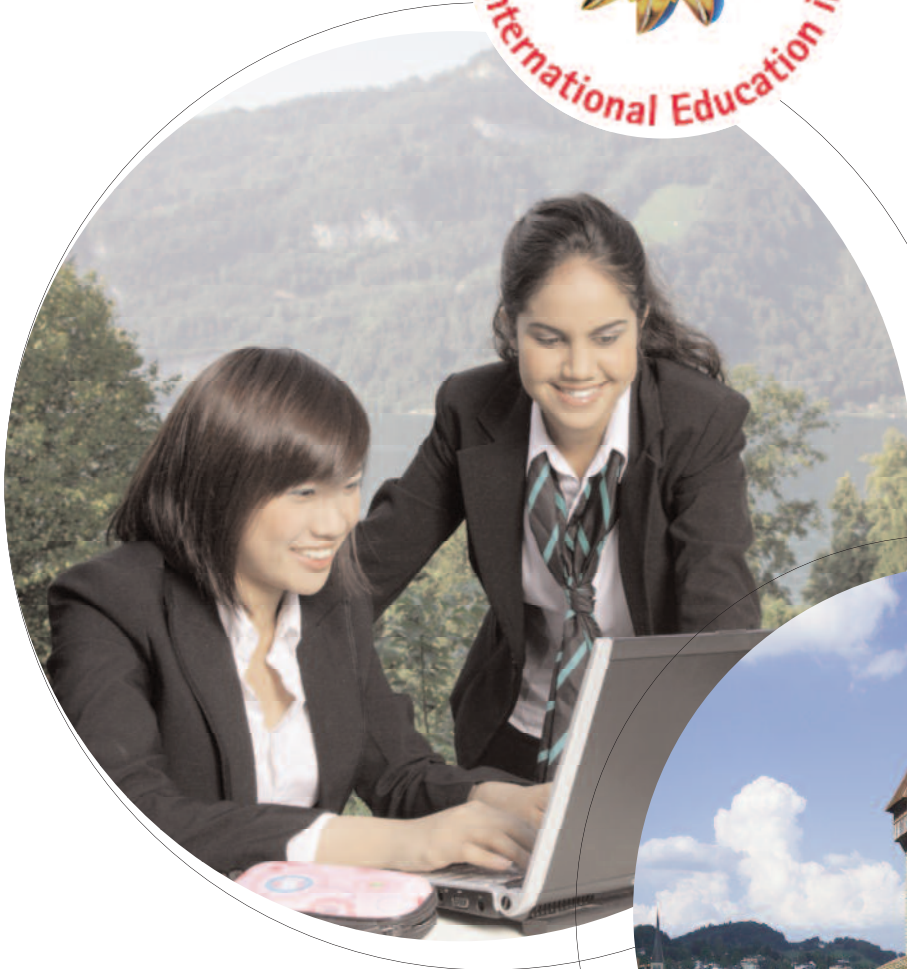


# Programme Catalogue 2011 – 2013



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## University Centre

IMI is a University Centre with courses externally validated by Manchester Metropolitan University in the United Kingdom. The validation confirms that the structure, depth and quality of the courses are equivalent to those taught in Manchester. The validation includes a quality assurance process instituted by Manchester Metropolitan University and a further assessment is made periodically by the United Kingdom's Quality Assurance Agency. In addition, for many years IMI has used an external examiner system whereby well qualified subject specialists review examination papers, course work and dissertations to ensure transparency and fairness in the assessment process. These procedures are supported by a well qualified academic staff and support services to create a positive learning environment.

# Dean's Message



I was fortunate to have joined the IMI University Centre as the Academic Director and Dean of Faculty in February, 2010, at a very exciting moment in its history. IMI is on the verge of celebrating its 20th anniversary, and it is a good moment to reflect on what has been achieved and what is about to be achieved.

In particular, I would draw your attention to the culturally diverse character of not only the student body but also the staff who speak 25 languages between them. This cultural diversity was present at the outset two decades ago, but is even more marked today with students coming from 50 countries, drawn from the continents of Europe, Asia, Africa, North and South America. Over the years 'International Night' at IMI has become an exciting event.

I would also like to draw your attention to the 16 year old relationship with Manchester Metropolitan University (MMU) which validates our undergraduate programme.

The delivery of a British style degree with its attention to academic quality within Switzerland, a country justly renowned for its hospitality, has proved to be an enduring success. We are proud of the strength and longevity of this relationship.

IMI was also delighted to be selected by Presence Suisse of the Ministry of Foreign Affairs and by the Lucerne Tourism Office to be the Central Switzerland Hospitality ambassadors at the Olympic Games in Beijing in 2008.

The following year saw IMI playing a leading role in the first World Tourism Forum Lucerne (WTF) as the only participating Hospitality Management educator. We helped to support the event and our students were actively involved enabling them to mingle with the leaders and entrepreneurs of the international business community that help shape future tourism trends. Such engagement enhances the experience that our students gain here and contributes to their employability.

Our success continued into 2010 with our website being awarded the 'Swiss best of the web award' and there are plans to build on this achievement.

The next few years promise to be equally if not more dynamic since IMI is located close to Lucerne, one of the most beautiful cities in Switzerland. Set on a lake with the stunning backdrop of the Alps, Lucerne is becoming a city of not only commercial opportunities, but also a major cultural and sporting centre. In addition to the stunning Museum of Art there are many galleries and concert venues, while the nearby lake and surrounding countryside play host to a wide variety of sports. Visitors to the city often comment on the range and quality of its restaurants, as well as the wide choice offered by its shops.

I am delighted to have taken up this position and look forward to welcoming you here.

