



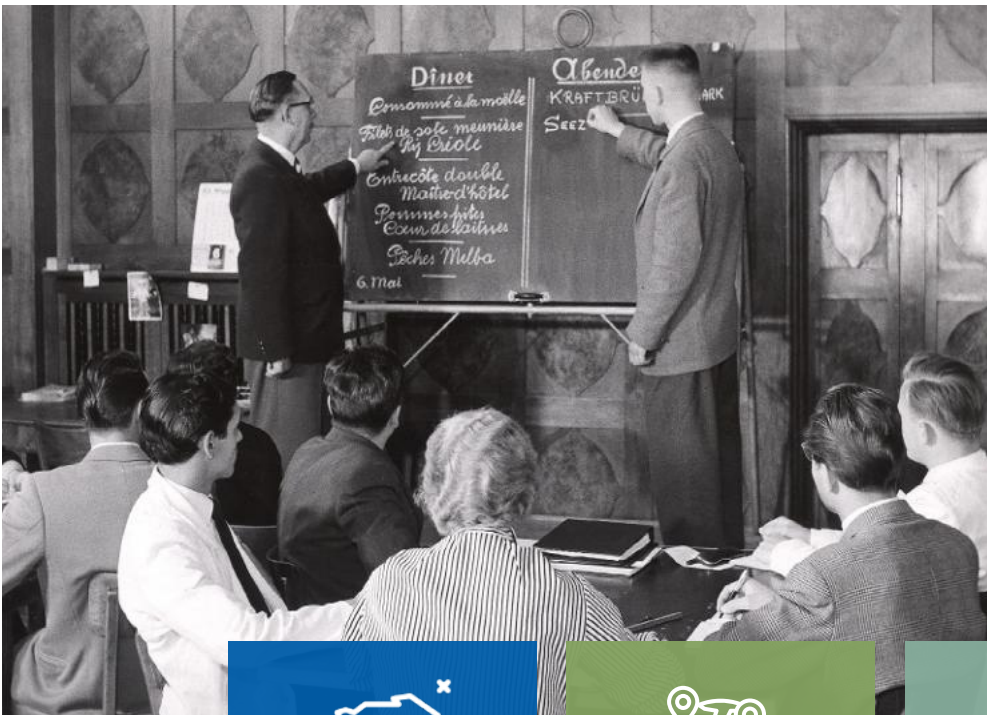
PROGRAMME

**BACHELOR OF SCIENCE  
IN HOSPITALITY MANAGEMENT**

# SINCE 1909: A WORLD OF ASPIRING HOSPITALITY BUSINESS LEADERS

As one of two original Hotel Management Schools in Switzerland, SHL Schweizerische Hotelfachschule Luzern has been paving the way for the worldwide renowned Swiss dual education system, teaching first-class practical and academic hospitality management skills since 1909.

SHL has a proven record of being a forward-thinking educational institution developing students' talents and the school was the first hotel management school in the world to award women with the same leaving qualification as men.



## ORIGINAL SWISS INSTITUTION

SHL offers one of the original two Bachelor of Science in Hospitality Management degrees accredited by the Swiss Government.



## WORLDWIDE RECOGNITION

Our Bachelor uses the European Credit Transfer System (ECTS), which means that the degree is recognised around the world.



## VERIFIED QUALITY

SHL is certified by EduQua, the Swiss quality certificate for continuing education institutions, and is awarded by SECO\*.

\*State Secretariat of Economic Affairs



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**CHRISTA AUGSBURGER**

Director

In a world where academic merits seem to be everything that matters, at SHL we continue to nurture the individual talents of our students when educating the next generations of hospitality leaders.



**1  
CAMPUS**

in the heart of Switzerland with the City and Lakeview locations



**300  
STUDENTS**

on campus, with a total of 860 students enrolled



**44  
NATIONALITIES**

represented in the student body



**200+  
TOP COMPANIES**

visit the SHL Campus annually to share their insights and find new talents



**> 99%  
EMPLOYABILITY**

rate within 12 months after graduation

# ENVIRONMENT THAT UNLOCKS INDIVIDUAL POTENTIAL

At SHL, we believe the best way to unlock your full potential and make a real impact on your personal development is by providing a solid foundation of applicable knowledge, transferable skills, and social competences. Through theoretical classroom sessions, case studies, real-life business projects, guided reflections, interactive workshops, coaching, and hands-on training, our lecturers equip you with the tools that will help you achieve your best.

