

INSPIRE. THRIVE. INFLUENCE.



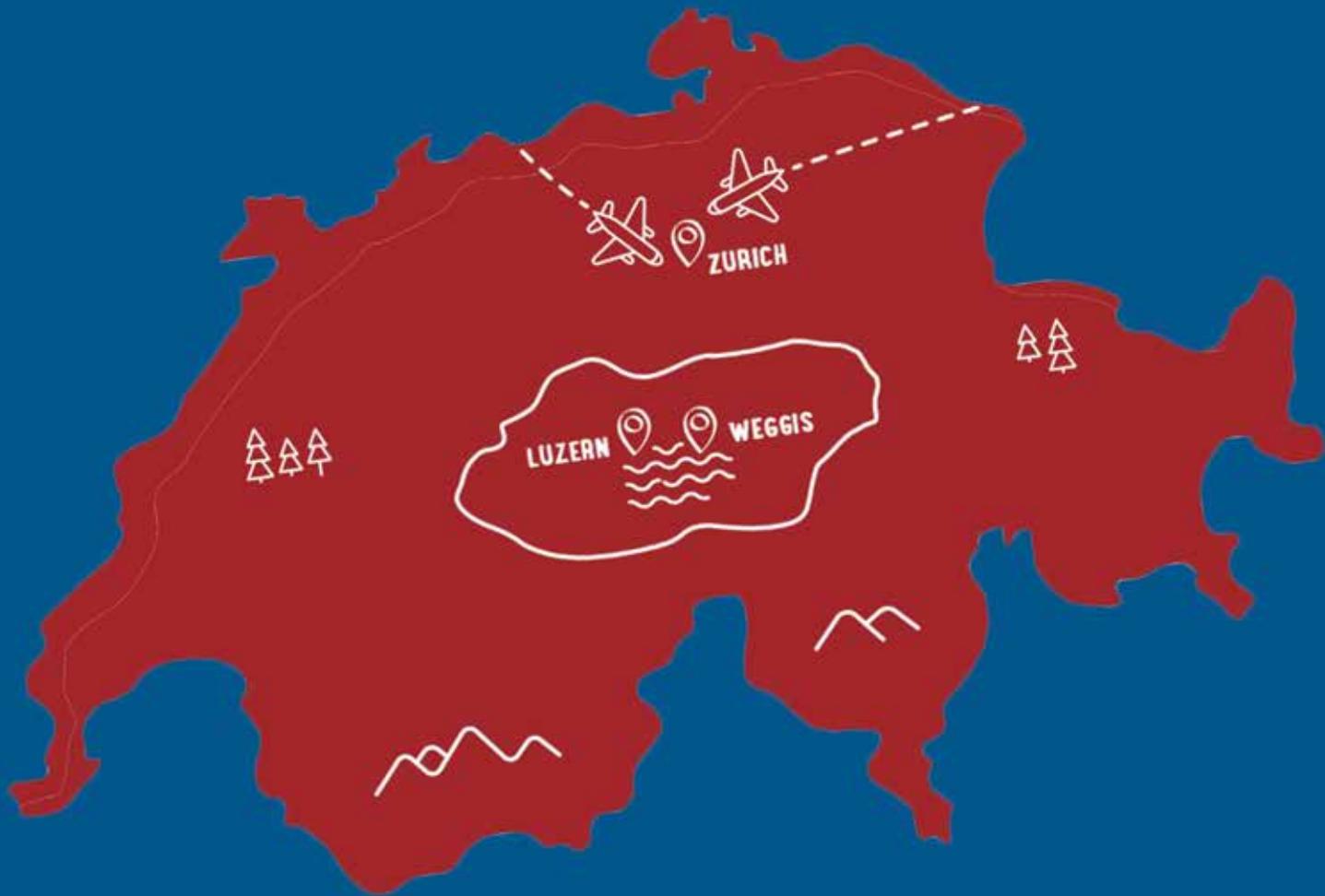


Deciding your path and country of study as an undergraduate, or pursuing a master in the field of your passion and even further to do research and innovation, is both challenging and exciting.

Our industry experienced and dedicated team at Swiss Educational College guides you with the latest, most reliable and comprehensive information on Business and Hospitality education in Switzerland.

