

Survival

MONT-FLEURI

INTERNATIONAL SCHOOL FOR YOUNG WOMEN



BACHELOR OF BUSINESS ADMINISTRATION



MONTREUX • SWITZERLAND



AN
EXCEPTIONAL
INTERNATIONAL
EDUCATIONAL
EXPERIENCE
IN SWITZERLAND





Fritz Sidler
Our Director 1972 – 2010

SURVAL MONT-FLEURI

Exceptional educational center situated in the stunning beauty of Montreux. The only Boarding school experience for young women.

Pensionnat Surval was created in 1961 by Mr. Sidler's aunt by marriage, Mrs Georgette F. Andreae. As early as 1967, he began his career at Surval. In 1972, he became the director and then purchased the school in 1976. He increased the size of the student body, built on additional rooms, installed a tennis court, modernized the school facilities, and created a language laboratory and a fine arts workshop.

In 1987, Mr. F. Sidler bought an exclusive property, the former Hotel Mont Fleuri, magnificently located on a hill above Territet and Montreux. It is blessed with an unrestricted view of Lake Léman and the Alps. He undertook important transformations of the building and in April 1988, the first group of students came to attend classes and live in this spectacular new infrastructure. Since that time, the school has been known as **Surval Mont-Fleuri**.

The school programs have been improved, diversified, and adapted to the modern requirements of young ladies to such an extent that today it has become a "must" for any young woman seeking success in her professional and private life.

Unfortunately, Mr. Fritz Sidler passed away all too soon in February 2010, losing his long battle with the illness that finally took his life.

Henceforth, the school follows in his steps with the same dedication and the same energy in order to continue his educational philosophy and his inspirational dream. A new director has been named in the person of Mr. Jean-Pierre Fauquex who has been an administrator in the school for many years. He knows the school very well and gives his all to keep us on course, to modernize the organization and to guarantee the students the highest quality of service in all areas: in a word he is dedicated to achieving excellence.



Jean-Pierre Fauquex
Our New Director as
of March 2010





Who says you shouldn't mix educational endeavor with pleasure ? Or that you can't have it all ? Well, you should and you can !

Montreux is located on the shores of beautiful lake Geneva in the canton of Vaud and is surrounded by pristine pre-alpine mountains. The city boasts a unique microclimate in which palm trees blossom in the temperate weather all year round. This well-known tourist resort offers an exceptional view of the French Alps on the other side of the lake.



Montreux is also conveniently situated in the heart of Europe with easy access by car, train or plane. It is only an hour's drive from Geneva's International Airport.

Surval Mont-Fleuri is a haven of peace and calm, perched upon a cliff overlooking the spectacular beauty below. Our building retains all its original old world charm although it has been renovated and is constantly being updated to keep pace with the latest modern trends.

The students enjoy a wide variety of conveniences. The school has forty rooms: either singles, doubles or triples. They are all equipped with private bathrooms including showers and toilets, as well as telephones, satellite televisions and wireless internet connection.

Our modern wellness center and the possibility to take part in a variety of sports keep our students fit. **Surval Mont-Fleuri** takes care of both "mind and body".



Young girls' educational needs have evolved immensely over the last decades. Not only must they be perfect hostesses, but they must also acquire sound, recognized qualifications to deal successfully with their professional and personal responsibilities as business women. They must feel at ease in any and every situation.

To respond even better to these needs, **Surval Mont-Fleuri** has been collaborating with **Institut Villa Pierrefeu (IVP)** since 2004. Students wishing to take the **IVP "Higher Certificate in Finishing Course"** board and have their French or English language classes at **Surval Mont-Fleuri**. They are bused to the **IVP** campus for Etiquette, Hostessing, Floral Art, Table decoration, Cooking and Home Management classes.

The **IVP "Higher Certificate in Finishing"** course is a complete program for students who want to learn and practice all aspects of Hostessing, Cooking and Home Management along with acquiring a greater knowledge of the manners of both western and non-western cultures. Since 1954, **Institut Villa Pierrefeu** has been at the forefront of teaching, coaching and consulting on matters of International social and business Etiquette as well as Diplomatic Protocol.