## A PERSONALISED LEARNING EXPERIENCE

With 860 students enrolled and 300 on campus at any one time, SHL fosters a close-knit community where students are more than just a face in a lecture hall. Small class sizes and strong faculty-student interaction ensure personalised learning, helping each student grow individually and be recognised for their talents and unique strengths.

## WHO THRIVES AT SHL?

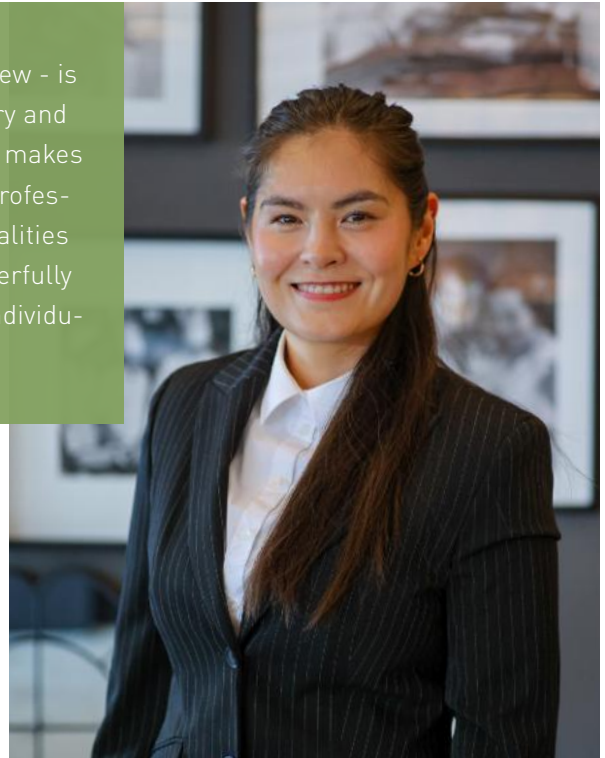
SHL students not only actively participate in classes and extracurricular activities, they are also open-minded, willing to learn, respectful, responsible, and initiative-driven.



### OUR STUDENTS ARE

- Passionate about hospitality
- Interculturally adept
- Diligent towards studies
- Able to think & work independently
- Team players
- Socially and emotionally intelligent

«What I like most about SHL - aside from the view - is the dynamic approach to learning, where theory and practice go hand in hand. The second thing that makes the school is the people. The faculty is highly professional and knowledgeable, with unique personalities that shine through genuinely. My class is wonderfully diverse, filled with amazing, funny, and caring individuals from different backgrounds.»



«What drew me to SHL was its close-knit, family-like atmosphere. Hearing classmates swap stories about internships and personal adventures, made me feel like I was stepping into a community. What I love most about SHL is how practical and relevant the lessons are. Whether it's learning what 'quality' means or breaking down business management, I see how these skills apply professionally and in everyday life.»

«What I appreciate most about SHL is the incredible quality of the education and the lecturers. They bring real-world expertise into the classroom, making every lesson not only informative but also highly relevant to the industry. Their enthusiasm for teaching and dedication to student success is unmatched. Moreover, the diverse community at SHL has enriched my experience. Interacting with peers from different cultural and professional backgrounds has broadened my perspective.»



# BSC IN HOSPITALITY MANAGEMENT: SWISS QUALITY RECOGNISED AROUND THE WORLD

The Bachelor of Science degree in Hospitality Management with a focus on International Business & Sustainability at SHL is offered in cooperation with and awarded by the University of Applied Sciences and Arts Lucerne (HSLU), accredited by the Swiss Federal Government and in compliance with the Bologna Declaration, using the European Credit Transfer System (ECTS) and recognised in Switzerland, Europe, and around the world.

The BSc programme is the optimal foundation for a hospitality career with a solid combination of academic knowledge, transferable hospitality skills and modern management expertise.

**Diplomas:** Bachelor of Science in Hospitality Management with a focus on International Business & Sustainability, awarded by the University of Applied Sciences and Arts Lucerne (HSLU)

Advanced Federal Diploma of Higher Education in Hospitality Management, awarded by SHL Schweizerische Hotelfachschule Luzern

**HSLU** Lucerne University  
of Applied Sciences  
and Arts



**Credits:** 180 ECTS

**Duration:** 4-years if starting in Aug/Sep intake and 4.5 years if starting in Feb intake, full-time degree programme, including 2 paid internships

