



Brochure



Nurturing

Future Leaders





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Located in the scenic canton of Lucerne, Switzerland, IMI combines high-quality education in hospitality with a supportive, close-knit community atmosphere.

Mr. Iulian Virvan
Chief Executive Officer

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Welcome to IMI Switzerland!

Your Pathway to Global Hospitality Excellence

As the new CEO of IMI Switzerland, I am thrilled and proud to invite you to explore the unique opportunities our institution offers.

At IMI, we believe in nurturing both the personal and professional growth of each student. Our commitment to delivering an internationally recognised education is reflected in our hands-on approach, combining theory with practice through internships, industry partnerships, and real-world simulations. This holistic approach ensures that you not only gain the knowledge and skills necessary to succeed in the global hospitality industry but also develop the leadership and entrepreneurial qualities that will set you apart in your future career.

Our values of innovation and inclusivity are at the heart of everything we do.

We create an environment where diversity is celebrated, where students from all corners of the world come together to learn, grow, and forge lasting friendships. Whether you're pursuing a Bachelor's, Master's, or Diploma programme, IMI offers a tailored learning experience designed to match your unique aspirations.

Our location in Luzern, surrounded by the stunning Swiss landscapes and with a vibrant city life, provides the perfect backdrop for your studies. Here, you'll enjoy a blend of tradition and modernity, along with a strong focus on sustainability practices that are crucial to today's modern hospitality industry.

Join the IMI family, where students, faculty, and alumni come together to inspire and support one another every step of the way. Begin your journey today and take the first step towards a rewarding career in this most diverse and exciting global industry.




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Excellence, professionalism, innovation, and diversity shape future leaders in hospitality.

HISTORY

Born from a Vision, Driven by Excellence

In August 1991, three Swiss pioneers — Mr. Heinz Bürki, Mr. Tom Maher, and Mr. Rudolf Fischer — brought to life the International Management Institute (IMI) in the lakeside town of Weggis at the iconic Hotel Waldstätten. Welcoming 55 students for the inaugural intake, they set out with an ambitious goal: to be the leading provider of Swiss hospitality education in the German-speaking region of Switzerland.

Swiss Expertise Meets Global Recognition

A milestone partnership with Manchester Metropolitan University in 1995 elevated IMI's academic offerings. This collaboration seamlessly blends the precision of Swiss hospitality training with the prestige of a UK-accredited degree, equipping students with internationally recognised credentials and a multitude of global career opportunities.

A Campus Like No Other

In 1997, IMI moved to its stunning campus in Kastanienbaum, a short 12-minute journey from the city of Luzern and its many historic charms. Nestled on the shores of Lake Luzern and framed by breathtaking Alpine views, the campus is more than just a place to study — it's a home away from home for a global community of aspiring professionals.

A Legacy of Personalised Excellence

With approximately 200 students enrolled each semester, IMI remains true to the vision of its founder, Mr. Heinz Bürki, who, along with his daughter Isabelle, ensure the school retains its signature family spirit and personalised approach to education. These values, combined with academic rigor, create an unparalleled learning experience.



Shaping Leaders, Inspiring Entrepreneurs

Ranked among the top hospitality schools in the world, IMI continues to innovate, aligning its programmes with the evolving demands of the global workplace. Our alumni — leaders, pioneers, and entrepreneurs — embody the essence of Swiss hospitality and the limitless possibilities it unlocks.

1990



In 1997, the school relocated to its current home of **Kastanienbaum** on the shores of **Lake Luzern**.

1995

Validation agreement signed with **Manchester Metropolitan University** in the UK, initially covering IMI's diploma awards.

2001



In 1991, IMI welcomes its first intake of **55 students** to its hotel campus in **Weggis**.



**Manchester
Metropolitan
University**

Manchester Metropolitan University validation extended to cover IMI's degree programmes.

2012



The school celebrates its **25th anniversary** with a special alumni reunion at campus Kastanienbaum.

2017



All degree programmes – hospitality, business and culinary arts – are consolidated under the **Manchester Metropolitan University** validation.

2016

IMI launches its culinary brand, the **International Culinary Institute**, in collaboration with validating partner **Oxford Brookes University**.



2022

IMI enters the newly launched **QS World University Rankings** as one of the top 20 hospitality schools worldwide.



FAMILY

Mr. Heinz Bürki

In 1991, Mr. Heinz Bürki transformed a dream into reality with the founding of the International Management Institute (IMI). With a career built on Swiss hospitality's highest standards and a passion for education, he envisioned a school that offered more than knowledge — one that inspired, nurtured, and set the benchmark for personalised learning. From its modest beginnings, IMI quickly became a leader in boutique hospitality education and continues to blend Swiss tradition with global innovation for each new generation of students.

Ms. Isabelle Bürki

Joining Mr. Bürki on this journey was his daughter, Isabelle. Inspired by her father's passion, Isabelle brought fresh energy and a future-focused mindset to IMI. Together, they have created a leadership dynamic that balances Heinz's wealth of experience with Isabelle's forward-thinking perspective and innovation. Her contributions have helped expand IMI's global footprint while staying true to the school's core values of academic excellence, a personalised approach, and unique family spirit.





IMI is home

to a vibrant international community, with students from over 35 different countries studying at its Swiss lakeside campus. Under the stewardship of Heinz and Isabelle, IMI has become more than just a school — it's a global family. Their shared vision ensures that IMI continues to lead the way in hospitality education, with tradition meeting modernity, resulting in students who are inspired to achieve their dreams.

*IMI is, and will always be,
fundamentally about our people...*

Whether these are students, alumni, staff or our vast, international network of partners - the happiness and prosperity of each and every member of the IMI family is how we measure our success.

Heinz Bürki

President of the Board of Directors



*Facilitating academic journeys
with precision and care...*

Empowering future leaders in management, business, and hospitality at IMI International Management Institute Switzerland.

Ferry Firmansyah

Member of the Board of Directors

*Once you join the IMI family,
you are a member for life...*

Studying at IMI opens up an international network for you - a network that supports, inspires and guides you at every stage of your academic and professional journey.

