

Factsheet 2017-2018

BLUCHE, SWITZERLAND

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1. LES ROCHES GLOBAL HOSPITALITY EDUCATION

Founded in 1954, Les Roches is a private institution based on the Swiss model of experiential-based learning, offering undergraduate and graduate degrees in the fields of hospitality, tourism and event management. Les Roches prepares entrepreneurial and innovative graduates across a global network of campuses in Switzerland, Spain, the US and China.

Accreditation

Les Roches is accredited at the university level by the New England Association of Schools and Colleges, Inc. (NEASC).

Ranking

According to the latest QS World University Rankings by Subject 2017, Les Roches was ranked number 4 of the world's top institutions for Hospitality and Leisure Management, and number 2 worldwide for employer reputation.

Recognition

Besides enjoying worldwide recognition among international hospitality and tourism companies, Les Roches is recognized by the Canton of Valais Department of Education.

Location

Les Roches is located in the French-speaking part of Switzerland in the Canton of Valais. Nestled in the Swiss Alps at 1,274 meters in the small town of Bluche, just a short drive from the famous ski and golf resort of Crans-Montana, Les Roches offers its international student body a dynamic educational environment that allows students to excel academically, socially, and professionally.

The Les Roches campus is about a two-and-a-half hour drive from Geneva International Airport and a three-and-a-half hour drive from Zurich Airport. Excellent railway facilities allow students to be in Milan in three hours and in Paris in six hours.



2. MISSION

Les Roches prepares students committed to a career in the service industries for success. Its model hospitality education programs balance theory with practice, independent learning with strong faculty support, and a foundation for lifelong learning with the skills for immediate employment and to progress to leadership positions in the industry. Through international branch campuses, the Les Roches model of education is accessible to students throughout the world.

Les Roches prides itself in promoting an entrepreneurial spirit throughout its collection of programs and campuses, empowering students to drive leadership and innovative solutions for a dynamic and ever-changing global hospitality industry.



3. ACADEMIC PROGRAMS

As Les Roches is accredited by the New England Association of Schools and Colleges, the following academic programs are based on the American university system. Intakes are every January, July, and some in October. All programs are taught in English.

Entrepreneurship

At Les Roches, students have many opportunities to develop their own business ideas: The entrepreneurship specialization encourages students to create innovative solutions to industry needs. Working individually and in teams, students receive coaching and support on how to research, pitch and plan for a business launch.

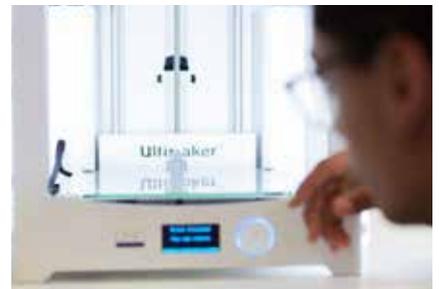
According to a recent survey, 33% of Les Roches alumni are leading their own business ventures. The new entrepreneurship platform "Made in Les Roches" compiles and connects a selection of alumni businesses: www.madeinlesroches.com

Profiles of Les Roches entrepreneurs

<p>Aditya Sawant Class of 2013 FOUNDER</p> 	<p>Mylène Mackay Class of 1995 CO-FOUNDER</p> 	<p>David Carrizo Menéndez Class of 2009 FOUNDER</p> 	<p>Dimple Lalwani Class of 2012 FOUNDER & CEO</p> 
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Innovation

Enabling students to keep track of the latest technological innovations, Les Roches has established a new Tech Lab on campus, spread across an entire floor of the main building and equipped with the latest gadgets. Technology is predicted to play an increasingly important role within the industry and students have the opportunity to develop their ideas in a state-of-the-art technological environment.



Latest Program Innovations

To ensure the relevance of its education, high student employability, and the recognition of the institution, Les Roches constantly strives to develop new program offerings.

Due to the increased interest of employers outside the traditional hotel industry in hospitality-trained graduates, Les Roches has added a new specialization to its bachelor degree, focusing on **Health and Wellness Management**. This unique specialization teaches specific knowledge and skills to manage spa and health operations, in addition to the managerial soft-skills and professionalism students acquire as part of the hospitality management degree. The new specialization was developed in partnership with **ESPA and Swiss Medical Network** and is available since July 2014.

