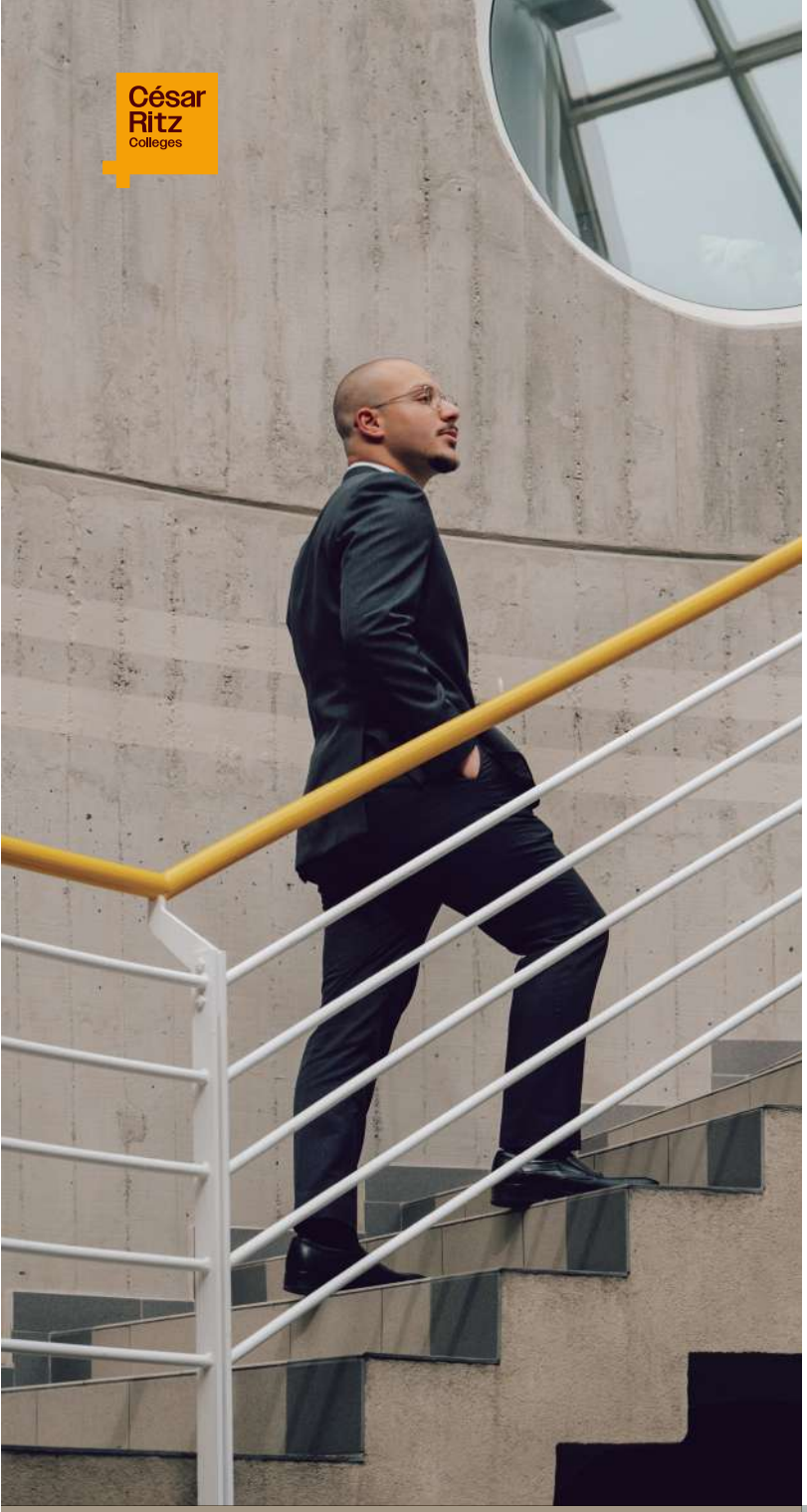
César Ritz Colleges



Learn to Lead. Lead to Succeed.



