



A LEADING BUSINESS SCHOOL  
WITH ENTREPRENEURSHIP  
AND HOSPITALITY AT ITS HEART



## Why study in Switzerland?

- 
- P. 8 Bring your dreams to life in Switzerland
  - P. 10 Guided by the ethos of industry pioneer César Ritz
- 

## Your learning experience

- 
- P. 14 Develop an innovative mindset
  - P. 16 Bachelor's program
  - P. 20 Master's program
  - P. 24 Certificate in Wine Business Management
  - P. 26 Real-world experience with lifelong connections
  - P. 28 A global community
- 

## Student life

- 
- P. 34 The total Swiss experience
  - P. 38 Explore your next steps
-

# THE FUTURE *is in* YOUR HANDS

There are few moments more inspiring than seeing our students graduate, particularly during these extraordinary times. To thrive in the dynamic, ever-changing world of business, entrepreneurship and innovation are key, and at César Ritz Colleges Switzerland, our aim is to set you up for success with a well-rounded education.

The future is in your hands, and by enabling you to learn from experts and to connect with industry leaders, we want to help you become the most accomplished entrepreneur you can be.

The best way to learn is through hands-on education in a learning environment that values independent, visionary thinking. We recognize that not everyone learns the same way, and therefore we incorporate practical activities into even our most theoretical courses to keep the teaching diverse and engaging.

After studying with us, you will be prepared to adapt creatively to anything that comes your way, and will have everything you need to make a positive impact.

Our greatest pride comes from seeing our students embrace the mindset of authentic hospitality combined with empathy, critical thinking, and creativity.

As well as having global career opportunities available to them, our students leave in possession of an in-depth self-awareness of their key skills and passions, allowing them to define the ways they are best able to be of value to their community, to the marketplace, and to the world.

We look forward to helping you define your goals, so that you can successfully realize your full potential.



TANJA FLORENTHAL  
DEAN, LE BOUVERET AND BRIG



R. MAX BEHESHT  
DEAN, LUCERNE

WHY STUDY IN

# Switzerland?

*Rahul Mark*

“MY EDUCATION IN SWITZERLAND TAUGHT ME A LOT ABOUT CRAFTSMANSHIP, ATTENTION TO DETAIL, AND DISCIPLINE. I HAVE UTILIZED THESE SKILLS AND VALUES AT EVERY STAGE OF MY CAREER.”

INDIA, 1997 GRADUATE, FOUNDER, ANGEL HOSPITALITY

SKIING NEAR THE MATTERHORN,  
ZERMATT



# BRING YOUR *dreams* TO *life* IN SWITZERLAND



Located in the heart of Europe, Switzerland is a well-known destination, respected and celebrated around the world. Its reputation as the birthplace of modern hospitality was established in the 19th century when a growing number of wealthy tourists – aristocracy and royalty from around the world – arrived en masse to breathe the pristine mountain air and experience the breathtaking landscapes for themselves. The first palace-style hotels were built to accommodate them and cater to their needs.

Swiss hospitality management schools are the top in the world, a testament to the country's long tradition of excellence in hospitality and culinary education. The Swiss commitment to innovation is perfectly tailored to today's dynamic, rapidly evolving world. Switzerland is world-renowned for its commitment to luxury, quality, and service, and it is this Swiss savoir faire that makes Swiss hospitality school graduates highly sought after, both within the industry and beyond.

#### EXCELLING ACROSS SECTORS

According to the World Economic Forum, "Switzerland arguably possesses one of the world's most fertile innovation ecosystems. It combines a very conducive policy environment and infrastructure, academic excellence, an unmatched capacity to attract the best talent, and large multinationals that are often leaders in their sector, as well as a dense network of small and medium-sized enterprises across sectors."

