



BACHELOR OF SCIENCE **IN HOSPITALITY MANAGEMENT**



ABOUT SHL

For over 100 years, the world's finest hotels have turned to SHL Schweizerische Hotelfachschule Luzern for top educated, highly skilled, dedicated, hoteliers and managers to fill their top positions.

Founded in 1909, SHL is the leading professional-oriented hotel management institution in Switzerland. We prepare young talents for becoming inspiring leaders on the global stage.

Now, as we celebrate our 110th anniversary, we are proud to open our doors at last to the ambitious hoteliers of the future, to industry leaders, and to entrepreneurs from around the world. We invite you to experience an amazing and exciting SHL student life in Lucerne – home of SHL and the heart of Swiss tourism.





SHL BACHELOR

THE SPRINGBOARD FOR ENTHUSIASTIC GLOBAL HOTELIERS AND HOSPITALITY PROFESSIONALS

SHL Schweizerische Hotelfachschule Luzern is one of the two original Swiss hotel management schools and offers one of the only two Bachelor of Science in Hospitality Management degrees in Switzerland accredited by the Swiss federal government and in compliance with the Bologna Declaration. As the only hotel management school recognized as part of the University of Applied Sciences and Arts Lucerne (HSLU), SHL students are guaranteed educational excellence as well as ensured degree recognition throughout Europe and the world.

The SHL Bachelor in Hospitality Management programme is a full-time, four-year degree programme, including two paid internships.

YEAR 1

Semester one lays the foundation: you get familiarised with the fascinating world of a hotelier. Through a combination of practical experience and theory in F&B, you internalise the attitude of hospitality professionals in both thought and action. During the pre-internship coaching, you receive individual assistance and counselling to assure that you find an exciting internship.



**+1000 STUDENTS
AT SHL**



**+100 TOP COMPANIES
VISIT THE SHL
CAMPUS ANNUALLY**



**4.2 AVERAGE
INTERNSHIP OFFERS
PER STUDENT**

Your first industry internship follows in the second semester, where you will put the supervised work experience from the first semester into practice in Switzerland as you face the challenges of real-life situations and get to apply knowledge gained in a professional environment.

YEAR 2

In semester three you will concentrate on Rooms Division. Along with Front Office and Housekeeping, this semester covers the environmental impact and financial aspects of managing the core departments of a hotel.



During semester four you get your second industry experience, where you can apply your skills at a higher level of responsibility in any of the areas related to Rooms Division. You will have the opportunity to work as part of a team while gaining understanding of the different managerial roles through participation and observation, either abroad or in Switzerland.

YEAR 3

The following two semesters focus on Business Administration and Hospitality Management, with emphasis on how to generate and maintain financial stability through strong leadership. Individual and group research encourages in-depth reflection on the subjects studied, and you will also write your own business plan in a small group. With the specializations offered in semester six, you can tailor the semester according to your preferences.

YEAR 4

In the final two semesters, Management, Finance and Economics are studied in depth. These topics are supported by academic research studies and Mathematics, Entrepreneurship and Intercultural Competence, to provide you with the full range of skills necessary to be able to conduct business at an international level. In addition, you will demonstrate your understanding of the topics covered throughout the programme by writing an individual bachelor thesis.



STUDENT LIFE AT SHL

SHL Schweizerische Hotelfachschule Luzern is located in the heart of Switzerland, where you will study and live the fundamental Swiss values that mark SHL graduates as highly skilled and employable. The striking, lake-side city of Lucerne with its well-preserved medieval Old Town, covered bridges, sunny squares, fresco decorated houses and waterfront promenades, is surrounded by impressive mountains such as Mt. Pilatus and Rigi.