Professor Michael Hitchcock



# Certificate, Diploma and Higher Diploma Programmes

## Requirements for Admission

- 17 years of age
- High school certificate or equivalent eg GCE O/A Levels
- Proficiency in English: 500 TOEFL (paper-based), 61 TOEFL (internet-based), 5.0 IELTS, or equivalent. Applicants who do not have the required English level may join the 4 week Intensive English Certificate (IEC) or the 12 week University English Preparatory Course (UEPC). For more information, please refer to page 15.

## IMI Certificate in International Hotel and Tourism Management

### Who is this programme for?

This 5 month programme, which is validated by IMI's UK partner, the **Manchester Metropolitan University**, is equivalent to the first year of university and is designed for school leavers who wish to begin their academic and industry career in hospitality and tourism with a good grounding in operational management.

### Programme objective and content

The objective of the programme is to give students a sound professional education in the operational management of hospitality and tourism organizations with a particular focus on the management of food and beverages, front office systems and tourism processes.

The programme also includes opportunities to acquire fundamental skills in languages, information technology, communication, business planning and self-development.

## Dual IMI Diploma in International Hotel and Tourism Management & MMU Certificate HE in Hotel and Tourism Management Awards

### Who is this programme for?

This 5 month programme, which is validated by IMI's UK partner, the **Manchester Metropolitan University**, is equivalent to the second year of university and is designed for those who, already having qualifications in and/or experience of the fundamental operational aspects of hospitality and tourism management, seek to develop these skills to supervisory management level.

## Programme objective and content

The objective of the programme is to develop students' professional understanding of how hospitality and tourism organizations integrate business functions and focuses on specific departmental responsibilities (housekeeping and facilities management) as well as cross-functional management skills (accounting, financial management, marketing and sales, and the uses of e-commerce). The programme also offers opportunities for the learning of foreign languages and core intermediate management skills.

## Dual IMI Higher Diplomas & MMU Diploma HE Awards in

- International Hotel Management
- International Tourism Management
- International Hotel & Tourism Management
- International Hotel & Events Management
- International Tourism & Events Management

### Who are these programmes for?

Each of these programmes, all of which are validated by IMI's UK partner, the **Manchester Metropolitan University**, are equivalent to the third year of university and allow either a measure of specialization in either hospitality or tourism management or the opportunity to study both subjects jointly. The courses are designed for those with an interest in rapidly achieving junior management positions and who already have relevant qualifications and/or experience.

### Programme objective and content

All three programmes share a common core of higher level management subjects with an emphasis on business development, including enterprise development and appraisal, human resource management and corporate financial planning. Specialization is possible in tourism and transport, tourism consumer behaviour, food and beverage management and food costing, purchasing, merchandising and control. The programme also offers opportunities for learning and developing foreign language skills as well as higher management skills, for example negotiation and data analysis.

## Entry Dates

There are two intakes per year, early in February and August.

**Academic semester costs (Swiss Francs)**

Registration fee	CHF	2 800
All-inclusive fee	CHF	25 750

For details on costs, please refer to pages 20– 21.

**Content**

**Semester 1 / 5 months Certificate**

- Personal Development Planning I
- Restaurant Service
- Introduction to Beverage Studies
- Rooms Division Management
- Housekeeping Management
- Introduction to the Global Hospitality & Tourism Industry
- Business Language & Culture I
- French or German I

**Semester 3 / 5 months Diploma**

- Personal Development Planning II
- Front Office Skills
- Computer Reservation Systems
- Wine & Beverage Studies
- Culinary Production
- Financial Management I
- Cost Accounting
- Business Language & Culture II
- French or German II

**Semester 5 / 5 months Higher Diploma**

- Personal Development Planning III
- Enterprise Development Project
- Human Resource Management
- Services Marketing
- Financial Management II
- French or German III or Spanish I
- (plus Pathway choice)*

Pathway 1: International Hotel Management  
 Food & Beverage Facilities Management  
 Food Costing Purchasing & Merchandising

Pathway 2: International Tourism Management  
 Tourism Impacts  
 Transport & Tourism

Pathway 3: International Hotel & Tourism Management  
 Tourism Impacts or Transport & Tourism  
 Food & Beverage Facilities Management or  
 Food Costing, Purchasing & Merchandising

Pathway 4: International Hotel & Events Management  
 Events Operations  
 Food & Beverage Facilities Management or  
 Food Costing, Purchasing & Merchandising

Pathway 5: International Tourism & Events Management  
 Events Operations  
 Tourism Impacts or Transport & Tourism

	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7
Entry with high school certificate	IMI Certificate	Paid Practical Training	IMI Diploma & MMU Certificate HE Awards	Paid Practical Training (optional)	IMI Higher Diploma & MMU Diploma HE Awards	IMI & MMU BA Degree with Honours	MBA
	1 year						
	2 years						
	2½ years						
	3 years						
	3½ years						

**Note**

Additional optional Paid Practical Training possible between semester 5 and 6 and/or semester 6 and 7.

# Higher Diploma and Bachelor of Arts Degree with Honours in European Culinary Management

## Dual IMI Higher Diploma in European Culinary Management & MMU Diploma HE in European Culinary Management Awards

### Requirements for Admission

- 18 years of age
- Graduates of recognised hotel or culinary management schools with a strong motivation to specialise in culinary management
- Experienced chefs who wish to acquire a formal managerial education
- High school certificate or equivalent
- Proficiency in English: 500 TOEFL (paper-based), 61 TOEFL (internet-based), 5.0 IELTS, or equivalent.  
Applicants who do not have the required English level may join the 4 week Intensive English Certificate (IEC) or the 12 week University English Preparatory Course (UEPC).

### Who is the programme for?

The **Higher Diploma** is a 5 month specialist programme validated by the **Manchester Metropolitan University** and is equivalent to the third year at university. It is designed for those with prior qualifications in culinary arts or management. It is an ideal programme for qualified chefs to elaborate their knowledge in a European context.

### Programme content

Students on the **Higher Diploma programme** study Western Gastronomic Cookery, International Patisserie, Food Costing, Purchasing and Merchandising, Services Marketing, Personal Development Planning and a European Language.