**Location:** SHL & HSLU Campus, Lucerne, Switzerland

**Degree recognition:** Around the world

**Language of instruction:** English

## FEE STRUCTURE INTERNATIONAL STUDENTS



→ Download Fees

## FEE STRUCTURE SWISS & ELIGIBLE STUDENTS



→ Download Fees

# BLUEPRINT TO YOUR BACHELOR'S DEGREE IN HOSPITALITY MANAGEMENT

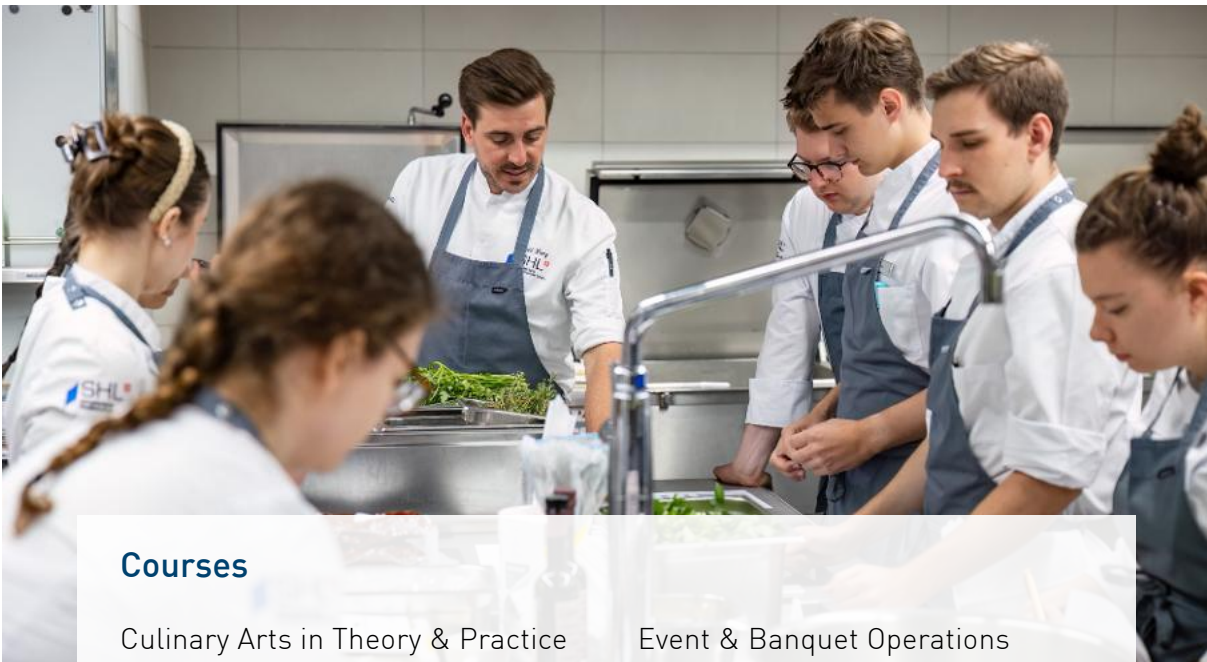
FULL-TIME COURSE | 4 OR 4.5 YEARS DEPENDING ON INTAKE | 2 INTERNSHIPS



Year 1	Year 2	Year 3	Year 4
<b>SEMESTER 1</b>  Food & Beverage Operations	<b>SEMESTER 3</b>  Rooms Division Operations	<b>SEMESTER 5</b>  Hospitality Business Administration	<b>SEMESTER 7</b>  International Business & Sustainability
<b>SEMESTER 2</b>  Industry Internship Food & Beverage	<b>SEMESTER 4</b>  Industry Internship Rooms Division	<b>SEMESTER 6</b>  Hospitality Management	<b>SEMESTER 8</b>  International Business & Sustainability

## STUDY YEAR 1 - CULINARY ARTS & SERVICE EXCELLENCE

Semester one gets you familiarised with the world of a hotelier. Through combined practical experiences in our fine dining restaurant and kitchen as well as theory classes in F&B, you internalise the attitude of hospitality professionals in both thought and action. In the pre-internship coaching you receive individual assistance to ensure that you find an exciting internship position for the second semester, where you will face the challenges of real-life situations and get to apply skills and knowledge gained in a professional environment.