This reputation for quality and drive for innovation repeatedly places Switzerland at the top of many international rankings:

- Most innovative country in the world
- Most Nobel Prizes won per capita
- Most patents registered per capita
- N°1 on the Euro Health Consumer Index
- In the top 10 safest and most crime-free countries
- Best country based on its quality of life and approach to education, direct democracy, and business (US News & World Report)
- N°4 in the 'Top 10 Places in the World to Study Abroad' (Educations.com)

#### TOPPING THE LIST FOR HIGHER EDUCATION

Switzerland boasts a cosmopolitan environment which makes it attractive for students of higher education institutions. You will interact with people from all over the world, while gaining exposure to the local language (Switzerland has four national languages) and culture, even if English is the language of study. This multicultural environment will equip you with life skills that will prove valuable throughout your career.



# GUIDED *by* THE ETHOS OF INDUSTRY *pioneer* CÉSAR RITZ



Our namesake, César Ritz, was a pioneer who thought outside of the box to create standards of service and excellence that have defined the luxury hospitality industry.

Born in 1850, the 13th son of a family from a small mountain village in Switzerland, César Ritz used his creativity and innovative spirit to write hospitality history. He worked tirelessly to acquire the skills and experience to move up – slowly but surely – through the ranks of the restaurant and hotel industry. Innovative, agile, eager to learn, and decisive, he became known as the master of difficult situations and for his incredible memory of guests and their needs. His relentless focus on the guest experience comes through clearly in this famous quote: “The customer is never wrong.”

César Ritz went on to manage and buy hotels, always introducing bold innovations. His most prestigious accomplishment was creating and running the Ritz Paris Hotel, an unprecedented example of comfort and elegance. It was during this time that his lifelong friendship and partnership with Chef Auguste Escoffier began.

The rise of his professional renown would have been unthinkable without his wife, Marie-Louise. When Ritz’s health no longer allowed him to manage his hotels, Marie-Louise picked up the reins. Having her own origins in the hotel trade, she had valuable experience in running a business on her own.

This blend of entrepreneurship, partnership, and exemplary service of César and Marie-Louise guides our entire experience, from the ambition of our students to the way we nurture the next generation of visionaries.



CÉSAR AND MARIE-LOUISE RITZ  
HOSPITALITY PIONEERS

YOUR LEARNING

# Experience

We combine the finest of the César Ritz hospitality heritage with today's leading business curriculum to help you develop an innovative mindset that prepares you for success in the world of international business and hospitality.

We achieve this through fostering a unique educational culture that emphasizes entrepreneurship, sustainability, and innovation. We pride ourselves in creating an inclusive, forward-thinking learning environment, where your independence and ideas are highly valued and creativity is strongly encouraged.

*Pietra Bijes*

"THE PRACTICAL CLASSES WERE FUNDAMENTAL IN LEARNING HOW TO DELIVER FIVE-STAR SERVICE. THIS IS THE DIFFERENCE THAT YOU CAN'T GET ANYWHERE BUT IN SWITZERLAND. CÉSAR RITZ COLLEGES SWITZERLAND TAKES HOSPITALITY SERIOUSLY AND HOLDS STUDENTS ACCOUNTABLE IN EVERY WAY. THE PROFESSIONALISM OF THE SCHOOL AND THE TEACHERS' KNOWLEDGE KEPT ME MOTIVATED TO SUCCEED."

BRAZIL, GENERAL MANAGER, CROWNE PLAZA, PHOENIX, ARIZONA



**DEVELOP AN INNOVATIVE MINDSET**

Our approach is to bring together the best academic and practical curricula, shaped by the latest research and technology. Through this combination of academic rigor and real-life application, you will be equipped with the knowledge and experience needed to succeed in a wide variety of industries.

We frequently play host to a variety of guest lecturers who are experts in their respective fields and bring their real-life experience to the classroom.



LEARNING ABOUT SUSTAINABILITY THROUGH SCIENCE

**EXPERIENTIAL LEARNING**

We want you to be engaged in learning, which is why we bring real-life examples into our classrooms to complement the lectures. These activities stimulate your creativity and encourage you to take risks and make mistakes, which ultimately improves your learning and retention.

Experiential learning also requires you to reflect on your own learning processes and to understand what can be applied to your future career.