## Dual IMI & MMU Bachelor of Arts Degree with Honours in European Culinary Management

### Requirements for Admission

- IMI Higher Diploma in European Culinary Management or equivalent
- Transfers are considered from recognised hotel and tourism schools and universities, for details contact: [registration@imi-luzern.com](mailto:registration@imi-luzern.com)
- Proficiency in English: 525 TOEFL (paper-based), 71 TOEFL (internet-based), 5.5 IELTS or equivalent.

### Who is the programme for?

The **Bachelor of Arts Degree** with Honours is validated and awarded by the **Manchester Metropolitan University**. It is a six month course and is an extension of the IMI Higher Diploma programme in European Culinary Management or similar qualifications.

In a world where well rewarded Executive Head Chefs increasingly require sophisticated management skills, it emphasises the importance of administering and integrating the culinary department with service and marketing in the wider restaurant and hotel organization.

### Programme content

The **BA Degree with Honours** builds on the studies of the Higher Diploma programme to include: Culinary Systems Management, Food and Beverage Themes and Applications, Personal Development Planning (with an emphasis on career development), Strategic International Marketing Management and Research Methods. This last module prepares students for the Dissertation that normally focuses on a culinary management theme.

More extensive details of these exciting courses can be found on [www.ici-luzern.com](http://www.ici-luzern.com)

### Entry Dates

There are two intakes per year January and July (BA Degree with Honours) and February and August (Higher Diploma).

### Academic semester costs (Swiss Francs)

	Higher Diploma	BA Honours Degree
Registration fee	CHF 2 800	CHF 2 800
All-inclusive fee	CHF 25 750	CHF 28 050

For details on costs, please refer to pages 20 – 21.



	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
Entry with Experience or Diploma in Hotel or Culinary Management	IMI Higher Diploma & MMU Diploma HE in European Culinary Management Awards	Paid Practical Training (optional)	Dual IMI & MMU BA Honours Degree in European Culinary Management or International Hotel Management	MBA Residential	MBA Non Residential
	1 year				
	1½ years				
	2 ½ years				



Haresh Pritmdas has been nicknamed the "Millionaire Prata Guy" by all his close friends, and for good reason. This 30-year old entrepreneur literally whipped up a storm in the local food scene with the creation of ' Spize' - The Makan Place in Singapore. He studied Culinary Management at IMI

*"You really need a good business foundation when making any business decisions." (quote from a newspaper)*

# Dual Bachelor of Arts Degree with Honours in International Hotel and/or Tourism and/or Events Management

## Requirements for Admission

- IMI Higher Diploma in Hotel and/or Tourism Management or equivalent
- Transfers are considered from recognised Hotel/Tourism Management schools or universities. For details, please contact the Registrar at registration@imi-luzern.com
- Proficiency in English: 525 TOEFL (paper-based), 71 TOEFL (internet-based), 5.5 IELTS, or equivalent.

## Dual Bachelor of Arts Degree with Honours of the Manchester Metropolitan University & IMI University Centre in:

- International Hotel Management
- International Tourism Management
- International Hotel and Tourism Management
- International Hotel and Events Management
- International Tourism and Events Management
- European Culinary Management

### Who are these programmes for?

Each of these 6 month programmes, which are validated and awarded by the **Manchester Metropolitan University**, are equivalent to the final year of university study and allow a measure of specialization in either hospitality or tourism or events management or the opportunity to study two subjects jointly.

The courses are designed for those who have prior qualifica-

tions to Higher Diploma level and who intend to make their management careers in the industry and wish to be best placed to achieve rapid promotion.

### Programme objective and content

The objective of these programmes is to equip students with employability skills for the demands of senior management in the tourism, hospitality and corporate events industries.

Students receive individualised attention and the curriculum focuses on the strategic business development of hospitality and tourism organizations, core subjects including international strategy and marketing, international food and beverage concept development, international tourism development, strategies for evaluating management decisions, MICE management and personal development planning (with an emphasis on career development).

### Entry Dates

There are two intakes per year, early in January and July.

### Academic Semester costs (Swiss Francs)

Registration fee	CHF	2 800
All-inclusive fee	CHF	28 050

For details on costs, please refer to pages 20 – 21.

International Hotel Management	International Tourism Management	International Hotel and Tourism Management	International Hotel and Events Management	International Tourism and Events Management	European Culinary Management
Personal Development Planning IV Research Methods International Strategic Marketing Management Dissertation					
Information and Communication Systems		Food and Beverage Themes and Applications	Meetings, Incentive, Convention and Exhibition (MICE) Management		Food and Beverage Themes and Applications
Food and Beverage Themes and Applications	International Tourism Development		Information and Communication Systems	International Tourism Development	Culinary Systems Management





Mochamad Suryadharma Sasradipoera (Harry) Director of Sales JW Marriott Hotel Jakarta

*IMI is one of the key elements when I consider my career's achievements. I am proud to be an alumni of IMI and will always be an ambassador for IMI.*

Carmen Gretler, received first prize in the literature competition organised and owned by the Chinese version of Swissinfo.

*My time spent in Lucerne and IMI was an important milestone in my life where I start my life in this country.*



# Postgraduate Diploma in International Hotel and Events Management

## Requirements for Admission

- Unrelated Degree, Diploma, or other relevant qualifications or experience
- IMI regards strong motivation and maturity as important as academic qualifications
- English competent to undertake Postgraduate Diploma (e.g. 5.5 IELTS or equivalent) (applicants may be tested by IMI). Applicants who do not have the required English level may join the 4 week Intensive English Certificate (IEC). Graduates of English language medium programmes are usually admitted.

## Who is this programme for?

This 5 month intensive course is designed for students with qualifications and/or experience in other subjects who wish to make a career in the hospitality industry by following a flexible but intensive period of study.

