



INTERNATIONAL
MANAGEMENT INSTITUTE
SWITZERLAND



Programme Brochure

Luzern, Switzerland



Introduction to IMI International Management Institute

IMI International Management Institute Switzerland is a unique, private, hotel school founded in 1991. We have deliberately remained small, with around 180-220 students per semester. This way our students are assured of a highly personalised and individual approach to their learning. The combination of quality academic teaching, Swiss practical training, excellent industry contacts and breathtaking scenery are a recipe for success. Our graduates can be found in Senior Management positions all around the globe. Their success shows that to reach the top it pays to start at the top!

The International Culinary Institute Switzerland (ICI) is the culinary arm of the prestigious IMI Luzern. ICI embodies the same qualities that have made IMI the number one choice of school for so many hospitality professionals. We aim to prepare the next generation of culinary professionals and entrepreneurs for success in a dynamic and exciting global industry.



Your career success is our top priority...

At IMI and ICI, our Careers team take a personalised approach to finding students their dream internship or graduate placement. Individual meetings, CV workshops, Career Days and a vast network of international industry contacts means our students are ready to excel at interview and grasp the numerous opportunities we offer them. Twice a year, we are visited by some of the top hotel and tourism brands who present to our students and interview on campus. This results in great opportunities for our students to secure top placements and network with industry leaders. Some of our partners who visit regularly for Career Days:



Student experience...

During your time with us in Switzerland, you will be open to a wide variety of experiences and activities. Luzern is widely considered the most beautiful city in Switzerland. Set on a lake and surrounded by mountains, the city has a vibrant cultural scene with many festivals and music events throughout the year as well as a great selection of bars, cafés and restaurants. With France, Germany and Italy just a train ride away, it is also the perfect springboard to discover Europe.

On campus, you will be situated in modern, recently refurbished rooms. Our onsite gym and nearby sports facilities offer the perfect distractions at weekends. Swim in the fresh waters of Lake Luzern in the summer and ski on the nearby mountains in winter. With a dedicated student committee organising events through the year, you will never be bored!



IMI Certificate in International Hotel and Tourism Management

This foundation programme offers ideal preparation for those looking to pursue University level study at IMI in a Hospitality, Events, Tourism or Culinary related discipline...



Foundation*

22 weeks

- The Hospitality, Tourism and Events Industry
- Studying at University
- Introduction to Food & Beverage Restaurant Service
- Hygiene Management
- English for University Studies
- Hospitality Business Basics

**optional internship available after this semester.*

IMI Undergraduate Programme

Leading to a BA (Hons) Degree in Hotel, Tourism or Events Management or Culinary Arts.

6 MONTHS

Entry Requirements and Awards

Entry Requirements: 17 years of age; High school leaving certificate or equivalent; Appropriate level of English (various English tests recognised)

Start Dates: February, May, August or November

Award: IMI Certificate in International Hotel and Tourism Management

Bachelor of Arts (Hons) Degree in Hospitality Management

This five semester programme is validated by Manchester Metropolitan University, UK and offers five specialist pathways in Entrepreneurship, Hotel, Tourism or Events Management. It is a perfect springboard to hospitality management positions worldwide...

validated by



Course progression...

Semester 1 22 weeks	Semester 2 22 weeks	Semester 3 22 weeks	Semester 4 22 weeks	Semester 5* 22 weeks	Graduate Placement
IMI Diploma & MMU Certificate of Higher Education (two awards)	Paid internship in Switzerland or abroad (minimum gross salary in Switzerland per month: CHF 2179)	IMI Higher Diploma & MMU Diploma of Higher Education (two awards)	Paid internship in Switzerland or abroad (minimum gross salary in Switzerland per month: CHF 2179)	IMI BA (Hons) Degree & MMU BA (Hons) Degree (two awards) <i>*optional internship available after this semester.</i>	In management training programmes or in full-time jobs worldwide. Free career service for all IMI Alumni.

2^{1/2} YEARS

Course modules for Diploma semester...

- Personal and Professional Development 1
- Hotel Facilities & Operations
- Marketing & Consumer Behaviour
- Food Service Concepts
- Food Production
- Restaurant Management & Control
- Hospitality Accounting 1
- The Business of Tourism
- Internship

Entry Requirements and Awards

Entry Requirements: 18 years of age; IMI Certificate/High School/IB/A Levels or equivalent; English proficiency: IELTS 5.0 or equivalent*

Start Dates: February, May, August or November

Awards: IMI Diploma in International Hotel and Tourism Management and MMU Certificate of Higher Education in International Hotel and Tourism Management

**4-11 week English courses are available for those who need to improve their English level*

Choose your specialist pathway...



From Higher Diploma onwards, you specialise in one of five hospitality pathways.

Core and elective modules for Higher Diploma semester...

Core Modules

- Personal and Professional Development 2
- Enterprise Development Project
- Financial Decision Making for Hospitality Professionals
- International Hospitality Operations Management
- Hospitality Services Marketing
- Managing People in the Hospitality Industry
- Internship
- Plus two modules from the elective of your choice...