Isabelle Bürki

Vice-President of the Board of Directors



OUR DISTINCTION

A Boutique Hospitality School

With over three decades of expertise, we've built a reputation for delivering world-class hospitality education. Our distinguished faculty, supported by visiting industry experts, ensure every class inspires and challenges. With small class sizes, we offer personalised attention, and our prestigious UK university accreditations add global recognition to your qualifications.

Personalised Path to Success

At IMI, we inspire growth through a bespoke, forward-thinking approach to education. Paid internships, both in Switzerland and abroad, can be taken after each semester, and provide invaluable, real-world experience. Leading global companies visit our campus to recruit talent, and our dedicated Careers team offers personalised guidance to help students achieve their professional aspirations.

The Only Swiss Family-Owned School

Proudly family-owned, we blend Swiss tradition with cutting-edge innovation, ensuring excellence in everything we do. Our location in the heart of Europe makes Switzerland the ideal base for exploring this diverse and inspiring continent. With easy access to the city of Luzern, you have vibrant culture on your doorstep and breathtaking Alpine views as your backdrop.

A Global Perspective

With students from over 35 nationalities, our campus is a hub of cultural exchange and global collaboration. Studying in one of the safest and most beautiful countries in the world, you'll gain the skills, connections, and confidence to excel in international industries while being part of a diverse and welcoming community.



OUR VALUES

Excellence

We aim for excellence in everything we do — whether it's delivering world-class academic programmes, curating career-boosting internship placements, or crafting an exceptional student experience. Excellence is not just a goal; it's our standard.

Professionalism

Building trust is key. With a strong foundation of professionalism, we nurture long-standing, mutually beneficial relationships with students, alumni, employers, and industry partners.

Innovation

The future of hospitality demands forward-thinking solutions. We embrace the latest trends, techniques, and ideas, to ensure our students are prepared to lead and innovate in a constantly evolving industry.

Diversity

Our campus reflects the wider world. With students from over 35 countries, we celebrate the richness of cultural diversity and the opportunity it brings to grow and learn from one another.





OUR MISSION

To be the world's leading hospitality management school, delivering excellence in both academic and career outcomes as well as an unforgettable student experience.

This mission inspires everything we do. From the classroom to internships, and from campus life to global partnerships, we ensure our high standards empower students, faculty, and partners to achieve greatness. Together, we create an environment of ambition, growth, and success.

*At IMI, we believe in more than education—
we believe in shaping futures.*

Guided by our values and mission, we're dedicated to preparing our students for a lifetime of leadership, innovation, and impact in the global hospitality industry.



Programmes

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Small classes, UK-validated degrees, internships, and confidence-building programmes ensure success.

QUALITY ASSURANCE

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Prestigious accreditations and audits ensure academic excellence and quality at IMI.

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Personalised teaching and small classes guide students through IMI's bachelor's programmes.

MASTER'S DEGREE

69

Combining advanced business knowledge, practical experience, and multicultural insights.

Our Programmes are Uniquely Designed
For Your Success

VALUE

Personalised Attention

With small class sizes, our lecturers work closely with each student, encouraging curiosity and fostering individual strengths. This personalised approach ensures students feel supported throughout their academic journey.

Confidence Building

Our programmes focus on nurturing confidence. Through engaging lectures, collaborative group discussions, and supportive presentations, students build the confidence to overcome fears like public speaking.

Real-World Experience

Paid internships are integrated into each programme, providing students with hands-on experience in world-class establishments. These opportunities allow students to apply their learning in real-world settings while expanding their professional network.

Global Recognition

IMI combines its renowned Swiss tradition of hospitality excellence with globally recognised, UK-accredited degrees. This dual emphasis ensures our graduates stand out in a competitive job market.



QUALITY ASSURANCE

Partnership with Manchester Metropolitan University

Since 1995, IMI has partnered with Manchester Metropolitan University (Manchester Met.) one of the UK's most established and respected institutions. Celebrating over 200 years of academic excellence, Manchester Met. is renowned for its outstanding teaching quality and has been recognised by the Teaching Excellence Framework (TEF).

Its prestigious Business School also holds the Triple Crown Accreditation.



The Triple Crown Accreditation (EQUIS, AACSB, AMBA) is a testament to Manchester Met.'s global reputation and rigorous academic standards.

Accreditations & Audits

At IMI, we are committed to delivering the highest academic standards, supported by professional accreditations from some of the world's most respected agencies. These accreditations ensure our programmes meet internationally recognised benchmarks, guaranteeing not only academic excellence but also an exceptional student experience. Regular audits by these accrediting bodies uphold our commitment to quality, ensuring that our programmes remain innovative, rigorous, and relevant in a rapidly evolving industry.



SQS – ISO 9001:

Ensuring quality management excellence.



SQS – Eduqua:

Switzerland's recognised certification for educational institutions.



The Council for Hospitality Management Education (CHME):

Endorsing the quality of our hospitality management programmes.



EUHOFA Membership:

Part of the prestigious international association of hotel schools.



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At IMI, we focus on personalised learning tailored to each student's needs and preferences.

This approach ensures we can provide targeted guidance, meaningful feedback, and a better student experience as you prepare for the real world. We hope you join us soon to kickstart your future career in culinary, hospitality, or business management.

Ms. Matina Gatsou
Academic Dean

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CERTIFICATE

INTERNATIONAL HOTEL AND TOURISM MANAGEMENT

6-Month Programme



Designed for

individuals seeking to develop essential knowledge and skills for the global hospitality, tourism, and events industries. With a strong focus on operational knowledge, academic skills, and English language proficiency, this programme lays the groundwork for pursuing higher education or careers in hospitality.

AIM

This programme prepares students for careers in hospitality, tourism, and events, blending theory with practical skills for operational roles and further studies.

Provides a solid foundation for students entering the hospitality, tourism, and events industries.

Offers industry insights and practical training in food service, accounting, and housekeeping.

Boosts English proficiency to at least an IELTS 5.0 and introduces essential academic skills for higher education success.

Fosters growth, helping students realise their potential for operational roles and further studies.

