

SHG Universities

Revolutionizing hospitality education through immersive international experiences and real-world application.

 **by SwissHospitalityGroup**



Mission and Vision

Our Mission

To revolutionize education by creating meaningful learning experiences. We seamlessly blend academic excellence with real-world hospitality practice. Students gain both research-driven knowledge and hands-on application.

Our Vision

To redefine hospitality education by setting new global standards. We make world-class learning an international, immersive experience for all students worldwide.



What is the Swiss Hospitality Group Corporation



Diversified Operations

SHG spans six key sectors: **education, hospitality, consulting, real estate, agriculture, and investment.**



Swiss Values

Every initiative reflects Switzerland's dedication to **quality, precision, and world-class excellence** standards.



Future Focused

We don't just teach hospitality—we actively **shape its future through innovation.** Whether we are training future leaders through our universities, managing high-end hospitality projects, advising global partners, or investing in sustainable development, every SHG initiative reflects the same dedication to world-class standards.

Our Story

The journey of Swiss Hospitality Group Universities began with a clear vision for excellence in education.



Opening Doors

SHG Universities was founded with a clear mission: to open doors to **international learning**, provide truly **personalized education**, and **bridge the gap** between academic study and professional success.



Bridging Gaps

Too often, graduates leave university unprepared for the demands of the job market. At SHG, we tackle that challenge head-on by **integrating real-world experience** into every step of our programs.



Global Vision

Our founder, **Eric Gregoire**, envisioned a global education model that is both accessible and practical—one that shapes international leaders in hospitality and equips them with the tools to succeed from day one.



Our Teaching Philosophy



Our Research

At SHG, our approach is inspired by **decades of research** and benchmarking against the **world's most prestigious institutions**. By studying the methodologies of top-tier business and hospitality schools, we have identified key elements that lead to lasting educational impact and student success:



Networking Core

Professional connections begin during studies, embedded into classroom and internship experiences.



Small Classes

Intentionally small sizes ensure every voice is heard and receives full professor attention.



Applied Learning

Real-world application covering negotiation, finance, legal fundamentals, and effective leadership skills.





Goals for Our Students

Cultivate Leaders

Develop world-class leaders in hospitality management with global perspectives.

Instill Values

Build commitment to professionalism, integrity, and excellence in every task.

Ensure Readiness

Prepare graduates for demands of globalized hospitality industry challenges.



Our Commitment to Excellence

When you graduate from SHG Universities, you're not just ready for the industry — you're ready for ours. Our mission is simple: to graduate professionals so qualified, we'd hire them on the spot

– Sofia Furtado, Junior VP

Programs Offered

Starting in October 2025, we refined our programs into 2 hyper-specialised disciplines.

Bachelor in International Hospitality Management

Comprehensive 3-year undergraduate degree focused on business acumen and industry expertise. Equips students to successfully manage hospitality enterprises globally.

MBA in International Hospitality Management

2-year master's program centered on strategic business theory application. Strong emphasis on leadership development and career advancement.





Admission process

Our admissions process is composed of 3 major parts:



Document submission

CV, ID, transcript, previous 2 years of grades, Previous Diplomas, Letter of Intent



Personality test

Complete a DISC personality test measuring your intrinsic and extrinsic motivation. Our team analyzes your results and sends you a full report, which aids us to place you in the best internship positions.



Interview

Your entrance interview will ask testing questions on your abilities as a leader. Get ready to show us your best self and why you would be a great fit for our school.

Program Structure



First 6 Months

10-15 hours classes weekly. 20 hours paid internship weekly.
Balance theory with real-world application.

Language class 1-2 x per week of the country of study



Next 6 Months

Full-time internship in new department. Rotate operations to
broaden experience and management skills.

****You will then carry on with this rhythm throughout your studies for both undergraduate and master programs.**



Class Structure

Daily Schedule

Monday-Friday, 2-5 hours daily,
Modular format: A new module is
introduced every week, allowing
students to focus deeply on one
subject at a time.

Language Learning

1-2 local language lessons weekly for
integration into internships and
country of study



MBA Sessions

Theory lectures plus advanced
application workshops daily: 1 theory-
based lecture + 1 advanced
application workshop focused on real
business scenarios

Friday Assessment

Written exams and investor pitch
presentations weekly •designed to
build public speaking skills and
business acumen.



Our Internships

Why Internships Matter

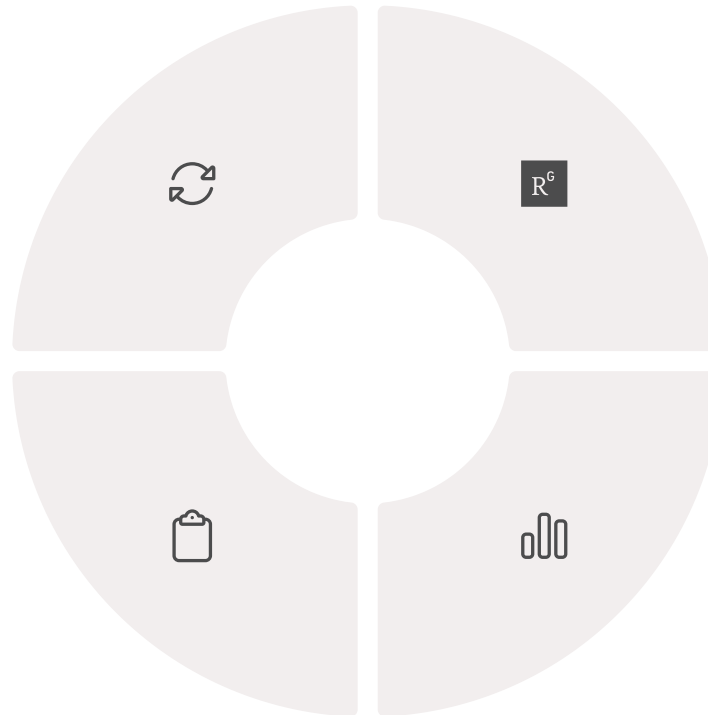
At SHG, internships are a cornerstone of our educational model. They offer real-world experience that simply can't be taught in a classroom.

