



SWISS COLLEGE OF HOSPITALITY MANAGEMENT

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LENK

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SWITZERLAND'S FIRST BOUTIQUE HOTEL SCHOOL

*'We are a family away from home providing our students Swiss hospitality competences they are proud of.'*

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## Our Partners



## Introduction to the SHML/Affiliation

SHML, a registered Swiss company in the canton of Bern, is Switzerland's first Boutique Hotel School that was conceptualized and developed to prepare Students for a promising hospitality career, based on the operating philosophies of luxury International boutique hotels and resorts. These hospitality jewels can be found throughout the world, ranging from deluxe hotels to exclusive suite resorts and are represented by such famous companies as "The Leading Hotels of the World", "Relais et Châteaux" and similarly renowned companies. Their common denominator is "top drawer" ambiance, sustained by a corresponding management approach with superb guests' service.

To ensure a rigorous academic curriculum and substance, SHML has concluded various managed progression agreements for top up BA and BBA in different countries and locations, giving students the freedom to choose.

SHML is located in the exceptionally safe Bernese Oberland and operates within a real hotel operation that is open to the public. The premises offer a coherent environment to educate and train students in the art of personal service whilst offering fine foods and beverages. Its room division's operations and business management proficiencies are comparable to those found in luxury boutique hotels and resorts around the World.

SHML aims at keeping alive the time proven fundamentals of Swiss Hotel Operations, as well as being sustained by the Swiss culture which has gained distinction marks over the last two centuries as unique in the World. Swiss culture implies integrity, neutrality, unity, impartiality, respect for one another and individual responsibility towards the environment.

Our College syllabi does not vary from other program outlines, except that its content and actual transfer is dealt by professional hoteliers who have acquired over the years the skills to operate and manage some of the best hotels and resorts in the World.

We look forward to welcoming you to our special college of hospitality management.





## Lenk—Swiss Luxury

Lenk is located 1050 meters above sea level benefiting of a very mild climate in summer with a lot of sunshine and perfect snow conditions in winter. Situated at the end of magnificent Simmental, where the cows are said to be majestic, the Wildstrubel massif forms one of the most beautiful valley closures in the Alps, and the perfect setting for the varied Bernese Oberland walking and winter sports paradise with its many natural attractions.

The Simme river originates from several white-foaming rock clefts – the so-called “seven sources” beneath the Plaine Morte Glacier on the Rezi alp. United with water from the Wildhorn massif, which plummets down - 100 m over the impressive Iffigen-Falls, the young Simme is born. A circular walk leads past the Iffigen-Falls to the “seven sources” and to the Simmen-Falls.

The ski areas around Lenk aren't dauntingly large, yet, with 50 lifts and a network of slopes extending to 185 kilometres, are still extremely varied. The Metschbahn cableway provides access to the entire Adelboden – Lenk ski region with numerous simple to medium-difficulty slopes, wide carving slopes, interesting snowboard parks as well as a permanent race slope. Lenk has been since decades a popular destination by visitors who looked for a healthy and peaceful environment, but also for its reputation with cultural events.

A short ride with the romantic MOB train takes you to St. Stephan, the gateway to Gstaad Mountain Rides.

Throughout the year many Highlights and Top Events take place in Lenk and surroundings.

### Getting there by plane

There are three major international airports in Switzerland – Geneva, Zurich and Basel. The nearest to our -College is Geneva followed by Zurich.



## Admission requirements, Courses / Timing & Intakes

Starting from the tender age of 18, we offer diplomas up to an MBA. All our courses, with the exception of languages are taught in English. This gives the base requirement of an advanced standard of English. Should there be any queries, we also offer an internal exam to examine each application if needed.

Contact SHML administration office by telephone,  
fax or email for more details, please visit our website:  
[www.shml.ch](http://www.shml.ch)

### Bachelor of Business Administration (BBA) in Hospitality Management (4 years)

1. Students must be minimum of 17 years of age
2. Student must have completed High school (12 years school education)
3. Strong motivation to the hospitality industry
4. English efficiency 5.0 overall band score in IELTS or equivalent
5. Filled enrollment application form
6. For direct entry to 2nd or 3rd or 4th year student must submit confirmation of the successful completion of prior education

### Master of Business Administration (MBA) in Hospitality Management (2 years)

1. Students must be minimum of 18 years of age
2. Student must have completed bachelor degree or equivalent
3. Strong motivation to the hospitality industry
4. English efficiency 5.5-6.0 overall band score in IELTS or equivalent
5. Filled enrollment application form