Starting in February, May, August or November

First Semester

22 WEEKS

The Hotel, Tourism and Events Industry

Studying at University

Introduction to Food & Beverage Service

Hygiene Management

English for University Studies

Hospitality Business Basics

Total Credits: 120

Second Semester

INTERNSHIP (OPTIONAL)

LEARNING OUTCOMES

Graduates of this programme will gain a thorough understanding of the global hospitality, tourism, and events sectors, along with key management skills in accounting, food safety, and housekeeping. They will master high-end dining service, essay writing, report preparation, and presentation skills, while also developing expertise in food safety and core hospitality operations.

Entry Requirements

- ✦ High school certificate or equivalent (GCSEs / O-Levels etc.)
- ✦ IELTS 4.5 (or equivalent)

Is This Programme Right for You?

This programme is ideal for individuals seeking an entry point into the hospitality and tourism industries or those who need to strengthen their academic and English language skills before pursuing higher education. If you aspire to build a career in hospitality, tourism, or events, and are eager to learn practical service skills and foundational management concepts, this certificate offers the perfect starting point. With its focus on operational expertise, academic preparation, and English proficiency, this programme equips you to thrive in a competitive global industry.

BA (HONS) INTERNATIONAL HOSPITALITY BUSINESS MANAGEMENT

2.5-Year Double Award Programme with Paid Internships



Designed for

aspiring leaders passionate about the global hospitality industry, this Honours Degree Programme at IMI Switzerland combines core business disciplines with specialised hospitality expertise. Students gain technical, interpersonal, and problem-solving skills while applying innovative and sustainable practices in real-world contexts. Within a multicultural environment, the programme nurtures creativity, ethical leadership, and professional growth, empowering graduates to excel and leave a lasting impact in the dynamic hospitality sector.

AIM

This programme prepares students for global hospitality and business careers, providing skills, business ethics, and real-world experience.

Equip students with the knowledge and skills to build successful careers in international hospitality and business sectors.

Develop transferable skills such as communication, problem-solving, accountability, and teamwork, with a focus on ethical and sustainable practices.

Create an international and multicultural learning environment that encourages the exchange of diverse perspectives and experiences.

Provide opportunities to apply advanced theories and concepts in hospitality, business, and culinary management within real-world professional settings.



Watch René's story of growth and learning during his internship at the 5-star Hotel Giardino Ascona.

*Photo by
Hotel Giardino Ascona*

Diploma (Year 1)

Starting in February, May, August or November

Higher Diploma (Year 2)

Starting in February, May, August or November

First Semester

22 WEEKS

Academic Skills

Introduction to Business & Services Management

The Digital Consumer

Hospitality Business Operations

Principles of Entrepreneurship

Business Accounting

The Tourism Business

Introductory Economics

Total Credits: 120

Third Semester

22 WEEKS

Talent Management & Development

Consumer Behaviour & Market Research

Financial Performance Analysis & Revenue Control

Project Management for Business

Tourism in the Digital Age

Event Design & Production

Hospitality & Tourism Across Cultures

Total Credits: 120

Second Semester

You can choose to begin your first internship* this semester, in Switzerland or abroad, or undertake it in a future term. Gain hands-on experience and build valuable skills in an international environment.

Fourth Semester

The internship is optional and can be completed either in Switzerland or abroad, offering flexibility to suit your goals and preferences.

**A minimum of 12 months of internship placements are required to complete this degree.*

BA Hons (Year 3)

Starting in February, May, August or November

Fifth Semester

22 WEEKS

Research Project

Digital Marketing Strategies

International Marketing Management

Applied Research

Sustainable Tourism Destination Management

Hospitality Concepts

Strategic Event Planning & Management

Total Credits: 120

Entry Requirements

- ✦ IMI Certificate/High School/IB/A Levels or equivalent
- ✦ At least 18 years of age
- ✦ IELTS 5.0/TOEFL 40-45 or equivalent



LEARNING OUTCOMES

Graduates of this programme will become confident, innovative leaders ready to excel in the global hospitality industry. They will master business disciplines, develop advanced problem-solving and interpersonal skills, and navigate cultural, social, and economic dimensions of hospitality. With a focus on ethical leadership, sustainability, and inclusivity, they will foster collaboration, drive innovation, and deliver exceptional customer experiences. Equipped with entrepreneurial skills and data-driven decision-making abilities, they will shape the future of hospitality with creativity and purpose.

Is This Programme Right for You?

This programme is ideal for ambitious individuals passionate about hospitality and eager to lead in a global industry. Whether you are a high school graduate looking to build a strong foundation or a professional seeking to advance your career, this programme provides the perfect blend of academic knowledge and practical experience. It's particularly suited for those aspiring to innovate, solve complex challenges, and create meaningful impact in dynamic and culturally diverse environments.



BA (HONS) INTERNATIONAL BUSINESS MANAGEMENT

2.5-Year Double Award Programme with Paid Internships



Designed for

ambitious, globally-minded students seeking to thrive in international business environments, this Honours Degree Programme, developed and validated with Manchester Metropolitan University, combines academic excellence with practical application to meet the evolving demands of the global hospitality and business sectors. The curriculum fosters skills, knowledge, and confidence, emphasising innovation, sustainability, and cross-cultural perspectives, preparing graduates for leadership roles in a dynamic and competitive global market.

AIM

This programme is crafted to equip future professionals for success in global hospitality and business roles.

Build a strong foundation for professional growth in international hospitality and business sectors by integrating advanced business knowledge and management tools.

Foster critical skills such as communication, teamwork, problem-solving, and ethical decision-making to enhance career readiness.

Provide an international and multicultural learning environment, encouraging the exchange of perspectives and ideas.

Enable students to apply business management theories in real-world settings to ensure a practical, industry-relevant education.



Diploma (Year 1)

Starting in February, May, August or November

Higher Diploma (Year 2)

Starting in February, May, August or November

First Semester

22 WEEKS

Academic Skills

Introduction to Business & Services Management

The Digital Consumer

Hospitality Business Operations

Principles of Entrepreneurship

Business Accounting

The Tourism Business

Introductory Economics

Total Credits: 120

Second Semester

You can choose to begin your first internship* this semester, in Switzerland or abroad, or undertake it in a future term. Gain hands-on experience and build valuable skills in an international environment.