## Programme objective

The programme's objective is to equip students with limited or no experience of the hospitality industry with the practical and management skills necessary for entry level positions in the hotel, events and related industries. The core focus is operational and integrative management with subjects including food and beverage operations, front office management and the business development of hospitality organizations (including finance, marketing and human resource management) and events management.

## Programme Content

- Personal Development Planning
- Front Office Management
- Services Marketing
- Financial Management
- Business Language and Culture
- Human Resource Management
- Food and Beverage Service
- Events Management
- Language and Culture: French or German

## Entry Dates

There are two intakes per year, early in February and August.

## Academic semester costs (Swiss Francs)

Registration fee	CHF	2 800
All-inclusive fee	CHF	25 600

For details on costs, please refer to pages 20 - 21.

	Semester 1	Semester 2	Semester 3	Semster 4
Entry with unrelated Honours Degree or other relevant qualifications and management experience	Postgraduate Diploma	Paid practical training in Switzerland (optional)	MBA Residential	MBA non residential
	1 year			
	2 years			



Christian Lo, Senior Sales Manager,  
Sales & Marketing at Ascott  
International Management, Indonesia

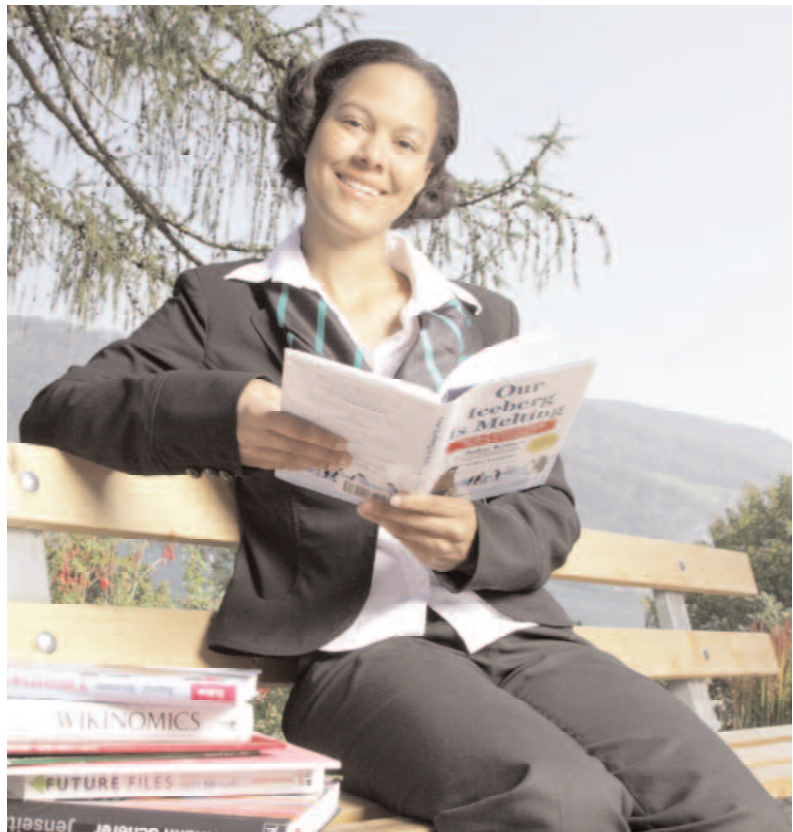
*Everything I learnt and experienced during my time at IMI has really supported my professional career and development. It is because of IMI that I have been able to have the career I wanted.*

Bryn Foulkes-Jones, Director: Sales & Marketing  
City Square Trading (Pty) Ltd

*I am now the General Manager of "African Wind Developments (Pty) Ltd" which is a project based company focusing on large commercial projects on the African continent that can be identified for Chinese investors. We currently have offices in Shanghai, Sandton (Johannesburg) and will shortly be opening an office in Mauritius.*

G. Shervington works as district sales manager  
for western USA for the Jamaican Tourist Board

*I thought it beneficial to immerse myself in the tourism capital of Switzerland, Luzern, so I could experience each and every component of the industry in this efficient culture that runs like clockwork, and the 'icing on the cake' was learning German as a foreign language.*



# Dual Master of Business Administration (MBA) in International Hospitality Management

## Requirements for Admission

- First degree with Honours in relevant fields of study (i.e. hospitality and tourism) or first degree with Honours in unrelated fields of study and adequate professional experience or successful completion of IMI Postgraduate Diploma
- Exceptionally, a pass degree or no degree combined with high level managerial experience in hospitality and tourism will be accepted
- English competent to undertake MBA (applicants may be tested by IMI)
- Professional and managerial experience in relevant areas
- IMI regards strong motivation and maturity as important as academic qualifications

## Who is this programme for?

This 6 months intensive residential course is followed by a 6 months non residential programme for the field consulting project or dissertation. The course is designed for students who wish to develop their skills and understanding of the hospitality industry in preparation for middle and upper management positions.

**The programme is validated by the Manchester Metropolitan University and graduates receive a dual award from the Manchester Metropolitan University and from IMI University Centre.**

## Objectives and content of programme

The programme aims to equip students with the professional and sector specific skills to eventually enter higher levels management in the hospitality industry by focusing on those subjects that relate to the internationalization of hotel and hospitality companies. The core focuses are on a strategic management, hospitality management, marketing, financial management, entrepreneurship and the dissertation or field consulting project.

## Entry Dates

There are two intakes per year in January and July. Students requiring English language support may be advised to either take the Postgraduate Diploma where there is special provision for English or to study English to a higher level in their country of origin before embarking on the course. Applicants who have graduated at degree level in the English language medium will be admitted directly to the MBA.

## Duration

12 months direct entry with 6 months residency only, 1½ years if pursuing a IMI PgDip or 2 years for IMI PgDip, MMU MBA and internship.