Switzerland is renowned as the best choice for Business and Hospitality Professionals to study in order to become Professionals. With more than 500 years of Hospitality tradition, it is home to the world's finest Hospitality Schools, offering the art of blending business and hospitality learning with practical implementation. It is a unique method of education that sees Swiss Hotel Schools as more promising and elite in the global industry. Swiss Educational College is one such Hotel and Business Management School in Central Switzerland offering accredited academic and professional courses for hospitality and business professionals.

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WHY STUDY IN SWITZERLAND?

Switzerland has much to offer: mountains, lakes, outdoors, excellent transport infrastructure, lots of chocolate and good cheese! But most importantly, according to the 'Studying in Switzerland' report 2021, nearly 25% of the students and 50% of the academic population in Switzerland are internationals, providing you the wonderful opportunity to build a robust business and hospitality network and to share knowledge with English speaking professionals.

3

*** Lets get know us better!**

Modern classrooms learning equipments have risen by

27%

Swiss Educational College staff to student ratio has rise

38%

Swiss Educational College projects ratio has risen

56%

New global partnerships have risen by

45%



Nevertheless, an additional language is always beneficial to hoteliers, and at Swiss Educational College, we provide all our students with German lessons from elementary to advanced levels (up to B1) to enable better internship prospects.

As per the June 2021 report of World Health Organization (WHO), Switzerland has been named the safest country in the world for COVID-19, and is at the top of happiest countries worldwide (World Happiness Report 2019), being placed 5th out of 169 countries by Bloomberg Health Index 2019.

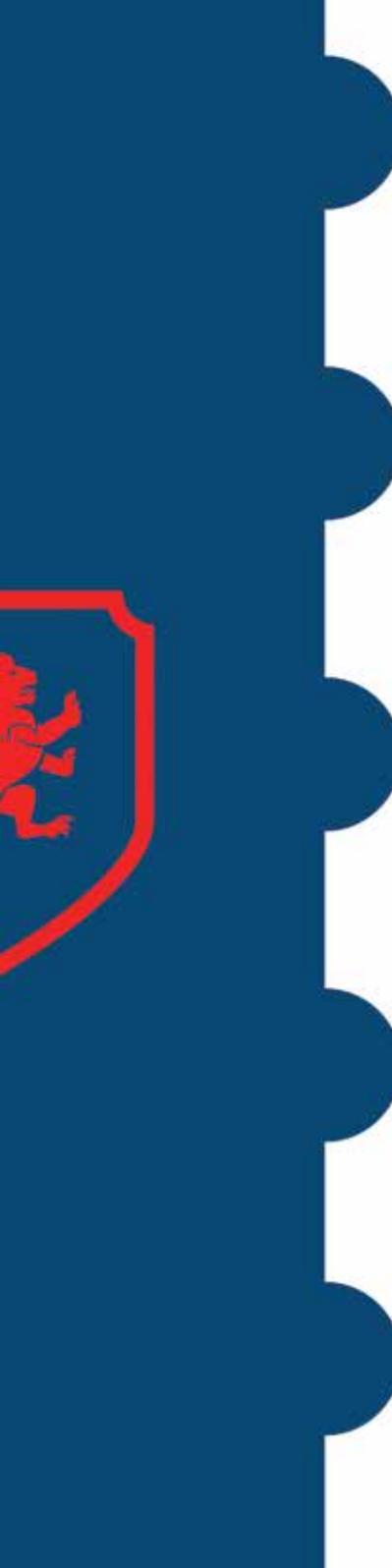
WHY SWISS EDUCATIONAL COLLEGE?

At the Swiss Educational College, we incessantly contribute to a unique and forward thinking culture within a communal atmosphere among management, faculty and students, which respects all participants as individual personalities.

This is in line with the way a real business and hospitality professional will treat future clients and team. We are a niche and pioneering player, as a familiar school with a great cost/ benefit relationship that takes care of its students from their studies to the start and development of a successful career.

We are an international family away from home, equipping our students with hospitality competencies and continuous growth mindset development. We motivate, support and nurture our students: **Inspire. Thrive. Influence.**





Education

Education is not just a product for our team, but rather a quality to share with our students, to become leading Hospitality and Business Professionals.

