Be world ready



HIM
Business School



Why HIM Business School?

14:1
Student-to-faculty ratio

25+
Business challenges from companies (in the past 3 years)

30+
Company site visits (in the past 3 years)

100%
Internship placement guaranteed

Because we turn ambition into international opportunity. Our mix of Swiss rigor and American business savvy, paired with real-world projects, internships, and industry engagement, fast-tracks you into a global career — confident, connected, and world-ready.

A CURRICULUM DESIGNED FOR MODERN BUSINESS

Courses shaped by real-time job market data ensure you learn what employers need most.

REAL-WORLD LEARNING EXPERIENCES

Benefit from guest lectures, company visits, and business challenges led by industry professionals.

ESSENTIAL SOFT AND HARD SKILLS FOR SUCCESS

Develop technical expertise and people skills like communication, adaptability, and problem-solving.

INTERNSHIPS THAT FAST-TRACK YOUR CAREER

Apply classroom knowledge, explore industries, and build your professional network through hands-on internships.





Montreux: heart of the Swiss Riviera

On the shores of Lake Geneva, Montreux blends breathtaking alpine views, a vibrant international community, and a rich culture.

5 REASONS TO STUDY IN MONTREUX

1. Stunning lakeside and mountain scenery
2. Close-knit, multicultural community
3. World-class cultural events like the Montreux Jazz Festival
4. Easy access to outdoor adventures
5. Train connections to Milan, Paris, Zurich, and more!

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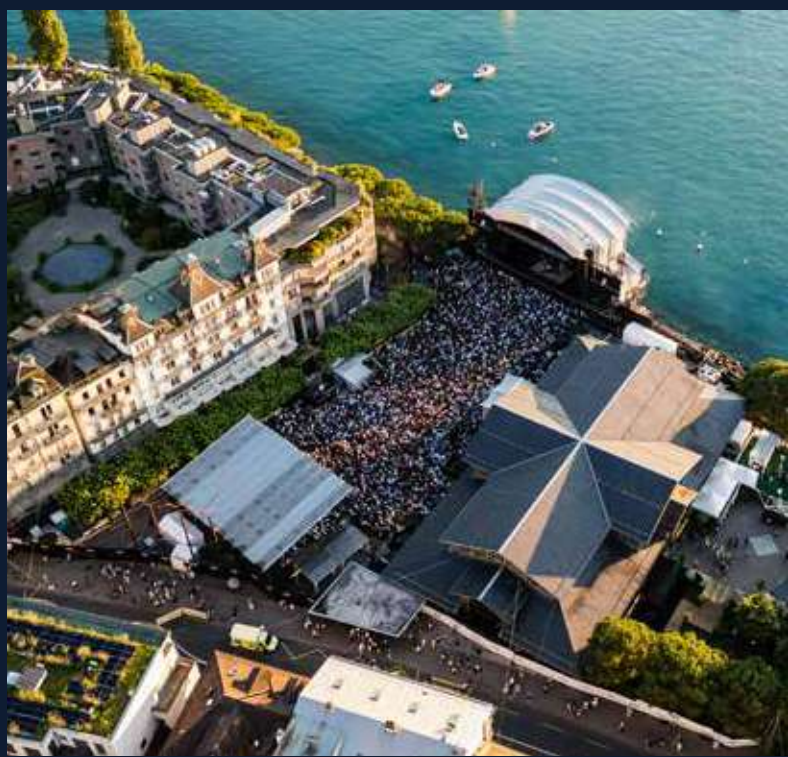


Life beyond the classroom





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The HIM advantage

HIM Business School evolved from the principles of hospitality, which makes our approach to business and education unique. Combining a comprehensive business education with the HIM learning pillars below assures that our students become world ready.

EMPOWER YOUR SOFT SKILLS

A team-focused atmosphere provides students with the cultural awareness, emotional intelligence, and leadership skills needed to succeed anywhere people come together.

IMMERSE YOURSELF IN THE REAL WORLD

Prestigious partnerships and placements ensure you are world ready by sharpening your business, problem-solving, and decision-making skills in real-world environments.

BE PROFESSIONAL AT ALL TIMES

With an emphasis on cultural and social responsibility, adaptability, and empathy, you will learn to anticipate customer needs and motivations — essential skills for any business environment.

The HIM skill set for success

In addition to business skills, HIM delivers a unique transferable skill set that makes you stand out.

