



## IMI Switzerland - Executive Programme Restaurant Management for 5 Star & Fine Dining Properties

**A 10-day residential course for entrepreneurs aiming to provide state-of-the-art service standards and expand their product offering...**

Switzerland is the birthplace of hospitality and, as such, provided the world standards in culinary service provision. For those looking to further their skills or venture into the world of fine dining, this is a training course designed to bring you to the highest levels of Swiss standards.

The programme is delivered by IMI International Management Institute Switzerland. With over 25 years of delivering leading hospitality and culinary education to international students, we know what it takes to succeed in these demanding and competitive industries.

Experience **Michelin starred fine-dining** and take your business to the next level in the international restaurant market-place...



# IMI Executive Programme Restaurant Management



## Course Content

**Service and experiential branding:** Customer emotions and behaviours in service interactions, the “servicescape”; the “servuction” model; development and the role of service brands; brand vision, strategy and equity; consistency and positioning; branding in the web age.

**Fine dining etiquette for servers:** Types of service; table etiquette; cultural elements in service delivery.

**Services marketing in the digital era:** Digital tools to promote fine dining provisions; CRM in food and beverage; image creation and social media design and management.

**Menu planning, design and development:** Trends in menu development; innovation in menus; new product development.

**Restaurant operations and revenue creation:** Restaurant layout and design, food and beverage sales, managing the human resource; cost control and profit enhancement for restaurants.



## Michelin Star restaurant visits

Switzerland and its surrounding countries (France, Italy, Germany and Austria) are blessed with a wide-choice of fine dining, Michelin starred restaurants. As part of the training programme, participants will conduct site visits to one of these establishments to see first-hand how service is delivered to the very highest of standards.

Engagement with current industry working is fundamental to our teaching philosophy and ensures that our programmes deliver the very latest in market trends and practices.



## Discover Switzerland



In addition to the classroom learning, course participants will also have the opportunity to explore the many attractions that Switzerland has to offer. Day-trips, excursions and site visits will be integrated with the course content to provide a range of interactive learning opportunities.

A world-wide reputation for hospitality excellence has been created by strict attention to detail and a total lack of compromise when it comes to service standards. By experiencing Swiss hospitality first-hand, we hope our budding entrepreneurs will better understand how a global brand and image are created.

Of course, there will also be time to enjoy the beauty of Switzerland’s natural resources - the lakes, mountains and picture-postcard towns and villages. This truly is a unique opportunity to spend time in one of Europe’s most picturesque and interesting countries.

# IMI Executive Programme Restaurant Management



## Programme Fees

	Registration Fee	Tuition Fee	Room Fee*	Meals Fee	TOTAL
10 Days	500	2,000	500	500	CHF 3,500

*\*based on a standard-twin room with private toilet & shower. Room allocations are subject to availability.*

## Application Information

For more information and In order to apply, the completed application form and all additionally required documents should be sent to:

**Ms. Greta Musu**  
IMI International Management Institute  
Switzerland  
Seacherweg 1  
6047 Kastanienbaum  
Switzerland  
E-mail: [info@imi-luzern.com](mailto:info@imi-luzern.com)

The following documents are part of the application. These can be emailed directly to [info@imi-luzern.com](mailto:info@imi-luzern.com) where they will be processed by our registration team:

- Copy of passport
- Curriculum Vitae (Resumé)
- Educational History (if applicable)
- English level of intermediate or above (interviews can be arranged on request)



## Fees Information

The registration fee includes: visa support documents, airport pickup on arrival, federal taxes, wireless internet connection, extensive online and on-campus library resources, gym and other campus recreational facilities.

The following items are included in the tuition fee: all class materials and handouts, teaching materials, access to Moodle - IMI’s virtual learning environment, professional excursions plus extensive academic guidance.

## Visa Information

Please note, students on this course will study on a Tourist Visa and not a Study Visa. This means the maximum stay in Switzerland is 89 days. IMI can provide invitation letters upon receipt of full payment of the programme fee when required.

# Application Form

Full Name:  Date of Birth:

Email:

Address:

Post Code:  Country:

Phone:  Mobile:

## Start Dates:

The next available start dates for this programme are:

23rd April 2018 (Arrival 22nd April and Departure 3rd May)

Signature of Applicant:  Place and Date:

IMI Representative  
(if applicable):  Place and Date:

## Terms and Conditions

IMI International Management Institute Switzerland reserves the right to alter dates, fees and programme details without prior notice. IMI also reserves the right to cancel a programme as a result of forces outside of our control or insufficient student numbers. In such an event alternatives will be offered or a full refund of fees paid will be made. All health and accident insurance coverage for the duration of the programme is the responsibility of the participant. IMI accepts no liability for accidents occurring during the student's stay on campus or on one of the activities/excursions attended as part of the programme. IMI shall be entitled to use cinematographic or photographic material taken during the programme for publicity materials.

**Cancellation:** For cancellations received more than 60 days before the course start date, 50% of all fees paid (excluding registration fee) will be refunded. For cancellations received less than 60 days before course start date, no fees will be refunded.

### Accreditation and Memberships:



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