Third Semester

22 WEEKS

Talent Management & Development

Consumer Behaviour & Market Research

Financial Performance Analysis & Revenue Control

Project Management for Business

Operations Management for Services

International Trade & Finance

International Business Law

Total Credits: 120

Fourth Semester

The internship is optional and can be completed either in Switzerland or abroad, offering flexibility to suit your goals and preferences.

**A minimum of 12 months of internship placements are required to complete this degree.*

BA Hons (Year 3)

Starting in February, May, August or November

Fifth Semester

22 WEEKS

Research Project

Digital Marketing Strategies

International Marketing Management

Applied Research

Cross-Cultural Management

Sustainability & Corporate Social Responsibility

International Strategic Management

Total Credits: 120

Entry Requirements

- ✦ IMI Certificate/High School/IB/A Levels or equivalent
- ✦ At least 18 years of age
- ✦ IELTS 5.0/TOEFL 40-45 or equivalent





LEARNING OUTCOMES

Graduates of this programme will emerge as ethical and innovative leaders, equipped with a comprehensive understanding of global hospitality and business practices. They will possess advanced knowledge in market dynamics, consumer behaviour, finance, operations, and organisational leadership, enabling them to drive business success in diverse and competitive environments. Proficient in leveraging digital tools and data analytics, they will make informed, strategic decisions and develop innovative solutions.

Is This Programme Right for You?

This programme is ideal for motivated individuals with a passion for hospitality, business, and innovation. Whether you are a high school graduate looking to build a career in the hospitality and business sectors or a professional seeking to deepen your expertise, this degree provides the perfect platform for success. It is particularly suited for those aspiring to leadership roles in global organisations or aiming to launch entrepreneurial ventures in dynamic and fast-evolving markets.

BA (HONS) INTERNATIONAL CULINARY MANAGEMENT

2.5-Year Double Award Programme with Paid Internships



Designed for

aspiring culinary leaders looking to combine practical kitchen skills with essential business knowledge in preparation for a dynamic career in the global culinary industry. Whether you aim to work in top-tier restaurants or start your own venture, this programme blends hands-on training, managerial expertise, and an international perspective. Under the guidance of Programme Leader Anthimos Georgiou, students will benefit from his extensive culinary experience. With opportunities for paid internships and real-world practice, you'll graduate with the skills, confidence, and creativity to succeed in this fast-paced field.

AIM

This programme is crafted to prepare future leaders in the global culinary and business sectors.

Equip students with expert knowledge in culinary management and business operations.

Provide practical opportunities to apply culinary management theory in real-world settings.

Develop essential skills in communication, problem-solving, and teamwork, with a focus on ethical and sustainable practices.

Foster an international, multicultural learning environment that inspires creativity and innovation.



Diploma (Year 1)

Starting in February or August

Higher Diploma (Year 2)

Starting in February, May, August or November

First Semester

22 WEEKS

Academic Skills

Pastry & Baking Arts

Food Hygiene & Safety

Oenology & Beverage Management

Restaurant Management & Control

Culinary Fundamentals

Nutritional Trends & Applications

Total Credits: 120

Third Semester

22 WEEKS

Talent Management & Development

Consumer Behaviour & Market Research

European Cuisine

New Product Development & Menu Design

Commercial Kitchen Management

Contemporary Cuisine

Culinary Career Development

Total Credits: 120

Second Semester

You can choose to begin your first internship* this semester, in Switzerland or abroad, or undertake it in a future term. Gain hands-on experience and build valuable skills in an international environment.

Fourth Semester

The internship is optional and can be completed either in Switzerland or abroad, offering flexibility to suit your goals and preferences.

**A minimum of 12 months of internship placements are required to complete this degree.*

BA Hons (Year 3)

Starting in February, May, August or November

Fifth Semester

22 WEEKS

New Product Creation Project

Professional Development

Culinary Entrepreneurship

International Gastronomy and Culture

Advanced Practical Culinary Applications

Food Informatics and Technology

Total Credits: 120

Entry Requirements

- ✦ IMI Certificate/High School/IB/A Levels or equivalent
- ✦ At least 18 years of age
- ✦ IELTS 5.0/TOEFL 40-45 or equivalent



LEARNING OUTCOMES

Graduates of this programme will gain a profound understanding of the culinary industry, including its cultural diversity and evolving role within the global economy. They will develop the ability to manage resources, solve complex challenges, and optimise operational systems while applying essential business concepts such as finance, marketing, and strategic management.

Equipped with insights into the factors shaping the culinary landscape, graduates will be adept at delivering exceptional customer experiences and addressing diverse stakeholder needs. Additionally, they will refine critical skills in research, communication, and leadership, empowering them to innovate and excel in their culinary careers.





Is This Programme Right for You?

This undergraduate programme is ideal for ambitious high school graduates eager to combine kitchen mastery with managerial expertise for a career in the culinary world. Whether you aspire to lead in renowned restaurant kitchens or launch your own culinary venture, this degree offers the perfect blend of hands-on learning and business insight. With paid internship opportunities, you'll gain valuable industry experience and enhance your career prospects.

GRADUATE DIPLOMA INTERNATIONAL CULINARY ARTS

6-Month Programme with Optional Paid Internship



Designed for

those aspiring to transition into the culinary sector, even without prior experience, this is a six-month programme that blends practical culinary training with essential management skills, preparing students for entry-level roles in professional kitchen operations or restaurant management. Led by Programme Leader Anthimos Georgiou, students on this programme will benefit from his extensive expertise in the culinary field, ensuring a high-quality learning experience. The rigorous yet supportive environment helps students gain both technical expertise and theoretical knowledge to thrive in the global culinary industry.

AIM

This programme delivers a modern culinary education that blends innovation, critical thinking, and management skills.

Developing a contemporary understanding of culinary arts while emphasizing global perspectives and trends.

Students are equipped with both general and culinary-specific management abilities essential for the industry.