- 1 International Hotel Management**
 - Int. Hotel Resort Facilities and Operations
 - Food Costing Purchasing & Merchandising
- 2 International Hotel & Tourism Management**
 - Int. Hotel Resort Facilities and Operations
 - Tourism Impacts
- 3 International Hotel & Events Management**
 - Event Operations
 - Food Costing, Purchasing & Merchandising
- 4 International Tourism & Events Management**
 - Event Operations
 - Tourism Impacts
- 5 International Hospitality Entrepreneurship**
 - Menu Design & New Product Development
 - Food Costing Purchasing & Merchandising

Entry Requirements and Awards

Entry Requirements: IMI Diploma or equivalent; English proficiency: IELTS 5.5 or equivalent*

Start Dates: February, May, August or November

Awards: IMI Higher Diploma in International Hotel and Tourism Management and MMU Diploma of Higher Education

If you are already following a hospitality programme, contact info@imi-luzern.com for advice regarding direct entry onto the Higher Diploma semester.

**4-11 week English courses are available for those who need to improve their English level*

Core and pathway modules for Bachelor of Arts (Hons) semester...

Core Modules

- Personal & Professional Development 3
- Applied Research in the Hospitality, Tourism & Events Industry
- International Marketing Management
- Pathway Dissertation

- 1 International Hotel Management**
 - Hospitality Leadership & Innovation
 - Managing Information Systems
- 2 International Hotel & Tourism Management**
 - Hospitality Leadership & Innovation
 - Sustainable Tourism Planning & Development
- 3 International Hotel & Events Management**
 - Events Management
 - Hospitality Leadership & Innovation
- 4 International Tourism & Events Management**
 - Events Management
 - Sustainable Tourism Planning & Development
- 5 International Hospitality Entrepreneurship**
 - Entrepreneurship, Creativity & Innovation
 - Hospitality Business across Cultures

Entry Requirements and Awards

Entry Requirements: IMI Higher Diploma or equivalent; 6 months work/internship experience; English proficiency: IELTS 5.5 or equivalent*

Start Dates: February, May, August or November

Awards: IMI Bachelor of Arts Honours Degree in chosen pathway and MMU Bachelor of Arts Honours Degree in chosen pathway

If you are already following a hospitality programme, contact info@imi-luzern.com for advice regarding direct entry onto the Degree final semester.

**4-11 week English courses are available for those who need to improve their English level*

Bachelor of Arts (Hons) Degree in International Culinary Arts

This four semester programme offered by IMI's International Culinary Institute (ICI) is validated by Oxford Brookes University in the UK and offers a blend of practical and theoretical skills allowing you to perfect your culinary skills while at the same time developing core industry management skills...

validated by



Course progression...

Foundation*	Semester 1*	Semester 2	Semester 3	Semester 4*	Graduate Placement
22 weeks	22 weeks	22 weeks	22 weeks	22 weeks	
Certificate in International Hotel & Tourism Management	Diploma in International Culinary Arts	Higher Diploma in International Culinary Arts	Paid internship in Switzerland or abroad (minimum gross salary in Switzerland per month: CHF 2 179)	BA (Hons) Degree in International Culinary Arts	In exciting culinary careers worldwide or in full-time jobs worldwide. Free career service for all IMI Alumni.
<i>*optional internship available after this semester.</i>	<i>*optional internship available after this semester.</i>			<i>*optional internship available after this semester.</i>	
2 YEARS					

Course modules for Diploma semester...

- Commodity Purchasing & Food Merchandising
- Food Hygiene & Safety
- Personal & Professional Development 1
- Professional Kitchen Techniques
- Wine & Beverage Studies
- Restaurant Management & Control
- Professional Pastry Techniques

Entry Requirements and Awards

Entry Requirements: 18 years of age; IMI Certificate/High School/IB/A Levels or equivalent; English proficiency: IELTS 5.0 or equivalent*

Start Dates: February or August

Awards: IMI Diploma in International Culinary Arts validated by Oxford Brookes University

**4-11 week English courses are available for those who need to improve their English level*

Course modules for Higher Diploma semester...

- Contemporary Professional Kitchen Techniques
- European Culinary Skills & Application
- Hospitality Services Marketing
- Kitchen Management & Control
- Managing People in the Hospitality Industry
- Menu Design & Product Development
- Personal & Professional Development 2

Entry Requirements and Awards

Entry Requirements: ICI Diploma or equivalent; English proficiency: IELTS 5.5 or equivalent*

Start Dates: February, May, August or November

Awards: IMI Higher Diploma in International Culinary Arts validated by Oxford Brookes University

**4-11 week English courses are available for those who need to improve their English level*

Course modules for Bachelor of Arts (Hons) semester...

- International Culinary Arts Business Concept
- International Gastronomy
- Leadership & Entrepreneurship
- Managing Information Systems
- Personal & Professional Development 3
- Practical Gastronomy Production

Entry Requirements and Awards

Entry Requirements: ICI Higher Diploma or equivalent; English proficiency: IELTS 6.0 or equivalent*

Start Dates: February, May, August or November

Awards: IMI BA (Hons) Degree in International Culinary Arts and Oxford Brookes University BA (Hons) Degree in International Culinary Arts

**4-11 week English courses are available for those who need to improve their English level*



INTERNATIONAL
CULINARY INSTITUTE
Switzerland

IMI Postgraduate Diploma in Int. Hotel and Events Management

This intensive course is designed to equip students who have limited or no industry experience, or those who lack the sector-specific academic background, with the skills necessary to enter the hospitality industry or pursue an IMI MBA programme...



