



INTERNATIONAL
MANAGEMENT INSTITUTE
SWITZERLAND



IMI SWITZERLAND PROGRAMME PROSPECTUS



IMI SWITZERLAND **PROGRAMME PROSPECTUS**

Introduction

Programme directory	06
A welcome from our CEO & Academic Dean	07
Our story	09
Academic qualities	10

Undergraduate programmes

Foundation Certificate	15
Diploma – Business, Hotel & Tourism	17
Higher Diploma – Hospitality Management	18
Higher Diploma – Business Management	21
BA (Hons) – Hospitality Management	22
BA (Hons) – Business Management	24
Diploma – Culinary Arts	26
Higher Diploma – Culinary Arts	28
BA (Hons) – Culinary Arts	30

Postgraduate programmes

Graduate Diploma – Hotel and Events	34
Graduate Diploma – Culinary Arts	35
MSc Degree – Hospitality and Events	38

Building your future

Internship services	41
Your future career	44

Application Info

Entry requirements	47
How to apply	48
Fees	50

04



Introduction



06

Programme Directory

Undergraduate courses

	Credits	Duration
Foundation Certificate	120	22 weeks
BA (Hons) International Hotel & Tourism Management*	360	110 weeks
BA (Hons) International Hotel & Events Management*	360	110 weeks
BA (Hons) International Hospitality Entrepreneurship*	360	110 weeks
BA (Hons) Global Business Management*	360	110 weeks
BA (Hons) Global Marketing Management*	360	110 weeks
BA (Hons) International Culinary Arts*	360	110 weeks

**These programmes require a minimum of 12 months of internship placements to be completed in order to graduate.*

Postgraduate courses

	Credits	Duration
Graduate Diploma in Hotel & Events Management	120	22 weeks
Graduate Diploma in International Culinary Arts	120	22 weeks
MSc in International Hospitality & Events Management	180	44 weeks

A welcome from our CEO and Academic Dean

07

To reach the top, you have to start at the top – IMI Switzerland is the hospitality management school where it all begins...

In times that can often be uncertain, the hospitality sector still prevails as one of the most exciting and fastest growing global industries.

With our idyllic lakeside campus, international faculty, multi-cultural environment, plus the highest of academic standards, we offer a truly memorable student experience that will shape your personal and professional development for the years ahead.

Prof. Gavin Caldwell
IMI CEO



A very warm welcome to IMI Switzerland – one of the world's leading hospitality and business management schools.

At IMI, our teaching approach is always personalised and focused to each individual student. With small class sizes, there is continuous contact between staff and students, meaning we can constantly monitor their academic progress and set them on the pathway to success.

We would love to welcome you to IMI in the near future to start your journey towards future career success...

Mr. Gareth Currie
IMI Academic Dean





Founded in 1991, IMI is one of Switzerland's leading hospitality management schools.

We offer a comfortable, family atmosphere on campus and personalised learning support and careers advice for every student.

Study takes place at our picturesque campus surrounded by the beautiful mountains and lakes of this spectacular region. Students are minutes away from the historical city of Luzern with its many shops, cafes, bars and restaurants.

The combination of quality academic teaching, Swiss practical training and excellent industry contacts are a recipe for success and our graduates can be found in management positions all around the globe.

The IMI Family: Proud to be Swiss family-owned since our formation in 1991.

We are unique among Switzerland's hospitality schools in this ownership model.

Owner and co-founder Heinz Bürki, alongside his daughter Isabelle, ensure that this family ethos remains in our school to this day.

Like any family, our shared values of care, support and inclusiveness mean that all our students feel at home here and are surrounded by friendly faces.

This is one of the many reasons why our alumni remain so connected to our school and know that they will always be a part of the world-wide IMI family!

With UK-validated degrees, small class sizes, an experienced faculty and personalised learning support, we combine the best of Swiss tradition with forward-thinking academic innovation.

UK-validated degrees

We are proud of our long-standing relationship with Manchester Metropolitan University in the UK. Their validation of our full-time, on-campus BA (Hons) and MSc degrees means students receive a degree awards that combine the best of Swiss tradition with UK academic excellence.

Each level of study is delivered through a combination of lectures and seminars over two, 10-week terms. Assessment methods include individual and group essays, reports, presentations and practical assessments. IMI students are externally enrolled for the Manchester Met. programmes.

Small class sizes

In line with our family ethos, we ensure that our class sizes are kept to a minimum, offering a more personalised and focused student experience. This encourages greater interaction between students and teachers and optimises academic outcomes.