Here are a few examples of our many activities designed for experiential learning:

- Simulating a zombie pandemic to learn how to prioritize decision-making
- Taking part in an Escape Game to explore business ethics
- Creating a virtual influencer persona by using dolls
- Learning how to fight corruption through an anti-bribery certificate delivered by the UN World Tourism Organization
- Developing key digital skills by learning coding and taking a cybersecurity course



**INVESTING IN THE FUTURE THROUGH SUSTAINABLE PRACTICES**

We are convinced that sustainability is key for the future of the hospitality and tourism sectors, and that education is the primary tool to raise environmental awareness among the leaders of tomorrow.

In 2021, our Le Bouveret campus became the very first hospitality school in the world to be certified by Green Globe – the highest standard for sustainability.

Sustainability is built into our curriculum – ethical sourcing, green housekeeping, biodiversity, and principles of circular economy are among the topics explored throughout your time with us, alongside additional workshops and guest lectures.

We prioritize locally sourced ingredients and implement sustainable practices which nurture a respect for the environment, biodiversity, and the local community. Each year, our 250,000 bees in Le Bouveret produce 100 kg of honey. You will even learn to make your own soap, which helps to reduce the use of chemicals that are harsh on the environment. We have also extended our hospitality to the birds and insects who share our campus by installing insect hotels and birdhouses. Sharing our campuses with Culinary Arts Academy Switzerland, no food goes to waste – food made in classes that isn't consumed in the restaurant is turned into biofuel.



STUDENTS LEARN HOW TO MAKE HONEY Le Bouveret campus

**PREPARING YOU FOR SUCCESS**

Our accredited degrees, awarded in partnership with Washington State University (US) and University of Derby (UK), are recognized by employers around the world, with César Ritz Colleges Switzerland graduates highly sought after within the hospitality industry and beyond.

César Ritz Colleges Switzerland is also approved as a Wine & Spirit Education Trust (WSET) program provider. WSET is the most reputable and largest global provider of wine, spirits, and sake qualifications. We are also a UN World Tourism Organization TEDQUAL certified program.



**WSET**  
APPROVED PROGRAMME PROVIDER

*Dr. Alessandro Cavelzani*

“IT IS ESSENTIAL TO GIVE STUDENTS A FULL AND TRUE UNDERSTANDING OF THE DYNAMICS THEY CAN EXPECT TO ENCOUNTER IN THE WORKPLACE, AND THE SKILLS REQUIRED TO MANAGE THESE AS LEADERS.”

LECTURER

*Sylvana Navarro*

“A MIND THAT IS CHALLENGED BY A NEW EXPERIENCE CAN NEVER RETURN TO ITS ORIGINAL PERSPECTIVE.”

ASSISTANT DEAN



INSPIRING AN INNOVATIVE BUSINESS MINDSET

## BACHELOR'S PROGRAM

Three-year program with two internships

Focus on business, entrepreneurship, and innovation

Multicampus study option

Experiential learning

Develop an entrepreneurial mindset as you learn to think innovatively and take on the ever-changing world of business. Offered in partnership with the Carson College of Business (Washington State University), benefit from the knowledge imparted by their visiting professors. Immersed in a culture that inspires creativity and an entrepreneurial spirit, our hands-on approach to teaching will help you build a foundation for your future career success.

*Franziska Lein*

"CÉSAR RITZ COLLEGES SWITZERLAND PREPARED ME TO BELIEVE IN MYSELF AND TO USE MY PERSONALITY, EXPERIENCES, AND STRENGTHS TO SUCCEED! I LEARNED HOW TO MEET GUESTS' NEEDS AND EXCEED THEIR EXPECTATIONS."

GERMANY, 2011 GRADUATE,  
KEY ACCOUNT MANAGER, KRANKENHAUS.DE, BERLIN



# Year 1

## LE BOUVERET OR LUCERNE

Beyond the knowledge you'll gain during your classes, during your first year you'll grow in your understanding of yourself. You'll have the opportunity to take a personality test to assess your skills, and will be encouraged to take risks in your decision-making.

