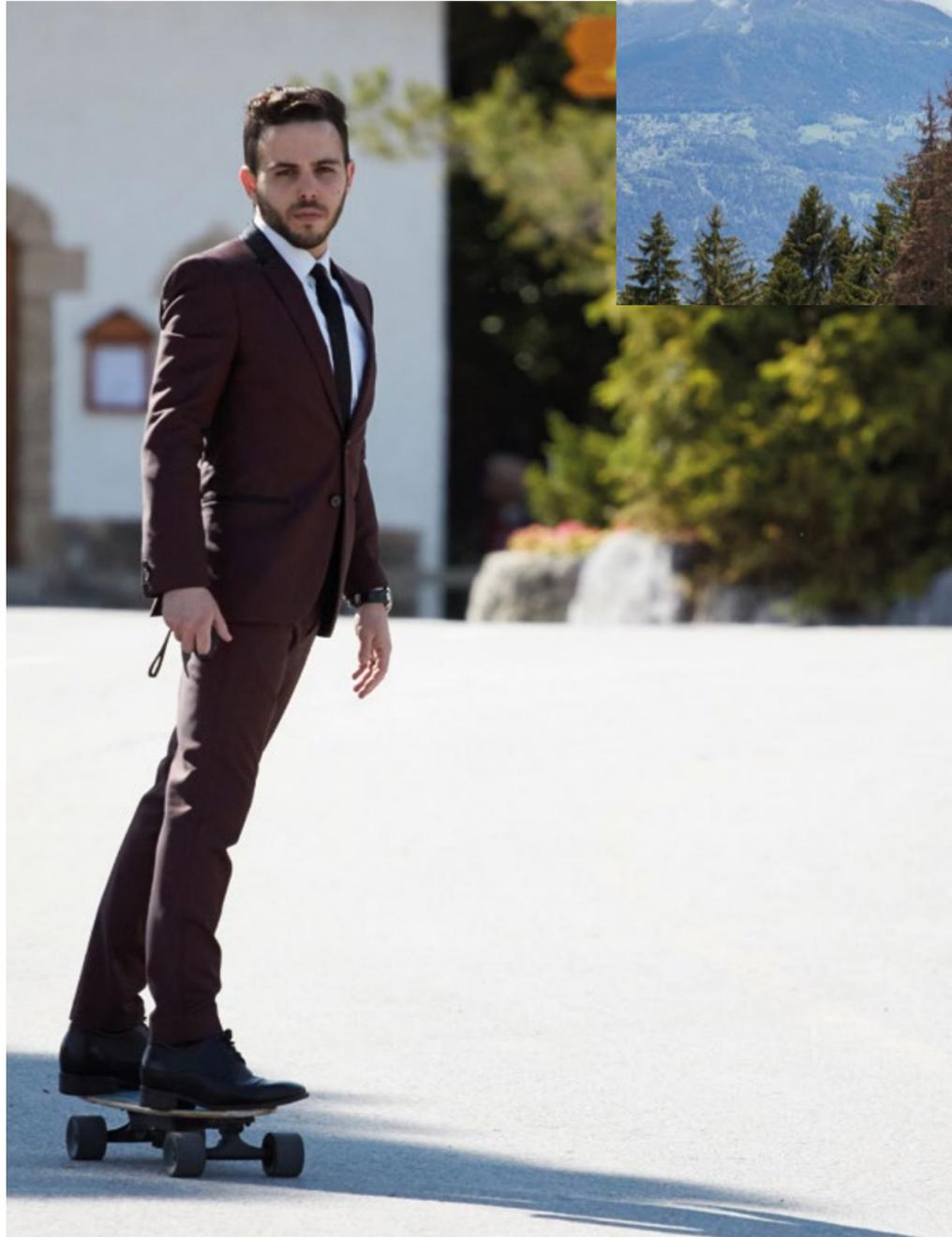
**Entrepreneur ♦ Company owner  
Head of Operations ♦ HR Specialist  
Director of Sales ♦ Revenue Manager  
Hotel General Manager**

**“I wanted to offer myself to meet challenges and get away from traditional hospitality. Through the Master's in Hospitality Strategy and Digital transformation, I get exactly what I need, that is exposure to a set of new knowledge to understand digital marketing, revenue management, and more.”**



