

Executive Master of Business Administration  
in Global Hospitality Management

# Les Roches



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For almost two decades, our MBA has been providing a pathway to leadership roles in hospitality. Now this industry leading program is available in an Executive-level format, giving you the opportunity to learn alongside a high caliber, international peer group.

The program's distance learning structure means you can study without interrupting your career. Together with the online modules, you will also experience two weeks of intensive, face-to-face classes, workshops and field visits – the first at our Crans-Montana campus and the second in Dubai. These crucial weeks enable you to strengthen bonds with your classmates, share experiences that will broaden your horizons, and be taken behind the scenes at prestigious brands and innovative operators.

In addition to the academic content, as a key benefit - exclusive to this program - you will also receive one-to-one executive coaching provided by a leading executive search consultancy. Your specialist coach will work with you to build your self-awareness and personal brand; help you improve your storytelling to win over potential employers or business partners; and give advice on how to make the most of your professional network.

Upon graduation, you will have a future-proofed hospitality management skillset; the power of the globally-respected Les Roches name on your CV; and membership of an international alumni community that numbers more than 13,000 individuals.

We look forward to welcoming you to our Executive MBA program; and to accompanying you on your journey to the highest levels of hospitality leadership.



Dr Dimitrios Diamantis  
Executive Academic Dean  
Les Roches

## Why choose this EMBA?

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



**“The business of hospitality is complex and constantly evolving. It is not always easy to see the bigger picture while focused on a demanding managerial role - so our EMBA bridges this gap by teaching the strategic aspects of business management and the leadership skills that make a fully-rounded executive.”**



Dr Dimitrios Diamantis  
Executive Academic Dean  
Les Roches

## Taught modules



Duration : 12 months + capstone project

Total US Credits : 32

Intakes : April and October

Involvement : 14-18 study hours/week

### Module 1 – Embracing the industry transformation

- Leadership skills for industry transformation
- Hospitality economics and disruptive business models
- Strategic digital marketing and sales in hospitality (with masterclass)
- Sustainable hospitality and tourism development

Includes 1 week in Crans Montana with Swiss discovery trip

### Module 2 – Managing critical operations

- Hospitality financial analysis
- Hospitality revenue and demand management (earning FutureLearn certificate)
- Managing complex operations and digitalisation (with masterclass)

### Module 3 – Driving financial performance

- Hotel valuation and performance (earning FutureLearn + HVS certificates)
- Hotel asset management and contract negotiation (with masterclass)
- Data analytics and decision making (earning STR certificate)
- Design thinking and business model creation

Includes 1 week in Dubai with discovery trip

### Module 4 – Leading the strategic journey

- Corporate finance and shareholder value
- Business strategies and risk management (with masterclass)
- Organizational change management & innovative practices



## Meet our faculty

The unique EMBA curriculum is strongly rooted in the reality of today's hospitality industry, with 60% of guest lecturers drawn directly from hospitality and the experience economy. They join the cream of our graduate school faculty.

### Dr Dimitrios Diamantis, PhD

Professor since 1999 and Executive Academic Dean. BA (Hons) Hotel Management, South Bank University, UK, (1993). MSc in Tourism Management, University of Surrey, UK, (1994). PGD in Marketing, Chartered Institute of Marketing, UK, (1994). PhD in Ecotourism and Consumer Behavior, Bournemouth University, UK, (1998).

### Dr Albian Albrahimi, PhD

Lecturer in Hospitality Financial Forecasting and Modelling since 2020. BSc in Finance and Accounting, University of Tirana, Albania, (2011). MSc in Finance with specialization in Financial Analysis, University of Neuchâtel, Switzerland, (2016). PhD in Financial Accounting, University of Neuchâtel, Switzerland, (2021).

### Dr Annick Darioly Carroz, PhD

Associate Professor in Leadership since 2013. BSc in Psychology, University of Lausanne, Switzerland, (2003). MSc in Work and Organizational Psychology, University of Neuchâtel, Switzerland, (2005). PhD in Work and Organizational Psychology, University of Neuchâtel, Switzerland, (2011).

### Dr Ewa Mottier, PhD

Associate Professor in Technology and Data Analytics since 2007. MSc Eng. in Telecommunication, Gdansk University of Technology, Poland, (1985). MBI Master in Business Information Systems, University of Lausanne, Switzerland, (1996). PhD in Information Systems, University of Lausanne, Switzerland, (2009).

