



MBA for Hospitality and Service Industries

Built on Excellence. Driven by People. Defined by Impact.



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Why This MBA?



Welcome to the MBA for Hospitality and Service Industries.

As a professional working in industries defined by human connection, you'll be challenged to make thoughtful, data-informed decisions that balance reason with empathy and human understanding. This MBA will empower you to navigate complexity with curiosity and sound judgment, and to translate strategy into action—aligning people, purpose, and performance to create value that endures.

Hospitality competencies are about crafting experiences that make people feel valued and that leave lasting impressions. This program will ask you to innovate from that spirit—to design human-centered solutions that blend imagination and technology while contributing to more responsible, resilient organizations.

Above all, this MBA will empower you to shape responsible, future-ready organizations that lead with integrity and drive positive impact for people, business, and society. Join us to develop the confidence and clarity to lead with purpose, wherever your ambitions take you.

Welcome to EHL.

Welcome to a new kind of MBA.

DR. NICOLE HINRICHS
MBA PROGRAM DIRECTOR

Program Overview & Key Facts

EHL's MBA for Hospitality and Service Industries empowers you to lead in a tech-driven experience economy, in which hospitality competencies define competitive advantage.

Whether you aim to enhance impact in your current organization, move to a new role in a service-oriented industry, or launch your own venture, you'll gain the strategic foresight, analytical clarity, and people-first leadership mindset you need to excel.

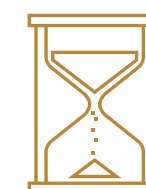
Format

Online, with four immersive weeks held in Lausanne, Singapore, and a third global partner location (to be determined by relevance and theme)



Duration

18 months
(3 semesters)



Intakes

August and
February



Credits

40 US credits



Accreditation

AACSB and
NECHE



Language of Instruction

English



Tuition

CHF 54,900
(excludes travel and
accommodation for onsite weeks)



Why This MBA Stands Out

01



Human-centered management and innovation at its core

Human-centered management is a leadership discipline that shapes how organizations compete, scale, and transform. This MBA develops leaders who can mobilize people, make sound decisions under pressure, and translate strategy into sustained performance. By combining evidence-based decision-making, with deep understanding of human behavior, you'll learn to align culture, structure, and execution to drive innovation, resilience, and measurable business outcomes.

02



Career-acceleration for busy professionals

This MBA aligns with your professional life. Its part-time, hybrid structure enables you to apply what you learn in real time. You'll benefit from high-touch, interactive online modules, live online faculty-led sessions, peer-to-peer collaboration, and immersive weeks on campus.

03



Hands-on learning and real- world application

Our curriculum goes beyond traditional MBA courses by offering interdisciplinary, competency-based learning that connects different areas of business. You'll encounter real-life challenges and interactive simulations that reflect the complexity of today's organizations, using both data and human insight. This experience strengthens your ability to lead, solve problems, and innovate in dynamic environments.

04



Tailored to your personal goals

The MBA is designed to support your personal and professional growth. Personalized coaching, reflective practice, and individual leadership assessments help you align your studies with your career trajectory, meaning your learning journey is tailored and transformative. You can further customize your experience through applied projects and a range of specializations that align with your career goals.

05



Global recognition and network

EHL's MBA is accredited by AACSB and NECHE¹, ensuring the highest standards of excellence and global credibility. As part of this program, you'll join an international alumni network of more than 30,000 professionals in 70 countries, a vibrant community offering lifelong mentorship, collaboration, and career opportunities.

¹ The Association to Advance Collegiate Schools of Business (AACSB); New England Commission of Higher Education (NECHE)

Who the MBA Is For

Hospitality
Professionals

Service Industry
Leaders

Entrepreneurs

Career
Switchers

This MBA is for professionals who want to enhance their impact and drive transformation.

Whether advancing in your field, transitioning to a new role, or launching a venture, you'll be prepared to lead in hospitality and service-driven industries where strong human connections, service excellence, and customer experience are vital to success.