## Option

Students who wish to undertake Paid Practical training in Switzerland must also additionally study German or French. Students without Honours Degree in Hotel or Tourism Management will be encouraged to consider this option.

## Programme Content

- International Strategic Management
- Business Research Methods
- Global Hospitality Management
- Services Marketing & e-Business
- Financial Management for Services
- Entrepreneurship and Innovation
- Dissertation or Field Consulting Project

## Costs for the full programme (Swiss Francs)

Registration fee	CHF	2 800
IMI Graduate (all inclusive)	CHF	32 700
Direct Entry (all inclusive)	CHF	35 700

For details on costs, please refer to pages 20– 21.

Entry with related Honours Degree or other relevant qualifications and management experience, and unrelated Honours degree with adequate related professional experience	Semester 1	Semester 2	Option
	MBA Residential	MBA non Residential	Paid practical training in Switzerland
	1 year		
			1½ years

Entry with unrelated Honours Degree or other relevant qualifications and management experience	Semester 1	Semester 2	Semester 3	Semster 4
	Postgraduate Diploma	Paid practical training in Switzerland (optional)	MBA Residential	MBA non Residential
	1 year			
			2 years	

## Statements

"I gained lots of knowledge which are currently applicable to my daily job. It was not a book based learning methodology, but many group works, projects, discussions, online articles: information sharing and exchange with the very experienced lecturers were fantastic to add on more practical knowledge. Not the least the incredible panorama, the greens, friendly Swiss and the "noisy" cow bells put in more savor to my stay in IMI."

Way Ing Tah (2007)

Learning and Development Manager, Mandarin Oriental Sanya, China

"I can thoroughly recommend IMI' s newly validated MBA with Manchester Metropolitan University. I was happy with the original MBA, which certainly helped underpin my career in business, but the new MBA with its sharpened focus on hospitality and services management represents a great step forward."

Urs Keiser (2001)

Managing Director, conim ag – Concepts – Implementation, Switzerland

"The validation of the MBA by MMU provided IMI with the opportunity to reflect creativity on the needs of managers in the hospitality sector and to test out new ideas. The process of validation facilitated critical debate and enabled IMI to sharpen its focus on future trends in hospitality."

Dr. Roy C. Wood

Associate Professor, Academy of Hotel and Facility Management , Breda University of Applied Science, The Netherlands



Mochamad Suryadharma Sasradipoera (Harry) Director of Sales JW Marriott Hotel Jakarta

*IMI is one of the key elements when I consider my career's achievements. I am proud to be an alumni of IMI and will always be an ambassador for IMI.*



Conrad Chia, Australia. Hospitality Coordinator at MEGT Institute

*Without the move to Switzerland to gain more qualifications at IMI, I don't think my career development would have been as exciting as it has been.*

# IMI University English Preparatory Course (UEPC)

## Requirements for Admission

- 17 years of age
- High school certificate or equivalent
- English proficiency: 400 TOEFL (paper-based), 32 TOEFL (internet-based), under 4.5 IELTS, or equivalent

## Who is this programme for?

This 3 month (12 week) intensive course is designed principally for students who wish to improve their English skills in preparation for an internationally recognised English language examination or for entry into the main hospitality programme at IMI.

## Programme objective and content

The programme's objective is to prepare students for an internationally recognised qualification in English (for further details please contact the IMI Marketing Department at [marketing@imi-luzern.com](mailto:marketing@imi-luzern.com)). The course is structured in two parts: the first eight weeks focusing on generic

English skills, the remaining four weeks comprising of the IMI Intensive English Certificate curriculum, with an emphasis on English language skills in business.

Besides this, students will study relevant introductory hospitality related subjects, as well as learning strategies and study techniques.

Finally, professional excursions will increase students' knowledge of Swiss hospitality and tourism.

## Entry Dates

There are two intakes per year, mid October and early May.

## Costs (partly sponsored)

## (Swiss Francs)

Registration fee	CHF	1 440
All-inclusive fee	CHF	5 900

For details on costs, please refer to pages 20 – 21.

# IMI Intensive English Certificate (IEC)

## Requirements for Admission

- 17 years of age
- High school certificate or equivalent
- English proficiency: 500 TOEFL (paper-based), 61 TOEFL (internet-based), 5.0 IELTS, or equivalent

## Who is this programme for?

This 1 month (4 week) intensive course is designed principally for students who wish to improve their Business English skills.

## Programme objectives and content

The programme objective is to equip students with the listening, speaking and writing skills necessary for effective understanding and performance in academic and business life as well as everyday situations. The focus is on voca-

bulary, grammar and syntax in the business context. Small groups ensure individual attention and the opportunity to secure a recognised test score.

Two afternoon excursions per week will allow students to become familiar with the Swiss way of life.

## Entry Dates

There are two intakes per year, early in January and July.

## Costs (partly sponsored)

## (Swiss Francs)

Registration fee	CHF	480
All-inclusive fee	CHF	2 300

For details on costs, please refer to pages 20 – 21.

# Admission Procedures

## Step 1: Application Form

The completed application form and all required documents must be sent to:

IMI University Centre  
Attn. to the Registrar  
Seeacherweg 1  
6047 Kastanienbaum  
Switzerland

Phone +41 41 349 64 00  
Fax +41 41 349 64 60

E-mail [registration@imi-luzern.com](mailto:registration@imi-luzern.com)

### To apply, please submit the following documents:

- Application form
- Five recent photographs (passport size)
- Copy of passport
- Transcript of your previous education
- Work references if available
- TOEFL, IELTS, or equivalent English test results
- Certificate of good health.

Students transferring from recognised hotel/tourism/culinary management schools must also include official transcripts or records for each semester of the previous course of study.

## Step 2: Provisional Letter of Acceptance

If your application is successful and the requested course is still available, you will be sent the Provisional Letter of Acceptance.

On receipt of this letter, the registration fee of CHF 2 800 should be paid immediately .