Career Centre Plus (C4C+)

Career Centre Plus (C4C+) has been carefully developed with present and future career planning. Every year, the Swiss Educational College students are invited to various hotels in Switzerland to learn about Hotel and Business management.

Entrepreneurship

Starting from scratch is not only a challenge, but also to accomplish a dream of challenge. Entrepreneurship is a challenge that our students are well trained to deal with here in Swiss Educational College. Our courses are designed to support the idea of Entrepreneurial Education which provides the blended learning of students to pursue the career path of their dreams.

Digitalization

The Swiss Educational College team has repositioned the college in the digital era. This has consisted of a significant investment in latest the 21st century 'Teaching and learning' technology, facility upgrades and strong partnerships with organisations such as Google Education, and globally recognized hotel brands, restaurants, airlines and cruise ships.

Research

Doctoral education has become of paramount significance in a world where knowledge is the new 'fuel', the ultimate economic renewable to economic growth leading to a knowledge-based economy.

EDUCATION

Education is not only concerned with providing academic content, but moreover focused on how best it should be delivered. A modern 'Teenagogy' concept makes our teaching practice distinct in approaching the metacognition of our students for the best level of learning. At Swiss Educational College, our highly skilled, experienced and dedicated industry faculty members facilitate experiences for our students to identify, learn and apply both implicit and explicit knowledge. Another factor that influences comprehension among our students is the level of abstraction with pragmatic objects, industry experiences through internship and career initiatives. We provide a learning environment conducive to personal development and lifelong learning at every step of our students' lives at Swiss Educational College.

Swiss Educational College has carefully selected recognised Accrediting bodies to certify our courses to ensure international recognition and the highest standards of education for our students. Academic attainment is key behind all we do! Thus, it is critical that what our students learn and achieve, is worldwide acknowledged and accepted for further studies or career progression.

Several well reputed accrediting bodies around the world including some of the most prestigious Swiss accrediting organizations such as eduQua and Swiss Private School Registration accredits our programmes as quality hospitality education. Swiss Educational College is also an important and active member of business and hospitality organizations like EuroCHRIE, the British Hospitality Association, the American Hotel and Lodging Educational Institute, the American Hospitality Academy for professional training and development. Swiss Educational College is the only Hospitality School in Switzerland offering the professional development qualification from the University of Cambridge and research based Doctorate degree in conjunction with our academic partner university.





Lina Petraviciute
(Global Brand & Communication Director)

Furthermore, our Dual Degree from the QS top ranked University of Chichester is something to feel proud of and a unique selling point in the industry. Together, these features ensure our undergraduate and postgraduate programme is accepted around the world and our students gain the full opportunity to pursue higher studies at the next level or join the expanding business and hospitality industries in varying positions.

All our academic programs are carefully balanced between Theory and Practical state of the art learning. The courses are yearly reviewed, keeping Entrepreneurial Hospitality and business trends at the heart of development to support our graduates with the latest industry knowledge, enabling them to find success upon completion of their studies.



WELCOME TO Career Centre Plus

C4C+ plays a central role in students' development across all the value points throughout their time on campus. This begins from the very time they arrive and further extends to when they become a Swiss Educational College Alumni member. The C4C+ provides several development points such as reflection, meditation, wellbeing, critical thinking and personal branding which are all important components of the 'plus'.

Having the 'plus' next to the classic career development planning, which include CV and cover letter design and a personal branding development program, collectively make a strong value point for any student joining us here in Switzerland. Continuous developments are being made in line with our 'revitalization' forward planning projects.