### Term 1 (11 WEEKS)

Introduction to Hospitality and Tourism Management  
Management Information Systems  
Nutrition, Health, and Special Diets  
Personal Development and Life Skills  
Introduction to Industry Experience  
Introduction to Food Service  
Language (French or German)

### Term 2 (11 WEEKS)

Fine Dining Operations and Management  
Business Writing  
Wine and Beverage Management  
Mathematics for the Hospitality Business  
Language (French or German)

## WORLDWIDE INTERNSHIP

Your first internship will generally be in the Food & Beverage department, and will provide you with real-world experience at leading companies such as:

Fairmont Hotel  
Intercontinental Davos  
Four Seasons  
Ritz Carlton, Ritz Paris  
Palace Luzern  
Emirates Palace  
Beau-Rivage Palace  
Kempinski Hotel Bahia  
Nestlé

# Year 2

## LE BOUVERET AND BRIG

In your second year, deepen your understanding of the realm of business, but also of how it fits into and impacts the world on a larger scale. In line with our belief in experiential teaching, during this year, you'll participate in beekeeping workshops, learn about sustainable housekeeping, and don an old-person suit.

### Term 3 (11 WEEKS)

Rooms Division Operations  
Current Global and Social Issues  
Business Statistics  
Microeconomics for Hospitality Managers  
Financial Accounting

### Term 4 (11 WEEKS)

Hospitality Business Ethics  
Hotel and Restaurant Design  
Macroeconomics for the Tourism Industry  
Managerial Accounting  
Cultural Diversity in Organizations

### Term 5 - Brig (11 WEEKS)

Hospitality and Tourism Law  
International Politics  
Food, Beverage, and Events Management  
Decision Analysis for Entrepreneurs  
Science for Sustainable Hospitality and Tourism

## WORLDWIDE INTERNSHIP

Your second internship, usually in the front office, food & beverage, housekeeping, administration or sales and marketing, will prompt you to take responsibility and apply the skills you have acquired over the program to the real world.

# Year 3

## BRIG

In your final year, put your knowledge into practice by participating in the Business Plan Competition. Present your entrepreneurial ideas to a panel of judges, who are themselves successful entrepreneurs. Finalists get to travel to the US and compete alongside other Washington State University undergraduates from around the world.

### Term 6 (11 WEEKS)

Innovation: from Creativity to Entrepreneurship  
Financial Management  
International Tourism  
Business Start-up I  
Career Management  
Quantitative Methods for Business

### Term 7 (11 WEEKS)

Hospitality Marketing for Entrepreneurs  
Hospitality Operational Analysis  
Service Operations Management  
International Business and Entrepreneurship  
Business Start-up II

### Term 8 (11 WEEKS)

Human Resource Management  
Economics for International Business and Entrepreneurship  
Social Psychology of Hospitality  
Hospitality Leadership and Organizational Behavior  
Strategic Hotel Management  
Specialization\*

### \*Choice of specializations

## ENTREPRENEURSHIP & INNOVATION

Learn how to innovate within your organization, create a start-up, and develop your entrepreneurial mindset. Join our innovation club, participate in numerous challenges, learn how to produce a prototype, and hear from expert guest speakers.

Entrepreneurial Operations: Launching a Start-Up  
Financial Entrepreneurship  
Leading Innovative Strategies

## FINANCE

Learn how to think critically about your decisions and their financial impact. Work on real-life projects, develop your financial acumen, and work on risk management, data science, and banking projects and case studies.

Banking and the Financial Economy  
Sustainable Finance: Environmental, Social, and Governance Factors  
Behavioral Finance  
Leading with Finance

## GRADUATE WITH A:

Bachelor of International Business in Hotel and Tourism Management awarded by César Ritz Colleges Switzerland

Bachelor of Arts in Hospitality Business Management awarded in partnership with Washington State University (US)

The Bachelor of International Business is recognized by the Canton of Valais (Switzerland).



TAKE YOUR FUTURE INTO YOUR OWN HANDS

## MASTER'S PROGRAM

One-year  
program with  
a worldwide  
internship

Transferable  
skills

Hands-on  
learning  
experience

Integrated  
business project

Make your mark by discovering how to turn your ideas into a sustainable and profitable business. Learn from a faculty of experts in their fields, most of whom have pursued doctoral studies in the subjects they now teach.

