

Les Roches Master's in Hospitality
Strategy and Digital Transformation

September 2020



It's time to
transform your
skillset



lesroches.edu

The only Master's program in the world that prepares students for a successful career in hospitality strategy, entrepreneurship, revenue optimization and digital transformation.

Across 12 months on campus (plus 6-month internship or capstone project) you'll fast-track your leadership career in hospitality and beyond.



Why choose this master's?

1

Gain in-demand digital expertise that can be applied in all industries, across the world.

2

Meet exciting employers, connect, interview and build relationships.

3

Develop your knowledge of the effective strategies needed to deliver digital transformation.

4

Take part in a decoding bootcamp, international field trip and 6-month internship or capstone project.

5

Learn from cutting-edge faculty and industry experts who'll share innovative business models and entrepreneurial thinking.

6

Join the Les Roches network, making friends and connections around the globe.

7

Fast-track your leadership career with advanced skills and knowledge.

Career paths after graduation

The new Master's will prepare you for a successful career in the high-demand areas of hospitality strategy, entrepreneurship and digital transformation. As a leader in your field, you'll possess strong strategic thinking skills combined with an in-depth understanding of markets and innovative practices in the digital world.

When you graduate, you can expect to choose from exciting roles in tech companies, finance businesses, marketing agencies - any business that needs to digitally transform or facilitates transformation. And of course, your entrepreneurial mindset will empower you to start your own company.

Startup Entrepreneur

Revenue Manager / Chief Revenue Officer

Commercial Leader / Director of Marketing

Hotel Owner

Hotel Asset Manager

Online Travel Agency Leader

Data Analytics Leader / Consultant

Digital Marketing Specialist / Consultant

Digital Transformation Manager / Consultant

Extracurricular activities

Join a club – or create your own!

From wine and arts, to sustainability, sports and music, there's an opportunity to do more of what you love, or discover a new passion with like-minded friends.

Wind down

Relax and chat at the Lobby Bar, Roots Bar (and its fine dining restaurant) and the student-run Warehouse. Or head into the Alps to walk, ski and experience the natural beauty of Switzerland.

Explore

The school organizes a variety of social and cultural activities in collaboration with students, both on and off campus. Events are frequently held to celebrate culture, sport or a student initiative, and weekend trips to nearby towns or countries are regularly arranged.

Entry requirements

Minimum Age

21 years old and above

Education

Bachelor-level undergraduate degree (business or hospitality preferred)

Work Experience

Some work experience or a hospitality degree

English Language Qualifications

If English is not your first language, or if you have not spent the last 2 years in a school where English is the primary language of instruction:

- IELTS: 6.0 overall (min. 5.5 in every subcomponent)
- TOEFL: 80 Internet-based; 550 paper-based
- First Cambridge Exam: Grade A
- Cambridge Advanced Exam: Grade C

“The hotel business is in the midst of a digital transformation. Terms like online distribution, channel management, data analytics, chatbots, and machine learning have become the new buzzwords. This Master's program will provide you the keys to unlocking the new frontier in hospitality.”



Scott Dahl
Program Director

Module 1

Mastering Digital Technologies and Innovation in the Hospitality Sector

Finance and Value Creation*

New Trends and Disruptions in Hospitality

Effective Technologies in Operations and Service

Data Base Management and Artificial Intelligence

Performance Measurement and Business Analytics (I)

Decoding Bootcamp: Mobile applications, web sites, and data curation

(I) After completing this course the student may take the examinations for STR's CHIA (Certification in Hospitality Analytics) and CAHTA (Certification in Advanced Hospitality and Travel Analytics) industry certifications.

Module 2

Developing Sustainable Strategies and Business Models

Revenue, Channel and Demand Management*

Sustainable Hospitality Business Strategies, Design and Development

Advanced Digital Marketing Strategies and Tactics

Design Thinking and Innovation

New business models and start-up ecosystem in hospitality

Business field trip to Paris, France

Network and industry leader meetings

Module 3

Leading your Organisation into the Digital Transformation

Implementing and Leading the Digital Transformation*

Applied Project Management

Leadership Awakening: Multicultural Leadership, Emotional Intelligence, Talent Management and Teambuilding

Ethics and CSR in the Connected World

Customer Experience, Service Excellence and Personalization in the Digital Age

6-month internship or capstone



Hospitality Immersion Program (2 weeks)**

Hospitality in Context

Food and Beverage Operations Management

Rooms Division Operation Management

* These courses run throughout the entire module.

**Recommended for students without a hospitality degree.