According to a recent study, **56% of industry managers** based in luxury hotels prefer graduates who have trained in more than one country. In response, and building on its unique network of campuses, Les Roches launched the **Bachelor degree in Global Hospitality Management**, offering a global study rotation of classes through campuses in **Switzerland, Spain, and China**, where students develop first-hand knowledge of service culture and business practice of these key tourism markets and learn what it means to be cross-culturally fluent. The Global Bachelor program was launched in January 2014.

Answering to a strong need of the global hospitality industry of graduates who not only have knowledge of the industry but also possess unique strategic leadership skills, Les Roches has launched a **Master in Hospitality Leadership**. This program aims to help professionals to build practical and strategic leadership expertise and develop skills in strategic management and organizational change, communication, problem solving, conflict resolution, innovation, creativity, and critical thinking. This program has been available since January 2015.

Undergraduate Programs

- ▲ **Hotel Management Diploma** (3 years, including three academic semesters and three internships)
- ▲ **Bachelor of Business Administration (BBA) in International Hotel Management** (3 ½ years, including five academic semesters and two internships) with specializations in:
 - Entrepreneurship
 - Marketing
 - Finance
 - Innovation and Sustainability
 - Event Management
 - Health and Wellness Management

Global Degree

- ▲ **Bachelor of Business Administration (BBA) in Global Hospitality Management** (3½ years, including five academic semesters and two internships). In this unique program, students travel together as a class between the three Les Roches campuses in Switzerland, China, and Spain.

Postgraduate Programs

- ▲ **Postgraduate Diploma in International Hospitality Administration** (1 ½ years, including two academic semesters and one internship)
- ▲ **Postgraduate Higher Diploma in International Hospitality Management** (2 years, including three academic semesters and one internship)

Master Programs

- ▲ **Master of Business Administration (MBA) in Hospitality** (1 year, two academic semesters) with specializations in Finance or Marketing
- ▲ **Master in Hospitality Leadership** (1 year, two academic semesters): This master's degree enables professionals to accelerate their managerial or entrepreneurial career in hospitality, by building practical and strategic leadership expertise.

Global opportunities

Les Roches' international network of campuses allows students to experience the world through an array of transfer options between the following campuses, each living up to Les Roches' high standard of excellence in some of the world's most exciting destinations!

- ▲ **Les Roches Global Hospitality Education, Marbella (LRM), Spain:** LRM is a branch campus of Les Roches Switzerland located in the beautiful "Costa del Sol." LRM opened its doors in 1995 and offers a similar curriculum to Les Roches Switzerland.
- ▲ **Les Roches Global Hospitality Education, Chicago (LRC):** As the first Swiss hospitality management school to maintain a campus in the U.S., Les Roches Chicago launched its operations in summer 2016.
- ▲ **Les Roches Jin Jiang International Hotel Management College (LRJJ), Shanghai, China:** As a branch campus of Les Roches Switzerland, LRJJ lends itself to a wonderful learning environment in southern Shanghai. Students follow undergraduate and postgraduate diploma programs and have the opportunity to join degree programs in Switzerland or Spain.

4. LIFE ON CAMPUS

The Les Roches campus offers state-of-the-art facilities for both academic purposes and extra-curricular activities and hosts a number of conferences, guest lecture series, social events, and activities.



In celebration of Les Roches 60th anniversary, the institution set up a one-of-kind industry event themed "Breaking Boundaries in Education", held in November 2014. Bringing together leading experts from the hospitality and associated sectors, this conference explored the latest trends in entrepreneurship, innovation, and employment within the hospitality space, reinforcing Les Roches' position as a leader in hospitality management education.

More information is available at 60.lesroches.edu

Campus staff regularly organizes activities and study trips to visit industry partners, landmark hotels and tourist attractions in Switzerland and neighboring countries. Apart from activities led by the school, many initiatives originate from the student-run clubs and organizations that show great passion and dedication for hospitality and multiculturalism.