The program is well-suited for:

- 1 **Managers in hospitality and service operations** aiming for executive advancement or a strategic career shift.
- 2 **Professionals from related sectors**—such as luxury, retail, finance, or real-estate — who want to apply hospitality-driven leadership in their field.
- 3 **Leaders seeking personal development** and enhanced people-management skills.
- 4 **Professionals from other industries** looking to transition into hospitality with sector-specific insights and a people-centric leadership profile.
- 5 **Professionals who want to start, scale, or transform** entrepreneurial ventures in hospitality, F&B, experience design, or service technology, among others.





Curriculum CURRICULUM OVERVIEW Overview

Your MBA Learning Journey

The 18-month program comprises three semesters, with flexible start options. Throughout your studies, you'll take courses that combine ideas from different fields. Instead of traditional courses in finance, marketing or operations, you'll learn through interdisciplinary courses that mirror the realities of today's organizations. Problems don't come neatly labeled, and solutions require an integrated approach of business intelligence, human insight, and creative execution.

Start on the go with two entry points a year

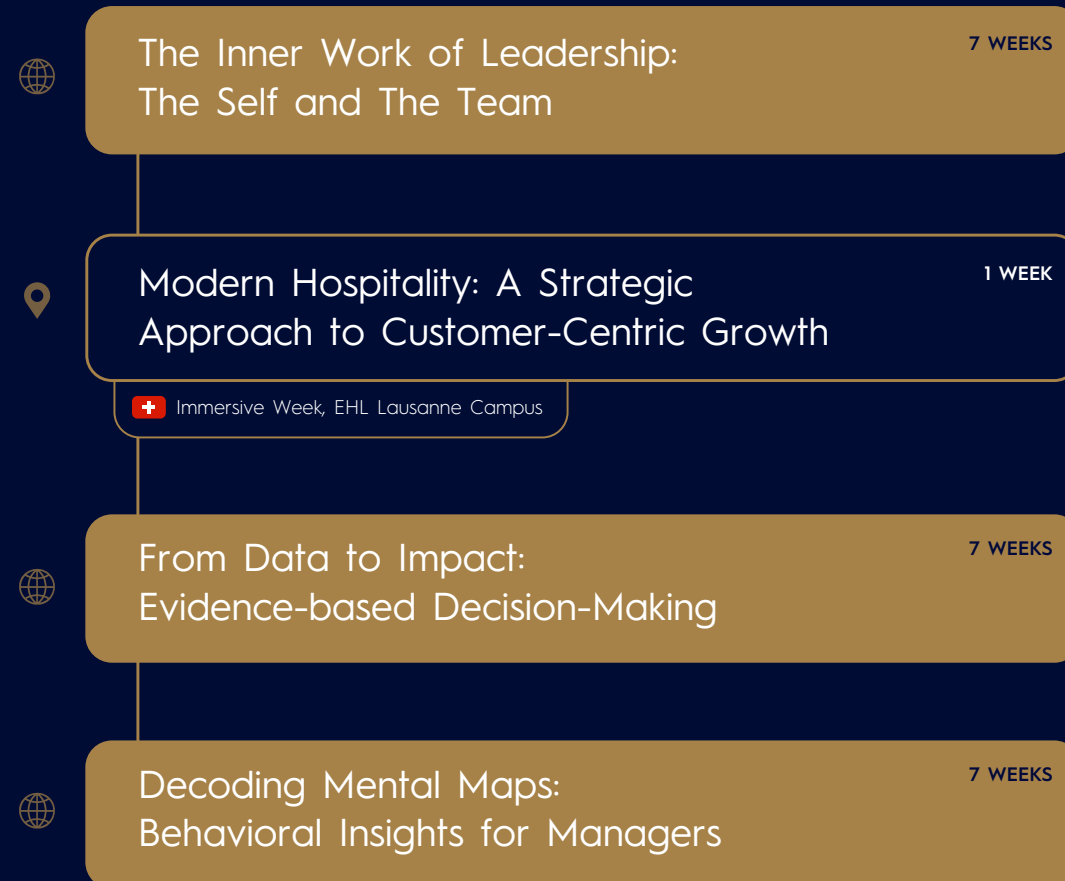


☒ Online ☐ Onsite

Semester

The Human Advantage

Build personal leadership, self-awareness, and sound decision-making through a deep understanding of human behavior.