Full bank details are indicated in the letter and on page 20.

If, for any reason, the above payment cannot be made by the set deadline, please contact the Registrar.

If the Registration Fee is not paid on time, the course place will no longer be guaranteed.

## Step 3: Letter of Acceptance

This is issued and sent together with general information upon receipt of the payment of the Registration Fee. This letter is necessary to apply for the visa.

**Important:** At least the first instalment of your school fees must reach the School's account latest 8 weeks before the course commencement. IMI is generally fully booked and cannot guarantee the course place and/or the chosen room category if the payments are not received on time.

## Visa

In many countries outside Europe, students have to submit an application for an entry visa to Switzerland. This application is done at the nearest Swiss Embassy or Consulate and may take up to 12 weeks.

The Registrar will inform you about your particular situation. If you are applying through IMI Representatives, they will inform you on the details of the visa application process.

Visa collection at the Swiss Embassy or Consulate: this is done as soon as the visa authorization has been issued by the Swiss Immigration Office. The IMI Registrar will inform you accordingly.

**Arrival in Switzerland:** students enrolled on their first year of studies are welcomed at Zurich airport and driven to IMI free of charge. Check-in at IMI can be done earliest 7 days before course commencement.

## Conditions

**Cancellations:** in the event of withdrawal 60 days before the commencement date of the course, a refund of 50% of the registration fee will be made. The notice of withdrawal must be sent in writing to the school, by registered mail. For withdrawals after this deadline, there will be no refund under any circumstance.

**Deferment of study:** an accepted student may defer his/her place up to one intake and his/her registration fee will be held as confirmation of his/her place. Should such students withdraw later, there will be no refund of the registration fee.



### Course fees

If during the semester, a student withdraws for any reason, no refund will be made. There is no refund of any fees in the case of students who are dismissed (academic/disciplinary reasons) from the school.

**Advance payment:** in some countries, students must pay their full academic semester fees before the visa can be processed.

**Visa refusal:** students whose applications are not accepted or whose visa application is rejected will receive a full refund of the registration fee and course fees paid.

IMI reserves the right to alter fees, dates, curriculum without prior notice.

## Calendar for the Semesters 2011B – 2013B

### IEC, UEPC, Certificate, Diploma, Higher Diploma, BA Degree with Honours, Postgraduate Diploma and MBA

All start dates are Mondays and all end dates are Fridays unless otherwise stated.

(\* start dates are Thursdays, \*\* start dates are Tuesdays)

Semester	University English preparatory course (from-until)	Intensive English course (from-until)	BA/MBA start	All other courses	End of Semester
2011B	17 October – 27 January 2012 <sup>1</sup>	4 July – 29 July	4 July	28 July *	16 December
2012A	7 May – 27 July	3 January – 27 January **	3 January *	26 January *	15 June
2012B	15 October – 25 January 2013 <sup>2</sup>	2 July – 27 July	2 July	26 July *	14 December
2013A	2 May – 28 June	7 July – 31 July	7 January *	4 February	21 June
2013B	28 October – 31 January 2014	8 July	8 July	5 August	20 December

### Notes

<sup>1</sup> Holiday 17 Dec 2011 – 2 Jan 2012 (2 weeks)    <sup>2</sup> Holiday 15 Dec 2012 – 2 Jan 2013 (2 weeks)

# Career Services and Paid Practical Internships

## Career Services Department

IMI recognises that employability is increasingly important to students, graduates and industry alike. The Career Services Department is constantly identifying suitable opportunities at various levels worldwide. IMI is committed to helping IMI graduates and Alumni make the right choices and work to their strengths when they make that all important transition from education into the industry.

### Career Days

Distinguished hospitality industry employers are regularly invited to visit IMI at events such as the bi-annual Career Days and to interview students for prospective opportunities. Various guest speakers are invited to present their company or talk about topics of interest, which are relevant to the hospitality industry. These presentations enable students to remain aware of trends and developments in the industry. Companies who have visited IMI recently include: Hilton, Mövenpick, Kempinski, Accor, Radisson, Swissotel, WhiteLoding USA, Little Nell Colorado, Rocco Forte, Fairmont, Marriott, Ritz Carlton, Renaissance, Anantara, Kuoni and many more.

### Guidance and Support

The Career Services Department assists students with their interview technique, CV writing skills, application strategy, as well as with information on jobs worldwide and work permit requirements. Through individual attention, students are encouraged to reflect on their career path, preferred locations, motivations and ambitions. This allows them to carefully identify and work towards embarking on an effective and successful start to their career.

Leading international hotel, restaurant, tourism, entertainment and leisure companies worldwide employ IMI students and graduates such as: One & Only Resorts, Hyatt, Rotana, Wynn Macau, InterContinental, Kuoni, Radisson, Fairmont, Anantara, Mandarin Oriental, Marriott, WhiteLoding USA, Ritz Carlton and many others.

For more information please contact the Head of Career Services on [careers@imi-luzern.com](mailto:careers@imi-luzern.com)

## Internship Services Department

The Internships Department assists students who wish to undertake a paid internship in Switzerland to find suitable positions. Once students apply for an internship, this becomes an integral part of the course and they must complete this training.

Students have the opportunity to conduct an internship after every academic semester and the IMI Internships staff help students to decide whether to embark on an internship or progress to the next academic semester. Internships can also be undertaken worldwide through the assistance of the Career Services Department.

IMI places students in Swiss hotels, restaurants, or other suitable hospitality-related companies. Support is provided for the CV review, interview, employment contract and work permit. As soon as a potential employer confirms interest, an interview is organised. Students are given information about the workplace and briefed for the interview. If successful in the interview, a contract of employment will be signed between the employer, the student and the school.

The Internship Services Department is available for any assistance required during the training period in Switzerland and an IMI staff member will visit students during their internship. For overseas internships IMI will maintain regular contact with the student and employer to ensure that the training experience is progressing smoothly.