### Courses

Culinary Arts in Theory & Practice

Pastry Creation & Baking

Nutrition & Sustainable Lifestyle

The Art of Service

Oenology & Beverage Science

Event & Banquet Operations

Food & Beverage Management

Interdisciplinary Competences

German

Pre-Internship Coaching

### Food & Beverage Industry Internship

Culinary or service positions

Location: Switzerland or abroad\*

Duration: 24 weeks

Type: full-time paid internship

## STUDY YEAR 2 - QUINTESSENTIAL HOSPITALITY MANAGEMENT

In semester three you will concentrate on Rooms Division, looking at Front Office and House-keeping, the environmental impact and financial aspects of managing the core departments of a hotel. During the fourth semester, you will gain your second industry experience in front office, guest relations, reservations, facility management, or rooms division positions. Here, you can apply your skills with greater responsibility and develop an understanding of various managerial roles through both participation and observation.



### Courses

Rooms Division Management

Business Operations

Mystery Guest Experience

Business Simulation

Strategic & Economic Concepts

Hospitality IT Tools

Tourism

Interdisciplinary Competences

Quality Assurance

German

### Rooms Division Industry Internship

Rooms Division positions

Duration: 24 weeks

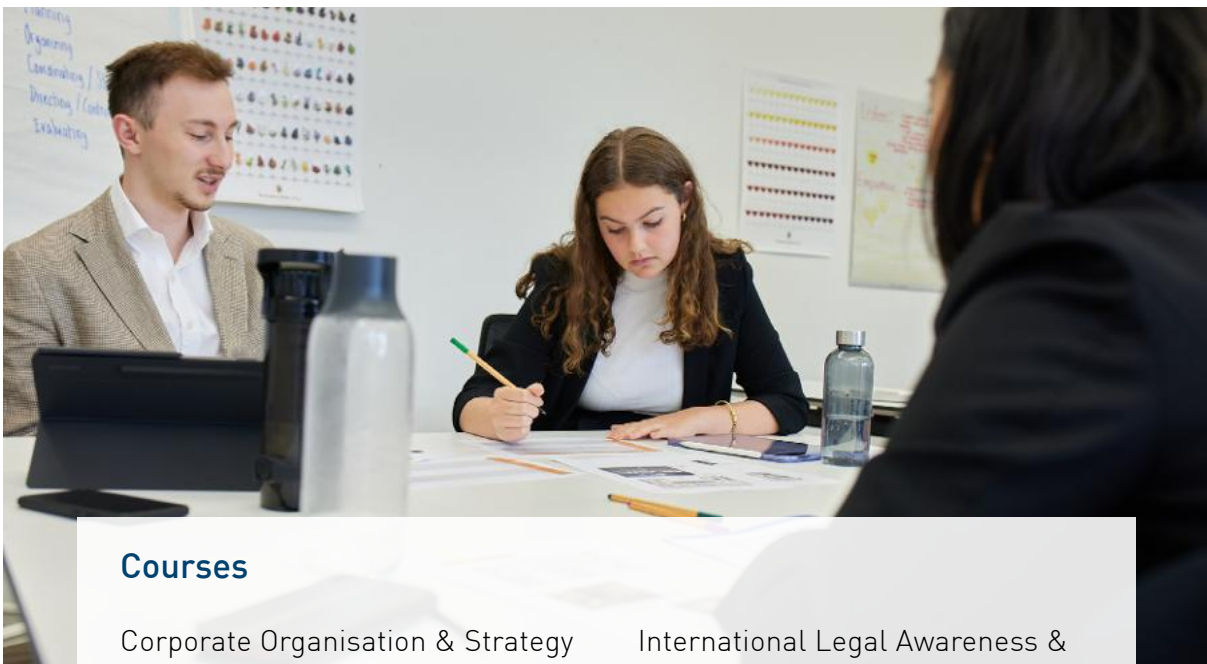
Location: Switzerland or abroad\*

Type: full-time paid internship

\*either the first or the second internship must be completed in Switzerland

## STUDY YEAR 3 - APPLIED HOSPITALITY BUSINESS ADMINISTRATION & MANAGEMENT

Semesters five and six focus on Hospitality Business Administration and Management, emphasising financial stability through strong leadership. Through individual and group research, you will engage in in-depth reflection, as well as operational and strategic planning. You will collaborate in teams on a gastronomy business plan, receiving expert coaching in marketing, finance, and human resources. This builds a strong foundation for the Capstone Project, where you will design and present a detailed hotel concept to a panel of industry professionals.