☒ Online ☐ Onsite

Semester

Shaping New Horizons

Learn to interpret global trends, execute strategic visions, and develop ventures that blend rigor with hospitality-driven creativity.





Online



Onsite

Final Semester

Claiming New Ground

Deepen your expertise in a domain of your choice and deliver a high-impact project.



Shaping Hotel Management Strategies

Design future-ready management strategies that anticipate and navigate the forces reshaping the global hotel industry. This specialization equips you to optimize multi-property performance, build agile and sustainable business models, and leverage data, technology, and human-centric design to lead hotels in a fast-changing market.

Leading Luxury Experiences

Explore how luxury and experiential retail brands create desire and lasting impact through storytelling, craftsmanship, and exceptional service. You'll learn to lead omnichannel experiences, manage high-value clients, and translate brand values into exceptional moments, positioning you to shape the future of luxury, where value is defined by depth, connection, and the ability to create lasting impact.

Spearheading Finance and Real-Estate Investments

Develop advanced investment, finance, and real-estate competencies while learning how capital flows into hospitality assets, deals are structured, and value is created through projects and portfolio strategies. With a focus on financial modeling, risk analysis, and ESG priorities, you'll gain the strategic insight needed to assess opportunities and drive sustainable growth in global property and capital markets.



Visit our website
for full course
details



Competencies that matter more than ever

The world of hospitality and service is changing fast.

Technology is reshaping client expectations, business models are evolving rapidly, and global challenges call for leaders who thrive on complexity. In this environment, one thing is clear: future-ready leaders need more than technical skills. They need the capabilities to build human advantage: mobilizing teams, decoding complexity, turning data into decisions, and designing experiences that matter.

Our program is built around 12 essential competencies, grounded in research and tailored to industry demands. Together, they combine:

Knowing

The strategic and analytical knowledge leaders need.

Doing

The ability to apply tools, frameworks, and evidence.