### Salary

By Swiss law, trainees in Switzerland must be paid a minimum monthly salary of CHF 2168. After deductions for accommodation, food and government taxes, the net monthly salary is generally between CHF 1000 to 1200. Salaries abroad vary according to the local market.

### Internship Report

At the end of the training period the student submits a report on their learning outcomes and the employer will complete an evaluation form. An Internship Transcript will be issued to formalise the internship period.

For more information please contact the Head of Internship Services on [internships@imi-luzern.com](mailto:internships@imi-luzern.com)

# Premises and General Information

## Location

Lucerne city centre	15 minutes by public transportation (every 20 minutes)
Nearest supermarket Horw	5 minutes by bus
Nearest airport Zurich	45 minutes

## Meals

Breakfast, lunch and dinner are provided from Monday to Friday. Brunch and dinner are served on weekends, as well as the mid-term break, public holidays and revision week.

Students may decide to eat in either the self service buffet restaurant or the contemporary "Swiss Room" restaurant.

Special diets (for religious or health reasons) are catered for. Students may use the students' kitchen if they wish.

## Accommodation

While studying at IMI, students can choose to stay in the main campus or in one of IMI's off campus residences located in the city of Lucerne or the local area with a breathtaking view of either Lake Lucerne, the Alps or the City of Lucerne.

Students can select among the following accommodation:

### Twin or Single Standard Room

- Room with TV
- Fridge
- Wireless LAN
- Telephone
- Electric kettle
- Shared bathroom
- Safe

### Twin or Single De Luxe Room

- Room with TV
- Fridge
- Telephone
- Wireless LAN
- Electric kettle
- Private bathroom
- Safe

## Facilities

- Fast W-LAN (free of charge) anywhere on the campus
- Computer and laptop rooms, open 24/7
- Demonstration kitchen
- Restaurants with either full service or self service
- Spacious and well-equipped classrooms
- Self-service laundry
- Front desk training room
- Fidelio Reservations System
- Large specialist library with over 5000 books, journals and access to subscribed online directories and databases.

## Indoor Recreational Facilities

- Table tennis
- Pool table
- Table football
- Fitness room
- Students' and coffee lounges
- Kitchen for students' use

## Excursions, Leisure and Sports

### Excursions

Professional visits and school excursions are organised on a regular basis. The cost is included in the tuition fees. Examples of visits:

Tourist Centres	Vineyards	Basel
Airport Catering	Trade Fairs	Zurich
Nestlé Food Museum	Cheese Factory	Hotels

### Leisure

International Nights	Theme Nights	Pubs
Students' Lounge	Students' Bar	Disco
Cinemas in Lucerne	Concerts	BBQs

### Sports

A range of sports activities are available on campus or in the local area:

Volleyball	Golf	Tennis
Basketball	Football	Hiking
Skiing	Ice Skating	Swimming
Windsurfing	Water-skiing	Sailing
Cycling/Mountainbiking		

## Support Services and Student Counselling

IMI provides a highly personalised approach to its students who originate from more than 50 countries. Lecturers and management are at students' disposal for coaching and counselling. A Student Counsellor is assisting students to overcome any type of difficulty they may encounter, personal or academic.

# Fees

## Registration Fee

In addition to course fees, students must pay CHF 2 800. If accepted, this guarantees your place in the school.

The registration fee includes:

- Registration documents
- Residence permit
- Compulsory health and accident insurance during the academic semester. Swiss and European applicants who are insured privately will be refunded. For details, please contact the Registrar at [registration@imi-luzern.com](mailto:registration@imi-luzern.com).
- Core textbooks
- Teaching materials
- Tie or scarf (Certificate to Higher Diploma)
- Kitchen uniforms (for European Culinary Management students)
- Kitchen shoes for Diploma students
- Federal taxes
- Wireless LAN
- Student card
- Social assistance from Student Counsellor
- Use of library, gym and other facilities

The registration fee is payable before each academic semester.

## Course Fees

The services included in the all-inclusive tuition fees are detailed in this catalogue:

- Tuition
- Accommodation in standard twin room (on or off campus)
- Full board, 7 days a week, including the mid-term break.

## Bank address

Credit Suisse  
 SWIFT / BIC : CRESCHZZ80A  
 Clearing No : 4835  
 International Hotel Management Institute Switzerland  
 CH-6047 Kastanienbaum, Switzerland  
 IBAN : CH03 0483 5068 8510 9100 0  
 A/C No. : 688510-91

Reason for payment :  
 Student Number, FAMILY NAME(S), First Name(s)

Fees are payable 8 weeks before the course starts, especially for the countries requiring visas.

Fees may be paid in full or in instalments. The first instalment must be at least 50% of the total dues and must reach the School's account 8 weeks before the course starts. Two weeks after course commencement, a yearly bank interest of 10% is charged on the balance of fees. All dues must reach the School's account latest 8 weeks after the course has begun.

	All-inclusive fees (in CHF)	First instalment (in CHF)
Semester 1 (Certificate)	25 750	12 875
Semester 3 (Diploma)	25 750	12 875
Semester 5 (Higher Diploma)	25 750	12 875
Semester 6 (BA Honours Degree)	28 050	14 025
Culinary Management Higher Diploma	25 750	12 875
Culinary Management BA Degree with Honours	28 050	14 025
Postgraduate Diploma	25 600	12 800
MBA (continuation from IMI Postgraduate or from IMI BA Degree with Honours)	32 700	16 350
MBA (direct entry)	35 700	17 850
University English Preparatory Course (12 weeks)	5 900	-
Intensive English Certificate (4 weeks)	2 300	-



### Additional charges

Accommodation in Standard Twin room is included in the fees.

