



SHG
SWISS HOSPITALITY GROUP

HOTEL MANAGEMENT
AUDITS & CONSULTING
TRAININGS & EDUCATION

Swiss Quality - Swiss Hospitality - Swiss Education

OUR GROUP

SHG SWISS HOSPITALITY GROUP



MISSION & VISION

Originally from Switzerland, SHG is currently in more than 20 countries all around the world. SHG is specialized in hospitality with Consulting Offices and Hotel Schools.

SHG aims to become one of the leader in hospitality in the coming years and to expand in more than 50 countries with Quality as value number 1.

SWISS QUALITY
SWISS EDUCATION
SWISS HOSPITALITY





BEST QUALITY IN SWITZERLAND

SHG has become the leader in Hospitality in Switzerland and in Europe. Indeed, SHG counts many global experts in its team. Those hospitality experts are Michelin Chefs and former 5-star Hotel Managers,

EXPERT IN HOSPITALITY

SHG works with **232 luxury hotels worldwide**, the best 5-hotels in Switzerland and abroad like **Four Seasons, Westin, Sofitel, Radisson, Hyatt, Le Méridien, Melia, Marriott, Hilton**, etc.

AUDITS

SHG is a specialist in tourism audits, indeed, SHG inspect hotels for quality audits, as mystery shopper, financial audits, customer service audits, equipment audits, etc.

SOLUTIONS

SHG helps hotels groups in offering solutions to any problem that audits revealed. SHG assists hotel management to set up SOP, train the staff and helping them to succeed on the long-term.

LEADING BY QUALITY

SHG SWISS HOSPITALITY GROUP



SHG UNIVERSITIES

HOSPITALITY & BUSINESS SCHOOLS



PROGRAMS

Bachelor (3 years) & MBA (2 years)

Under-graduate and Post-graduate programs including internships 6 months each year. SHG offers degrees in:

- International Hospitality Management
- French Gastronomy
- Italian Gastronomy

International Accreditations

SHG is an international recognized institution, accredited by the EHSAC: European Hospitality Schools Accreditations Council.

www.ehsac.org

Each year, students get 60 credits (ECTS). Each degree and certificate is issued by Diplomasafe Organization.

Requirements

Courses are in English (minimum 5.5 IELTS). Need to have a High School Degree to join SHG. Need to have a Bachelor Degree to join MBA program.



LEADER IN EDUCATION & TRAININGS

SHG is a leader in education with 15 private universities around the world.

Those universities are specialized in Hotel Management offering to international students a mix of theoretical and practical courses.

SHG is teaching to the new generation how to manage hotels and restaurants. SHG is a key player in hospitality industry.





OUR FREE TRAININGS

SHG SWISS HOSPITALITY GROUP

TRAININGS LIST:

Front Office

F&B Service

Housekeeping

Human Resources

Recruitment

Leadership

Management of People

Events

Networking

Cost Control



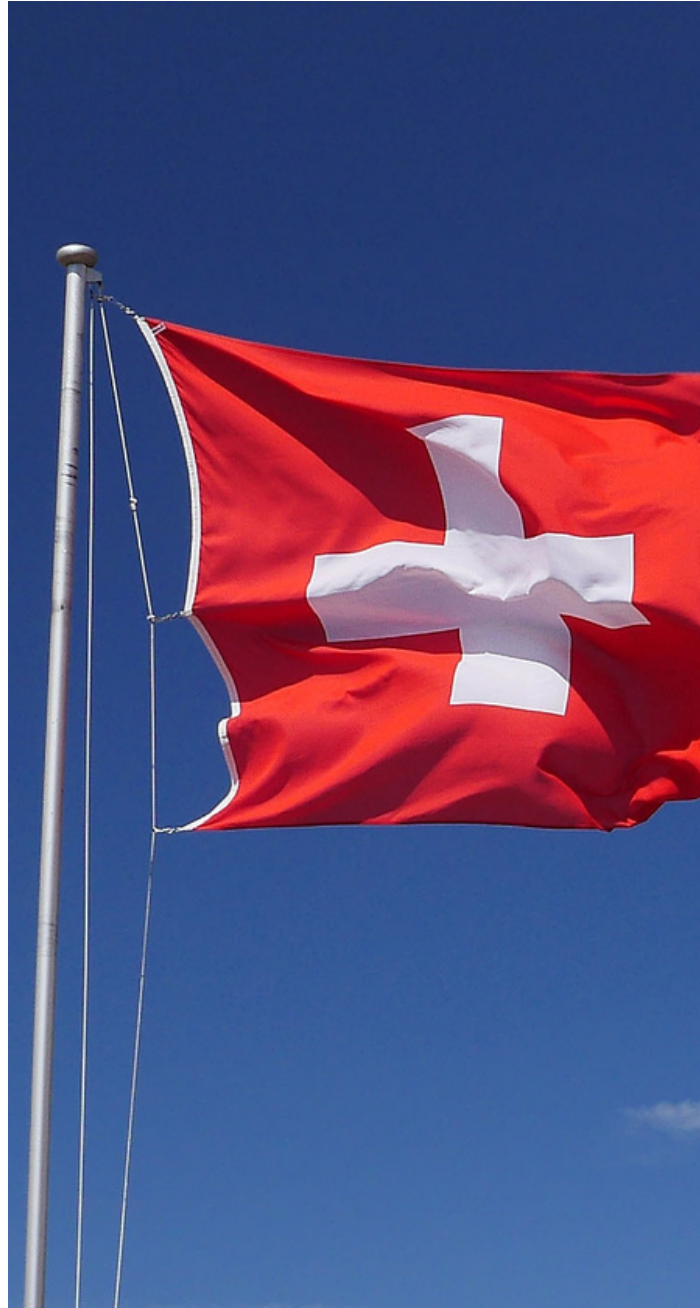
FOR HOTELS ONLY

10 AVAILABLE COURSES (20-HOUR EACH)

HOW DOES IT WORK?