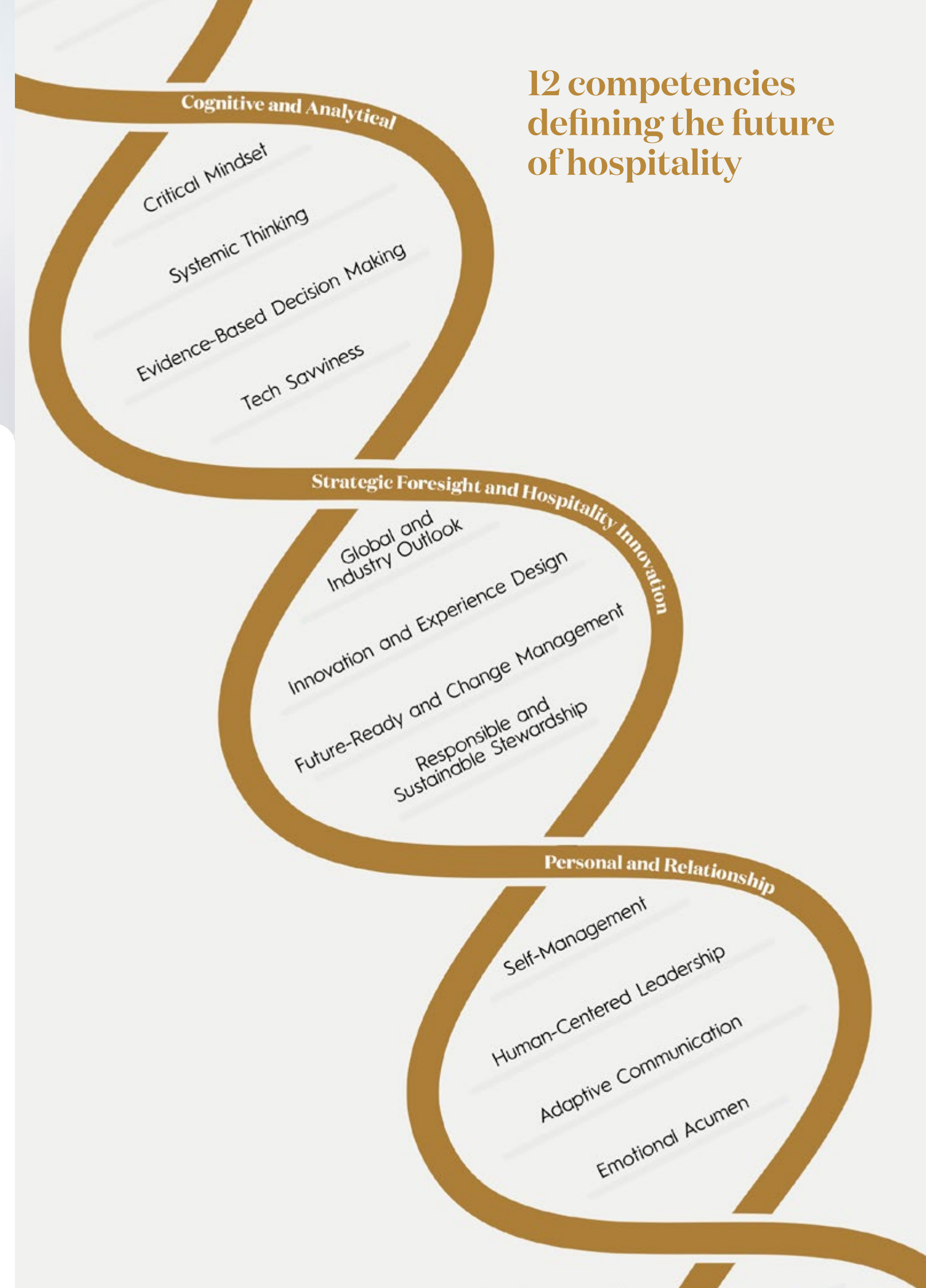
Being

The mindsets and behaviors that shape authentic leadership.

This combination ensures you don't just learn concepts—instead you become a leader who can effectively apply them in any context.

These competencies are more than a curriculum design tool; they're a blueprint for the next generation of service-industry leadership. They span strategic foresight, evidence-based decision-making, human-centered leadership, experience design, and fluency in emerging technologies. As technology reshapes service industries, you'll build confidence in using new digital tools, including AI and data analytics—learning how technology can enhance human work and create new opportunities for leadership and innovation. Together, these competencies prepare you to shape organizations that are resilient, innovative, and deeply attuned to clients, employees, and stakeholders.

12 competencies defining the future of hospitality



Program Experience

Career-compatible and hands-on

Our hybrid format enables you to balance your learning, career, and life. Over the 18 months of the program, you step away from your job for just four non-consecutive, intensive on-campus weeks. The pace is dynamic but flexible, allowing you to plan your time, collaborate with peers worldwide, and make meaningful progress every week.

Courses are designed to reflect how business really works: not in neat categories, but through interconnected, real-world challenges. Working on situations that reflect your workplace challenges, you can immediately apply what you learn and see tangible results as you move through the program. You'll learn in a collaborative environment in which decisions are made, tested, and refined. Simulations compress years of experience into days, and mistakes are welcomed as part of the process. Every success and every setback is fuel for your growth as a leader.