The curriculum promotes creative, innovative problem-solving approaches and fosters critical thinking and independent judgment.

The programme blends culinary arts with management disciplines, preparing students for diverse future job roles.

Starting in February or August

First Semester

22 WEEKS

Food Hygiene & Safety

Culinary Fundamentals

Restaurant Management & Control

Pastry & Baking Arts

Oenology & Beverage Management

Contemporary Cuisine

Total Credits: 120

Second Semester

INTERNSHIP (OPTIONAL)

LEARNING OUTCOMES

Graduates of this programme will master contemporary culinary techniques while understanding the managerial aspects required to run a successful kitchen or restaurant. With a comprehensive understanding of food hygiene, nutrition, and organisational management, graduates will be well-prepared to enter the competitive international culinary market with confidence and professionalism.

Entry Requirements

- + Bachelor's award in any discipline or a minimum three years of work experience
- + IELTS 5.0/TOEFL 40-45 or equivalent

Is This Programme Right for You?

This programme is ideal for individuals with a passion for the culinary arts who seek to transition into the industry, regardless of prior experience. Whether you dream of managing a kitchen, opening your own restaurant, or pursuing a career in food and beverage management, this diploma provides the foundational skills and knowledge to help you succeed. If you value hands-on learning, a structured professional environment, and aspire to become a part of Switzerland's legacy of excellence in hospitality, this programme is the perfect choice for you.

GRADUATE DIPLOMA INTERNATIONAL HOSPITALITY MANAGEMENT

6-Month Programme with Optional Paid Internship



Designed for

professionals with early to mid-career experience, particularly from the hospitality and tourism sectors, aiming to transition into general management roles. This Graduate Diploma also caters to individuals from other industries seeking to enhance their expertise in hotel and events management. Programme Leader Ioannis Evagelou has ensured that the curriculum combines theoretical learning with practical application, drawing on his extensive industry experience. This approach equips students to navigate the complexities of senior-level management in the global hospitality and events industries.

AIM

This programme prepares students for leadership roles in hospitality and general management, focusing on essential skills and industry practices.

Equips students with the leadership skills needed for success in hospitality and general management roles.

Enhances problem-solving abilities, analytical thinking, and decision-making confidence.

Combines hospitality management with leadership skills for a comprehensive approach to modern business practices.

Focuses on understanding senior management challenges and unlocking student potential in a stimulating environment.

Starting in February or August

First Semester

22 WEEKS

Food & Beverage Service

Business Accounting

Talent Management & Development

Consumer Behavior & Market Research

Project Management for Business

Hospitality Concepts

Hospitality & Tourism Across Cultures

Total Credits: 120

Second Semester

INTERNSHIP (OPTIONAL)

LEARNING OUTCOMES

Graduates of this programme will gain a critical understanding of international hotel management, the ability to solve complex business problems, and proficiency in research methods. They will also develop cultural awareness, teamwork, and interpersonal skills essential for a global industry, with a focus on ethical decision-making and legal and environmental considerations, preparing them for leadership roles.

Entry Requirements

- + Bachelor's award in any discipline or a minimum three years of work experience
- + IELTS 5.0/TOEFL 40-45 or equivalent

Is This Programme Right for You?

This programme is ideal for mid-career professionals in hospitality or tourism looking to transition into senior management roles, as well as individuals from other sectors seeking to enhance their knowledge of international hotel management. If you are motivated to refine your leadership, decision-making, and analytical skills within a multicultural and inclusive environment, this diploma offers the tools and resources to help you succeed. Whether you aspire to lead within an international hotel group, manage large-scale events, or advance your career in hospitality, this programme will support your professional growth and ambition.

MSc

INTERNATIONAL HOSPITALITY BUSINESS MANAGEMENT

2-Year Double Award Programme with up to 12 months of Paid Internships



Designed for

ambitious professionals seeking advanced expertise in hospitality management, this Master's degree, accredited by Manchester Metropolitan University (UK), offers a 12-month intensive study period. Led by Programme Leader Ioannis Evagelou, the programme combines in-depth knowledge with practical insights. It also includes up to 12 months of paid professional placements, facilitated by IMI's Careers team, providing invaluable experience to boost career prospects in the global hospitality industry.

AIM

This programme equips individuals with the skills and mindset to excel in international hospitality and business.

Provide a solid foundation of advanced business knowledge and hospitality management expertise to foster successful global careers.

Cultivate essential skills, including communication, problem-solving, teamwork, and ethical decision-making, ensuring students excel in diverse professional settings.

Create a dynamic, multicultural learning environment where students gain international insights and collaborate across cultures.

Offer opportunities to apply theoretical concepts to real-world scenarios, bridging academic learning with professional experience.

Year 1

Starting in February or August

Year 2

First Semester

22 WEEKS

Hospitality Operations Management

Human Resources and Talent Development

Hospitality Asset Management

International Strategic Management for Hospitality

Hospitality Concept Development

Marketing Strategies in the Digital Era

Contemporary Issues in the Global Business Environment

Business Research Methods

Total Credits: 120

*Second Semester**

22 WEEKS

Applied Hospitality Business Dissertation

Total credits: 60

Two Semesters INTERNSHIP (OPTIONAL)

%97

alumni employment
rate within a year of
graduating.

Entry Requirements

- ✦ Bachelor's award in any discipline
- ✦ IELTS 6.0 with no skills less than 5.5 in any category /TOEFL 78 or equivalent

**Flexible learning opportunity available. Please contact Admissions Team for details.*



Watch Emi's
testimonial here



“

I love the fact that IMI offers both theoretical and practical experiences

I feel well-equipped with the curriculum that IMI offered me to start my business.

Emi Fukahori

Class of 2015

”

LEARNING OUTCOMES

At the heart of our MSc programme lies a commitment to cultivating leaders who are ready to shape the future of hospitality and business. Our graduates leave with a distinctive blend of expertise, global perspective, and innovation-driven skills.