Learn to Lead. Lead to Succeed.

At César Ritz Colleges, we believe leadership isn't a title – it's a mindset, shaped through action. For over four decades, we've empowered students to become confident, strategic, and adaptable executive leaders – ready to drive change across global industries.

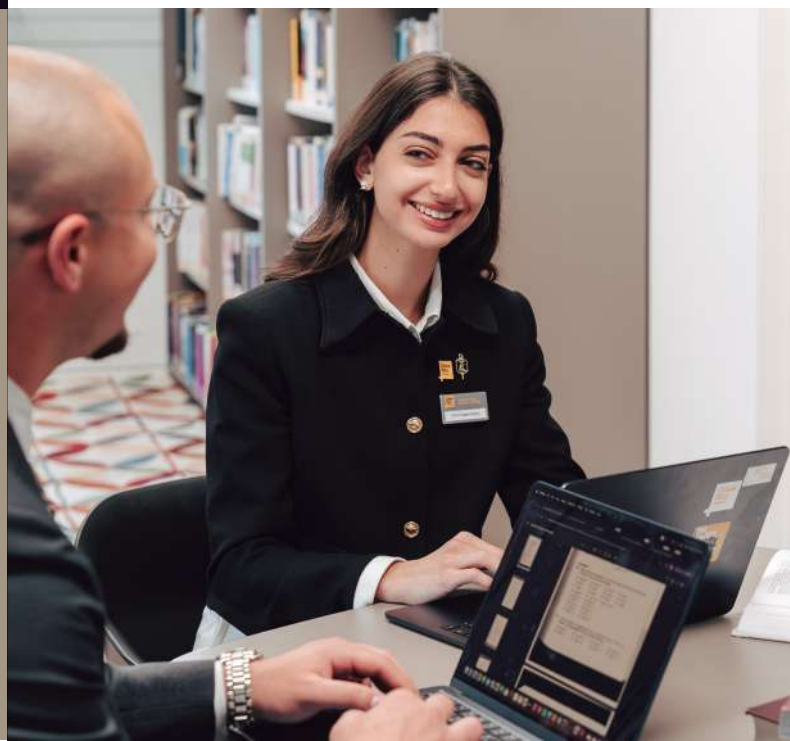
With a history built on innovation, strategic thinking, and the pioneering mindset of our namesake, our students don't just want to change how things are done – they succeed in doing so. The name César Ritz signals disruption – not history. His legacy isn't about maintaining standards – it's about setting new ones.

We prepare students who are curious, creative, and committed to making a difference. Rooted in the values of Swiss hospitality and powered by innovation that our programs use to blend Swiss academic excellence with international business thinking, immersive learning, and personalized mentoring – building the skills and mindset needed to lead in a rapidly changing world.

Rethink. Refine. Realize.

Through our innovation philosophy – Rethink. Refine. Realize. – students learn to challenge assumptions, shape direction, and bring bold ideas to life.

> "See all without looking; hear all without listening; be attentive without being servile; anticipate without being presumptuous."
>
> César Ritz



Professional Internships

At César Ritz Colleges, we don't just prepare you for a job – we prepare you for a leadership career.

Start your future with confidence through two 6-month paid professional internships that blend practical work experience with strategic career development. Our personalized approach, supported by our career services team, ensures you develop both the technical and leadership expertise needed to succeed in a global business environment.

Inspiring Internships

SAP HQ
Walldorf, Germany

- Hardware orders
- Coding
- Data analysis

Tourist & Convention Authority, Monaco

- Conventions
- Statistics
- Digital marketing

Legacy Capital Co.
Quatre Bornes, Mauritius

- Client management
- Financial forecasting
- Software training

Management in Training

MIT programs are an alternative to standard internships and require a rigorous application process. They require a longer commitment from students, resulting in an elevated management internship experience, personal growth, and fast career advancement.

