





Undergraduate

Programme Brochure

Introducing IMI Switzerland

IMI International Management Institute Switzerland is a private hospitality and business school founded in 1991. Our combination of quality academic teaching, excellent industry contacts and breathtaking scenery is a recipe for success. IMI graduates can be found in senior management positions around the globe - their success shows that to reach the top it pays to start at the top!

Academic Excellence

IMI is a successful, independent, private management institute. We have a highly qualified core faculty, supported by inspiring visiting lecturers. Our small classes assure personal attention while our impressive UK university accreditations guarantee quality.



Your Employability

Paid internship opportunities in Switzerland and abroad are available after each study semester. International companies visit IMI regularly to recruit students. Our Careers team will offer personalised support to provide you with the best opportunities.

This is Switzerland

Situated in the heart of Europe, Switzerland is the perfect starting point to discover this fantastic continent! Our campus is only 12 minutes away from the historic city of Luzern, with its many cultural events and vibrant café culture.





International Environment

Our aim is to prepare you for a great future, rich in international experiences. There are around 50 nationalities on our 'global campus' and you will have the opportunity to live and study in one of the safest and most beautiful countries in the world.

Undergraduate Programmes

Each semester block represents 22 weeks of on-campus study. There is the option of a paid, 22-week internship placement after each study semester.

High School Qualification or suitable Professional Qualification

High School Qualification (IB, A Level or equivalent) Foundation Certificate*

Swiss Diploma Year 1

Culinary Diploma Hospitality/Business/Marketing Diploma Swiss Diploma Year 2

Culinary Higher Diploma Hospitality/Business/Marketing Higher Diploma Swiss Diploma Year 3

Culinary BA (Hons) Business/Mkting BA (Hons)

Hospitality BA (Hons)



*The Foundation Certificate prepares students for university study and gives them a good foundation in the world of hospitality and business. On completion, students will be ready to progress to the first stage of their BA (Hons) degree course. To join this programme, students should be at least 17 years old, have completed high school and have an IELTS level of 4.5 or equivalent. For some nationalities, an online English assessment is possible instead of IELTS.

BA (Hons) in International Hospitality Management

Our BA (Hons) degree in hospitality management is validated by Manchester Metropolitan University in the UK and provides practical work placements alongside three semesters of study. In the final year, students can specialise in a combination of Hotel, Tourism and Events Management or Hospitality Entrepreneurship. Paid internship placements, which can be undertaken in Switzerland or internationally, offer invaluable experience which sets graduates apart and prepares them to progress towards management positions within the industry.

Diploma in Business, Hotel & Tourism Management - 22 Weeks

Internship - 22 Weeks*

Study Units

- Study Skills at University Level
- Intro. to Business & Services Management
- Intro. to Marketing
- Hospitality Business Operations
- Principles of Entrepreneurship
- Business Accounting
- The Tourism Business
- Introductory Economics



Interim Exit Award: IMI Diploma in Business, Hotel & Tourism Management and Manchester Met. Certificate of Higher Education in Business, Hotel & Tourism Management

Higher Diploma in Chosen Pathway 22 Weeks

Internship - 22 Weeks*

Core Units

- Personal Professional Development
- Enterprise Development Project
- Finance & Revenue Management
- Marketing & Consumer Behaviour
 Managing People & Organisations
- Hotel & Tourism Units
- Tourism Destination Management
- Hotel Services Management

Hotel & Events Units

- Festival & Special Event Management
- Hotel Services Management

Hospitality Entrepreneurship Units

- Project Management for Start-ups
- Restaurant Sales, Dev. & Merchandising



 $\label{lem:continuous} \textbf{Interim Exit Award: IMI Higher Diploma in International Hotel \& Tourism Management and Manchester Met. Diploma of Higher Education in International Hotel \& Tourism Management$

BA (Hons) Degree in Chosen Pathway 22 Weeks

Internship - 22 Weeks*

Core Units

- Continuous Professional Development
- Applied Research
- Global Marketing Management
- Digital & Social Media Management
- Pathway Dissertation

Hotel & Tourism Units

- Sustainable Tourism Planning & Development
- Hospitality Leadership & Innovation

Hotel & Events Units

- Events Management
- Hospitality Leadership & Innovation

Hospitality Entrepreneurship Units

- Entrepreneurship & Innovation in Hospitality
- Hospitality Business Across Cultures

*Students must complete at least 12 months of internship or work placements to successfully complete this programme.

Entry Requirements

- 18 years of age
- High school certificate/IB Diploma/A Levels or equivalent qualification
- English level: 5.0 IELTS or equivalent



Start Dates

- February
- August
- May
- November



Award(s)

IMI & Manchester Met. Bachelor of Arts Degree with Honours in chosen pathway

Programme validated by





BA (Hons) in Global Business or Marketing Management

Our BA (Hons) degree in global business or marketing management follows the same structure as our hospitality degree award and is also validated by Manchester Metropolitan University, UK. Preparing students for international roles in a variety of sectors, the degree focuses on contemporary issues of strategy, sustainability and digitalisation within the global business and marketing environments. Paid internship placements allow greater insight into the day-today running of international corporations and the strategic decision making processes.