Fanni Delliou  
Greece  
BBA Alumna and MHSOT Student  
Class of 2022

(Full story page 39 →)



**“One small restaurant eventually became Series of Intentions, a growing stable of modern food destinations.”**



Sharon Lee and Javier Perez  
Singapore and Puerto Rico  
Founders of Series of Intentions, a group of innovative restaurants in Bali and Singapore  
Class of 2005



# 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.

### The possibilities are endless

When studying with Les Roches, you quickly realize it's not just about where a graduate degree in hospitality can take you - it's about where you can take your hospitality insights. This 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, luxury, finance and retail come to us to find their future leaders. Around 200 of them visit our campuses every year - in person or virtually - to recruit students for internships and full-time roles.

See why companies recruit from Les Roches [➤](#)

**“I think what makes Les Roches students stand out is that they are down-to-earth and humble, but also ambitious and entrepreneurial. They have great ideas.”**



Syed Asim Hussain  
Black Sheep Restaurants Co-Founder

**“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:



**“Les Roches students learn how to search for unique experiences and satisfy their clients' emotions.”**



Pierre-Olivier Aguinain  
Chief Human Resources Officer  
Hublot

## 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

Discover successful Les Roches alumni from around the world [↗](#)



## A worldwide community. Life-long benefits.

After you graduate, your alumni family will be behind you every step of the way to support you throughout your career journey.

How? Through the Alumni Platform, industry connections, the mentorship program, and various development resources. Let's not forget about the selection of alumni benefits you will gain access to. From preferential rates at hotels, complimentary experiences with luxury brands, and other alumni-to-alumni offers, there will be plenty of options to choose from!





## Fani Delliou BBA and MSc Class of 2018

Greek

### Profile Summary

Hospitality for Fani was a completely new venture. Born and raised in Greece, her father was a lawyer and she intended to follow in his footsteps, until she discovered a different path. “I was browsing different job positions and that’s when I realized I would enjoy working in a hotel. I found the Les Roches website, the educational counselor contacted me and that’s how the whole journey started.”

This journey took Fani to both Spain and Switzerland, as she began her Bachelor studies at our Marbella campus before taking advantage of the campus transfer option to complete her program in Crans-Montana. “It was one of the best decisions I ever made, as I met so many new people.”

After securing a job offer from The Ritz London in semester six, Fani completed her studies and headed to the UK capital, but this wasn’t the end of her Les Roches journey. “After two years at The Ritz I thought ‘I’m going to use this time to work on my expertise and benefit from the investment in myself’, that’s when I discovered the Master’s in Hospitality Strategy and Digital Transformation. So far what I have enjoyed the most is the coding bootcamps, they’re very hands-on!”

“Hospitality is so broad that you can change your career multiple times in your lifetime and stay within the same industry. You could work for the Olympic Games, events in the community or as a front office receptionist.”

### Career history summary

2021 - Present  
Business Development,  
RoomPriceGenie

2020-2021  
Master’s in Hospitality  
Strategy and Digital  
Transformation, Les Roches

2020-2020  
Floor Housekeeper,  
The Ritz London

2018-2020  
Housekeeping Management  
Trainee, The Ritz London

2016-2017  
F&B Intern,  
Four Seasons Prague

2013-2013  
Waitress, Karafolas Chalet



## Johnny Qin MBA Class of 2020

Chinese

### Profile Summary

Before starting his MBA at Les Roches, Johnny Qin had worked at Beijing Four Seasons and Peninsula Hotels. His outstanding work led to a promotion to Assistant Manager of Guest Relations, a relatively young division of the Peninsula Hotel at that time. After experiencing career success, Johnny felt that a return to studies would help him reach the next level.

“As I entered the second half of my career in hospitality, overseas experience, especially in Switzerland, becomes indispensable in future career development. This is why I chose to study an MBA at Les Roches.” Another big draw for Johnny was the two overseas study tours as part of the program. “In Shanghai, we visited nine companies, got to work with luxury hotels, and met leading figures. In Chicago, we went to the headquarters of Booking.com and learned about the ‘Circular Economy’ at Loyola University.”

After graduation, a meeting with a fellow alumni connected Johnny to Inspire Hospitality, a business consulting company in the pan-hotel industry. “My post-MBA career development plan was to start from hospitality, but a job in the consulting industry will be an ideal springboard, as it will provide me with wider perspectives and training for more comprehensive abilities.”