23%

OF STUDENTS ARE ACCEPTED INTO MANAGEMENT IN TRAINING PROGRAMS

93%

OF EMPLOYERS SAY OUR STUDENTS HAVE THE REQUIRED TECHNICAL SKILLS

97%

OF EMPLOYERS SAY OUR STUDENTS HAVE THE DESIRED SOFT SKILLS

An Influential Alumni Network

#CésarRitzChangeMakers

César Ritz Colleges alumni go on to lead, influence, and redefine industries. Of the 12.5K César Ritz Alumni, 40% of them now hold C-suite positions across sectors. This community is living proof that the journey from classroom to boardroom starts here. As part of Swiss Education Group, you also gain access to a global alumni network of over 45K that opens doors to exclusive opportunities and top-tier employers worldwide.



Daniel Aylmer

Graduation year: 1995
Chief Executive Officer,
InterContinental Hotels Group,
Shanghai, China



Min Lin

Graduation year: 2008
Managing Director, Global Business Development,
Ondo Finance,
New York



Aneta Korobkina

Graduation year: 2008
Transformational Coach,
KA World,
Macedonia



Dennis van Heck

Graduation year: 2002
Chief Commercial Officer,
Canali,
Sovico, Italy

12.5K

CÉSAR RITZ COLLEGES ALUMNI

40%

HOLD C-SUITE POSITIONS

35%

ARE NOW FOUNDERS

88%

PURSUED ADVANCED DEGREES



Why Study in Switzerland?

A global hub of innovation, safety, and opportunity – perfectly placed for ambitious minds to thrive.

- Top 10 safest countries in the world
- Best transportation network in Europe
- No. 1 country for achieving career goals (educations.com)
- Most business-friendly country (US News & World Report)
- Most innovative country (WIPO Global Innovation Index 2025)
- Renowned for luxury, finance, and hospitality
- The heart of Europe, central to top travel destinations

Why César Ritz Colleges?

César Ritz Colleges is your launchpad to an executive leadership career.

- Swiss federal accreditation
- Globally recognized diploma in the public and private sectors
- Programs taught by world-class faculty
- Transformative learning approach
- Extensive industry connections
- Strong global alumni network
- Brig – a bustling student town close to Italy
- Independent-living student housing

SCHWEIZERISCHER AKKREDITIERUNGSRAT
CONSEIL SUISSE D'ACCRÉDITATION
CONSIGLIO SVIZZERO DI ACCREDITAMENTO
SWISS ACCREDITATION COUNCIL

César Ritz Colleges is a University of Applied Sciences Institute, as accredited by the Swiss Accreditation Council. This distinction ensures students earn a prestigious Swiss qualification of the highest academic and industry standards, with strong international recognition and real-world value.

Highlights

40+

YEARS OF ACADEMIC EXCELLENCE AND INDUSTRY FIRSTS

2

SWISS ACCREDITED DEGREE PROGRAMS

100%

INTERNSHIP PLACEMENT

12:1

STUDENT TO TEACHER RATIO FOR PERSONALIZED LEARNING

95%

OF STUDENTS ARE HIGHLY SATISFIED WITH THE MULTINATIONAL COMMUNITY

Bachelor of Science in Applied AI for Hospitality Business Management

César Ritz Colleges

Applied AI. Business thinking. Human-centered travel tech.

- 4 years
- Industry immersion
- 2 guaranteed global internships
- Business Creation Project



At César Ritz Colleges, ambition becomes action. This four-year Bachelor of Science in Applied AI for Hospitality Business Management equips you to combine artificial intelligence, business strategy, and human-centered innovation to shape the future of hospitality and travel. Learn to think differently, act decisively, and create meaningful impact in an industry transformed by AI.