Graduates of this degree will be equipped to lead with integrity, innovation, and a global perspective. They will possess advanced knowledge of market dynamics, financial management, and strategic decision-making, coupled with the ability to optimise operations and leverage digital tools for business transformation. With strong leadership, teamwork, and communication skills, graduates will excel in creating innovative solutions, fostering inclusive workplaces, and delivering exceptional customer experiences. Above all, they will be prepared to navigate complex challenges ethically and sustainably, making a meaningful impact in the international hospitality and business sectors.

Is This Programme Right for You?

This MSc programme is ideal for individuals with prior industry experience seeking to step into managerial roles, as well as recent graduates looking to deepen their understanding of hospitality business operations and management practices. With the option of paid, professional placements, students can gain valuable work experience at renowned hospitality brands, enriching their skills and expanding their professional networks.



Life at IMI

03



SWITZERLAND

79

Offers hospitality excellence, safety, cultural diversity, and multilingual opportunities.

IMI CAMPUS

81

IMI's lakeside campus offers a serene study environment and stunning views of the Swiss Alps.

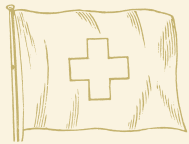
IMI COMMUNITY

83

A diverse and inclusive community, offering lifelong friendships and memorable experiences.

Switzerland: A Premier Destination for Education

Switzerland's reputation for hospitality excellence, breathtaking natural beauty, and cultural diversity makes it an unparalleled location for international students. As one of the safest and most innovative countries in the world, it provides an ideal backdrop for academic and personal growth.



High standard of living

Switzerland is consistently ranked among the world's happiest and most prosperous nations.



Gateway to Europe

Centrally located, students can easily explore neighbouring countries like France, Germany, and Italy.



Multilingual opportunities

Students can immerse themselves in different languages and cultures, enhancing both personal and professional development.



#1

ranking in the
Global Innovation
Index for **14**
consecutive years

%93

of international students in
Switzerland reported
being **satisfied or highly**
satisfied with their study
experience.



4

official languages:
German, French,
Italian, and Romansh

THE IMI CAMPUS

Your Home Away from Home

Situated on the shores of Lake Luzern with breathtaking views of the Swiss Alps, the IMI campus offers a serene yet dynamic environment for international students. Our close proximity to the historic city of Luzern provides access to urban amenities while maintaining a tranquil and inspiring atmosphere.



Access to outdoor activities such as hiking, lake swimming, and sports facilities.



On-campus amenities including a gym and recreation areas.



To see the accomodation
and meals fees, scan this
with your phone.



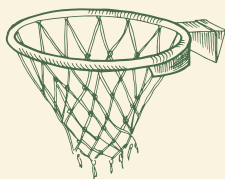
*Comfortable single or twin
rooms offering balcony
access.*



*Fine-dining experiences
in our Swiss Room
training restaurant.*



EXTRACURRICULAR OPPORTUNITIES



Sports and Wellness

Participate in football, basketball, and even international events like the Swiss City Marathon.



Excursions

Join international field trips and explore nearby attractions such as Europa Park or enjoy ski trips in winter.



Cultural Events

Attend Luzern's annual festivals, from the Fasnacht carnival to the Lucerne Festival.



Gastronomy

Join IMI's Wine Club or visit local culinary exhibitions and producers.



THE STUDENT REPRESENTATIVE COMMITTEE

Run by students, for students

The SRC organises events, trips, and activities that enhance the IMI experience. From city excursions and cultural outings to on-campus celebrations like Halloween parties and themed dinners, the SRC ensures there is always something exciting happening. Joining the SRC provides students with valuable leadership and organisational skills while fostering a sense of community and teamwork. It's an excellent opportunity to leave your mark on IMI while making memories that will last a lifetime.





Your Future



IMI International Management Institute Switzerland

| | | | | | |
|--------------------------|------------------------------|-----------------------------|--------------|------------------------|-----|
| Date of Birth: | 01.01.2000 | Student No.: | 123456789 | Country: | USA |
| Qualification: | Bachelor of Arts with Honors | Current Title: | IMI Graduate | Country of origin: | USA |
| Programme of Study: | International Cultural Arts | Qualification Requirements: | IMI | Assessing Institution: | IMI |
| Issuing Institution: | IMI | Language of Assessment: | English | | |
| Language of Instruction: | English | | | | |
| Level of Assessment: | IMI | | | | |
| Level of Instruction: | IMI | | | | |
| Level of Assessment: | IMI | | | | |

Record of Learning & Achievement

IMI
INTERNATIONAL
MANAGEMENT INSTITUTE
SWITZERLAND

imi-luzern.com

FUTURE PATHWAYS

91

IMI's programmes equip graduates with skills for leadership roles across multiple industries.

LEADERSHIP PROGRAMMES

97

Graduate programmes such as Swiss Young Professionals and Marriott Voyager offer global career opportunities.

CAREER SUPPORT

99

IMI provides personalised internships, international placements, and lifelong career support for success.



“
At IMI Switzerland, we believe in shaping the future of hospitality through practical experience and dedicated mentorship

We collaborate with prestigious hotels and companies, providing our students with valuable internships that not only enhance their skills but also open doors to exciting career opportunities. Throughout this journey, we provide personal guidance to ensure our students secure the best possible internship experience.

Mr. Tobias Meyer
Internships Manager

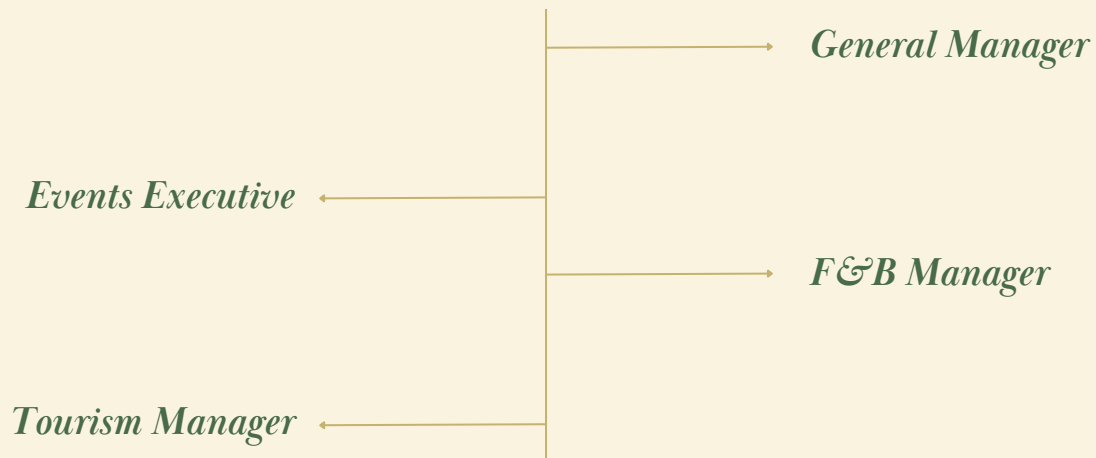
”