SHL ALUMNI – SUCCESSFUL IN SWITZERLAND AND WORLDWIDE



**10 000 ALUMNI
WORLDWIDE**



**3 OUT OF 3 HOTELIER
OF THE YEAR***



**HOTEL OF THE YEAR* FOR
THE PAST YEARS MANAGED
BY SHL ALUMNI**



* in Switzerland



COURSE OUTLINE

SEMESTER 1: F&B OPERATIONS

F&B Operations

- ▀ Culinary Theory & Practice
- ▀ Menu Planning, F&B Calculation, Pricing & Controlling
- ▀ Culinary Entrepreneurial Concepts
- ▀ Event & Banquet Operations
- ▀ Community Catering Operations
- ▀ Hospitality Health & Safety
- ▀ The Art of Service Theory & Practice
- ▀ Beverage Science & Sensory Evaluation
- ▀ F&B Purchasing, Storeroom Management & Controlling

Hospitality, Business & Communication

- ▀ Introduction to the Hospitality Industry
- ▀ F&B Accounting
- ▀ Sales training
- ▀ Hospitality English
- ▀ German A1

Personal Professional Development

- ▀ Concierge Myself
- ▀ Pre-Internship Coaching

SEMESTER 2: INDUSTRY INTERNSHIP

- ▀ 6-Month F&B internship in an SHL approved establishment in Switzerland

SEMESTER 3: ROOMS DIVISION OPERATIONS

Rooms Division Operations

- ▀ Front Office Administration & Reservation Systems
- ▀ Operational Housekeeping
- ▀ Rooms Division Management

Hospitality, Business & Communication

- ▀ Cultural Economics & the History of the Hospitality Industry
- ▀ Quality Assurance
- ▀ Managing Communication & Services
- ▀ Tourism
- ▀ General Accounting Essentials

- ▀ Room Revenue Management
- ▀ Customer Decision Making Journey
- ▀ Hospitality IT Tools
- ▀ Mathematics
- ▀ Contract Law
- ▀ HR Concepts & Processes
- ▀ Business Communication
- ▀ German A2

Personal Professional Development

- ▀ Concierge Myself
- ▀ Pre-Internship Coaching

SEMESTER 4: INDUSTRY INTERNSHIP

- ▀ 6-Month Rooms Division internship in an SHL approved establishment abroad or in Switzerland



«Your SHL Bachelor's degree is recognised worldwide – accredited by the Swiss federal government and in compliance with the Bologna Declaration.»

«Study in one of Switzerland's two original hotel management schools – profit from the top Swiss hotel management expertise since 1909 and the global SHL Alumni Network.»



«SHL graduates – internationally successful for over 100 years – join the next generation hospitality leaders.»

SEMESTER 5: HOSPITALITY BUSINESS ADMINISTRATION

Leadership

- ▀ Leadership & Communication
- ▀ Talent Development
- ▀ Optimizing Management Processes

Hospitality, Business & Communication

- ▀ Gastronomy Business Plan
- ▀ Perfecting the Pitch
- ▀ Financial Accounting
- ▀ Revenue & Yield Management
- ▀ Distribution Management
- ▀ Mathematics for Business & Economics
- ▀ Economic Foundations

- ▀ International Legal Awareness
- ▀ HR Administration
- ▀ Marketing Concepts
- ▀ Investment Psychology
- ▀ Developing Critical Thought
- ▀ German A2/B1

Personal Professional Development

- ▀ Concierge Myself
- ▀ Trend Seminars
- ▀ 'Becoming an Entrepreneur' – Research Project

SEMESTER 6: HOSPITALITY MANAGEMENT

Leadership

- ▀ Strategic Management
- ▀ Corporate Organisation
- ▀ Corporate Ethics
- ▀ HR Management

Hospitality, Business & Communication

- ▀ Hotel Development – Building & Design
- ▀ Art & Culture in Hospitality
- ▀ Hospitality Business Plan
- ▀ Managerial Accounting
- ▀ Micro & Macro Economics

- ▀ Managing Legal Risk
- ▀ Strategic Marketing
- ▀ Academic Writing
- ▀ Qualitative & Quantitative Research Methods
- ▀ German B1

Personal Professional Development

- ▀ Concierge Myself
- ▀ Specialization: Resort Design, Defining the Future of Culinary Arts, Hotel Asset Management, MICE Management



SEMESTER 7: INTERNATIONAL BUSINESS MANAGEMENT

Hospitality, Business & Communication

- ▀ Entrepreneurship
- ▀ Private Business Law
- ▀ Financial Management

- ▀ World Economics
- ▀ Case Studies
- ▀ Minor 1
- ▀ German B1/B2

SEMESTER 8: GLOBAL LEADERSHIP

Hospitality, Business & Communication

- ▀ Intercultural Competencies
- ▀ Public Business Law
- ▀ Corporate Finance & Accounting

- ▀ Minor 2
- ▀ German B2
- ▀ Bachelor Thesis

* This is a non-contractual document and is subject to change.