In this program, you will:

- **Build strong foundations in applied AI**, business thinking, and hospitality management
- **Explore how AI is reshaping service**, operations, marketing, revenue, and guest experience
- **Develop practical skills in AI tools**, data analysis, automation, and digital decision-making
- **Apply AI-driven solutions to real business** challenges through projects, internships, and industry exposure
- **Build prototypes**, test ideas, and pitch business concepts to develop entrepreneurial confidence
- **Create an AI-enabled business concept** through a Business Creation Project
- **Graduate ready to lead innovation** where artificial intelligence, business, and hospitality meet

The Bachelor's Degree in Applied AI advantage:

This future-focused degree combines applied artificial intelligence, business strategy, and hospitality management to prepare students for leadership in a rapidly evolving world. Through hands-on projects, industry internships, and real-world business challenges, students develop practical AI skills, entrepreneurial thinking, and the ability to drive innovation across customer-focused industries.

Career Opportunities

- AI Business Analyst
- Customer Experience Manager
- Digital Transformation Specialist
- Innovation and Strategy Consultant
- Revenue and Data Analytics Manager
- Marketing Technology Specialist
- AI Project Manager
- Entrepreneur or Startup Founder
- Business Development Manager
- Hospitality Technology Manager

Entry Requirements

Intake: October 2027

- **Completed secondary school** education high school diploma or equivalent
- **Recommended minimum age** of 18 years
- **English-language proficiency** of IELTS academic module 5.5 or TOEFL iBT 55
- **The successful completion of the immersion year**, internship included, is a mandatory requirement; exemptions may apply and are evaluated during the admissions process based on previous work experience

Year 1

Industry Immersion Year
Hospitality Foundations | Introduction to AI

- Begin with the fundamentals of hospitality, service, communication, and professional practice. Learn how hospitality businesses operate, how teams deliver memorable experiences, and why the human touch remains essential in a technology-driven world.
- Introduction to the digital and AI foundations that are beginning to transform business. This first year provides context to understand where AI can create value — and where human judgement, empathy, and creativity remain irreplaceable.
- **Learning focus:** Service mindset, business communication, hospitality operations, professional confidence, and the first building blocks of digital and AI literacy.

Global Internship

Year 2

Business Essentials Digital and Data Awareness

- Strengthen your understanding of business and management by exploring how organizations make decisions, manage people, create value, communicate with customers, and respond to a changing global environment.
- AI and digital tools are integrated into learning, helping you understand how data, automation, and intelligent systems support better business decisions. You will begin to connect real hospitality business challenges with emerging AI-enabled opportunities.
- **Learning focus:** Business fundamentals, leadership awareness, marketing, finance, data-driven thinking, ethical decision-making, and the role of AI in modern organizations.

Global Internship

Year 3

Applied AI Innovation in Practice

- Move from understanding AI to applying it. Learn how AI can support smarter operations, personalized guest experiences, stronger customer relationships, improved revenue performance, and more sustainable business models.
- Work on practical challenges that reflect the realities of hospitality and service businesses. Through hands-on projects, you will experiment, evaluate solutions, use data responsibly, and apply AI tools with purpose. This is where ideas become prototypes and innovation becomes practice.
- **Learning focus:** Applied AI tools, automation, business analytics, customer intelligence, operational innovation, revenue optimization, sustainability, and prototype development.

Year 4

AI Strategy Venture Creation

- In your final year, you will develop the strategic, entrepreneurial, and leadership capabilities needed to turn AI-enabled ideas into business value. You will explore how organizations can lead digital transformation responsibly, while keeping people, ethics, and business impact at the center.
- Instead of a traditional dissertation, you will complete a Business Creation Project focused on an applied AI opportunity in hospitality business management. You will identify a real business need, develop an AI-enabled concept, test its potential, and prepare a professional pitch.
- **Learning focus:** AI strategy, responsible innovation, digital transformation, entrepreneurship, venture creation, leadership, pitching, and business impact.