Trip to UN Conference for youth in Geneva



Trip to Kempinski Hotel in Geneva

Our Swiss Educational College Top 10 C4C+ Services include:

- Career Counselling: one on one assistance in all related career development areas
- Career Events: Hospitality business insights, global culture insights, seminars, workshops and training sessions by professionals in the business
- Career soft skills development, personal development programs and seminars
- Recruitment fair visits and conferences regarding career developments
- A Personal Development package on arrival
- A Career Development reflective learning package including seminars and small group workshops
- Access to the C4C+ Library and resources for any research subject at any time 24/7
- A Swiss Educational College CV photograph professionally taken.
- A CV and cover letter workshop and seminar to stand out from the crowd
- Online personal branding coaching and strengthening projects



INSPIRE.
THRIVE.
INFLUENCE

PROGRAMMES



Dual Bachelor Programme in Cooperation with the University of Chichester

Bachelor of Science in Hospitality Management (Awarded by Swiss Educational College)
BA (hons) in Business Administration in Global Management (Awarded by University of Chichester, UK)
Program duration - 4 years including four paid internships in the hospitality industry

****Programme can also be completed in 3 years. Please contact our academic office****

Dual Masters Programme in cooperation with the university of Chichester

Master of Science in Hospitality management (Awarded by Swiss Educational College)
Master of Business Administration in Strategic Management and Leadership (Awarded by University of Chichester, UK)
Program duration - 2 years including two paid internships in the hospitality industry

****Program can also be completed in 1.5 years. Please contact our academic office****

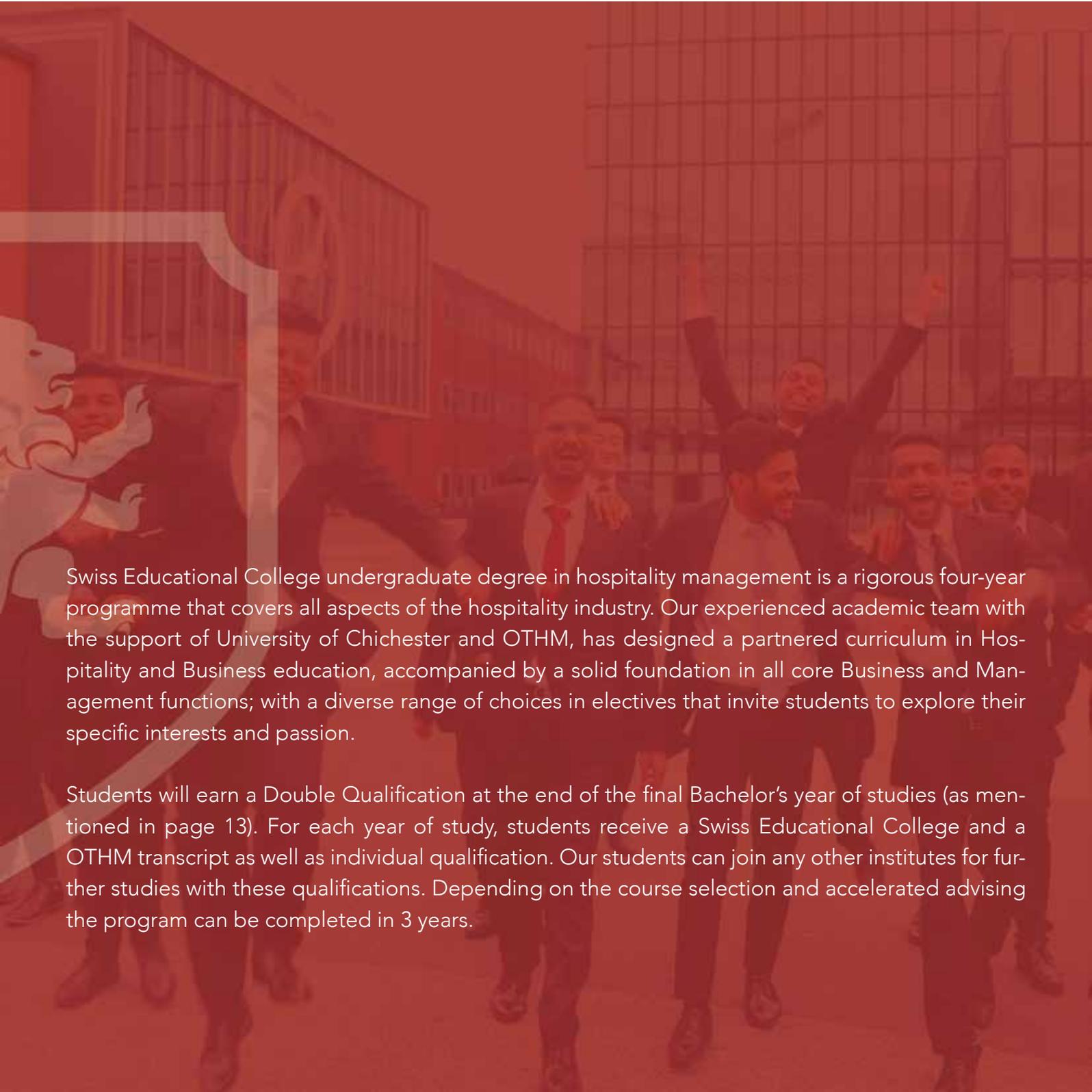
Doctorate of Business Administration (researched based PhD) programme in cooperation with the University of Azteca