- Adaptability to diverse client needs
- Cross-cultural collaboration
- Networking and relationship management
- Customer service excellence
- Human-centric analytical thinking
- Anticipation of customer expectations
- AI and big data literacy
- Personal branding and professional presence

Customer experience revolution

Demand for professionals with strong interpersonal skills continues to rise. In 2024, over 50% of businesses invested in customer experience (Zendesk), recognizing that 80% of consumers valued it as much as products or services (Salesforce). With 63% of customers willing to switch brands after just one or two poor support encounters (Zoom), the pressure to deliver remained high—and demand for customer specialists grew by 34% annually (LinkedIn).

Proof that the human-centric skill set taught at HIM isn't just relevant — it's essential.

Numbers speak

92%
OF HIRING MANAGERS INCREASINGLY VALUE SOFT SKILLS

85%
OF ALL INDUSTRIES SEEK OUT AT LEAST ONE TRANSFERABLE SKILL

80%
OF COMPANIES ARE PLANNING TO INVEST IN CUSTOMER INTERACTIONS

75%
OF COMPANIES ARE STRUGGLING TO FIND SOFT-SKILLED WORKERS

Sources: 1 LinkedIn | 2 PLTW and Burning Glass | 3 Zendesk | 4 Manpower Group

Bachelor of Business Administration

3 Years
3 Internships
4 Majors



Your fast-track to a global career

This modular bachelor's program is your fast track to a business career. With three internships, a choice of four majors, and the flexibility to enter the workforce after five terms with a Swiss Federal Diploma or continue through all six terms to earn your BBA, you'll be world-ready at every stage.

GRADUATE WITH

SWISS FEDERAL DIPLOMA IN BUSINESS ADMINISTRATION (ES)*

* Accredited through the Swiss federal government (SEFRI) framework for ES programs as of October 2026 intake, pending recognition.

BACHELOR OF BUSINESS ADMINISTRATION IN CHOSEN MAJOR AWARDED BY NORTHWOOD UNIVERSITY* (US)

* Northwood University programs are accredited through ACBSP, and HIM partner since 2002

ENTRY REQUIREMENTS

- 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 46 or equivalent

Define your direction

Choose a major that aligns with your career goals and develop the expertise and hands-on experience to be world-ready in a fast-moving business world.

FINANCE

Build the financial intelligence to thrive in fast-paced global markets. This major develops your expertise in corporate investment, international finance, and portfolio strategy.

YEAR 2

- Statistics I
- Financial Institutions
- Portfolio Management
- Foundations of the Modern World
- Capital Market
- International Trade

YEAR 3

- Statistics II
- International Finance
- Real Estate Finance
- Financial Planner Topics
- Corporate Investment Decisions
- Corporate Financing Valuation

MARKETING

Master the art and science of influence in a digitally driven world. This major sharpens your skills in branding, data analysis, and strategic communication.

YEAR 2

- Statistics I
- Luxury Brand Management
- High Tech and High Touch
- Professional Selling
- Digital Marketing

YEAR 3

- Statistics II
- International Marketing
- Marketing Management
- Competitive Analysis
- Contemporary Global Issues
- E-commerce

MANAGEMENT

Step into leadership with confidence. This major sharpens your ability to manage people, processes, and performance on an international scale.

YEAR 2

- Human Resources
- People and Culture
- Human Capital
- Managing Performance
- International Trade

YEAR 3

- Statistics I
- International Management
- Operations Management
- Management and Leadership
- Contemporary Global Issues
- Management of Information Technologies

HOSPITALITY

Turn your passion for service into a strategic career. With a focus on innovation, operations, and leadership, this major equips you to manage high-end experiences across the global hospitality industry.

YEAR 2

- Conventions
- Food & Beverage Management
- Human Resources
- Hospitality Trends
- Digital Marketing

YEAR 3

- Statistics I
- International Management
- Innovative Hospitality Models
- Yield and Revenue Management
- Resort Management
- Contemporary Global Issues

The Bachelor's Degree Path

TERMS 1-2: PRINCIPLES OF BUSINESS

Learn what it means to be customer-centric as you develop your soft skills, resulting in a deeper understanding of the industry's human behavioral and operational aspects.