Bachelor of Science in Applied AI for Hospitality Business Management from **César Ritz Colleges**

Bachelor of Science in Hospitality Business Management

César Ritz Colleges

- Choice of 6 specializations
- Swiss Federal Accreditation
- 2 guaranteed global internships
- QS World University Rankings - Top 5



César Ritz Colleges is where ambition becomes action. In this four-year Bachelor of Science program you will learn to think differently, act decisively, and create meaningful impact. You can customize your degree to one of the following **6 areas of specialization**:

- **Executive Leadership.** Lead with strategy, financial insight, and executive decision-making
- **Marketing and Communication.** Build brands through digital, data-driven, and creative strategies
- **Global Finance.** Master financial strategy, investment, and data-led decision-making
- **Business Analytics.** Transform data into insights that drive business performance
- **Entrepreneurship.** Launch and scale ventures with strong business and financial foundations
- **Digital Strategy.** Drive innovation through AI, digital tools, and strategic thinking

Bachelor of Science in Hospitality Business Management

You'll study in a diverse, international environment that mirrors the global hospitality landscape – gaining exposure to industry leaders, collaborative projects, and immersive internships.

Industry Immersion Year
Hospitality Fundamentals

Term 1 (11 weeks)

- Introduction to Hospitality Business Management
- Business Communications
- Customer Service Mindset
- Culinary Fundamentals
- French or German Language 1

Term 2 (11 weeks)

- Food & Beverage Systems & Operations
- Personal Development & Leadership Skills
- Rooms Division Operations
- Wine & Beverage Management
- French or German Language 2

Global Internship 1

Year 1
Business Essentials

Term 3 (11 weeks)

- Global & Cultural Awareness
- Digital Management Tools & AI Foundations
- Introduction to HR & Leadership
- Mathematics for Hospitality Business
- French or German Language 3 (Optional)

Term 4 (11 weeks)

- Hospitality Business Ethics & Law
- Microeconomics for Hospitality Business Leaders
- Principles of Marketing
- Financial Accounting
- French or German Language 4 (Optional)

Term 5 (11 weeks)

- Macroeconomics for the Tourism Industry
- Managerial Accounting
- Business Statistics
- Specialization Elective 1

Global Internship 2

Year 2
Advanced Management

Term 6 (11 weeks)

- Customer Relationship Management
- Events Management
- ESG & Sustainable Leadership
- Specialization Elective 2

Term 7 (11 weeks)

- International Business for Leaders
- Service Operations Management
- Innovation: From Creativity to Entrepreneurship
- Career Management
- Specialization Elective 3

Term 8 (11 weeks)

- Hospitality Leadership & Organizational Behavior
- Negotiation Skills
- Luxury Business Management
- Specialization Elective 4

Year 3
Executive Competences

Term 9 (11 weeks)

- Tourism Destination Management
- Hospitality Experience Design
- Strategic Hotel Management
- Dissertation Preparation
- Specialization Elective 5

Term 10 (11 weeks)

- Dissertation

Graduate with a Bachelor of Science in Hospitality Business Management with chosen specialization from **César Ritz Colleges**

Specialization Courses

Executive Leadership

Electives: Boardroom Management and C-Suite; Strategic Marketing and Branding; Financial Management; Revenue and Distribution Management; 1 Free Elective

Marketing and Communication

Electives: Strategic Marketing and Branding; AI and Digital Transformation; Revenue and Distribution Management; Digital Marketing; 1 Free Elective

Global Finance

Electives: Financial Management; Decision Analysis for Leaders; Entrepreneurial Finance; Business Intelligence and Data Analytics; 1 Free Elective

Business Analytics

Electives: Business Intelligence and Data Analytics; AI and Digital Transformation; Revenue and Distribution Management; Business Planning and Pitching; 1 Free Elective

Entrepreneurship

Electives: Business Planning and Pitching; Financial Management; Boardroom Management and C-Suite; Entrepreneurial Finance; 1 Free Elective

Digital Strategy

Electives: AI and Digital Transformation; Decision Analysis; Revenue and Distribution Management; Digital Marketing; 1 Free Elective

Entry Requirements

Intakes: October / January / July

- **Completed secondary** school education (high school diploma or equivalent)
- **Recommended minimum** age of 18 years
- **English-language proficiency** of IELTS academic module 5.5 or TOEFL iBT 55
- **The successful completion** of the immersion year, internship included, is a mandatory requirement; exemptions may apply and are evaluated during the admissions process based on previous work experience

Master of Science in Leadership

- Choice of 3 specializations
- Optional Internship
- Swiss Federal Accreditation
- QS World University Rankings: Top 5



César Ritz Colleges

This 15-month program empowers ambitious individuals to think differently, act decisively, and create meaningful impact – preparing them for leadership roles at the highest levels.