Industry guest lectures

We regularly bring in experts from the industry to present to our students. This provides students with a diverse range of expertise and opinion as well as ensuring they are receiving the most up-to-date information regarding industry innovation and development.

Out of the classroom

A varied combination of field-trips, excursions and industry visits brings learning to life and gives our students direct, real-world exposure.





Undergraduate Programmes



Foundation Certificate

15

This is a six-month foundation course, preparing you for our degree-level programmes. Covering hospitality and management basics as well as university study skills it allows for direct entry onto any of our UK-accredited Bachelor's programmes.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	High School certificate or equivalent; 17 years of age; IELTS 4.5 (or equivalent)		

Core Units (120 Credits)	Credits
The Hotel, Tourism & Events Industry	10
Introduction to Food & Beverage Service	20
Hospitality Business Basics	20
Hygiene Management	20
Studying at University	10
English for University Studies	40

Degree Progression

- Diploma semester in Business, Hotel and Tourism Management
- Diploma semester in International Culinary Arts

OR *Paid Internship Placement in Switzerland or abroad*



Diploma in Business, Hotel & Tourism Management

17

The Diploma semester is the first stage of the BA (Hons) degree and covers introductory modules in core subject areas of hospitality and tourism business operations, marketing and finance. The below modules are common to both our hospitality and business bachelor degrees.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Certificate/High School/IB/A Levels or equivalent; 18 years of age; IELTS 5.0 (or equivalent)		

Core Units (120 Credits)	Credits
Study Skills at University Level	10
Introduction to Business & Services Management	20
Introduction to Marketing	10
Hospitality Business Operations	30
Principles of Entrepreneurship	10
Business Accounting	10
The Tourism Business	20
Introductory Economics	10

Degree Progression

Higher Diploma semester in:

- [International Hotel & Tourism Management](#)
- [Global Business Management](#)
- [International Hotel & Events Management](#)
- [Global Marketing Management](#)
- [International Hospitality Entrepreneurship](#)

OR *Paid Internship Placement in Switzerland or abroad*

18

Higher Diploma in Hospitality Management

On entering the Higher Diploma semester of our hospitality BA (Hons) degree, you can choose to specialise in one of three pathways – hotel and tourism, hotel and events or hospitality entrepreneurship – all offering specialist study units. The pathway you select here is then taken on to the final BA (Hons) semester.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)		

Core Units (90 Credits)	Credits
Personal Professional Development	10
Enterprise Development Project	20
Finance & Revenue Management	20
Marketing & Consumer Behaviour	20
Managing People & Organisations	20

Pathway Units (30 Credits)

International Hotel & Tourism Management

Tourism Destination Management (10 credits)

Hotel Services Management (20 credits)

International Hotel & Events Management

Festival & Special Event Management (10 credits)

Hotel Services Management (20 credits)

International Hospitality Entrepreneurship

Restaurant Sales, Dev. & Merchandising (10 credits)

Project Management for Start-Ups (20 credits)

Degree Progression

➤ BA (Hons) Degree semester in chosen pathway

OR *Paid Internship Placement in Switzerland or abroad*





Higher Diploma in Business Management

21

On entering the Higher Diploma semester of our business BA (Hons) degree, you can choose to specialise in one of two pathways – global business management or global marketing management – both offering specialist study units. The pathway you select here is then taken on to the final BA (Hons) semester.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)		

Core Units (90 Credits)	Credits
Personal Professional Development	10
Enterprise Development Project	20
Finance & Revenue Management	20
Marketing & Consumer Behaviour	20
Managing People & Organisations	20

Pathway Units (30 Credits)

Global Business Management

Global Trade (10 credits)

Intercultural Business Management (20 credits)

Global Marketing Management

Digital Media for Marketing (10 credits)

Marketing Communications (20 credits)

Degree Progression

➤ BA (Hons) Degree semester in chosen pathway

OR *Paid Internship Placement in Switzerland or abroad*

The final semester of the hospitality degree develops your managerial and leadership abilities, while retaining a specialist focus on your selected pathway. On completion of this semester, you will receive a dual BA (Hons) degree from IMI and Manchester Metropolitan University, UK.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Higher Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)		

Core Units (80 Credits)	Credits
Continuous Professional Development	10
Applied Research	10
Global Marketing Management	20
Digital and Social Media Management	10
Pathway Dissertation	30

Pathway Units (40 Credits)

International Hotel & Tourism Management

Hospitality Leadership and Innovation (20 credits)

Sustainable Tourism Planning & Dev. (20 credits)

International Hotel & Events Management

Hospitality Leadership and Innovation (20 credits)