PhD of Business Administration in Hospitality Management (Awarded by University of Azteca)

****Programme can also be completed in 3 years. Please contact our academic office****

Diploma in Culinary Arts and International Cuisine Programme

Diploma in Culinary Arts and International Cuisine (Awarded by Swiss Educational College)
Program duration - 2 years including two paid internships in the hospitality industry



Swiss Educational College undergraduate degree in hospitality management is a rigorous four-year programme that covers all aspects of the hospitality industry. Our experienced academic team with the support of University of Chichester and OTHM, has designed a partnered curriculum in Hospitality and Business education, accompanied by a solid foundation in all core Business and Management functions; with a diverse range of choices in electives that invite students to explore their specific interests and passion.

Students will earn a Double Qualification at the end of the final Bachelor's year of studies (as mentioned in page 13). For each year of study, students receive a Swiss Educational College and a OTHM transcript as well as individual qualification. Our students can join any other institutes for further studies with these qualifications. Depending on the course selection and accelerated advising the program can be completed in 3 years.

BACHELOR PROGRAMME



Bachelor programme year 1

(Certificate in Hospitality Management)

- Fundamentals of Hotel and Catering Industry
- Housekeeping and Accommodation studies
- Tourism and Hospitality Business management
- Front Office Operations
- Food and Beverages Services
- Kitchen Operations
- Training and Development for the Hospitality Industry
- Services Marketing and Customer Service
- Accounting and Finance
- Events Management

Bachelor programme year 2

(Diploma in Hospitality Management)

- Hotel and Catering Law
- Accounting and Cost Control
- Managing Technology in the Hospitality Industry
- Human Resource Management
- Marketing in Hospitality and Tourism
- Operations Management
- Customer Relations Management
- Contemporary Issues in Tourism and Hospitality

Bachelor programme year 3

(Higher Diploma in Hospitality Management)

- Strategic Management in Hospitality Industry
- Strategic Marketing
- Hospitality Economics
- Organizational Behaviour in Hospitality Management
- Tourism and International Development
- Hospitality Facilities Management and Design
- Tourism Policy and Planning
- Technology in the Tourism and Hospitality Industry

Bachelor programme year 4

(Final year with Bachelor project)

- Managerial Communication
- Sustainability and Events Planning
- Research Methodology
- Researching Tourism and Hospitality Management
- Bar Management
- Spa Operations and Resort Management
- Managing Human Resources



The dual Master in Hospitality and Business Management programme in Swiss Educational College is a specialized business and hospitality related Master's degree that covers an intensive two-semester curriculum and two intense industrial training sessions. This rigorous academic programme is based on the master's degree requirements that cultivate strategic thought and quantitative skills, a combination essential in today's upper management positions.

Critical thinking and analytical ability are core to our philosophy, making our Master Programme perfect for future hospitality professionals. The students will earn a Dual Qualification after successfully completing our Master programme as mentioned on page 13.

* For each study, students receive a Swiss Educational College and OTHM transcript and individual qualification. The minimum duration to complete the Master programme is 1.5 years.