“Les Roches provided the best platform for me. Once I returned to China, I had a big Les Roches family everywhere, and everyone treats me so well! It is truly a way of life!”

### Career history summary

2021-Present  
Director of M Experience,  
Pre-Opening Millennium  
Hotels & Resorts,  
Greater China

2021-2021  
Regional Quality Training  
Specialist, Millenium Hotels  
& Resorts, Greater China

2020-2021  
Project Manager, Business  
Strategy, Inspire Hospitality

2020-Present  
Regional Alumni Ambassador  
(Greater China Area), Les  
Roches Crans-Montana  
Global Hospitality

2019-2020  
President of Fitness & Health  
Club, Les Roches Crans-  
Montana Global Hospitality

2017-2018  
Assistant Guest Relations  
Manager, The Peninsula  
Hotels

2016-2017  
Corporate Manager In  
Training (Rooms Division),  
Four Seasons Hotels and  
Resorts





## Inma Munoz PGD Class of 2013

Spanish

### Profile Summary

Inma arrived at Les Roches with two passions, hospitality and leadership. "I love leading people, creating a good working environment and helping teams to give their best. I truly believe that hospitality offers very gratifying work, at the end of the day you are ensuring people are happy and enjoying their stay with you."

As well as the knowledge and intercultural environment, Inma found the practical experience on the Postgraduate Diploma invaluable. "For me the difference was the fact that you put into practice everything that you are learning. You work as a cook, steward, waiter, so you get to understand that point of view. Quite a lot of people have worked as a waiter or cook in their life, but at Les Roches you get involved in every job and this is very important."

Within three years of graduation, Inma had reached General Manager level, giving her the opportunity to put into practice her leadership passion and ability. "My first hotel as a manager was in Budapest, where I stayed a whole winter covering the current manager. I'm now in my sixth year as a hotel manager, working as GM at Iberostar Grand Portais Nous in Palma de Mallorca. I'm responsible for economic results, clients satisfaction, online reputation, staff motivation and operations, marketing plan development, commercial actions and other internal projects."

**"Les Roches was the first step in my career and I have always felt supported by them along the way."**

### Career history summary

2019-Present  
General Manager, Iberostar  
Grand Portais Nous

2017-2019  
General Manager, Iberostar  
Lisboa

2016-2019  
General Manager, Iberostar  
Marbella Coral Beach

2015-2016  
Deputy General Manager,  
Iberostar Grand Hotel  
Budapest

2015-2015  
Assistant Manager, Iberostar  
Group

2014-2014  
Internship - Managing  
Department, Barceló  
Montecastillo Golf Resort



## Patrícia Purshotam Morais Executive Master Class of 2020

Portugese

### Profile Summary

With more than 16 years' experience in hospitality management, a previous Master's and the Best Young General Manager ADHP 2019 award, Patrícia Purshotam Morais was already fully immersed in the industry. But she wanted to know more, so took the opportunity to study the Executive Master's while still working.

It was a valuable experience, not least because she was able to apply what she learned to her current role as General Manager at SANA Hotels.

"The Executive program in International Hotel Management is precisely the kind of studies that someone with more than 15 years of experience in hotel management is looking for. It allows you to study and continue your career at the same time. Getting to know people from more than 17 different countries gives you a network that will remain with you forever, and also a great advantage in the hospitality industry. The teachers are all very experienced and you get to know different approaches even in the courses that you think you know very well.

I hope to become a better professional and be able to apply my new knowledge in my current work. I can definitely say that even if you are already a General Manager as I am, you will learn and improve yourself as you never thought would be possible."

**"All the Les Roches faculty have experience in hospitality or a related industry and that makes a big difference. You also learn that this is a people business in which you look after guests and your staff."**

### Career history summary

2018-Present  
Hotel General Manager  
SANA Hotels

2017-2018  
Hospitality Manager  
AHRESP

2015-2017  
Hotel/Site Manager  
Holiday Property Bond  
Limited

2014-2015  
Rooms & Sales Manager  
Praia Verde Boutique Hotel



# Where will Les Roches take you?

## #lesrocheswayoflife

# Awards and accreditations



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