Events Management (20 credits)

International Hospitality Entrepreneurship

Entrepreneurship & Innovation in Hospitality (20 credits)

Hospitality Business Across Cultures (20 credits)

Final Award

BA (Hons) Degree in chosen pathway

validated by:





BA (Hons) in Business Management

24

The final semester of the business degree develops your global enterprise and managerial abilities, while retaining a specialist focus on your selected pathway. On completion of this semester, you will receive a dual BA (Hons) degree from IMI and Manchester Metropolitan University, UK.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Higher Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)		

Core Units (80 Credits)	Credits
Continuous Professional Development	10
Applied Research	10
Global Marketing Management	20
Digital and Social Media Management	10
Pathway Dissertation	30

Pathway Units (40 Credits)

Global Business Management

Global Business and Strategy (20 credits)

Sustainable Business in Society (20 credits)

Global Marketing Management

Strategic Marketing Planning (20 credits)

Global Sales Management (20 credits)

Final Award

BA (Hons) Degree in chosen pathway

validated by:





Diploma in International Culinary Arts

26

The Diploma semester is the first stage of the BA (Hons) degree and covers introductory modules into the core kitchen skills as well as business management. Students on this programme spend approximately 30% of the time in kitchen practical classes and 70% in the classroom learning theory.

Start Dates	February or August	Duration	22 weeks
Requirements	IMI Certificate/High School/IB/A Levels or equivalent; 18 years of age; IELTS 5.0 (or equivalent)		

Core Units (120 Credits)	Credits
Food Purchasing & Merchandising	20
Fundamentals of Pastry & Baking	20
Kitchen Essentials	20
Managing Restaurants	20
Nutrition, Food Hygiene & Safety	20
Oenology & Beverages	10
Study Skills at University	10

Degree Progression

➤ [Higher Diploma semester in International Culinary Arts](#)

OR *Paid Internship Placement in Switzerland or abroad*



Higher Diploma in International Culinary Arts

28

The Higher Diploma semester introduces more advanced kitchen skills and techniques as well as looking in more depth at international business operations and restaurant management. Students will engage with personal and professional development in order to start to prepare them for their future career.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	IMI Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)		

Core Units (120 Credits)	Credits
Contemporary Culinary Applications	20
European Cuisine	20
Food Menus & Entrepreneurship	10
Hospitality Services Marketing	20
Managing Commercial Kitchens	20
Managing People & Organisations	20
Personal & Professional Development	10

Degree Progression

➤ [BA \(Hons\) Degree semester in International Culinary Arts](#)

OR *Paid Internship Placement in Switzerland or abroad*



BA (Hons) in International Culinary Arts

30

The final semester of the culinary degree allows students a greater degree of culinary creativity as they complete their independent project and are introduced to more advanced techniques. On completion of this semester, you will receive a dual BA (Hons) degree from IMI and Manchester Metropolitan University, UK.

Start Dates

February, May, August or November

Duration

22 weeks

Requirements

IMI Higher Diploma or equivalent; 18 years of age; IELTS 5.5 (or equivalent)

Core Units (120 Credits)	Credits
Continuous Professional Development	10
Culinary Leadership and Entrepreneurship	10
Digital Culinary Business Applications	20
Gastronomy Production	20
International Food and Culture	20
Independent Project	40

Final Award

BA (Hons) Degree in International Culinary Arts





Postgraduate Programmes



Graduate Diploma in Hotel & Events Management

34

Designed for those looking to start a career within the hospitality or events sectors, this Graduate Diploma is aimed at students with unrelated Bachelor's degrees or work experience. With a thorough overview of sector-specific managerial skills, it prepares you for leadership roles within the industry.

Start Dates	February, May, August or November	Duration	22 weeks
Requirements	Bachelor's award in any discipline OR a minimum three years of work experience; IELTS 5.0 (or equivalent)		

Core Units (120 Credits)	Credits
Food and Beverage Service	20
Business Accounting	20
Managing People and Organisations	20
Marketing and Consumer Behaviour	20
Enterprise Development Project	20
Events Management	20

Optional Progression

➤ *Paid Internship Placement in Switzerland or abroad*

Final Award

Graduate Diploma in International Hotel and Events Management

from:



Graduate Diploma in International Culinary Arts

This programme is aimed at those looking to start their career in culinary arts who hold an unrelated Bachelor's degree or have recognised work experience. With a strong focus on the practical kitchen skills, the diploma also introduces students to concepts of management, leadership and business development.