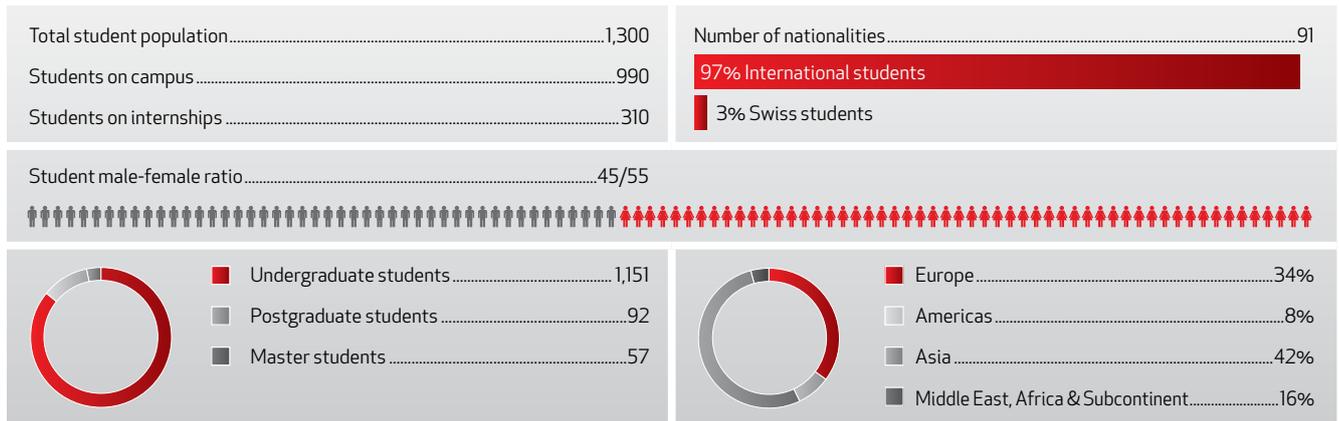
Student Social Committee

The Student Social Committee was originally a group of students who organized a few events per semester to fund their graduation party. In the meantime, the organization has grown to a leading force, organizing social and cultural activities on and off campus, including themed days, talent shows and cultural experiences.

Les Roches Student Clubs

At Les Roches, students are encouraged to pursue their interests - academic and non-academic - and form clubs to share their passions with their peers. Over time, this has led the founding of many different student-run interest groups, such as the Startup Mountain, where students develop their own business ideas, the Green Club, which allows them to raise awareness for ecology and sustainability, the Wine Club, designed to bring together young oenologists, and the Toastmaster Club, which encourages public speaking.

5. STUDENT FACTS (based on 2017.1 data)



6. FACULTY

There are approximately 85 faculty members, including full- and part-time lecturers as well as professionals who enhance the students' programs as visiting lecturers. All faculty members have academic credentials and many have extensive professional experience relevant to their teaching. Additionally, they are encouraged to join professional associations and are required to stay current in their professional knowledge, as well as participate in scholarly research.

7. INTERNSHIPS AND CAREER OPPORTUNITIES

3 internship opportunities

Each semester, students average three internship opportunities for positions in Switzerland or abroad (based on 2016 data).

130+ company visits/year

Each semester, representatives from more than 65 international hotel chains, leading corporations from various industry sectors and innovative start-ups come to campus to introduce themselves and recruit our students for internships, management trainings and direct entry positions.



A wide range of careers is open to graduates in the following fields:

HOTELS & FOOD SERVICES	ENTERTAINMENT & LEISURE	EDUCATION
<ul style="list-style-type: none"> ▲ Hotel chains ▲ Corporate offices ▲ Privately owned hotels ▲ Resorts ▲ Restaurants/bars/night clubs 	<ul style="list-style-type: none"> ▲ Casinos ▲ Theme parks ▲ Private clubs ▲ Concert and music venues 	<ul style="list-style-type: none"> ▲ Hotel management schools ▲ Professional establishments ▲ Research institutions
HEALTH & WELLNESS	HUMAN RESOURCES	FOOD INDUSTRY
<ul style="list-style-type: none"> ▲ Wellness and spas ▲ Clinics and hospitals ▲ Specialized establishments (retirement, thermal, etc.) 	<ul style="list-style-type: none"> ▲ Human resources departments ▲ Training departments 	<ul style="list-style-type: none"> ▲ Production facilities ▲ Distribution and trade companies ▲ Processing plants
TOURISM	MARKETING & COMMUNICATIONS	OTHER SECTORS & SERVICES
<ul style="list-style-type: none"> ▲ Tourist offices ▲ Ministries of tourism ▲ Travel agencies ▲ Tour operators ▲ Tourism planning and development sector ▲ Railway, maritime, and airline companies ▲ Convention and congress facilities 	<ul style="list-style-type: none"> ▲ International business relations ▲ Sales/marketing departments ▲ Diplomacy ▲ Communications agencies ▲ Public relations departments 	<ul style="list-style-type: none"> ▲ Finance (banks) ▲ Insurance companies ▲ Equipment suppliers ▲ Real estate ▲ Hotel development and construction

