

Take your next step towards senior management...

...with a UK validated MBA programme from IMI International Management Institute Switzerland!



Free Room Upgrade

for those who pay Registration Fee before 30th Nov (for 17A) and 15th Feb (for 17C)

2,000 CHF

reduction for alumni registering for term 2017C

5,000 CHF

reduction for alumni registering for term 2017A



Study for a leading, UK validated MBA degree at IMI International Management Institute Switzerland. For those with little or no work experience, our Luzern MBA programmes offer a six-month professional placement option, increasing your employability!



www.imi-luzern.com

«My MBA allowed me to improve myself with the assistance of lecturers who offered vast and diverse professional backgrounds»

Bakhrom Egamberdiev

Uzbekistan

MBA in International Hospitality Management



www.imi-luzern.com

«Studying in IMI really enriched both my soft and hard skills and opened up the opportunity to see the world.»

Sebastian Prabowo

Indonesia

IMI Luzern MBA in Luxury Brands & Services Management

MBA in International Hospitality Management



Modules...

- Competitive Strategies in Hospitality
- Business Research Methods
- International Hotel Management
- Financial & Revenue Management in Hospitality
- Leadership, Entrepreneurship & Innovation in Hospitality
- Sustainable Tourism Destinations
- Marketing Concepts in the Digital Age
- Consulting Project or Dissertation

Requirements

- Bachelor's degree in any discipline
- Appropriate level of professional experience
- English proficiency: IELTS 6.5 or equivalent

Awards

- IMI MBA in International Hospitality Management
- MMU MBA in International Hospitality Management

Total Cost: CHF 39,850

Course Duration: 1 Year

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IMI Luzern MBA in Swiss Hotel Management Operations



Core and Pathway Modules...

- Research Methods for Business
- Human Resources across Cultures
- Financial Management & Accounting
- International Strategic Management
- Entrepreneurship & Leadership in Hospitality
- International Events Management
- Economics in Management
- E-Business & Marketing for Hospitality
- Consulting Project or Dissertation
- Hotel Revenue and Yield Management
- International Hotel Management & Operations
- Quality Management Systems for Services
- Real Estate Management

Requirements

- Bachelor's degree in any discipline
- Appropriate level of professional experience
- English proficiency: IELTS 6.0 or equivalent

Awards

- IMI Luzern MBA in Swiss Hotel Management Operations
- C.T.H Postgraduate Diploma in Swiss Hotel Management Operations

Total Cost: CHF 36,850

Course Duration: 1-1.5 Years

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IMI Luzern MBA in Luxury Brands & Services Management



Core and Pathway Modules...

- Research Methods for Business
- Human Resources across Cultures
- Financial Management & Accounting
- International Strategic Management
- Entrepreneurship & Leadership in Hospitality
- International Events Management
- Economics in Management
- E-Business & Marketing for Hospitality
- Consulting Project or Dissertation
- Introduction to Luxury Business Management
- New Brand Development
- Customer Relationship Management
- Luxury Brand Design Workshops

Requirements

- Bachelor's degree in any discipline
- Appropriate level of professional experience
- English proficiency: IELTS 6.0 or equivalent

Awards

- IMI Luzern MBA in Luxury Brands & Services Management
- C.T.H Postgraduate Diploma in Luxury Brands & Services Management

Total Cost: CHF 36,850

Course Duration: 1-1.5 Years

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With our Luzern MBA programmes you have the option of a six-month professional placement which our Careers Team will assist you to secure...

Luzern MBA short option...

<p>Semester 1 22 weeks</p> <p>Programme Units (study on-campus)</p>	<p>Semester 2 22 weeks</p> <p>Non Residential Dissertation or Field Consulting Project</p>	<p>Graduate Placement</p> <p>In management training programmes or in full-time jobs worldwide.</p> <p>Free career service for all IMI Alumni.</p>
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1 YEAR

Luzern MBA long option...

<p>Semester 1 22 weeks</p> <p>Programme Units (study on-campus)</p>	<p>Semester 2 22 weeks</p> <p>Professional Practice (compulsory for those with no work experience.)</p>	<p>Semester 3 22 weeks</p> <p>Non Residential Dissertation or Field Consulting Project</p>	<p>Graduate Placement</p> <p>In management training programmes or in full-time jobs worldwide.</p> <p>Free career service for all IMI Alumni.</p>
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1 1/2 YEARS