Start Dates February or August **Duration** 22 weeks

Requirements Bachelor's award in any discipline OR a minimum three years of work experience; IELTS 5.0 (or equivalent)

Core Units (120 Credits)	Credits
Kitchen Essentials	20
Nutrition, Food Hygiene & Safety	20
Managing People and Organisations	20
Oenology & Beverages	10
Contemporary Culinary Applications	20
Fundamentals of Pastry and Baking	20
Restaurant Sales Development and Merchandising	10

Optional Progression

➤ *Paid Internship Placement in Switzerland or abroad*

Final Award

Graduate Diploma in International Culinary Arts

from:







MSc in International Hospitality & Events Management

38

This Master's programme is aimed at those seeking senior leadership positions in the hospitality or events sectors. For those seeking additional work experience, there is the option of up to 44-weeks of paid internship placements following the study semesters either in Switzerland or globally.

Start Dates February or August **Duration** 44 weeks

Requirements Bachelor's award in any discipline; IELTS 6.0 (or equivalent)

Core Units (180 Credits)	Credits
International Events, Facilities and Venue Management	20
Hospitality Operations and Human Resources Management	20
Finance and Revenue Management in Hospitality	10
International Conference Management	20
International Strategic Management for Hospitality	10
New Venture Creation and Innovation in Events	20
Live Events	10
Marketing Strategies in the Digital Era	10
Research Methods and Dissertation	60

Optional Progression

➤ *Paid Internship Placement(s) in Switzerland or abroad*

Final Award

MSc Degree in International Hospitality and Events Management



Your Future



At IMI, we offer the option of a paid internship placement after every study semester. These placements provides invaluable experience, enhance your CV, connect you with leading industry figures and allow you to earn a salary as part of your degree study.

Personal Support

As with our academic services, when it comes to internships, IMI offers personalised and dedicated support to each and every student.

From CV preparation and interview workshops to finding individual work opportunities based on the student's career goals, our Internships team works tirelessly to help you secure your dream placement.

This bespoke service sets us apart from other schools and results in great outcomes for our students.

Swiss Internships

A paid work placement in Switzerland is an excellent way to gain management experience in the birthplace of hospitality.

With one of the highest internship salaries worldwide, this also allows students to start gaining a return on their investment during their studies. The minimum salary for a Swiss internship is currently 2,303 CHF.

International Placements

An international work-placement offers a fantastic opportunity to discover a new culture while gaining valuable industry experience.

At IMI we work with a range of placement agencies and world-renowned hospitality brands to offer you exciting opportunities in locations such as the United States, the Middle East, the Caribbean and throughout Europe.



HYATT®



THE RITZ-CARLTON®

Sandals
RESORTS INTERNATIONAL

Marriott®
HOTELS · RESORTS · SUITES



UBS

HUGO BOSS

 TikTok

 SWISS

BALLY

 accenture



A qualification from IMI prepares you for exciting career opportunities in a wide-range of global industries.

Career Days

We welcome some of the world's biggest hospitality firms onto campus to present their career opportunities to our students.

They will conduct on-campus interviews for internship and management trainee positions, giving our students the chance to secure international job roles and take the first, exciting steps in their future career.

Global Network

As a school with over 30 years of experience providing highly-skilled graduates to the industry, we have a truly international network. Our alumni are spread across the globe working in senior leadership roles within both hospitality brands and other sectors.

Securing your future

We have an incredibly high success rate when it comes to finding work opportunities for our graduates.

As an IMI alumni, you will always have access to our Careers team, meaning no matter what stage you are at in your career, you can always benefit from our experience and vast network of industry contacts.

Success by numbers

The below results are taken from our latest worldwide alumni survey of IMI graduates:

97%



Alumni employed within one year of graduation.

50%



Alumni employed within managerial positions or higher.



Application Info



At IMI, we aim to ensure that our entry requirements are as clear and simple as possible.

Programme specific requirements

Each of our study programmes has specific academic requirements. You can see these listed on the individual programme pages earlier in this brochure.

Start Dates

In order to ensure that students can progress with their further studies at a time that is convenient for them, we offer four intakes per year.

These fall in:

- February
- May
- August
- November

We also offer a two-week Summer Camp each year in July.

General requirements

The following documents are required for the initial academic assessment:

- Your most recent academic transcript
- Your passport photocopy
- A proof of English level (IELTS certificate or equivalent)

To complete your application, we also require:

- A motivation letter (approx. 500 words)
- CV/Resume (in English)
- A completed Health declaration form

Additional requirements

For some applications, we may also require:

- Proof of financial funds for your study (normally a bank statement)
- A letter confirming your intent to return to your home country on completion of your studies

We want to make our application process as straight-forward as possible and have a dedicated Admissions team available to support applicants at every stage of the process.