MASTER PROGRAMME



Master programme year 1

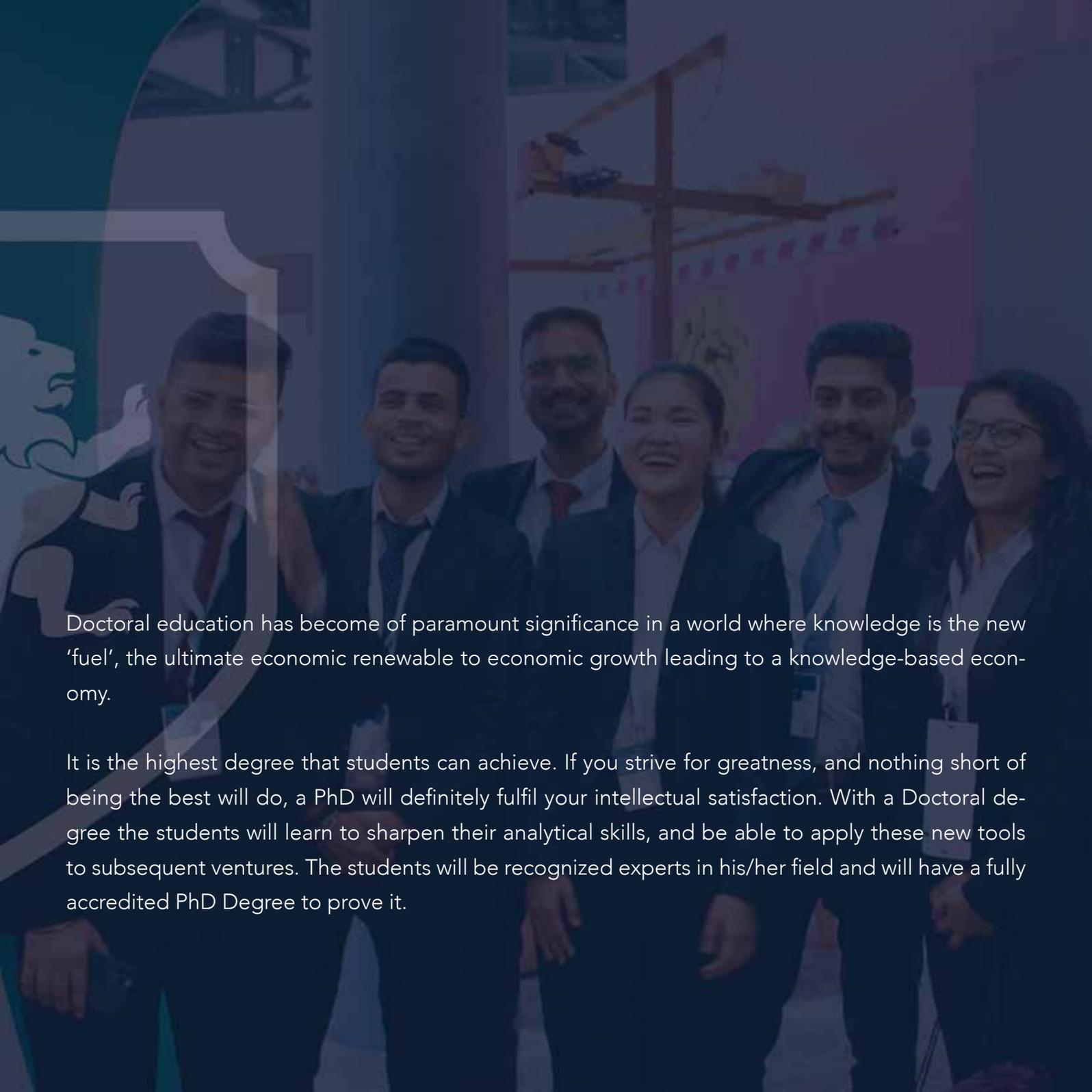
(Post Graduate Diploma in Hospitality Management)

- Hospitality Organisational Behaviour and Interpersonal Skills
- Hospitality Information Communication Technology
- Hospitality Human Resource Management
- Food & Beverage Leadership
- International Tourism Policy and Development
- Beverage Studies for Hospitality Managers
- Destination Management
- International Project Management

Master programme year 2

(Final year with Master Thesis)

- International Human Resource management
- E-Tourism and Social Media
- International Marketing
- International Strategic Management and Leadership
- International Financial Risk Management
- Global Business Environment and Sustainability
- Entrepreneurial Leadership
- Advanced Research Methodology
- Master Thesis / Innovative Project



Doctoral education has become of paramount significance in a world where knowledge is the new 'fuel', the ultimate economic renewable to economic growth leading to a knowledge-based economy.

