



Programme Brochure

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 a maximum of 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. During each semester 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, newly refurbished student 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...



Semester 1*

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

IMI Undergraduate Programme

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

6 MONTHS

*There is the option of an internship placement after this semester which is arranged for you by our Careers team.

Entry Requirements and Awards

Entry Requirements: 17 years of age; High school leaving certificate or equivalent; Appropriate level of English

Start Dates: February, May, August or November

Award: IMI Certificate in International Hotel and Tourism Management

BA Degree (Hons) in Hotel, Tourism or Events 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 2172)	IMI Higher Diploma & MMU Diploma of Higher Education (two awards)	Paid internship in Switzerland or abroad (minimum gross salary in Switzerland per month: CHF 2172)	IMI BA (Hons) Degree & MMU BA (Hons) Degree (two awards)	In management training programmes or in full-time jobs worldwide. Free career service for all IMI Alumni.

2¹/₂ 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

*4-12 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 pathway 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

- 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 chosen pathway and MMU Diploma of Higher Education

**4-12 week English courses are available for those who need to improve their English level*

Core and pathway modules for BA (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

**4-12 week English courses are available for those who need to improve their English level*

BA with Honours 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

**OXFORD
BROOKES
UNIVERSITY**

Course Progression...

Semester 1 22 weeks	Semester 2 22 weeks	Semester 3 22 weeks	Semester 4 22 weeks	Graduate Placement
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 2172)	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.

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 or equivalent; English proficiency: IELTS 5.0 or equivalent

Start Dates: February, May, August or November

Awards: ICI Diploma in International Culinary Arts validated by Oxford Brookes

**4-12 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: ICI Higher Diploma in International Culinary Arts validated by Oxford Brookes

**4-12 week English courses are available for those who need to improve their English level*

Course modules for BA (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: ICI BA (Hons) Degree in International Culinary Arts and Oxford Brookes BA (Hons) Degree in International Culinary Arts

**4-12 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 Masters 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 2 172)

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

*4-12 week English courses are available for those who need to improve their English level

MBA in International Hospitality Management

validated by



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

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

*There is the option of an internship/professional practice placement after this semester which is arranged for you by our Careers team.

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 MMU MBA in International Hospitality Management



IMI Luzern MBA in Swiss Hotel Management Operations

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 are also able to provide a paid six-month professional practice opportunity between the first and second semesters for students who wish to gain more work experience during the programme...

supported by
CTH 
CONFEDERATION OF TOURISM & HOSPITALITY

Course progression...

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.
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1-1^{1/2} YEARS

*There is the option of an internship/professional practice placement after this semester which is arranged for you by our Careers team.

Course modules...

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| <ul style="list-style-type: none">- Research Methods & Business Statistics- Human Resources Management- Financial Management | <ul style="list-style-type: none">- Principles of Accounting- Strategic Management- Corporate Finance- Entrepreneurship & Leadership in Hospitality | <ul style="list-style-type: none">- Managerial Economics- E-Commerce & Marketing for Hospitality- Professional Practice Assignment- Consulting Project or Dissertation |
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Swiss Hotel Management Operations Pathway Modules

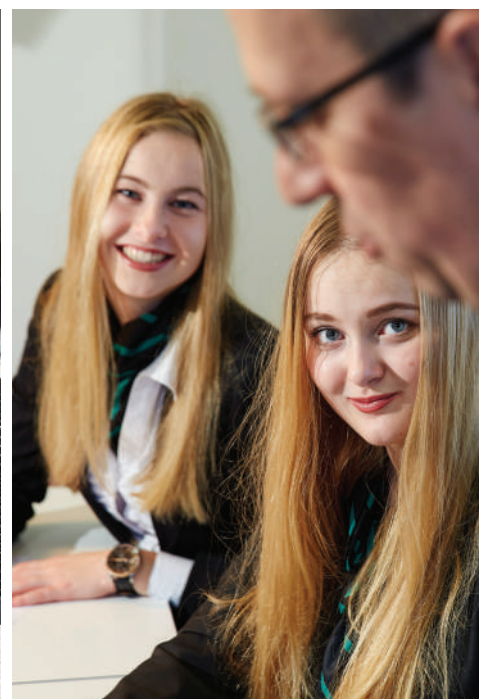
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| <ul style="list-style-type: none">- Hotel Revenue and Yield Management- Hotel Operations Management | <ul style="list-style-type: none">- Quality Management Systems for Services- Real Estate Management |
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Entry 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 Swiss Hotel Management Operations supported by the Confederation of Tourism & Hospitality





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:



INTERNATIONAL
CULINARY INSTITUTE
Switzerland

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