In this program, you will:

- **Develop a strategic,** human-centric leadership approach
- **Earn a Swiss federally accredited degree**
- **Gain hands-on experience** through immersive projects and an optional global internship
- **Benefit from personalized mentorship** and international business exposure
- **Specialize in** Luxury Brand Management, Finance & Wealth Management, or Hospitality & Tourism

Master of Science in Leadership

By blending Swiss academic excellence with high-demand specializations and transformative leadership training, you'll graduate ready to set new standards – just like César Ritz, our namesake.

Develop your expertise – choose a specialization

Hospitality & Tourism

- Service Excellence
- Strategic Operations in Hospitality and Tourism
- Trends and Sustainability in Hospitality and Tourism

Finance & Wealth Management

- Investment and Portfolio Management
- Wealth Management and Financial Planning
- Real Estate Finance and Investment

Luxury Brand Management

- Luxury Brand Strategy
- Consumer Behavior
- Digital Transformation and E-commerce in Luxury

Entry Requirements

Intakes: October / April

- **A recognized bachelor's degree** in business or a related field. Applicants with degrees in other fields will be considered and may be required to complete a Business Immersion Seminar Series
- **For non-native English speakers**, a test result of IELTS 6.0, TOEFL iBT 79
- **Minimum age recommendation:** 21 years

***The Start-Up Accelerator Program** is a 6 month, optional add-on designed for students who want to launch their own business upon completing their studies. The program provides hands-on entrepreneurial support through César Ritz Colleges Switzerland and Fondation Inartis. Participants benefit from personalized coaching, mentorship and networking from industry experts and alumni, access to innovation labs, co-working spaces, and dedicated resources to develop their venture. By the end of the program, students will have created a full business plan, developed a prototype, and prepared an investor-ready pitch.

Term 1 (11 weeks)

- Leading People & Organizations
- Corporate Finance
- Processes & Operations Management
- Strategic Marketing

Leadership Training

- Certificate: Harvard Business Publishing in Leadership
- Workshop: Team Building
- Master class: Leading in Remote Environments & the Digital World

Exit Award: Certificate of Advanced Studies (CAS) in Leadership

Term 2 (11 weeks)

- Leadership for Change & Innovation
- Global Strategic Management
- Presentation Skills & Storytelling
- Leadership & Ethics

Leadership Training

- Workshop: C-Suite & Boardroom
- Practical Seminar: Negotiation Skills in the Global Business Arena
- Master class: Networking & Alliances

Exit Award: Diploma of Advanced Studies (DAS) in Leadership

Term 3 (11 weeks)

- 3 Specialization Courses
- Leadership in Practice (Case-based)

Leadership Training

- Certificate: Project Management
- Workshop: Equine Leadership
- Seminar: Business Valuation
- Global Leadership Retreat

Exit Award: Master of Advanced Studies (MAS) in Leadership

Term 4 – 5 (22 weeks)

- Leadership & Management Capstone or **Start-Up Accelerator Program*** (Start-up accelerator program is available for an extra fee)
- Global Internship (optional)

Graduate with a Master of Science (MSc) in Leadership with specialization from **César Ritz Colleges**

Live well,
Learn well.

Your student experience extends far beyond the classroom. Hone your leadership abilities, explore your interests, learn new skills – our extracurricular activities are a great way to grow as a person and develop strong friendships.

Chill out with your fellow classmates in our recreational rooms, join an extracurricular clubs, attend masterclasses, attend fun themed banquets or planned parties at the Underground in Le Bouveret and Chaos in Brig.