Semester 1

22 Weeks

- Personal & Professional Development 2
- Hotel Facilities & Operations
- Food & Beverage Service
- Hospitality Services Marketing
- Event Operations
- Hospitality Accounting 1
- Managing People in the Hospitality Industry

Paid Internship

22 Weeks

5 - 6 month optional paid internship in Switzerland or abroad (minimum gross salary in Switzerland per month: CHF 2 179)

Graduate Placement

In management training programmes or in full-time jobs worldwide.

Free career service for all IMI Alumni.

6 MONTHS - 1 YEAR

Entry Requirements and Awards

Entry Requirements: Normally a Bachelor's degree in any discipline; English proficiency: IELTS 5.5 or equivalent*

Start Dates: February, May, August and November

Awards: IMI Postgraduate Diploma in International Hotel and Events Management

*4-11 week English courses are available for those who need to improve their English level

MBA in International Hospitality Management

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This MBA programme is designed for students who already have some work experience and will equip them with the skills necessary for higher level management positions within the hospitality industry...

Semester 1*

22 weeks

- Competitive Strategies in Hospitality
- Business Research Methods
- International Hotel Management
- Financial & Revenue Management in Hospitality
- Leadership, Entrepreneurship & Innovation in Hospitality
- Sustainable Tourism Destinations
- Marketing Concepts in the Digital Age

*optional internship available after this semester.

Semester 2

22 weeks

Non Residential Dissertation or Field Consulting Project

Graduate Placement

In management training programmes or in full-time jobs worldwide.

Free career service for all IMI Alumni.

1 YEAR

Entry Requirements and Awards

Entry Requirements: Bachelor's degree in any discipline; Appropriate level of professional experience; English proficiency: IELTS 6.5 or equivalent

Start Dates: February and August

Awards: IMI MBA in International Hospitality Management and Manchester Metropolitan University MBA in International Hospitality Management



IMI Luzern MBA - two pathways

For those with little or no practical experience, this MBA will give you an in-depth understanding of the international hospitality and services industry. We have two pathways on offer: Swiss Hotel Management Operations and Luxury Brands and Services Management in Hospitality. We are also able to provide a paid, six-month internship between semesters for those seeking to gain more work experience...

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CONFEDERATION OF TOURISM & HOSPITALITY

Short option...

Semester 1 22 weeks Core and Pathway Units	Semester 2 22 weeks Non Residential Dissertation or Field Consulting Project	Graduate Placement In management training programmes or in full-time jobs worldwide. Free career service for all IMI Alumni.
1 YEAR		

Long option...

Semester 1 22 weeks Core and Pathway Units	Semester 2 22 weeks Professional Practice (compulsory for those with no work experience.)	Semester 3 22 weeks Non Residential Dissertation or Field Consulting Project	Graduate Placement In management training programmes or in full-time jobs worldwide. Free career service for all IMI Alumni.
1 1/2 YEARS			

Core and pathway modules...

- Research Methods for Business
- Human Resources across Cultures
- Financial Management & Accounting
- International Strategic Management
- Entrepreneurship & Leadership in Hospitality

- International Events Management
- Economics in Management
- E-Business & Marketing for Hospitality
- Consulting Project or Dissertation

Swiss Hotel Management Operations

- Hotel Revenue and Yield Management
- International Hotel Management & Operations
- Quality Management Systems for Services
- Real Estate Management

Luxury Brands & Services Mgmt in Hospitality

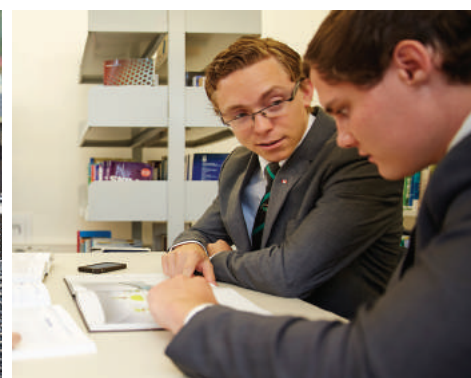
- Introduction to Luxury Business Management
- New Brand Development
- Customer Relationship Management
- Luxury Brand Design Workshops

Entry Requirements and Awards

Entry Requirements: Bachelor's degree in any discipline; English proficiency: IELTS 6.0 or equivalent

Start Dates: February and August

Awards: IMI Luzern MBA in chosen pathway and Confederation of Tourism & Hospitality Postgraduate Diploma in chosen pathway





ONE

Best Swiss Practice
with British Academic
Excellence.



TWO

Your Employability
is our Top
Priority.



THREE

A Wealth of
Experience and a
Network for Life.



FOUR

Live Green,
Live Clean -
This is Switzerland!



AIMING FOR GLOBAL EXCELLENCE

Accreditation and Memberships:



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