

SWITZERLAND – WORLD PREMIER HOSPITALITY EDUCATION:

Switzerland, the country of stability, securities, well-known home of United Nations, the World Trade Organization, Olympic Committee and unique home of more than 5000 students from all over the world studying hospitality management. The concept of hospitality has its roots in Switzerland. Today, a large number of executives in the global hotel industry are graduates of Swiss hotel schools because of their rigour, strong work ethos, value for service, attention to details, a genuine culture for hospitality and effectiveness in managing a diverse workforce.

BEAUTIFUL CENTRAL SWITZERLAND AND INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT ISBM

ISBM is situated in the municipality of 2 campus Littau and Weggis in canton Luzern. This location gives the students good opportunities in accessing to urban and modern life of Switzerland along with entertainments and fun. ISBM is situated almost in the centre of Switzerland, therefore, gives almost equal access to all parts of the country; modern transportation facilities connecting to all major cities of the countries.

LUZERN 
ГПСЕВНЕ
SWISS MADE



THE HOSPITALITY OPPORTUNITIES

Hospitality is also one of the fastest growing sectors of the global economy. Hospitality, including tourism and travel is the world's largest industry, generated over USD \$6 trillion in revenue, equal to an incredible 10.6% of the global GDP. World Travel and Tourism Council research is based on a total of 174 national economies worldwide.

The industry generates 221.6 million jobs.

World travel and tourism was expected to grow by 4.6% per annum between 2010 and 2015.



CONCEPT

Goal The ISBM trains the students to be professionals who are fully conscious and active members of the society.

Instruction

We provide the students with high level of professional education. We groom the students to be independent and interactive members of team, who think logically and their actions are transparent. Variety of methods in instruction, modern teaching material and innovative teaching staff help to create a comfortable learning atmosphere. We contribute to the life long learning concept.

School Management

The school management work goal oriented and decisions are transparent. The members of the staff related with the matter are consulted. The responsibilities and authorities are delegated and in this way there is a feeling of joint venture in the staff and they are creative. Quick deciding process, clearly defined responsibilities help to develop a strong, transparent and understandable organisation. The resources available to school administration are fully utilised and used as required.

Quality

ISBM has successfully fulfilled the highest quality criteria of EDUQUA. The members of the staff are ready to analyse their services critically and to improve them. The fully organised system continuously checks and improves the quality in our school.



International School
ISBM

ACADEMICS *BBA* INTAKE: JANUARY, APRIL,

JULY, OCTOBER

CERTIFICATE IN HOSPITALITY MANAGEMENT

- Principles of Food Production
- Managing Beverage Service
- Planning & Control for F & B Operations
- Food & Beverage Service
- Housekeeping Management
- Front Office Operations
- German Language & Culture

DIPLOMA IN HOSPITALITY MANAGEMENT

- Basic Hotel & Restaurant Accounting
- Tourism & the Hospitality Industry
- Marketing in the Hospitality Industry
- Managing Beverage Service
- Planning & Control for F & B Operations
- Food & Beverage Service
- Housekeeping Management
- Front Office Operations
- German Language & Culture

HIGHER DIPLOMA IN HOSPITALITY MANAGEMENT

- Understanding the Hospitality Law
- HR Management
- Basic Hotel & Restaurant Accounting
- Tourism & the Hospitality Industry
- Marketing in the Hospitality Industry
- German Language & Culture
- French Language & Culture

BBA IN HOSPITALITY MANAGEMENT

- International Hotel Management
- International HR Management
- Leadership and Management
- Managerial Accounting for Hospitality Industry
- Understanding the Hospitality Law
- HR Management
- German Language & Culture
- French Language & Culture

ACADEMICS *MBA*

MBA IN HOSPITALITY MANAGEMENT (FIRST YEAR)

- Principles of Food Production
- Managing Beverage Service
- Planning & Control for F & B Operations
- Food & Beverage Service
- Housekeeping Management
- Front Office Operations
- German Language & Culture

MBA IN HOSPITALITY MANAGEMENT (SECOND YEAR)

- Basic Hotel & Restaurant Accounting
- Tourism & the Hospitality Industry
- Marketing in the Hospitality Industry
- Managing Beverage Service
- Planning & Control for F & B Operations
- International Hotel Management
- International HR Management
- Managing Hospitality Human Resources
- Food & Beverage Service
- Housekeeping Management
- Front Office Operations
- Understanding the Hospitality Law
- German Language & Culture



International School
BBA

INTERNSHIPS

Paid Internship: value added true experience
Industry training is an integral part of the schools program and is an indispensable complement to the student's theoretical studies. By law, Swiss employers are required to remunerate students at prevailing industry trainee rates. Gross salary per month: CHF 2,075.- to CHF 2,450.-. Deductions for food, accommodation, tax, insurance are about CHF 1,000.-.

c/Internship Overseas : USA, Australia, NZ : broaden your success horizon

The Internship Office offers assistance in these placements of internship in USA, Australia, New Zealand , subject to administration fee, VISA fee, air ticket, insurance ... Gross salary per month varied from countries and at the employer's own discretion, normally started from 1200 to 1800 \$ per month.

5/Transfer and affiliation:

Opportunities to persuade your hospitality education through various institutions and locations world wide, subject to individual student academic's performance and VISA acceptance.

- STANDARD AND DELUXE ROOM
- State of the art CLASSROOMS
- CYBERSPACE COMPUTER ROOM
- LIBRARY
- STUDY ROOM
- LOBBY
- CAFETERIA
- DEMONSTRATE KITCHEN:
- STUDENT BAR
- DINNING ROOM
- STUDENT MANAGEMENT OFFICE
- FITTINGS AND EQUIPMENT
- SPORTING ACTIVITIES



FACILITÉ
– VALUE-ADDED ASPIRATION



ISBM campus at Weggis and Littau offer the comfort and balanced of personal fulfillment and professional training with excellent facilities . State of the art wireless access throughout the campus

Students at ISBM stay on campus. all rooms are fully furnished, telephone in room, attached toilet, room service, single room available upon demand. Student bar indulge students with various entertainment time like Karaoke room, Billard, refreshment... Many sporting facilities like tennis, football, swimming, and others are available in the near or surrounding vicinities.

ISBM graduate enjoy wide-range opportunities in

Hospitality and food service :hotel chain, corporate offices, Holiday club, bar – Food industry: production, trade, processing-Tourism: tourist office, agencies, airlines company- Entertainment/leisure: Casino, theme park, resort-Journalism: travel magazine, professionalized documents, business analyst –Consulting: project, adit -Development services: banking, insurance, equipment for hospitality industry-Education: hospitality college.



AKADEMIKER
– SUCCESS FORMULA



SWISS HOSPITALITY AND BUSINESS EDUCATION

ISBM INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT



ISBM School

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