### Dr Rachel Germanier, PhD

Assistant Professor in Research Methods and Spaces, Symbols and Relationships since 2005. BSc (Hons) in Land Management, University of Reading, UK, (1991). MEd in Applied Linguistics (Open), Open University, UK, (2009). EdD, Open University, UK, (2013).

### Dr Sanjay Chib, PhD

Associate Professor in Entrepreneurship, Web Strategy and Design since 2015. BA in Hotel and Restaurant Administration, Washington State University, USA, (2001). MSc in International Hospitality Management, Manchester Metropolitan University, UK, (2004). PhD in Business, Royal Melbourne Institute of Technology University, Australia, (2013).

### Franc Avila

Clinical Professor in Innovation, Entrepreneurship and Modeling since 2010. MSc in International Hospitality Management, Leeds Metropolitan University, UK, (2001). Registered for a DBA with University of Liverpool, UK.

### Frank Gueuning

Senior Lecturer since 2008 and Graduate Program Director. CHE; Diplôme Supérieur en Hôtellerie Restauration, Ecole Hôtelière de Lausanne, Switzerland, (1985). PGD in Hospitality Management, University of Derby, UK, (2006). MBA in Accounting and Finance, University of Liverpool, UK, (2011).

### Steven McMath

Senior Lecturer in Finance and Law since 2008. Law Degree and a PGD in Legal Practice, Glasgow University, Scotland, (1994/1996). Higher Diploma in Accounting, Ayr College, Scotland, (1989). MBA in Finance and Accounting, University of Liverpool, UK, (2014).

### Ruth Puhr

Senior Lecturer since 2006 and Head of Teaching and Learning Development. MA in Music, Durham University, UK, (1993). MSc in Information Technology, Durham University, UK, (1995). Registered for a EdD with University College London.

## The Executive MBA at a glance

### 12 months of executive education + capstone project

You will have 14-18 hours of study per week, with free access to smart tools and applications throughout the program. The curriculum is based on high quality digital courses accompanied by expert masterclasses, panel discussions and networking opportunities.

At the end of the four taught modules, you will undertake a fully supported capstone project.

### Typical student profile

You will have been in a professional role for at least eight years, including significant managerial experience. You are specialized in the hospitality sector, with an ambition to earn a more senior role at a regional or head office level. Above all, you want the flexibility to earn an MBA without having to take a career break.

### Residential study weeks

The program incorporates two residential study weeks, which allow you to fully immerse yourself in your topic, as well as providing outstanding networking opportunities.

Your Swiss discovery week in Crans-Montana takes place at the beginning of the program; while your week in Dubai falls within the third module. An intensive schedule of classes, field trips, and face-to-face networking with your cohort and faculty will enable you to make the most of these weeks.

### Executive coaching offer

Every Executive MBA participant has access to personalized coaching, provided by a specialist partner consultancy. In one-to-one sessions, your coach will help you to build your self-awareness and personal brand; teach you more about the power of storytelling to win over potential employers or strike new partnerships; and advise you on how to maximise the value of your professional network.

### Your Executive MBA

Upon successful completion of your program, you will earn an EMBA degree worth 32 US credits and with accreditation by NECHE.



## Extra flexibility for your EMBA study

We understand that unexpected challenges can arise in any full-time professional role, temporarily affecting your ability to study. That's why our EMBA gives you the flexibility to postpone specific taught modules should you need to. You can then join one of the next teaching cycles of that module, completing your studies outside of the standard 1-year timeframe.

## Our MBA alumni share their experiences



“It’s important to consider the alumni network and understand the tangible benefits you can get from it. It’s full of people that might know of a job and can connect you. Before you know it, you’ve got two or three opportunities through different alumni in different places.”



Cristhian Osorio  
Class of 2010 MBA graduate

“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!”



Johnny Qin  
Class of 2020 MBA graduate



“I think an MBA is a very important qualification to have as a person, as it separates you from the crowd and communicates to employers that you have the ability to handle pressure. I look to grab every opportunity to learn and expand my knowledge, to ultimately become a contemporary hospitality leader.”



Aashrit Maheish  
Class of 2021 MBA graduate

## Tuition fees and other expenses

Tuition fees	45,850 CHF
Residential week in Crans-Montana*	1,250 CHF
Residential week in Dubai*	2,850 CHF
Application fee	275 CHF
Administration fee	150 CHF

\* Includes airport transfer, full-board in single-room and all program-planned activities. Flights not included.