Course	ACADEMIC ON CAMPUS 6 MONTHS	EXTERNAL PLACEMENT 6 MONTHS
BBA year 1 (Certificate in Hotel Management)	A Term B Term	Industrial Training Industrial Training
BBA year 2 (Diploma in Hotel Management)	A Term B Term	Industrial Training Industrial Training
BBA year 3 (Higher Diploma in Hotel Management)	A Term B Term	Industrial Training Industrial Training
BBA year 4 (Final year incl. dissertation)	A Term B Term	Industrial Training Industrial Training
MBA year 1 (PGD in Hospitality Management)	A Term B Term	Industrial Training Industrial Training
MBA year 2 (Final year incl. Master Thesis)	A Term B Term	Industrial Training Industrial Training
Culinary year 1 (Certificate in Culinary Arts)	A Term B Term	Industrial Training Industrial Training
Culinary year 2 (Diploma in Culinary Arts)	A Term B Term	Industrial Training Industrial Training
Short courses (Combination of different subjects from different study levels) more information on request	A Term B Term	Industrial Training Industrial Training

## Class Times

09:00 am to 12:00 pm  
02:00 pm to 05:00 pm

Lunch break – 12:00 pm to 02:00 pm  
Dinner Time – 06:00 pm to 7:00 pm

## Intakes

We have four intakes per year

February  
May  
August  
November

### BBA year 1 (Certificate in Hospitality management)

1. Fundamentals of Hotel and Catering Industry
2. Housekeeping and Accommodation studies
3. Restaurant Services
4. Front Office Operations
5. Food and Beverage Services
6. Kitchen Operations
7. Training and Development

### BBA year 2 (Diploma in Hospitality management)

1. Hotel and Catering Law
2. Accounting and Cost Control
3. Telephone techniques
4. Commercial food sources and costs
5. Marketing in Hospitality and Tourism
6. Hospitality Management
7. Personality Development

### BBA year 3 (Higher Diploma in Hospitality management)

1. Strategic Management in Hospitality
2. Customer Service
3. Economics and Hospitality
4. Organisational Behaviour and Hospitality Management
5. Environmental Management in Hospitality Industry
6. Facilities Design and Development
7. Public Relations Communication



### BBA year 4 (Final year incl. dissertation)

1. Managerial Communications
2. Event Planning
3. Marketing Research
4. Managing Human Resource

### MBA year 1 (PGD in Hospitality management)

1. Hospitality Organisational Behaviour and Interpersonal Skills
2. Hospitality Information Communication Technology
3. Hospitality Human Resource Management
4. Beverage Management
5. Hospitality Cooperative Education
6. Professional Wine Studies for Hospitality Managers
7. Applied Research

### MBA year 2 (Final year incl. Master Thesis)

1. International Human Resource Management
2. Public Relations Communication
3. International Marketing
4. International Financial Management
5. Global Business Environment
6. Hospitality Strategic Management
7. Thesis

After completion full programme studies in SHML, our graduates receive world class degree which opens the door of the industry for them without any obstacles. Our graduates are well accepted around the world. Mix of theoretical and practical studies in SHML prepare them for the industry as fit as a professional. Our students has also the option to peruse a dual degree from our partner university and has the tremendous option to join our various professional certifications from our world recognized partners such as University of Cambridge, American Hotel and Lodging Educational Institute (AHLEI), American Hospitality Academy (AHA), SHARE Center and many more.



## Tuition Fees

Our tuition fees include all aspects of school life such as :

- \* Accommodation (Double standard or \*single standard room)
- \* Meals ( Full board)
- \* Housekeeping & laundry service
- \* Health insurance
- \* Cost for registration and residence permit
- \* Uniform
- \* Laptop
- \* Swiss travel card
- \* Student card
- \* Yearly excursion to Europe
- \* All kinds of study materials
- \* Matriculation cost
- \* Full internship assistant



\*Subject to an extra cost

Course	Semester Fee	Health Insurance	Meals	Accommodation	Total Fees in CHF
1st Year - Certificate	17'300	1'100	2'800	2'800	24'000
2nd Year - Dipoloma	11'300	1'100	2'800	2'800	18'000
3rd Year - Higher Diploma	11'300	1'100	2'800	2'800	18'000
4th Year - BBA	11'300	1'100	2'800	2'800	18'000
5th Year - Postgrade	11'300	1'100	2'800	2'800	18'000
6th Year - MBA	11'300	1'100	2'800	2'800	18'000
1st Year - Culinary Certificate	17'300	1'100	2'800	2'800	24'000
2nd Year - Culinary Diploma	11'300	1'100	2'800	2'800	18'000
1 year short courses (Different topics) more information on request	8'300	1'100	2'800	2'800	15'000
3 month English foundation program					3'500
Supplement for single room					1'000

We are in process to sign an MoU with the University of Gloucestershire to offer a on site BA in Strategic Hospitality Management.



## Visa procedure

SHML Receives Application for prospective Students

Application is Assessed per SHML guidelines

Reject Application

Accept Application

Offer Letter Sent by SHML office with the following forms:  
Letter of Acceptance (LOA) in official format  
Details of SWISS IM&H bank details

SHML will receive the deposit of 3000 CHF from the student.

Issuance of the Visa Letter  
SHML will issue the Visa Letter upon receipt of the deposit from the student.

The student will contact nearest Swiss embassy to apply for the visa. For required documents please visit : <http://www.swissimh.ch/new/faq.php>

Swiss embassy makes a decision about the visa application. Normally it takes around 8-12 weeks for non-European Union students and 4-8 weeks for the students from European Union.