FOUNDATION COURSES

- Introduction to Customer Experience
- Mathematics for Business
- Applied Business Research
- Communication
- World Culture
- Accounting Principles
- Introduction to Finance
- Marketing Principles
- Microeconomics
- Introduction to Data-Driven Decision-Making
- Front Office and Guest Satisfaction
- Language (FR, DE, ES)

GLOBAL INTERNSHIP

(4 – 6 months)

TERMS 3-5: SWISS FEDERAL DIPLOMA

Customize your degree and choose your major. Upon completion of term 5, earn your Swiss Federal Diploma. Continue to term 6 to complete the bachelor's degree.

CORE CLASSES

- Philosophy of Life and Business
- Principles of Macroeconomics
- Introduction to Art
- Principles of Management
- Managerial Accounting
- Innovating with AI
- Financial Management
- Language (FR, DE, ES)

MAJOR SUBJECTS

In addition to the core classes, you will take 5 – 6 courses associated with your major.

GLOBAL INTERNSHIP

(4 – 6 months)

CAPSTONE PROJECT

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

AWARD
Swiss Federal Diploma in Business Administration

TERM 6: BACHELOR'S DEGREE

Learn the in-depth operations of an international business framework and how to succeed in a multicultural setting.

CORE CLASSES

- Public Policies
- Strategic Planning
- Ethics
- Business Law
- Environmental Science
- Organizational Behavior

MAJOR SUBJECTS

In addition to the core classes, you will take 6 higher-level courses associated with your chosen major.

GLOBAL INTERNSHIP

(4 – 6 months)

AWARD
Bachelor of Business Administration in your chosen major awarded by Northwood University (US)



Master in Applied AI in Customer Experience

1 Year
24 Students
Global Experience:
Online, Macao,
Montreux &
Brig (optional)

HIM Business School

Build the Future of Customer Experience

AI is transforming industries at an unprecedented pace. In 12 months become AI-world ready — to lead AI-powered transformation in customer-centric roles.

GRADUATE WITH

OPTION 1

MASTER IN APPLIED AI IN CUSTOMER EXPERIENCE

OPTION 2

MASTER IN APPLIED AI IN CUSTOMER EXPERIENCE + MASTER OF SCIENCE IN LEADERSHIP

ENTRY REQUIREMENTS

- Bachelor's degree in any discipline
- Minimum GPA of 3.0
- IELTS 6.0 or equivalent
- Selection process: online case study, video submission, and interview with the Dean and Head of Innovation

Why This Program

This program is built for students who want to lead AI-powered change, not just use AI tools. Graduates leave with practical business experience, international exposure through global industry immersion, and the confidence to create responsible, customer-centered AI solutions.

AI Business Data

90%
USAGE OF AI IN ORGANIZATIONS

+160%
DEMAND FOR AI PROFESSIONALS

5M
NEW AI JOBS

Sources 2025: McKinsey · LinkedIn · WEF

Global Industry Immersion

A defining feature of the program is direct exposure to two major AI ecosystems.

MACAO AND THE GREATER BAY AREA

Students explore one of Asia's fastest-moving innovation regions through field trips, company partnerships, and live business challenges in Southern China.

MONTREUX AND THE EUROPEAN AI ECOSYSTEM

Students study in Switzerland with access to Europe's AI research, governance, luxury, hospitality, finance, and healthcare innovation networks.

WHAT YOU'LL LEARN

Students gain the skills to connect AI technology with real business needs, customer experience, and responsible innovation.

KEY AREAS INCLUDE:

- AI fundamentals and applied AI in business
- UX design and UX neuroscience
- Data science, quantitative methods, and algorithmic thinking
- AI product management and ROI measurement
- AI ethics, intellectual property, and corporate social responsibility
- Emerging AI trends and future business opportunities
- Leadership, change, storytelling, and global strategy, with the optional double master pathway

CAREER PATHWAYS

Graduates are prepared for roles where AI, strategy, and customer experience meet, including:

- AI Product Manager
- CX Strategist
- AI Transformation Consultant
- Digital Innovation Manager
- AI Ethics & Governance Lead
- AI-Driven Marketing Director
- UX Designer for AI Systems
- Future AI leadership roles

The Master's Degree Path

LEVEL 1: CERTIFICATE IN APPLIED AI

ONLINE (JAN–MAR) · ONSITE MACAO, CN (APR–MAY)

Build your AI foundation online at your own pace, then deepen and apply skills in practical settings in Macao—Asia's top innovation hub.