FEE STRUCTURE

INTERNATIONAL STUDENTS

| | Year 1 | | Year 2 | | Year 3 | | Year 4 | | Total |
|-------------------------------------|---------------|------------|---------------|------------|---------------|---------------|---------------|---------------|----------------|
| | Sem. 1 | Internship | Sem. 3 | Internship | Sem. 5 | Sem. 6 | Sem. 7 | Sem. 8 | |
| Application fee | 280 | – | – | – | – | – | – | – | 280 |
| Tuition Fee | 26'800 | – | 24'600 | – | 22'800 | 21'800 | 16'800 | 16'800 | 129'600 |
| Learning resources & Campus fee (1) | 1'850 | – | 890 | – | 890 | 890 | 950 | 950 | 6'420 |
| Total school fees | 28'930 | – | 25'490 | – | 23'690 | 22'690 | 17'750 | 17'750 | 136'300 |
| | | | | | | | | | |
| Food & Beverage (2) | 3'450 | – | 3'450 | – | 1'720 | 1'720 | 1'720 | 1'720 | 13'780 |
| Accommodation (3) | 3'600 | – | 3'600 | – | – | – | – | – | 7'200 |
| Insurances & Permit | 1'880 | – | 1'880 | – | 940 | 940 | 940 | 940 | 7'520 |
| Total compulsory fees | 37'860 | – | 34'420 | – | 26'350 | 25'350 | 20'410 | 20'410 | 164'800 |

SWISS STUDENTS

| | Year 1 | | Year 2 | | Year 3 | | Year 4 | | Total |
|-------------------------------------|---------------|------------|---------------|------------|---------------|---------------|---------------|---------------|----------------|
| | Sem. 1 | Internship | Sem. 3 | Internship | Sem. 5 | Sem. 6 | Sem. 7 | Sem. 8 | |
| Application fee | 280 | – | – | – | – | – | – | – | 280 |
| Tuition Fee (4) | 20'800 | – | 18'600 | – | 16'800 | 15'800 | 14'800 | 14'800 | 101'600 |
| Learning resources & Campus fee (1) | 1'850 | – | 890 | – | 890 | 890 | 950 | 950 | 6'420 |
| Total school fees | 22'930 | – | 19'490 | – | 17'690 | 16'690 | 15'750 | 15'750 | 108'300 |
| | | | | | | | | | |
| Food & Beverage (2) | 3'450 | – | 3'450 | – | 1'720 | 1'720 | 1'720 | 1'720 | 13'780 |
| Accommodation (3) | 3'600 | – | 3'600 | – | – | – | – | – | 7'200 |
| Total other fees | 29'980 | – | 26'540 | – | 19'410 | 18'410 | 17'470 | 17'470 | 129'280 |

All prices are listed in CHF and might be subject to change.

1) Including laptop, kitchen & service uniforms 2) Full board during semesters 1 & 3 is mandatory – During semesters 5 – 8 only lunch is mandatory, with the option to upgrade to full board 3) Accommodation during semesters 1 & 3 is mandatory, with the option to extend for the continuing semesters 4) Subsidized fee for Swiss nationals



ADMISSION REQUIREMENTS

In addition to fulfilling the basic requirements, ideal SHL candidates are determined future hoteliers with an entrepreneurial spirit, dedication to quality, passion for creating outstanding customer experiences and the hospitality industry.

AGE

18 years

ACADEMIC REQUIREMENTS

High school diploma or equivalent

LANGUAGE REQUIREMENTS (ONE OF THE FOLLOWING)

- IELTS 6.0
- TOEFL (iBT) minimum 87 points
- University of Cambridge English Certificate, minimum score 175




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



DO YOU WANT TO JOIN US
IN SEPTEMBER OR FEBRUARY?
APPLY ONLINE AT [SHL.CH](https://shl.ch)



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Lucerne University of
Applied Sciences and Arts
**HOCHSCHULE
LUZERN**
Wirtschaft