If the visa application is rejected then SHML will refund 2700 CHF immediately after receiving the official decision from the authority. Deducted 300 CHF is administrative cost.

If the decision for the visa application is positive, then the student is notified both by the embassy and by SHML.

Students need to pay the remaining tuition fees to SHML account.

SHML issues the following letters :  
No Objection Certificate (NOC) to the embassy stating that the full fee is paid. The student will receive a payment receipt as well.

Student needs to inform SHML about the arrival schedule at Zürich airport and a SHML representative will welcome them at the airport.



## *Vision*

*Establish and consolidate a Hotel Management College, driven by Professional Hoteliers to influence and propel hospitality education for future generations.*

## *Mission Statement*

*SAML will teach and combine, within a real boutique hospitality environment, the traditional fundamentals of Swiss operations with state of the art hospitality know-how for international management, exposing all students—during their studies and after graduating—to direct exposure with professional hoteliers, for a genuine and qualified interaction for success. The professional future of each and every student represents the core of the mission for SAML's managing proprietors, faculty and staff.*

## *Core Purpose*

*Succeed developing a boutique hospitality mentality, related to knowledge, skills and the professional confidence required for students to demonstrate competence within Hospitality Operations, and to compete from there on for a timely career progression toward international hotel management.*

## *Philosophy*

*Believe in nurturing, guiding and developing students to stand tall when confronted with future professional challenges, as well as in life, based on moral values and ethical principles that carry, to a higher level, the promise and meaning of success.*





## Library

A library is a place to pursue the truth, gain knowledge and cultivate the mind. The school set up one classroom as a reading room, we kept increasing the number of books and added new facilities in order to keep pace with the needs of teaching and research as per demands of faculty members and students and to provide better services. As a school of Hotel Management, books related to this field are a special feature of the library collection. A virtual library of text books are also available in the academic moodle.



## Dining Room

The dining room is the heart of any school, welcoming and providing an environment that encourages and increases the social interaction of students and staff. The food in school is also a useful resource for learning service techniques. Students can get excellent practical training in our dining room.



## Internships

Studying the theory to become a leader, also requires that it can later be applied in the real world. That is why our internships are a vital experience towards becoming a true leader. After each semester our students will be given the opportunity to work for 4-6 months in the hospitality industry. Much of our industry is based upon great communication skills. There is no better lesson, than to be integrated in a new environment, learning to work with a new team and to prove one's worth. This gives our students the possibility to grow in confidence and gain the respect of other members of our industry. Being able to graduate with internationally accepted degrees as well as having been able to complete multiple internships with working certificates, prepares our students to be in a leading role when they go out in search for the first step of their career. It must also be mentioned that the internships in Switzerland are paid (approximately 2'300 to 2'500/Month). So this gives the incredible opportunity for some students to be able to finance part of their education. Our Internship support officer provides useful tips and also can direct you to the internship that most interests you. We have great connections in the hospitality industry and are proud to be able to introduce our students to them.



## Student / Campus Life

A home away from home! Our campus is a fully operational hotel that has been recently renovated and is located in the centre of Lenk. Facilities at the campus include: Rooms are either for single or double occupancy and have their own bathrooms with bath or shower, hairdryers, cabinets and heating. The bedrooms include flat screen TVs, new beds, carpeting, desks and good lighting. Public facilities include a library, lounge with fire place, bar and restaurants, gym, sauna, steam bath, outdoor swimming pool and gardens as well as an in-house laundry. Wireless Internet is available throughout the campus. We will ensure that you feel comfortable and are well taken care of. It is important for you and SHML that you are happy and successful during your years in Lenk.

## Sports & Activities

Lenk offers a large variety of summer and winter sports and activities: Depending on the season, students can participate in such sports as volleyball, basketball or swimming. There is an on-campus gym and fitness centre, available for students free of charge. In summer there are long walking and trekking trails, an 18 hole golf course, swimming, horseback riding, cycling, mountain biking, tennis, paragliding, etc. In winter, students can ski, snowboarding, heli-skiing, cross country walks, sledge rides, horseback riding, skating, paragliding, curling, etc. A few minutes away is Gstaad, one of Switzerland's leading resorts where the rich and famous mingle and jingle. A full calendar of events is organized each year, including the Swiss Open – a major tennis tournament on the ATP Tour, the FIV Beach Volley Grand Slam and the Menuhin Music Festival. So, if you are tempted by some sports you have never tried before, lessons and equipment rental can easily be arranged. Excursions are plentiful: to Gstaad (30 minutes), Geneva (2 hours), Bern (1.5 hours), Zurich (2 hours), Milan (3.5 hours). For more information on train schedules visit [www.sbb.ch](http://www.sbb.ch)







## Contact

For more information regarding admission,  
please visit our website or send us an email.



Swiss College of Hospitality Management,  
Rawylstrasse 23, 3775 Lenk, Switzerland  
T +41 (0)33 736 31 10  
F +41 (0)33 736 31 20  
welcome@shml.ch, www.shml.ch