ONLINE COURSES, JANUARY TO MARCH

- AI Fundamentals
- UX User Experience
- Applied AI in Business

ONSITE COURSES, MACAO, APRIL TO MAY

- Quantitative Skills
- Data Science and Algorithmic Thinking
- Industry Immersion 1



RECEIVE
Certificate in Applied AI

LEVEL 2: SWISS PROFESSIONAL MASTER IN AI BY HIM

ONSITE MONTREUX, CH (JUN–SEP)
ONLINE CAPSTONE (OCT–DEC)

Immerse yourself in Europe's AI ecosystem — work on real projects with leading companies. Wrap up online with a capstone project.

ONSITE COURSES, MONTREUX

- AI Product Management
- AI Corporate Social Responsibility
- AI Ethics & Intellectual Property
- UX Neurosciences
- Prospective Trends
- Industry Immersion 2

RECEIVE
Master in Applied AI in Customer Experience by HIM

ONLINE

Online Capstone Project

LEVEL 3: DUAL MASTER WITH CÉSAR RITZ COLLEGES - OPTIONAL

ONSITE BRIG, CH (OCT–DEC)

Step into the C-suite with leadership and executive skills to drive AI transformation at the top.

ONSITE COURSES, BRIG

- Leadership for Change and Innovation
- Global Strategic Management
- Presentation Skills & Storytelling
- Leadership & Ethics
- Workshop: C-Suite & Boardroom
- Negotiation Skills in the Global Business Arena Seminar
- Networking and Alliances Masterclass



RECEIVE

- **Master in Applied AI in Customer Experience by HIM**
- **Master of Science in Leadership by César Ritz Colleges**

1.5 years of internships to fast-track your career

Internships are more than just work experience — they're your gateway into the professional world. Explore industries, turn theory into practice, and connect with mentors who can open doors. Each opportunity builds your confidence, sharpens your skills, and brings you one step closer to discovering the career that's right for you.

EXAMPLES OF INTERNSHIPS

HUMAN RESOURCES
at Alfa Laval AB, Sweden

SALES & MARKETING
at Clinique La Prairie, Switzerland

E-COMMERCE
at Richemont, Switzerland

EVENTS
at MCI, Switzerland

SALES
at Bulgari, Jordan

Industry at the Heart of Your Learning

At HIM, leading companies are deeply embedded in your education — from shaping the curriculum to engaging directly with you through masterclasses, company visits, and real-world business challenges. This hands-on involvement gives you practical insights, meaningful industry connections, and a strong professional portfolio. The same partners who mentor you throughout your studies also offer internships and actively recruit our graduates, preparing you to launch a successful global career.

ACCORINVEST · Edmond de Rothschild · Nestlé · BVLGARI · Richemont · Louis Vuitton · Michael Page · Swissquote · UEFA · Bucherer 1888 · Royal Caribbean International · Clinique La Prairie Switzerland

Alumni

HIM equips graduates to be truly world-ready, thriving in careers across business, finance, marketing, luxury brand management, and hospitality. The HIM alumni featured here are just a sample of the career opportunities that await in the first few years post-graduation.

10K
HIM ALUMNI AROUND THE WORLD

45K
GRADUATES IN THE SWISS EDUCATION GROUP ALUMNI NETWORK

90%
OF ALUMNI ARE HIGHLY SATISFIED WITH HIM*
(Net Promoter Score)

87%
OF HIM ALUMNI WORK IN MARKETING, FINANCE, HUMAN RESOURCES, OR CUSTOMER SERVICE



EMELIE SORENSEN
(2023)
HR Operations Officer
Swissquote, Switzerland



TIMUR MYAN
(2023)
Investor Relations Specialist
Fonte Capital, Kazakhstan



HALA ALI
(2019)
Brand Manager
Longe Black, Egypt



ROBIN REJNÄS FALK
(2022)
Investment Broker
Vinga Securities, Sweden

Are you world ready?

At HIM Business School, “Be World Ready” isn’t just a motto — it’s our commitment to preparing you for success in the global business world. Our program is a fast track to a thriving career in luxury brand management, finance, human resources, and beyond.

Through hands-on learning, real-world internships, industry connections, and a strong focus on customer experience and soft skills, you’ll graduate as a confident, people-savvy, and world-ready professional.



Certified by:

Business school of the year
Finalist
pioneerawards.com

EFMD GLOBAL MEMBER

EDUQUA

Swiss tainable

HIM Business School
Avenue des Alpes 15
CH-1820 Montreux, Switzerland

Tel. +41 21 966 46 46
contact@him.ch

Photo credit: Nuno Acácio