HOSPITALITY MANAGEMENT

Discover the world of global hospitality

With a degree in hospitality management, our graduates thrive in diverse roles, from hotel management and event planning to food and beverage leadership and tourism development. These versatile skills also open doors to careers in marketing, customer service, and operations management. At IMI, you will develop the leadership and managerial expertise that sets you apart in this exciting, ever-evolving industry.

Dream Roles





Watch Naci's
testimonial here

Naci Kusadali

Our BA (Hons) International Hospitality Business Management graduate, Naci, has excelled at Ritz-Carlton, Marriott, and is currently working as Executive Assistant Manager at Hotel Indonesia Kempinski Jakarta.



THE RITZ-CARLTON



Hotel Indonesia
Kempinski

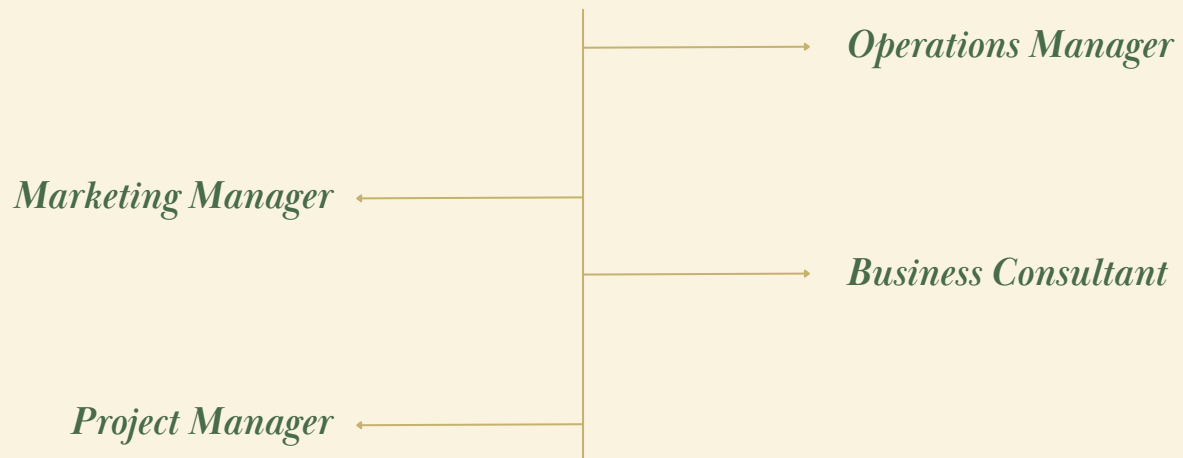
JAKARTA

BUSINESS MANAGEMENT

Transform your ambitions into reality

This versatile qualification prepares you for success in roles such as marketing manager, financial analyst, human resources specialist, and project manager. You'll also have the skills to explore consulting, entrepreneurship, and project leadership, making this programme a gateway to leadership roles across industries.

Dream Roles





Watch Asena's
testimonial here

Asena Kun

Our Bachelor in Hospitality Management alumna, Asena, has built an impressive career with roles at Courtyard by Marriott and The Ritz-Carlton. She is now the Global Head of Operations at Roche.



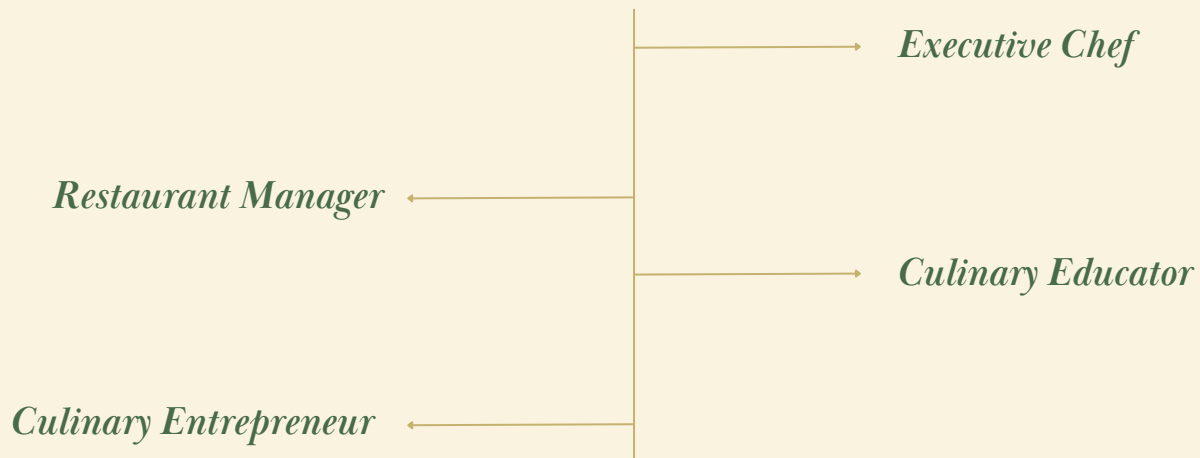
THE RITZ-CARLTON

CULINARY MANAGEMENT

Turn your passion into a career

From executive chef to restaurant manager, catering director to menu planner, your options are endless. This degree also prepares you for entrepreneurial and managerial roles, blending classical culinary techniques with cutting-edge industry trends.