Additional charges per semester for Certificate, Diploma, Higher Diploma and Postgraduate Diploma Programmes:

Twin with en-suite bathroom	CHF	500
Single (shared bathroom)	CHF	1 125
Single with en-suite bathroom	CHF	1 750
Supplement for a room in (3 Star) Hotel Central	CHF	600

Additional charges per semester for Bachelor of Arts and MBA Programmes:

Twin with en-suite bathroom	CHF	600
Single (shared bathroom)	CHF	1 350
Single with en-suite bathroom	CHF	2 100
Supplement for a room in (3 Star) Hotel Central	CHF	720

### Laptop

The courses are delivered using a blended learning system. This is a combination of computer based and traditional learning. All students therefore must have a laptop with the following requirements:

**Operating System:** Microsoft Windows XP/Vista or Windows 7 (English Version), we also support Mac OS based systems.

**Software:** Microsoft Office 2007 compatible - Word, Excel and PowerPoint (English Version) or equivalent.

### Reduction of fees

Students preferring to stay outside of the campus will have following fee reductions:

	5 Month Courses	
No accommodation	CHF	2 500
No food (if residing outside)	CHF	2 250
No accommodation and no food	CHF	4 750
	6 Month Courses	
No accommodation	CHF	3 000
No food (if residing outside)	CHF	2 700
No accommodation and no food	CHF	5 700

### Scholarships

Special fees for Swiss applicants and C-Permit holders.

A limited number of scholarships are available for community service. For details, please contact the Registrar at [registration@imi-luzern.com](mailto:registration@imi-luzern.com)

### Refund Policy

Students whose applications are not accepted or whose visa application is rejected will receive a full refund of the registration fee or course fees paid.

### Registration fee

In the event of withdrawal 60 days before the commencement date of the course, a refund of 50% of the registration fee will be made. The notice of withdrawal must be sent in writing to the school, by registered mail. For withdrawals after this deadline, there will be no refund under any circumstance.

An accepted student may, at the discretion of the school, defer his/her place up to one intake and his/her registration fee will be held as confirmation of his/her place. Should such students withdraw later, there will be no refund of the registration fee.

### Course fee

If during the semester, a student withdraws from the school for any reason, no refund will be made. There is no refund of any fees in the case of students who are dismissed (academic/disciplinary reasons) from the school.

**IMI reserves the right to change the content and/or prices listed in this programme catalogue without prior notice.**

**For the latest information please check our website.**

# Quality Assurance and Recognitions



Manchester Metropolitan University dates back over 150 years and offers over 1,000 courses, many with a strong professional bias. For 16 years the university has been validating many of our programmes at IMI. This validation now extends to all courses ranging from the Certificate to the newly validated Masters in Business Administration (MBA as of 2011B).



The quality of what IMI delivers is also regulated by the UK's Quality Assurance Agency for Higher Education (QAA). This means that students studying these courses at IMI will receive a stand alone certificate from Manchester Metropolitan University with full international recognition, as well as a separate certificate from IMI. Moreover students at IMI enjoy a low staff to student ratio with full access to Faculty and Visiting Professors.



BAC accreditation is regarded by students, agents and governments throughout the world as a very reliable guide to educational quality within the private sector. With over 25 years of experience, BAC inspectors, with their extensive knowledge of the educational sector, provide invaluable advice to accredited institutions like IMI.



ISO is the world's largest developer and publisher of international standards. Standards make a major and positive contribution to our lives and support the development of desirable qualities such as efficiency, reliability and environmental awareness. IMI was one of the first Swiss Colleges to meet ISO's exacting standards of 9001:2000 showing its commitment to continual improvement in quality.

IMI is organised and managed efficiently to meet the needs of its first set of customers, the students, as well as its second set, the future employers of the students. The Swiss Association of Quality and Management Systems checks yearly if the organization of IMI is suitable to achieve these objectives.' says Adrian Burkhardt, Lead Auditor SQS



EDUQUA accredits schools, institutes and academies throughout Switzerland. It is the leading quality label in Switzerland for higher education. IMI is certified by EDUQUA for all its programmes, thereby underpinning the quality of what is delivered.





The 260 schools and colleges belonging to the Swiss Federation of Private Schools provide a personal service with regards to your educational goals. The members of the federation support and encourage innovation, and are recognized nationally and internationally as the leading private schools in Switzerland.



**Quality.**  
Our Passion.

The "Quality label for Swiss Tourism" programme is supported by all major Swiss tourism associations. Its purpose is to enhance and safeguard the quality of service in Switzerland. The level QQQ means that IMI has successfully implemented a comprehensive and internationally recognized Quality Management System.



IMI is an active member of the Luzern Tourism Board actively working to promote Luzern as a student city.

### Industry Recognition and Links

Numerous leading international hotel, restaurant, tourism, entertainment and theme park companies are employing IMI students and graduates worldwide. Please refer to page 20 for more information.

Among others, the following groups are recruiting students for internships and graduates as management trainees or for higher management positions.



Kuoni, the largest and most well known Swiss tourism enterprise, agrees to give preferred status to IMI for the recruitment of students for internship placements.



IMI is a partner school of ACCOR, one of the largest hotel and tourism groups worldwide with over 4 000 properties on the 5 continents and 170 000 employees.



# Contact Details

## **IMI University Centre**

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6047 Kastanienbaum  
Switzerland

Phone + 41 41 349 64 00

Fax + 41 41 349 64 44

Skype imi\_university\_centre

Facebook [www.facebook.com/imi.luzern](http://www.facebook.com/imi.luzern)

Mobile Web [www.hotelmanagementschool.tel](http://www.hotelmanagementschool.tel)

## **For Hotel, Tourism or Events Management**

[www.imi-luzern.com](http://www.imi-luzern.com)

[imi@imi-luzern.com](mailto:imi@imi-luzern.com)

## **For European Culinary Management**

[www.ici-luzern.com](http://www.ici-luzern.com)

[ici@ici-luzern.com](mailto:ici@ici-luzern.com)