It is the highest degree that students can achieve. If you strive for greatness, and nothing short of being the best will do, a PhD will definitely fulfil your intellectual satisfaction. With a Doctoral degree the students will learn to sharpen their analytical skills, and be able to apply these new tools to subsequent ventures. The students will be recognized experts in his/her field and will have a fully accredited PhD Degree to prove it.

PhD PROGRAMME



Azteca
University

The social impact for the Master and Doctoral holders could be understood in three ways:

- Development of social skills (Communication, presentation)
- Accessing professional networks and building personal relationships and social recognition
- Highlighting personal development and contribution to the society with innovative ideas research

At Swiss Educational College (SEC), we offer the following credential at Doctoral level in conjunction with our partner University of Azteca:

PhD in Hospitality and Business Management (Research based) / Duration - 3 years

*For more detailed information, please refer to our Doctoral Information Booklet



Swiss Educational College (SEC) Diploma in Culinary Arts and International Cuisine is structured to teach the fundamental and deep concepts of culinary techniques and cookery to include the Brigade system, cooking techniques, heat transfer, sanitation, safety, equipment usage and maintenance, menu knowledge and professionalism. The student will Apply principles of food handling and preparation and eetup, breakdown and prepare menu items for a commercial kitchen.

Diploma in Culinary Arts & International Cuisine

1st year

- Introduction to the Culinary skills
 - Culinary operations theory
 - Food science and nutrition
 - Cleaning and Hygiene techniques
 - Individual project
 - Kitchen lab-I
-

2nd year

- Culinary operation for large events
- Sanitation and Microbiology
- Swiss gastronomy and arts
- Cuisine specialization (Major)
- Capstone project
- Kitchen lab-II



Professional Development Courses

Swiss Educational College offers and organizes several world-class professional development courses relating to Business, Hospitality, and Education. **The Certified Hotel Industry Analytics (CHIA), Certified Guest Service Gold Professional (CGSP), Cambridge International Diploma for Teachers and Trainers (CIDTT), Hospitality Professional Certificate (HPC)** are only a few examples that provide our students professional developments and enrich their professional achievements and experiences.



Ms Sankowska
(Lecturer, Bachelor Programme)

FEES

We pride ourselves on maintaining a fair policy in deciding our tuition fees for our students at different levels of courses. The quality of our education is never compromised with the fragmentation of fees. However, to include potential global hospitality educators, we need to also take the global financial aspects around the world into our consideration.

Therefore, we offer scholarships subtracted from our regular fees to support the students from certain countries which are affected by the global financial recession. Additionally, we mindfully evaluate the academic achievements of our prospective students and offer scholarships to those who qualify.

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

- Accredited course
- Examination fees
- Industry Lectures
- Food and Beverage prepaid
- Accommodation
- Business Trips and Workshops in different locations
- Access to Google G Suite account
- Access to our main facility, external sports facilities and sports activity training
- Student Career Centre Plus: coaching, appearance support, jobs and internships
- Administration Office: legal and administrative matters, health support
- Mandatory Health and Accident Insurance: accident, public liability, equipment theft and damage
- On-site and Online German language course
- Extracurricular student activities*
- Alumni Membership for a lifetime

*all activities for school purpose, some extra activities will be offered at additional cost



REQUIREMENTS & PROCEDURES

Diploma in Culinary Arts and International Cuisine (2 years)

- Students must be a minimum of 17 years of age
- Students must have completed Secondary School (10 years of school education) or taken the final exam.
- Strong motivation and interest in the hospitality industry.
- English efficiency with 5.0* overall band score in IELTS academic or equivalent in TOEIC, TOEFL.
- Filled enrollment application form (available in regional offices and on our website).
- Proof of the successful completion of prior education and fulfillment of the above requirements.