Below is an overview of the full application process:

1. Submit your documents

Complete our [online application form](#) and upload the required documents directly to us.

2. Book a consultation

Eligible applicants will be invited to book a call with our Admissions team who will guide you through your study options.

3. Academic Assessment

Once all required documents have been submitted, our Academic team will evaluate your eligibility for your chosen study programme.

4. Provisional Letter of Acceptance (PLOA) issued

Once accepted onto your programme, we will send you a Provisional Letter of Acceptance outlining all the programme fees.

5. Payment of Registration Fee

On payment of the registration fee, we will issue you with the official Letter of Acceptance (LOA) which is required for the study visa application process.

6. Payment of Fees

50% of the tuition, accommodation and meals fees should be paid eight weeks before the course start date and the remaining 50% paid, latest, two weeks after the course start date.

7. Join the IMI Family

Book your flight and arrive in Switzerland to start your IMI adventure!



Our fees are transparent and all-inclusive (meaning students do not need to purchase any additional academic materials).

All below fees are stated in Swiss Francs (CHF).

Foundation Certificate

Registration Fee	3,300 CHF
Tuition Fee	16,500 CHF
Foundation Certificate Semester	19,800 CHF

BA (Hons) in International Culinary Arts

Registration Fee	3,300 CHF
Tuition Fee	26,500 CHF
Equipment Fee	1,500 CHF
Diploma Semester	31,300 CHF
Registration Fee	3,300 CHF
Tuition Fee	26,500 CHF
Equipment Fee	1,500 CHF
Higher Diploma Semester	31,300 CHF
Registration Fee	3,300 CHF
Tuition Fee	26,500 CHF
Equipment Fee	1,500 CHF
BA (Hons) Semester	31,300 CHF

BA (Hons) in International Hospitality Management

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

Diploma Semester	28,300 CHF
-------------------------	-------------------

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

Higher Diploma Semester	28,300 CHF
--------------------------------	-------------------

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

BA (Hons) Semester	28,300 CHF
---------------------------	-------------------

BA (Hons) in Global Business Management

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

Diploma Semester	28,300 CHF
-------------------------	-------------------

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

Higher Diploma Semester	28,300 CHF
--------------------------------	-------------------

Registration Fee	3,300 CHF
------------------	-----------

Tuition Fee	25,000 CHF
-------------	------------

BA (Hons) Semester	28,300 CHF
---------------------------	-------------------

Graduate Diploma in Hotel & Events Management

Registration Fee	3,300 CHF
Tuition Fee	23,000 CHF
Total	26,300 CHF

Graduate Diploma in International Culinary Arts

Registration Fee	3,300 CHF
Tuition Fee	24,500 CHF
Equipment Fee	1,500 CHF
Total	29,300 CHF

MSc in International Hospitality & Events Management

Registration Fee	3,300 CHF
Tuition Fee	28,500 CHF
Semester 1	31,800 CHF
Registration Fee	1,650 CHF
Tuition Fee	3,500 CHF
Semester 2	5,150 CHF

Accommodation Fees

(22-week semester)

	Standard	Lake View
Twin: shared shower & toilet	2,700 CHF	3,200 CHF
Twin: shared shower & private toilet	3,000 CHF	3,500 CHF
Twin: private shower & toilet	4,000 CHF	4,500 CHF
Single: shared shower & toilet	3,950 CHF	4,450 CHF
Single: shared shower & private toilet	4,200 CHF	4,700 CHF
Single: private shower & toilet	5,250 CHF	5,750 CHF

Meals Fees

(22-week semester)

Full board*	2,950 CHF
Lunch & dinner only	2,250 CHF
Single meal	12 CHF

**Students living on campus are required to take the Full board option which includes breakfast, lunch and dinner on weekdays and brunch and dinner on weekends and public holidays.*

IMI International Management Institute Switzerland reserves the right to alter fees, dates and curriculum without prior notice.

Occasionally, IMI students will be required to participate in filming and/or photographic shooting for academic or marketing purposes. If you have any objections to this, please state them in writing to the Academic Dean.

For a full list of our terms and conditions, please see [our website](#).



Find out more:
imi-luzern.com

Explore our study options:

We are available to answer any questions you may have.

Contact us at:

info@imi-luzern.com

Follow us:

@imiluzern



Visit us:

Seeacherweg 1, 6047-
Kastanienbaum
Luzern, Switzerland

Apply now!