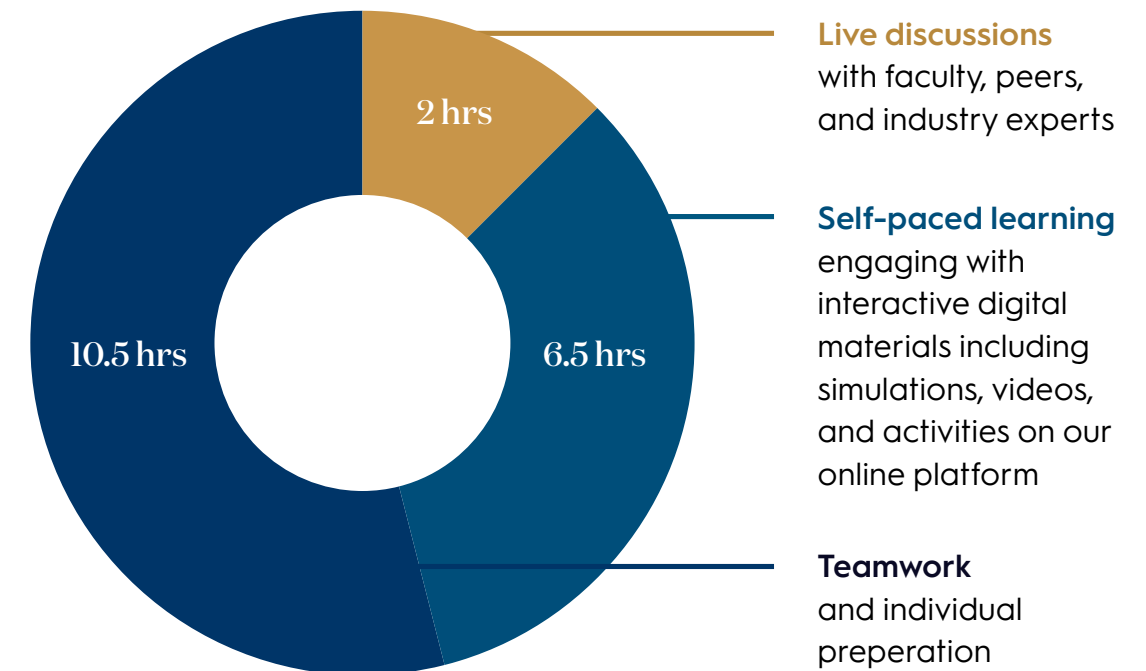
Engaging online experience

You'll progress through online courses that fit around your professional life, dedicating around 19 hours a week to a mix of live sessions, interactive online learning, and team projects.

Immersive onsite weeks

Throughout the program, you'll have four immersive, five-day weeks of experiential learning on campus. These weeks act as living laboratories and metaphors for leadership: you'll roll up your sleeves in company collaborations, workshops, leadership exercises, and field visits; no long lectures or endless slides. Working in diverse teams, you'll tackle real projects, meet executives and innovators, and reflect on what you learn about business and yourself as a leader. The result is learning that feels alive and that you can immediately put into practice.

A typical week for an online course includes:



Interdisciplinarity at its core

Courses* are taught by three professors working together, ensuring an interdisciplinary learning experience that gives you a richer, more integrated perspective on today's complex business challenges.

*Except for Specialization courses, each of which is taught by one faculty member.



YOUR PERSONAL DEVELOPMENT JOURNEY

Your Personal Development Journey

Personal and professional leadership development is at the heart of your MBA experience.

Through a powerful blend of coaching, mentoring, and experiential learning, you'll be empowered to transform your career and your capacity to lead with impact. You'll strengthen your authentic leadership, acquire tools to drive your career forward, and foster the self-awareness and resilience to thrive over the long term.

Benefits include:



Value built into your leadership development every week

Every course is designed as a live arena for developing your leadership and relational effectiveness. Through hands-on activities, you act, reflect, and adjust in real time, guided by experts who coach you to strengthen your leadership in action.



Your personalized path for development

You begin with an assessment designed to uncover your strengths and development areas, providing the insights you need to shape your career goals with greater clarity. Then, you create your own Leadership and Development Plan—a focused path that spells out what you'll achieve and how you'll get there.



One-to-one executive coaching

You'll work with an executive coach through a series of focused sessions to turn insights into action, set meaningful milestones, and stay accountable as you accelerate/work on your leadership growth and advance your career aspirations.



Mentorship with industry leaders

You can meet seasoned mentors to translate advice into action, sharpen judgment, expand perspective, and build connections that open doors.



Career advancement

A career advisor can help you build a strategy, and give tailored support for job searches, career transitions, and to strengthen leadership skills. Access to EHL's ecosystem offers you networking opportunities with companies, industry leaders, alumni, and renowned hospitality faculty.