This intensive one-year program offered in partnership with the University of Derby (UK) will provide you with transferable skills, and develop your entrepreneurial mindset. Thanks to its focus on the big picture, this program opens up career opportunities extending beyond the sphere of hospitality into industries such as retail, consulting, banking, and others.

*Roland Semaan*

“CÉSAR RITZ COLLEGES SWITZERLAND PREPARED ME FOR THE REAL WORLD. I NOT ONLY GAINED A PROPER, QUALITY EDUCATION IN THE BUSINESS AND ACADEMIC SENSE, BUT I ALSO LEARNED A LOT ABOUT DISCIPLINE AND HOW TO ALWAYS GIVE MY BEST, EVEN FOR THE SMALLEST OF TASKS.”

LEBANON, 1998 GRADUATE, CEO AND FOUNDER, BALADE



## Year 1 BRIG

### Term 1 (11 WEEKS)

Creativity and Innovation for Competitive Advantage  
Hospitality Industry Operations and Trends  
Decision-Making in Entrepreneurial Finance  
Corporate Entrepreneurship for Hospitality and Tourism  
Business Research Methods  
Language (French or German)

### Term 2 (11 WEEKS)

Strategic Marketing for Entrepreneurs  
Risk, Crisis, and Recovery in the Global Hospitality and Tourism Industry  
Digital Marketing and e-Commerce in the Hospitality and Tourism Industry  
Leading Success Through Human Capital  
Business Sustainability in Hospitality and Tourism  
Language (French or German)

### Terms 3 and 4

#### INTEGRATED BUSINESS PROJECT

Business plan, consultancy project, or dissertation.

Can be done on campus, online, or during your internship.

#### WORLDWIDE INTERNSHIP



#### GRADUATE WITH A:

Master of International Business in Entrepreneurship awarded by César Ritz Colleges Switzerland

Master of Arts in Hospitality and Tourism Entrepreneurship awarded by University of Derby (UK)

The Master of International Business is recognized by the Canton of Valais (Switzerland).



A WELL-ROUNDED CAREER IN WINE

# CERTIFICATE IN WINE BUSINESS MANAGEMENT

12 weeks

Fortnightly trips to  
local wine producers

Optional European  
field trips

Explore wine entrepreneurship and sustainable sourcing at our Brig campus in the heart of the wine-growing Valais region. From wine tasting and pairing sessions to virtual reality and masterclasses, this program offers you an engaging experience and sets you up for a career in the wine industry.



## *Course Structure*

Take all six modules to earn a certificate or take them individually, à la carte.

1. Learning to Become a Taste Expert: WSET Levels 1 and 2
2. Wine and Food Pairing
3. Building a Brand and Women in Wine
4. Starting a Wine Business
5. Wine Commerce, Marketing, and Wine Tourism
6. Sustainable Sourcing

### GRADUATE WITH A:

Certificate in Wine Business Management awarded by César Ritz Colleges Switzerland, in partnership with the Wine and Spirit Education Trust.

# REAL-WORLD EXPERIENCE *with* LIFELONG CONNECTIONS



Our unique partnerships and internship opportunities open the doors to some of the world’s biggest global names across a broad range of industries. Get invaluable real-world experience, connect with people at the heart of the business, and learn from the greats – both in the classroom and in the workplace.

*Maryia Aliakseyenka*

“MY INTERNSHIP WITH BERGENSTOCK HOTELS AND RESORTS IN LUCERNE WAS MY FIRST STEP OUT OF STUDENT LIFE AND INTO SERIOUS LIFE. IT WAS VERY CHALLENGING BOTH IN TERMS OF PHYSICAL WORK AND LEARNING HOW TO THINK DIFFERENTLY. WE WERE TOLD THAT WE WOULDN’T BE THE SAME PERSON AFTER OUR FIRST INTERNSHIP – NOW I KNOW THIS IS TRUE.”