SHG offers now free trainings to all hotel & restaurant staff in the world. Trainings are for 4* & 5* hotels staff.

Those are live courses with 1 SHG teacher for about 20 employees, Courses are on Zoom. In addition, employee have free access to SHG eCampus Platform (Moodle) where they can download all slides used during the courses, and watch additional videos if they want to learn by videos.



Each training is a 20-hour module. The hotel can decide about the schedule of those 20 hours (spread from 2 days up to 3 months). Those 20-hour trainings are free.

At the end of the 20-hour training, employees can take a test to validate the training knowledge. This test costs 49 \$.

If they pass the test with success, if they want a certificate, it costs 89\$ for digital certificate or 199\$ for digital certificate + paper certificate shipped to their home.

Those extra fees are paid by the employee or by the hotel.



ACADEMIC PROGRAM

FRONT OFFICE (20-hour Module)

Course Description / Syllabus:

Learn the basics in Front Office in a Luxury hotel: Front Desk, Bookings, Check-In, Check Out, Guests Complains, Housekeeping introduction, Concierge, Bell boys, Valet, VIP Guests, Revenue Management.

Target Participants:

- New hotel staff
- Staff willing to validate their skills and basic knowledges
- Staff looking for tips to improve the quality of service and process.
- Managers from other departments who need Front Office training to boost their career and be promoted.

HOUSEKEEPING (20-hour Module)

Course Description / Syllabus:

Learn the basics in Housekeeping in a Luxury hotel: Organization, Cleaning, Turn-Down Service, Inspection, Management of People, Motivation, Quality Control

Target Participants:

- New hotel staff
- Staff willing to validate their skills and basic knowledges
- Staff looking for tips to improve the quality of service and process.
- Managers from other departments who need Housekeeping training to boost their career and be promoted.

RESTAURANT SERVICE (20-hour Module)

Course Description / Syllabus:

Learn the basics in Food & Beverage Service: Organization, Types of service, Process, Mistake to not do, Become a perfect waiter, Preparation before service, During service, After service.

Target Participants:

- New hotel staff
- Staff willing to validate their skills and basic knowledges
- Staff looking for tips to improve the quality of service and process.
- Managers from other departments who need Restaurant Service training to boost their career and be promoted.

ACADEMIC PROGRAM

EVENTS (20-hour Module)

Course Description / Syllabus:

Learn the basics in Food & Beverage Events such as weddings, cocktail parties, dinners, etc, Organization, Preparation, Process, Mistakes to not do, Organize perfect events, Floor mapping, Quality Control.

Target Participants:

- New hotel staff
- Staff willing to validate their skills and basic knowledges
- Staff looking for tips to improve the quality of service and process.
- Managers from other departments who need Events training to boost their career and be promoted.

NETWORKING (20-hour Module)

Course Description / Syllabus:

Learn how to network in events and online. Learn how important networking is for your career, the networking process, Training on LinkedIn, Importance of your image, etc.

Target Participants:

- Anyone interested in boosting their career, getting promoted.
- Someone looking for a job

MANAGEMENT OF PEOPLE (20-hour Module)

Course Description / Syllabus:

Learn how to manage people, all management styles, leadership, Conflict management, Crises management, Change management

Target Participants:

- All managers
- Staff willing to become managers

LEADERSHIP (20-hour Module)

Course Description / Syllabus:

Learn how to become a leader, difference between a leader and regular people, vision, charisma, management of people, solving issues, conflict management, crises management.

Target Participants:

- All managers
- Staff willing to become managers





ACADEMIC PROGRAM

COST-CONTROL IN HOSPITALITY (20-hour Module)

Course Description / Syllabus:

Understand what is food cost, beverage cost, how to calculate them, how to control your cost, how to save money, how to make profits, how to do inventories.

Target Participants:

- All Chefs and staff in kitchen
- All staff in a restaurant
- All restaurant owners
- All financial managers new in hospitality business
- Staff willing to become managers

ENTREPRENEURSHIP (20-hour Module)

Course Description / Syllabus:

Learn how to budget, make financial forecast, how to build your business plan, what to not forget, how to pitch, how to raise funds, how to succeed, strategy.

Target Participants:

- All staff helping management to develop
- Anyone having the wish to start a business

HUMAN RESOURCES (20-hour Module)

Course Description / Syllabus:

Learn how to run the HR department, how to hire new people, how to promote, how to lay off, how to conduct yearly interviews, understanding 360 reviews, managing conflicts

Target Participants:

- All business owners
- All HR staff
- All managers dealing with HR

RECRUITMENT (20-hour Module)

Course Description / Syllabus:

Learn how to recruit a new team, understand the hiring cost and the process, mistakes to not do, what to do after the recruitment, how to avoid high staff turnover, understand and apply the right process to succeed.

Target Participants:

- All business owners
- All HR staff
- All managers hiring people

TRUST FROM THE HOTEL GROUPS

Partnership with Hilton



Partnership with Accor



Partnership with Sheraton



Partnership with Four Seasons



SHG
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SHG IS PARTNERING WITH THE MOST FAMOUS AND LUXURIOUS HOTEL CHAINS IN THE WORLD

SHG is a partner of Four Seasons, Accor, Sheraton, Marriott, Hyatt and many more hotel brands. SHG is partnering at several levels.

First students that SHG trains are hired by those hotels.

Secondly, SHG helps those hotels in the quality standard, staff training and development.