### Courses

Corporate Organisation & Strategy

Leadership

Financial & Managerial Accounting

Economics

German

Revenue Management & Distribution

Strategic Marketing, Concepts & Communication

International Legal Awareness & Risk Management

Hotel Development - Building & Design

Investment Psychology

HR Management & Talent Development

Developing Academic Skills

Interdisciplinary Competences

## STUDY YEAR 4 - INTERNATIONAL BUSINESS MANAGEMENT & SUSTAINABILITY

In your final year, you will explore key topics in International Business and Sustainability, equipping you with essential skills for a global hospitality career. Core subjects include International Project Management, Innovation & Change Management, and Crosscultural Communication, alongside specialised courses like Sustainability in Tourism & Hospitality and Risk & Resilience Management. A study trip and Bachelor Thesis further enhance your understanding, preparing you for leadership roles in an evolving industry.



### Courses

International Project Management

International Marketing

Innovation & Change Management

Crosscultural Communication & Management

Sustainability in Tourism & Hospitality incl. Study Trip

Research Methods & Statistics

Risk & Resilience Management

Operations Management

Sustainable Business Operations & Ethics

Destination Management

Experience & Visitor Management

MICE & Live Communication

Digital Dynamics & Elective

Bachelor Thesis

## SHL CAREER DEVELOPMENT: YOUR CAREER, YOUR CHOICE

Gaining work experience is an integral part of our programme and key to success. At SHL, students are free to choose the company and destination for their two paid internships. Whether it's a mountain lodge in the Swiss Alps or a beach resort in the Maldives, the possibilities are endless. Our dedicated Internship & Career team provides extensive support to help students secure the perfect position.

### Career Coachings

Whether CV and application coaching, interview training or career guidance, our expert team is there to assist you with valuable know-how and advice. Throughout semesters 1 & 3, the Internship & Career team will provide you with pre-internship coaching.

### Job Platform

SHL has its very own job platform where companies offer job and internship opportunities to SHL students and alumni.

### Career Days

SHL hosts three Career Days per year on campus, where students can meet top Swiss and international companies to explore exciting internship and graduate job opportunities. In addition to networking, students can attend Expert Talks and Panel Discussions, offering valuable insights from industry leaders and professionals.



During the last school year, our students were spread over 25 countries for their internships.

## STUDENT LIFE AT SHL: COMMUNITY, CULTURE & OPPORTUNITIES

As a student, you will be part of a diverse community where different backgrounds, skills, and perspectives enrich campus life with a vibrant mix of cultures, languages, and traditions. The SHL student body brings together ambitious, service-oriented, and creative individuals from across Switzerland and around the world, fostering a dynamic and inspiring environment.

### UNLOCK YOUR POTENTIAL

Extracurricular activities play a key role in shaping a well-rounded education. They let students explore passions, build new skills, and connect with peers. Participation boosts confidence, leadership, and adds value to your resume. So, what's happening at SHL? Here are just a few ways students can get involved:



#### The Goal-Getters

Students seeking an extra challenge can join international competitions, such as our EMCup Team 2025, who competed in Maastricht against 29 hospitality schools and secured an impressive second place.



#### The Social Media Aficionados

Students can become TikTok Content Creators or run our Instagram, sharing authentic glimpses of student life. They'll capture behind-the-scenes moments, and what makes SHL unique while building social media expertise.



#### The Ambassadors

As an Ambassador, you'll be the face of SHL, representing the school at various events and activities. Depending on your interests and availability, you'll have the chance to get involved in a range of exciting marketing initiatives.



#### The Event Planners

SHL students can join the organising team of «The Kiosk», planning and hosting creative events that cater to the interests and needs of the diverse student community.



#### The Movement Enthusiasts

We keep things balanced with mental training workshops, «Bike to SHL» weeks, and the occasional fun sports event - because a healthy mind and body make student life even better!

## THE CITY – THE LAKE – THE MOUNTAINS: OUR CAMPUS IN LUCERNE

Switzerland is consistently ranked among the world’s best places to live, offering top-tier quality of life, excellent healthcare, and a safe, stable environment - an ideal setting for your studies!

Nestled between Lake Lucerne and the majestic Alps, Lucerne blends stunning natural beauty with vibrant city life. Its charming Old Town, lively shopping areas, and rich cultural scene create an inspiring atmosphere. Safe, compact, and easy to navigate, Lucerne offers the perfect balance of adventure and convenience. Plus, with excellent transport links, the rest of Switzerland, Europe, and the world are just a journey away.



### HOME AWAY FROM HOME

In the heart of this stunning setting, you’ll find the SHL campus and student accommodation, Hotel SHL. Just minutes from Lucerne’s city centre, our campus offers breathtaking views of the lake and mountains while immersing students in a true hospitality environment.