Alumni Success Stories

Alumni success stories



Fiorella Larissa Erni

SWITZERLAND • MBA ALUMNA

From leading humanitarian missions across the Middle East and Africa to launching a luxury vegan high-heal footwear brand, Fiorella's career journey is nothing short of inspiring.

Before joining EHL's MBA program, Fiorella was Head of Subdelegation at the International Committee of the Red Cross, managing teams and operations in high-stakes environments. Two years after graduation, she's now a professional negotiator at Negotiated Resolutions, runs her own consultancy—Stand Tall—and is the Founder and CEO of Cheetah Stories, a startup redefining sustainable fashion.

Her decision to pursue an MBA was driven by a desire to pivot from humanitarian work to the private sector. "EHL's strong alumni network and reputation made it the perfect choice," Fiorella says.

The program gave her the tools to build a solid business case, master marketing strategies, and manage budgets—skills that became the foundation of her entrepreneurial success.

Her advice? "Immerse yourself fully—learn, engage, and network. The connections you make at EHL will shape your future."



Alexis Fache

HONG KONG • MBA ALUMNUS

From a decade spent working across the Middle East, Europe, and Africa to leading Hyatt's largest Hotel Food and Beverage operation at Grand Hyatt Hong Kong, Alexis's career journey reflects strategic vision and operational excellence.

Before joining EHL's MBA, Alexis graduated from EHL in 2010 with a Bachelor of Arts and built a global hospitality career across three continents. Today, he oversees one of Asia's most ambitious F&B portfolios, setting benchmarks for scale and innovation.

His transition post-MBA was swift: within three months of graduation, Alexis moved to a new hotel brand and assumed leadership of a flagship operation. "The MBA gave me the confidence and tools to take on a role of this magnitude," he says.

The program strengthened his ability to think holistically and manage complex agendas. "Discipline and strategic clarity were key skills I honed during the MBA," Alexis explains. These capabilities proved critical when he successfully led a major operation in Greater China without prior mainland experience.

Soft skills mattered too. "Balancing high-stakes work with family life is never easy, but the leadership training helped me create harmony and resilience," he adds.



Admissions and Fees



Admissions and Fees

At EHL, admissions to the MBA for Hospitality and Service Industries are selective and holistic. Applicants are evaluated on their professional and leadership experience, academic preparation, and capacity to contribute meaningfully to a diverse cohort. These elements are assessed throughout the application process and the admissions interview.

Eligibility criteria

- ✓ A recognized bachelor’s degree from an accredited institution to demonstrate the ability to succeed in rigorous graduate-level study.
Exceptionally, candidates without a bachelor’s degree may be considered through a rigorous portfolio-based assessment that demonstrates both meaningful professional contributions to the cohort and academic readiness.
- ✓ A minimum of three years of full-time, post-bachelor’s professional experience, with demonstrated leadership potential managing teams and/or projects.
- ✓ Evidence of English proficiency at C1 level in all skills (speaking, writing, reading, and aural).

Tuition and Fees

Details	Amount
Application Fee	CHF 220
Tuition (Excludes travel and accommodation for onsite weeks)	CHF 54,900
Down Payment*	CHF 6,000

*The down payment amount will be deducted from the total tuition due.



Visit our website for more details on the eligibility criteria and how to apply



FACULTY

Faculty Profile: industry experience and academic excellence

During the program, you'll have direct access to EHL's global faculty and a select group of world-class industry experts and seasoned practitioners. Many have held senior roles, led organizational change, and shaped major business decisions across industries. They bring together research-driven perspectives and real-world experience in the classroom, helping you to connect ideas to practice and strengthen your leadership.

Industry and consulting experience

63%

have prior or current industry or consulting experience

Global perspective

Faculty have lived or worked in

25+

countries across 4 continents

Academic excellence

81%

of faculty hold a PhD or equivalent

Teaching experience

14.5

years average teaching experience

Sector diversity

10+

sectors covered by our faculty expertise including hospitality, leisure, tourism, luxury, jewelry retail, finance, technology, media, and more.

The View





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