BELARUS, 2018 GRADUATE, PROJECT MANAGER,  
PELVIC HEALTH, DUBAI

#### INCREASING YOUR EMPLOYABILITY

We equip our students to be critical thinkers, hands-on leaders, self-starters, and responsible managers – a real asset for your CV and of immense value in the professional world. The skills you will acquire at César Ritz Colleges Switzerland will equip you for success within the hospitality industry and beyond: wherever there is a client, there is a need for hospitality skills.

#### PERSONALIZED CAREER SUPPORT

A dedicated career services team provides you with one-on-one coaching and practical input as you explore different career paths. They will work alongside you to help you identify and prepare for internship opportunities. Personality tests are used to help you write a CV that showcases your strengths and we offer you great opportunities to practice your interview techniques with people from the industry.



Our Further Education counselor will help you identify your strengths and map out your steps after graduation, whether that is pursuing a graduate degree at one of Swiss Education Group’s schools, stepping into the professional arena, or marking out a whole new path.

NETWORKING AT THE INTERNATIONAL RECRUITMENT FORUM

*Vincent Perrin*

“EDUCATION PLAYS AN INTEGRAL ROLE IN OUR MISSION TO PRESERVE THE INTERESTS OF THE CHAMPAGNE REGION’S GROWERS AND HOUSES. THE YOUTH OF TODAY REPRESENT EMERGING LEADERS AND WE ARE DELIGHTED TO PARTNER WITH CÉSAR RITZ COLLEGES SWITZERLAND TO NURTURE THE FUTURE TALENTS OF THE INDUSTRY.”

COMITÉ CHAMPAGNE

**RELEVANT EXPERIENCE**

We ensure that our curriculum is relevant and ready to be applied in your first professional experiences.

Internships take place in a variety of sectors: for example, in the hospitality and tourism industry (hotels, restaurants, fine dining, tourism management, cruise ships, airlines), luxury (watch-making, retail industry, beauty, personal goods), and sports (events and sports federations).

**PARTNERING WITH THE INDUSTRY**

Thanks to key partnerships with multinational industry leaders across a variety of sectors, you will gain key insights into real-life operations as the industry is brought into the classroom.

Twice a year, you have exclusive access to the International Recruitment Forum, one of the largest career events in Europe, where you will attend career presentations, meet with recruiters from over 100 companies, participate in panel discussions, and network with alumni.

Globally respected business and industry leaders assist us in creating course content, hold guest lectures and masterclasses, host company visits, and offer exclusive career opportunities to our students.



# A GLOBAL *community*



RECONNECTING WITH OLD FRIENDS  
Alumni reunion

With 32 chapters and over 24,000 members, alumni from across all of Swiss Education Group schools have access to one of the largest hospitality networks in the world.

*Patric Farah*

“GRADUATING FROM ONE OF THE BEST HOSPITALITY SCHOOLS IN THE WORLD OPENS UP POSSIBILITIES THAT OTHER PEOPLE SIMPLY DON’T HAVE. THE REACTION YOU GET FROM RECRUITERS WHEN THEY SEE YOUR DEGREE IS UNBELIEVABLE.”

LEBANON, 2008 GRADUATE, OWNER/MANAGING DIRECTOR,  
PATRIC FARAH HOSPITALITY MANAGEMENT CONSULTING, DUBAI

# +24K

ALUMNI

## 97%

of students hired upon graduation.

## 90%

hold management positions or have created their own company within five years of graduation.

## 70%

work in the sectors of hospitality, tourism, and culinary arts.

## 30%

work in the sectors of consultancy, education, finance, and healthcare.



### BENEFITS

Global Alumni and Career Platform: Get noticed by top employers through your profile and gain access to exclusive job opportunities.

Up-to-date news from your alma mater and the wider industry.

Alumni networking events: Reconnect with former classmates and build new relationships with the wider alumni network.

Exclusive alumni offers, webinars, career development support.



LIVE WELL. LEARN WELL.

# Student Life

*Mason Tasiyana*

“THANKS TO MY CLASSMATES, I LEARNED HOW TO BE MORE OPEN-MINDED AND EMBRACE DIFFERENT IDEAS. OUR DIFFERENCES HAVE TAUGHT ME TO BE MORE CULTURALLY SENSITIVE ABOUT HOW I ADDRESS DIVERSE OPINIONS AND VIEWS.”