Designed for immersive learning, the SHL campus features modern classrooms, hands-on training facilities, study spaces, as well as creative lounges for group work.



Our on-campus restaurant Salt & Pepper offers delicious meals while doubling as a hands-on training space for culinary arts and service excellence. It's where learning meets real-world experience right on your lunch break!

The «Club» is where our students meet: for a refreshment during breaks, for a quick business lunch or for a cosy after-study drink with friends...



... always with a marvellous view of the city, Lake Lucerne and our local mountain, Mount Pilatus.

Hotel SHL offers various en-suite room categories. In addition to the spacious single rooms, the student accommodation features a Community Room with fully equipped kitchen, laundry facilities and a rooftop terrace to enjoy.



# LET'S TALK ABOUT YOUR CAREER OPPORTUNITIES

The career quest starts with your passion and dreams for your future and your diverse and unique skill set. Where will the journey take you? Only you can find that out – but we can tell you this, it will be an exciting adventure!

Today you can find SHL graduates on 6 continents. Our Alumni are not only qualified to occupy managerial roles in the fascinating gastronomy & hotel industry, or the wider hospitality and tourism industry. You will also see that they find opportunities in a wide variety of companies and organisations in related service and customer-oriented industries such as luxury retail, private banking, real estate and even higher education.



**INTERNATIONAL CHAINS & INDEPENDENT HOTELS**



**TRAVEL & TOURISM ORGANISATIONS**



**EVENTS & ENTERTAINMENT**



**HIGHER EDUCATION**



**FINANCE, INSURANCE, REAL ESTATE**



**LUXURY, CONSUMER GOODS & RETAIL**

## SHL ALUMNI. A WORLDWIDE COMMUNITY. A LIFELONG ASSET.

To succeed in your chosen career, your contacts can make a crucial difference. As an SHL graduate you will automatically become part of our SHL Alumni Community, a global network with accomplished industry leaders and influential individuals in various sectors. As an active and respected professional networks in the industry, our alumni are present on 6 continents, profoundly connected to the community and eager to enrich your experience from the classroom to your personal and professional life.



The careers of our alumni are as exciting, unique and diverse as their personalities. Get to know some of them right here.



# ADMISSION REQUIREMENTS

In addition to fulfilling the basic requirements, ideal SHL candidates are determined future hospitality leaders with an entrepreneurial spirit, dedication to quality, passion for creating outstanding customer experiences and the hospitality industry.

<b>ACADEMIC</b>	<b>AGE</b>
High school diploma & equivalent, EFZ (CH)	18 years of age
<b>ENGLISH PROFICIENCY</b>	<b>APPLICATION DEADLINES</b>
<ul style="list-style-type: none"><li>- IELTS 6.0</li><li>- TOEFL (iBT) min. 70 points</li><li>- Advanced Cambridge Certificate, min. score 170</li></ul> <p>Alternatively, you may submit evidence that you have spent minimum the last five years of school with English as the main language of instruction.</p>	<p>August / September Intake</p> <ul style="list-style-type: none"><li>- May 31 for visa candidates</li><li>- July 31 for non-visa candidates</li></ul> <p>February Intake</p> <ul style="list-style-type: none"><li>- October 31 for visa candidates</li><li>- December 31 for non-visa candidates</li></ul>

## WE LOOK FORWARD TO MEETING YOU



Greta Frey



Nadezda Stepnova



Alexandra Stieger

## ADMISSION PROCESS – HOW TO APPLY



### ONLINE APPLICATION

To apply for your place at SHL, please complete the online application form and upload the following documents:

- Copy of passport and a recent photo
- High school diploma and transcripts\*
- Work certificates
- English language certificate
- CV
- Letter(s) of recommendation\*
- Admissions essay

### ONLINE APTITUDE TEST

When the application documents are complete and checked, you'll be invited to complete an online aptitude test:

- No specific preparation needed
- Please plan approximately 45 minutes for the test
- The test consists of four sections: personality, analogies, matrices and sequences

### ADMISSIONS INTERVIEW

The final step of the admission process is a personal interview with a member of the admissions team.

- Talk about yourself, your interests, hobbies, extra curriculars, etc.
- Your perspective on your academic and professional background
- Your goals and dreams for your future






Start your online application

\*Should your school prefer to send these documents directly to SHL, please provide your school with the email address of your SHL contact person or the SHL Admissions Team, [admissions@shl.ch](mailto:admissions@shl.ch).



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