**** Students having no English efficiency can also join our English Intensive Course for 3 months prior proceeding to their main program. Please contact our academic details for more information. Students must take the SEC English Placement Test before they can be offered an Intensive English Course.****

Dual Bachelor program (3-4 years)

- Students must be a minimum of 18 years of age and have completed High School (12 years of school education) or taken the Final Exam.
- Strong motivation and interest in the hospitality industry.
- English efficiency with 5.5* overall band score in IELTS academic or equivalent in TOEIC/TOEFL.
- Completed enrollment application form (available in regional offices and on our website).
- For direct entry into 2nd or 3rd or 4th year, students must submit proof of the successful completion of prior education and fulfillment of the above requirements.

* Every student must take a submission test applying to Swiss Educational College.

Dual Master Program (1.5 - 2 years)

- Students must be a minimum of 21 years of age and have completed a Bachelor's Degree or equivalent from a recognized institution.
- Strong motivation and interest in the hospitality industry.
- Completed an enrollment application form (available in regional offices and on the website).
- English efficiency with 6.0* overall score in IELTS academic or equivalent in TOEIC, TOEFL.

* For direct entry into the final year of our Master programme, students must submit proof of the successful completion of prior education and fulfilment of the above requirements.

We also accept students from other academic and professional backgrounds if they are able to justify their study track change and show real interest in the Hospitality and Business sector.

For further admission queries, please contact our academic office directly at info@swissedcol.ch or your local agents. You can also call or fax us at your convenience.

Admission requirements for PhD programme:

- Student must be minimum 23 years of age
- Student should have 6.5 or above IELTS academic score or equivalent efficiency
- Student must have a recognized and accredited Master level degree
- Student must submit an abstract of their research interest in the field of hospitality or business
- Student must pass the admission interview with our PhD admission panel

* Swiss Educational College has four intakes over two semesters in a year. Students can apply for any of these four intakes as per their preparation and admission assessments. Students should apply at least 3 months before the intake start date. **Our intakes are as follows – July, April, October and January**



After almost 4 years of working in the Food & Beverages functions in hospitality, I decided to pursue my MBA in Swiss Educational College to enrich my experience and upgrade my CV so that I will advance in my career. I am also very curious about learning a different culture and making friends from all over the world. In addition, I am also learning German here, because I believe language will give you success in each and every way.

The first thing I experienced at Swiss Educational College is the beautiful view we have at the campus. The amazing panoramic view of the lakes and the alpine mountains really take my breath away. Every morning I wake up with the beautiful sunrise on the mountains above the lake and it makes me happy. The atmosphere at the school is very friendly. Staff and students are very cooperative, students often come far away from their homes and we all understand each other's needs, so it's like a big family at the school. If someone needs something, no one will say no to anyone, everyone can accommodate the person who is in need. All the faculty members will share their own knowledge with me and I can learn a lot from everyone.

My advice for future students is to go out more, go explore the unique Swiss culture, try and learn as much German as you can before coming here. It will certainly help you with your life here and your future career.



Pratik (Alumni)
Swiss Educational College



Sharon Cao (Alumni)
Swiss Educational College Amabassador



It is very important in your career path to reflect on your growth and direction?
Sharon, as our ambassador, what would you suggest to future generations?

My pleasure to share my thoughts of my experience as a student and an ambassador at the Swiss Educational College.

Don't be scared of failure, if you don't fail you're not even trying, and it means you are not learning. I am sure that people have told you to make sure you have something to fall back on, but they never understood that concept, if you fall- **FALL FORWARD.**

Last but not least: Everyone has potential, just **BE PROUD OF YOURSELF!**

Good luck to all of you, future generations at Swiss Educational College!

PARTNERSHIPS & ACCREDITATIONS



At the Swiss Educational College, we understand the importance of not only having international accreditation but also the value of building strong partnerships. Combined, it has helped to create an extraordinary modern learning experience, where every student is able to achieve their full potential and expected level of learning outcomes.

As a result, we have a significant number of partnerships with different professional educational institutions worldwide and are accredited by **eduQaa, Swiss Private School Registration, ISO, British Hospitality Association, Cambridge International Education** and many other reputed accrediting organisations. It makes us truly internationally renowned.

Authorities of the canton of Lucerne regularly supervise our operations and we are therefore fully recognized by the Swiss authority as a Quality Education Provider. We do not negotiate with the quality of education and commitments to our clients. Switzerland is all about trust and quality.





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