Diploma in Business, Hotel & Tourism Management - 22 Weeks

Internship - 22 Weeks*

Study Units

- Study Skills at University Level
- Intro. to Business & Services Management
- Intro. to Marketing
- Hospitality Business Operations
- Principles of Entrepreneurship
- Business Accounting
- The Tourism Business
- Introductory Economics



Interim Exit Award: IMI Diploma in Business, Hotel & Tourism Management and Manchester Met. Certificate of Higher Education in Business, Hotel & Tourism Management

Higher Diploma in Chosen Pathway 22 Weeks

Core Units

- Personal Professional Development
- Enterprise Development Project
- Finance & Revenue Management
- Marketing & Consumer Behaviour - Managing People & Organisations
- **Business Management Units**
- Intercultural Business Management
- Global Trade

Marketing Management Units

- Marketing Communications
- Digital Media for Marketing



Interim Exit Award: IMI Higher Diploma in Global Business & Marketing Management and Manchester Met. Diploma of Higher Education in Global Business & Marketing Management

BA (Hons) Degree in Chosen Pathway 22 Weeks

Internship - 22 Weeks*

Core Units

- Continuous Professional Development
- Applied Research
- Global Marketing Management
- Digital & Social Media Management
- Pathway Dissertation

Business Management Units

- Global Business & Strategy
- Sustainable Business in Society

Marketing Management Units

- Strategic Marketing Planning
- Global Sales Management

*Students must complete at least 12 months of internship or work placements to successfully complete this programme.



Entry Requirements

- or equivalent qualification
- English level: 5.0 IELTS or equivalent

- 18 years of age

- High school certificate/IB Diploma/A Levels

Programme validated by





Start Dates

- February
- August
- Mav
- November



Award(s)

IMI & Manchester Met. Bachelor of Arts Degree with Honours in chosen pathway



BA (Hons) in International Culinary Arts

Blending practical and theoretical skills, this programme allows students to perfect their culinary abilities while also developing core industry management knowledge. Students spend approximately 30% of their time in the kitchen and 70% in the classroom, balancing the gastro-culinary skills with the strategies and techniques required to run a successful business. Paid internship placements, which can be undertaken in Switzerland or world-wide, offer the possibility for students to gain experience at leading, internationally acclaimed restaurants.

Diploma in International Culinary Arts 22 Weeks

Optional Internship - 22 Weeks

Study Units

- Study Skills at University Level
- Food Purchasing & Merchandising
- Fundamentals of Pastry & Baking
- Kitchen Essentials
- Managing Restaurants
- Nutrition, Food Hygiene & Safety
- Oenology & Beverages
- Study Skills at University



Higher Diploma in International Culinary Arts - 22 Weeks

Compulsory Internship - 22 Weeks

Study Units

- Contemporary Culinary Applications
- European Cuisine
- Food Menus & Entrepreneurship
- Hospitality Services Marketing
- Managing Commercial Kitchens
- Managing People & Organisations
- Personal & Professional Development



 $\label{limiterim} \textbf{Exit Award:} \ \textbf{IMI} \ \textbf{Higher Diploma in International Culinary Arts} \ \textbf{and Manchester Met.} \ \textbf{Diploma of Higher Education in International Culinary Arts}$

Interim Exit Award: IMI Diploma in International Culinary Arts and Manchester Met.

Certificate of Higher Education in International Culinary Arts

BA (Hons) Degree in International Culinary Arts - 22 Weeks

Optional Internship - 22 Weeks

Core Units

- Culinary Leadership & Entrepreneurship
- Digital Culinary Business Applications
- Gastronomy Production
- International Food & Culture
- Independent Project
- Continuous Professional Development



Entry Requirements

- 18 years of age
- High school certificate/IB Diploma/A Levels or equivalent qualification
- English level: 5.0 IELTS or equivalent



Start Dates

- February* August*
- May November
- *Diploma entry only possible in February and August



Award(s)

IMI & Manchester Met. Bachelor of Arts Degree with Honours in Int. Culinary Arts

Programme validated by





Swiss Advanced Diploma in Hotel & Restaurant Management

Hôtelier-Restarateur diplômé ES/Hôtelière-Restauratrice diplômée ES

One of the only Swiss federally approved qualifications to be taught in English, this Advanced Diploma is equivalent to a UK Level 6 NVQ award with worldwide recognition. The programme has a strong focus on practical hospitality and language skills and offers three paid internships to complement each study semester. An ideal industry entry-level programme, the Advanced Diploma equips students with the complete skill-set to open or manage a successful hotel or restaurant business.

Hospitality Practical Semester 22 Weeks

F&B/Rooms Division Internship 22 Weeks

Study Units

- Housekeeping Management
- Study Skills
- Food and Beverage Business Service
- Food Hygiene Management
- Hospitality Basics in Finance
- Managing F&B Business
- Professional English
- KOPAS
- German A1**

Culinary Arts Practical Semester 22 Weeks

F&B/Rooms Division Internship 22 Weeks

Study Units

- Front Office Management
- Marketing and Consumer Behaviour
- Food Services Concepts
- Food Production
- Restaurant Management and Control
- Hospitality Accounting
- The Business of Tourism
- Alcohol Law, Gambling, Health and Insurance
- German A2**

Management Semester 22 Weeks

Supervisory Internship 22 Weeks

Study Units

- Diplom Thesis
- Employment Law
- Financial Decision Making
- International Hospitality Operations Management
- Hospitality Services Marketing
- Managing People in Hospitality
- German B1**

Entry Requirements

- 18 years of age
- High school diploma or similar professional qualification and/or experience
- IELTS 5.0 or equivalent English language qualification showing B2 level



Start Date

- November



Award(s)

IMI Advanced Federal Diploma of Higher Education in Hospitality Management

Swiss federally recognised





Your Future

Many leading hospitality firms and businesses visit our campus to recruit directly for internships, jobs and management training positions. Our personalised careers support means you are best placed to secure your future role in the industry world-wide.

























Every IMI graduate becomes a member of our Hosco Alumni portal and receives all the latest career opportunities and news from us.

Supporting you in your future career goals!

hosco.

Accreditation and Memberships:







les écoles **supérieures** le scuole specializzate **superiori** die **höheren** fachschulen