ZIMBABWE, 2021 GRADUATE



# THE *total* SWISS EXPERIENCE



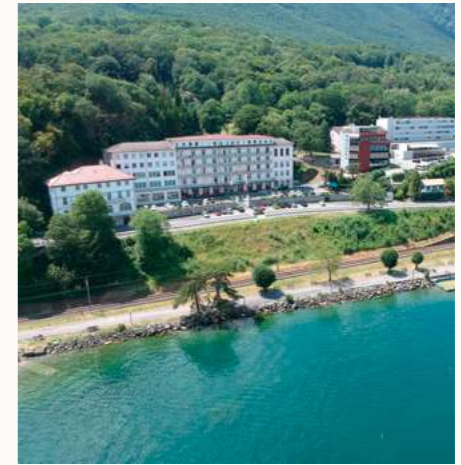
César Ritz Colleges Switzerland offers a unique, multi-campus experience in three distinct parts of Switzerland. From the shores of Lake Geneva to the sunny Rhône Valley to the historic heart of the country, our diverse campuses will provide you with a one-of-a-kind cultural experience and a true taste of the beauty that sets Switzerland apart.

## LE BOUVERET CAMPUS

Le Bouveret is a beautiful lakeside resort on the shores of Lake Geneva, minutes away from the French border, with breathtaking views of the Swiss Riviera and alpine foothills.

The campus is housed in three buildings, including a magnificent former hotel, and offers a tranquil and safe study environment with modern facilities that include 15 training kitchens.

The campus is also home to Apicius – a brand new, state-of-the-art culinary arts facility where delicious meals are prepared and served by Culinary Arts Academy Switzerland students.



## LUCERNE CAMPUS

Located in the heart of one of Switzerland's most visited cities, our Lucerne campus is housed in the former Union Hotel, built in the 1900s, and was recently extensively renovated with state-of-the-art facilities including a gym and library. The historic grand hall often plays host to events and fine dining.

Living in proximity to a shopping mall, cinema, and a bustling downtown area, a wide variety of cultural, entertainment, and sporting attractions will keep you busy in this vibrant city.



## BRIG CAMPUS

Nestled in the sunny Rhône Valley at the foot of the Alps in the beautiful Valais region, this German-speaking town and its surroundings offer a relaxed lifestyle, and a host of activities to keep you entertained.

The Brig campus is situated in two buildings along cobblestoned streets in the heart of town and offers a full range of modern facilities, which include a learning resource center, a library, study rooms, a computer lab, a theater-style auditorium, and fully equipped living accommodations.



*Maryia Aliakseyenka*

“MOVING TO SWITZERLAND WAS AN UNIMAGINABLE DREAM – I STEPPED OUT OF MY LIFE AND DISCOVERED AN ENTIRE NEW WORLD AROUND ME.”

BELARUS, 2018 GRADUATE,  
PROJECT MANAGER, PELVIC HEALTH, DUBAI



STUDENT LOUNGE  
Le Bouveret campus



It's important to us that you have an enjoyable learning experience. That's why our faculty works hard to foster open, collaborative, and innovative environments across all our campuses so that students and faculty can thrive as individuals and as a community. Each staff and faculty member is dedicated to mentoring and supporting you academically and personally during your time with us on campus.

**EXPERIENCE CAMPUS LIFE ACROSS THREE ONE-OF-A-KIND LOCATIONS**

Our classrooms are well-designed and equipped with interactive technology and our facilities are comfortable and modern.

Plus, with shared campuses with Culinary Arts Academy Switzerland - Switzerland's finest culinary arts school - you can have a front-row seat to some of the region's best chefs and kitchens.