Department Rotations

Change departments every 6 months for 360° hotel management understanding

Work in 4-5 Star Hotels

Our international hotel partnerships are among some of the most prestigious hotels in Europe.



Applied Research

Structured projects during your internships to enhance operations and critical analysis skills

Performance Impact

Enhance hotel operations

Encourage critical analysis of your work environment

Serve as reusable assets once you step into leadership roles



Program Updates – Effective 2025



Hybrid Learning

We are officially adopting a **hybrid learning model** to provide greater access to top educators across Europe.

- If your instructor is based locally, classes will be held **in person** at a hotel conference room or office space.
- If your instructor is based elsewhere, classes will be conducted **online**—allowing you to join from your current country of study.



Enhanced Curriculum

Our updated curriculum focuses on leadership development and financial literacy—crucial competencies for tomorrow's hospitality leaders. **New additions include *Law 101, Introductory Economics, Negotiation Techniques*** and other modules designed to elevate your profile in the industry.



Redesigned Internships

Internships now include **structured research projects**, allowing students to apply academic theory directly to real-world hospitality environments. These projects are designed to strengthen your portfolio and distinguish you as a high-impact intern.

Mentorship Excellence

At SHG, your professor is more than a teacher—they are a mentor, a resource, and a potential ally in the hospitality world.

– Eric Gregoire, CEO



Our Professors



Academic Excellence

At SHG, our faculty is composed of both academic scholars and industry veterans. Every professor is either a PhD in their field or a seasoned expert in the subject they teach.



Global Expertise

Our teachers come from across the world, each selected for their outstanding specialization in hospitality and business management.



Real Experience

We only hire professionals with hands-on management experience. This ensures our students benefit not just from theory, but also from practical insights and industry connections that can open doors in their future careers.





Curriculum

Our comprehensive curriculum is designed to develop well-rounded hospitality professionals with expertise across essential industry domains.

Hospitality Fundamentals

- Restaurant Service
- Front Office
- Housekeeping
- Kitchen Knowledge
- Culinary
- Beverage
- Wines of the World
- Events

Business & Management

- Accounting & Cost Control
- Financial Management
- Marketing
- Sales & Marketing
- Human Resources & Recruitment
- Management of People
- Business Plan
- Law 101

Professional Development

- Leadership
- Career Management
- Communication
- Grooming & Etiquette
- Inter-Cultural Management
- Introductory Economics
- Negotiations



Language Classes

All SHG students participate in immersive language courses throughout their degree to enhance their hospitality career prospects.



Immersive Learning

Students attend language courses 1-2 times weekly in their host country's official language, in small classes so you can receive almost 1 on 1 training.



Practical Application

Language skills enable students to engage more effectively during internships in multicultural environments.



Competitive Advantage

By graduation, students typically achieve professional fluency in two additional languages—a significant asset in global hospitality.



Student Life

Student Life at SHG

At SHG, education is an adventure. Our unique international model allows you to study and work in a different country every six months—giving you the chance to live, learn, and grow across cultures.



Travel Often

Explore new cities weekends or visit classmates across European campuses.



Global Network

Forge friendships and professional relationships supporting lifelong career success.



International Experience

Each term brings new perspectives, challenges, and unforgettable memories.

Student Perspective

SHG isn't just where you study—it's where you discover the world and your place in it.

– Maria F., IHM Student



SHG Campuses

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Global Campuses

From Lisbon to Cancun, experience world-class education

| | | |
|--------|-----------|------------|
| Lisbon | Barcelona | Cannes |
| London | Greece | Strasbourg |
| Paris | Roma | Cancun |
| Malta | Nice | Milano |

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Max Class Size

Personalized attention in every program





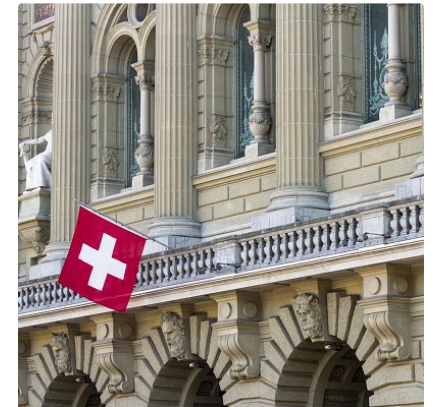
Partnerships

SHG maintains strategic relationships with Europe's most prestigious hospitality brands



Our industry partnerships provide students with exceptional internship opportunities and career pathways

Photo Gallery



Contact Information



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