#StudyInSwitzerland
#StudentLife
#SwissLifestyle
#FutureLeaders
#CampusExperience





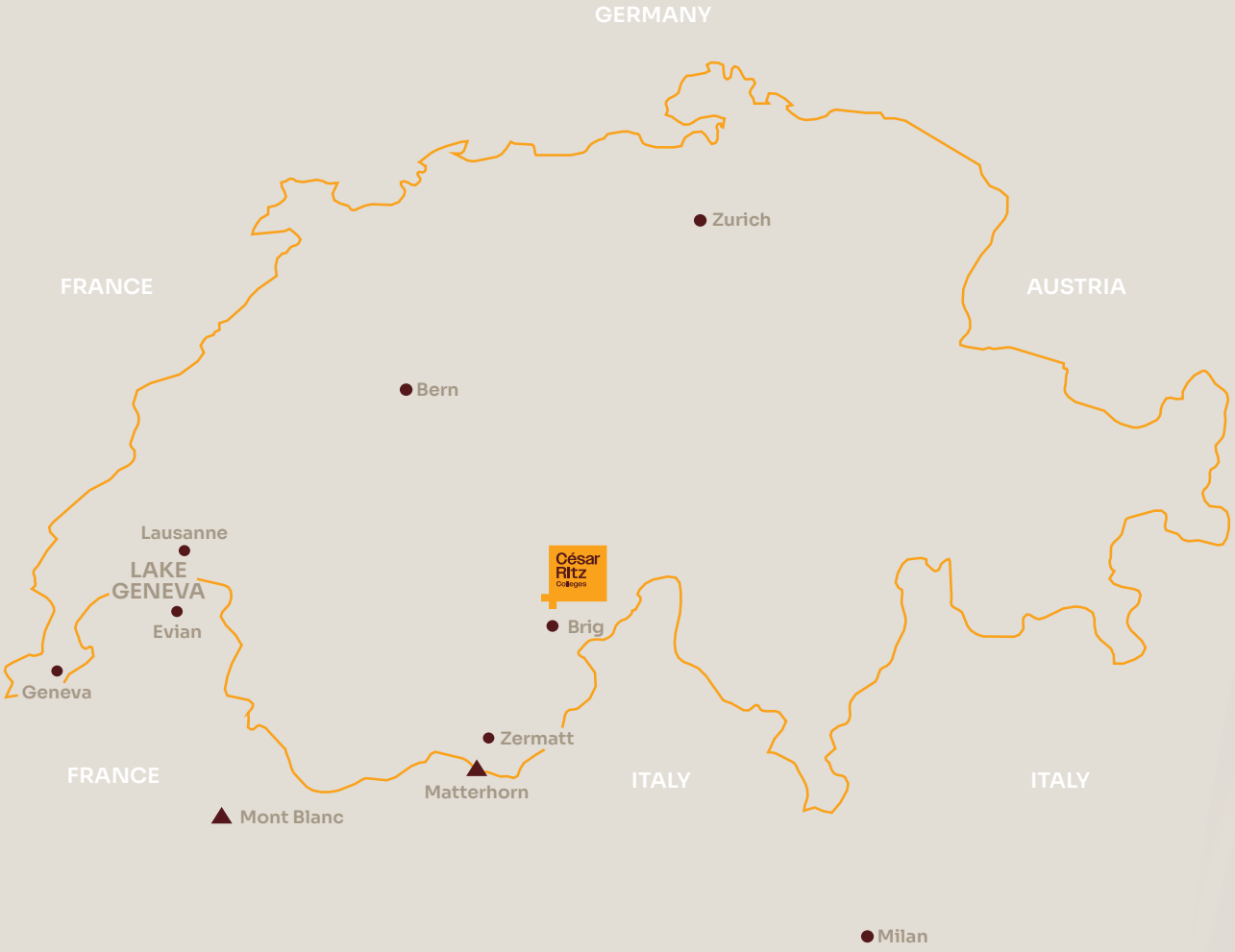












A well-connected college

BRIG > **ZERMATT** 39 KM

BRIG > **ZURICH** 176 KM

BRIG > **MILAN** 168 KM

BRIG > **GENEVA** 213 KM

Contact

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Photo credit: Nuno Acácio