RECEPTION  
Brig campus

*Angelica Suraga*

“THE BEST PART OF STUDYING AT CÉSAR RITZ COLLEGES SWITZERLAND WAS THE EXPERIENCE OF BEING WITH PEOPLE FROM ALL PARTS OF THE WORLD. IT WAS ALSO GREAT TO BE SURROUNDED BY PEOPLE WHO WERE AS PASSIONATE ABOUT THE INDUSTRY AS I WAS. ADDITIONALLY, THE INSTRUCTORS BROUGHT EXTENSIVE KNOWLEDGE AND EXPERIENCE TO THE CLASSROOM THAT THEY SHARED WITH US.”

SWEDEN, 2004 GRADUATE,  
DIRECTOR OF INTERNATIONAL MEETING AND EVENT SALES, SCANDIC HOTEL

**FOSTERING THE NEXT GENERATION OF LEADERS**

Each term, students are elected to represent the interests of their peers as part of the Student Ambassador Forum. These ambassadors meet on a regular basis and help develop campus engagement strategies.

Twice a year, students who have demonstrated leadership potential are invited to take part in a leadership forum with representatives attending from all our partner schools. During this forum, students have the opportunity to learn from and connect with industry experts around the topic of leadership.

Our school hosts a chapter of the Eta Sigma Delta Honor Society, a professional student organization that recognizes students in the top 20th percentile for outstanding academic achievements and professionalism.

**A VIBRANT STUDENT COMMUNITY**

When you aren't busy studying, you can choose from a wide variety of exciting activities to make the most of your time on campus.

All students living on campuses in Le Bouveret and Brig have access to a student club where you can enjoy pool, karaoke, video games, and dancing or just relax with your friends.

Each term, you can look forward to Sports Day, which brings students together from across all Swiss Education Group schools for a fun day of sports competition held at our Brig campus.

If music is more your interest, we have a dedicated music club for students who wish to share their love of music with their classmates.



**EXPLORE SWITZERLAND AND BEYOND**

Switzerland offers a great variety of cultural experiences such as festivals, museums, musical events, exhibitions, and countless opportunities to take in its stunning natural beauty. Enjoy a range of outdoor activities in the Alps, devour a delicious plate of Italian pasta in Domodossola, hike around the beautiful Swiss mountains, or enjoy a quiet stroll through one of the many markets.

In the summer months, you can enjoy mountain biking, hiking, swimming, river rafting, sailing, waterskiing, golfing, horseback riding, and paragliding. In the winter, you can enjoy skiing, tobogganing, skating, hockey, and ice climbing at any of the more than 200 winter resorts across the country.



# EXPLORE *your* NEXT STEPS



Follow us on  
social media



Contact us



Meet a regional  
representative at  
an event near you



Attend one of  
our Open Days



Apply online



**WANT TO FIND OUT MORE?**

Attend one of our  
upcoming events  
and discover if César Ritz  
Colleges Switzerland  
is the place for you!

**FIND AN EVENT NEAR YOU:**

[www.crccs.com/events](http://www.crccs.com/events)



With nearly 40 years of experience in hospitality, business, and culinary arts education, and rooted in the Swiss tradition of hospitality, Swiss Education Group is committed to equipping tomorrow's professionals with the leadership and entrepreneurial skills highly sought after in the hospitality industry and beyond. Swiss Education Group schools offer a wide range of courses, bachelor's and master's degrees, and short professional certificates, allowing students to choose programs that suit their individual learning needs and interests.

ACCREDITED MEMBER



International Centre  
of Excellence in  
Tourism and Hospitality  
Education (THE-ICE)

Accredited to meet THE-ICE Standards of Excellence

EDUQUA

#### CONTACT DETAILS

[contact@cesarritzcolleges.edu](mailto:contact@cesarritzcolleges.edu)

[www.cesarritzcolleges.edu](http://www.cesarritzcolleges.edu)

#### LE BOUVERET

Route Cantonale 51

CH-1897 Le Bouveret

Switzerland

T +41 24 482 82 82

#### LUCERNE

Löwenstrasse 16

CH-6004 Lucerne

Switzerland

T +41 41 399 00 00

#### BRIG

Englisch Gruss-Strasse 43

CH-3902 Brig

Switzerland

T +41 27 922 04 04

  
COLLEGES  
SWITZERLAND