Dream Roles





Listen to Darren's
culinary journey

Darren Teoh

Our Master's graduate, Darren, has redefined modern Malaysian cuisine as the chef-owner of Dewakan, the first restaurant in Malaysia to earn 2 stars in The MICHELIN Guide Kuala Lumpur & Penang 2024.



MICHELIN

LEADERSHIP PROGRAMMES

Swiss Young Professionals Programme

Experience the best of Swiss industry with the Swiss Young Professionals programme. This 18-month initiative connects international graduates with renowned companies in sectors like hospitality, finance, and technology. Enjoy practical work placements, a competitive salary, and professional development workshops as you immerse yourself in Switzerland's rich culture and lifestyle. This programme equips you with the skills, connections, and mentorship to thrive in the global workforce.

Marriott Voyager Programme

Embark on a transformative journey with the Marriott Voyager programme, an exceptional graduate initiative. Participants gain hands-on experience across departments such as front office, food and beverage, and sales, developing operational knowledge and leadership skills. With mentorship from seasoned professionals, this immersive programme sets you on the path to a successful hospitality career.





Hyatt Corporate Leadership Training

The Hyatt Corporate Leadership Training programme is tailored to uncover the next generation of hospitality leaders. Over 12-24 months, participants engage in specialised training, departmental rotations, and team leadership projects. With personalised guidance from mentors and exposure to Hyatt's Thrive Corporate Responsibility initiatives, this programme shapes future industry trailblazers.

Hilton Elevator Programme

Aspiring general managers can accelerate their careers with the Hilton Elevator Programme. This 18-month experience includes placements across EMEA locations, offering comprehensive training in hotel operations and strategic management projects. Supported by mentorship from a current GM and VP sponsor, graduates emerge ready to take on leadership roles.

Mandarin Oriental

Rising Fan

Step into the world of luxury hospitality with the Mandarin Oriental Rising Fan programme. Graduates gain holistic operational knowledge through department rotations, personalised development plans, and mentorship. On completion, participants step into prominent roles within the Mandarin Oriental brand, backed by continued mentorship and career support.

CAREER SUPPORT

Personalised Internships

At IMI, we believe in tailored support to help students secure their dream placements. Our Careers team works closely with each student, offering guidance in CV writing, interview preparation, and networking strategies. From securing roles at top-tier global brands to hands-on experience in Switzerland's iconic establishments, we ensure that your internship aligns with your aspirations and sets the stage for a successful career.

International Placements

Expand your horizons with international internships across Europe, North America, Asia, and the Middle East. These placements provide invaluable exposure to different cultures and business practices, preparing you for success in the global hospitality and business industries. From front office management to marketing and finance roles, IMI offers a diverse range of opportunities to build real-world expertise.

Lifetime Career Support

As part of the IMI family, our alumni enjoy lifelong career support and access to an inspiring global professional network. Our dedicated Careers team provides ongoing guidance, networking opportunities, and resources for career advancement.







How to Apply

05



ADMISSIONS PROCESS 105

Explore IMI's admissions process, guiding you on your journey to global hospitality education.

SCHOLARSHIPS 107

IMI offers merit and needs-based scholarships to support ambitious students in achieving their goals.

VISA REQUIREMENTS 108

Our Admissions team guides international students through the Swiss student visa application process.

ADMISSIONS

SUBMIT YOUR APPLICATION

Complete the online application form available on our website and include the required documents: academic transcripts, a copy of your passport, and an English language certificate.

INTERVIEW

Depending on your chosen programme, you may be invited for an interview. This can be conducted in person, via phone, or video call.

SECURE YOUR PLACE

Pay the registration fee to confirm your place. Following this, we will issue the official Letter of Acceptance (LOA), essential for your visa application.

ACADEMIC EVALUATION

Once your application is submitted, our academic team will review your documents. If necessary, additional information may be requested.

PROVISIONAL LETTER OF ACCEPTANCE (PLOA)

Upon successful evaluation, we will issue a PLOA, detailing your study programme, tuition fees, and payment deadlines.

PROCESS

FINAL FEE PAYMENT

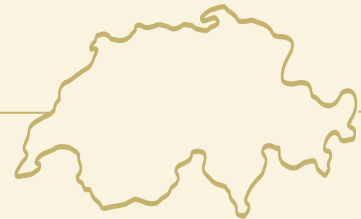
Ensure all remaining fees are settled according to the deadlines specified in your acceptance letter.

STUDY VISA APPLICATION

For non-EU/EFTA students, apply for a Swiss student visa at your local Swiss Embassy or Consulate. This process can take 8-12 weeks.

WELCOME TO IMI

Book your flight and join us on campus to begin your academic journey and become part of the IMI family.



SCHOLARSHIPS

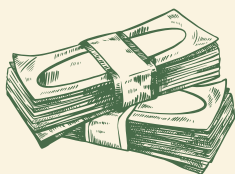
We are dedicated to supporting talented and ambitious students

While we cannot offer full scholarships, we provide partial funding options to help make your educational goals achievable.



Merit-based Scholarships

Awarded to students with outstanding academic achievements or exceptional accomplishments.



Needs-based Scholarships

Designed to support students facing financial challenges.

To apply for a scholarship, please include a motivational letter outlining your aspirations and career goals with your application. Scholarship amounts vary depending on the programme and intake. Our Admissions Team is happy to provide further details.

VISA REQUIREMENTS

For international students,

applying for a student visa is an important step in the application process. Rest assured that our Admissions Team is on hand to guide you through the entire process.

Study Visa

If you are from a non-EU/EFTA country, you will need to apply for a Swiss student visa. This should be done at your local Swiss Embassy or Consulate. Please note this process can take from 8-12 weeks in some cases, so be sure to allow enough time for this in your application timeline. You can begin this process after you've received your official letter of acceptance (LOA) from IMI.

Required Documents for Visa:

- Proof of financial means.
- A valid passport.
- Proof of health insurance.
- Acceptance letter confirming your enrolment at IMI Switzerland.

Our team will provide you with step-by-step instructions to ensure your visa application proceeds as smoothly as possible.



Tuition Fees

Scan this with your phone to see
the tuition fees.



Apply Now

Scan this with your phone to
apply now.



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