EMPLOYMENT STATUS ON GRADUATION DAY

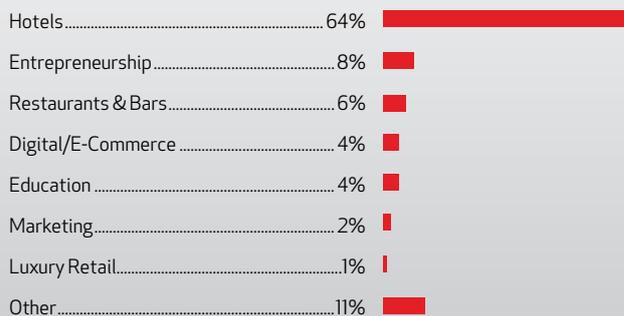
(June 2017 stats based on all students):

82% employed, self-employed or with multiple offers



■ Employed or with multiple offers.....	75%
■ Self-employed (business owners).....	7%
■ Continuing studies.....	6%
■ Other (gap period/military).....	12%

EMPLOYMENT SECTORS



8. ALUMNI ASSOCIATION OF LES ROCHEs

All Les Roches graduates automatically become part of an extensive alumni network with 12,000 members in 130 countries around the world. Through the Alumni Association, graduates can continue to develop both personal and professional relationships and exchange new ideas with fellow alumni. The Alumni Association also helps new graduates enter the professional world through its executive search and placement service, which matches job-seekers with open positions.

Profiles of Les Roches graduates

<p>Panos Tzivanidis Class of 1991</p> <p>HEAD OF EVENTS AND HOSPITALITY</p>	<p>Radha Arora Class of 1987</p> <p>PRESIDENT</p>	<p>Lucian Hsing Class of 1990</p> <p>REGIONAL SALES MANAGER</p>	<p>Elena Martin Merino Class of 2007</p> <p>BOUTIQUE DIRECTOR</p>
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9. HISTORY

1954	"L'Ecole des Roches" is founded as an international school.
1979	The international school becomes a hotel and tourism school, with instruction in English.
1991	Les Roches is accredited by the New England Association of Schools and Colleges, Inc. (NEASC) in the United States.
1995	Les Roches Marbella opens in Spain.
2000	Les Roches is acquired by what is now known as <i>Laureate International Universities</i> , a worldwide provider of higher education to more than 1,000,000 students in 28 countries at more than 80 institutions.
2004	Les Roches and Jin Jiang International Hotels partner to open Les Roches Jin Jiang in Shanghai, China.
2006	Les Roches is accredited at the university level through NEASC's Commission on Institutions of Higher Education (CIHE) in the United States.
2006	Les Roches introduces a new MBA in Hospitality Management, with specializations in Finance or Marketing, through Universidad Europea de Madrid (UEM).
2007	Les Roches changes its name to "Les Roches International School of Hotel Management" to better reflect its global student body and educational approach.
2008	The Royal Academy of Culinary Arts opens as a branch campus in Jordan.
2010	Les Roches' MBA in Hospitality gains NEASC accreditation.
2012	Les Roches sets a Guinness World Record for the "most nationalities in a swimming pool."
2014	Les Roches becomes the first hospitality management school to offer a global bachelor's program, where students travel with their class to study in Switzerland, China, and Spain to achieve a BBA in Global Hospitality Management.
2015	Les Roches introduces a new Master in Hospitality Leadership, preparing professionals to accelerate their managerial or entrepreneurial career in hospitality by building practical and strategic leadership expertise.
2016	Opening of Les Roches Chicago, the only Swiss hospitality management school to offer a campus in the U.S.
2016	"Les Roches International School of Hotel Management" becomes "Les Roches Global Hospitality Education".
2017	Les Roches ranks among the world's top 5 institutions for Hospitality and Leisure Management (QS World University Rankings by Subject, 2017)

10. KEY PERSONNEL

Dr Stuart Jauncey	Managing Director
Dr Colin Small	Academic Dean
Ms Andrea Chakravartti	Dean of Students
Ms Susanne Welle	Dean of Practical Arts
Ms Joceline Favre-Bulle	Campus Facility Manager



CONTACT LES ROCHES

CAMPUS ADDRESS

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SOMMET
EDUCATION



SWISS
MADE

LESROCHES.EDU

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