The **Surval Mont-Fleuri "Finishing à la carte"** program is designed for a young public who is mostly interested in languages but wants to learn more by choosing different topics from a large list of choices (see next page).

Surval Mont-Fleuri's exceptional situation and top quality facilities offer a combination of study programs especially adapted to meet a modern young lady's needs.

Our goal

Our students have the opportunity to live together with girls from all over the world to share their customs in quiet and secure surroundings. This unique and unforgettable experience enriches them and allows them to acquire true independence by developing their own personality. At the end of their studies, our students have acquired a good knowledge of French and/or English, as the **IVP Higher Certificate in Finishing Course**, the High School and the Bachelor of Business Administration programs are taught in English. The other subjects are given in French.

Upon leaving **Surval**, our students are extraordinarily accomplished women. They possess extensive knowledge of how to behave in their private lives. They have also acquired a background that gives them a good start in their professional lives. They are ready to build their adult lives on this exclusive foundation which guarantees the best opportunity for future success in every area.



BACHELOR OF BUSINESS ADMINISTRATION

The Surval Mont-Fleuri Women's College has the Swiss, as well as the European exclusivity of offering a **Bachelor of Business Administration** according to the American Colleges program. This course is dedicated to girls who have obtained their High School Diploma and wish to acquire a complete and professional formation in the area of Business. The duration of this program is 3 years.

Students who are registered in this program will also be able to take some optional courses of the Surval Mont-Fleuri finishing program (see the brochure "Languages & Finishing programs").

Our Vision

Imparting knowledge, skills and values that help transform the girls of today into successful women of tomorrow.

English language requirements for all high school students:

- Minimum TOEFL score of 550 or
- Cambridge First Certificate

If an applicant cannot present either of these papers, she will be tested upon her arrival at Surval and if necessary, placed in an appropriate ESL class (English as a Second Language). She will continue to attend English support classes until her level of English reaches the standards mentioned above.

Values of our College of Business Administration

Building Efficiency through Empowerment and Quest for Leadership

- Self confidence to face the world
- Motivation to achieve your goal and be a perfectionist
- Be a successful team player

Commitment

As a multi-purpose professional institution we are committed to ensuring success for students in their programs with

- Small classes
- Balanced curriculum, which is continually assessed and improved
- Experienced and well-educated faculty
- Latest technical devices and audiovisual aids for teaching
- Computer laboratories with Internet access
- Reference books are available
- Diversity of the students which helps foster a multi-cultural exchange

In order to blend theory and practice, a training and internship period (minimum 3 weeks) is organized. This has to be taken up in second and third years respectively. This experience allows our students to grasp the reality of Business Administration and keep up with the exciting changes that are regularly occurring in the corporate world.

We have a further advantage of being situated in an exceptional location. It provides a peaceful and safe environment for our students and allows them to devote themselves entirely to their studies and other extra-curricular activities.

YEAR I

courses

of
hours

SEMESTER I

Introduction to Business Management	4
Writing Communication Skills	4
Elementary Calculus	3
Introduction to Marketing	4
Business and Society	3
Women and Leadership	3
French	6

SEMESTER 2

Marketing Management	4
Introduction to Mass Communication	4
Elementary statistics	3
Principles of Accounting	4
Organizational Design and Development	4
Micro Economics	3
French	6

INTRODUCTION TO BUSINESS MANAGEMENT

The managerial principles and techniques underlying the successful organization are examined. Emphasis is placed on the basic functions of planning for future organizational growth, organizing and staffing for efficient operation. Effective leadership and motivational techniques and practical methods of control. This course forms the base for all management course syllabuses.

WRITING COMMUNICATION SKILLS

Basic concepts, theories and strategies of writing techniques are explained. Writing assignments such as new releases, brochures, speeches, visual presentations and public relations are covered in this course.

ELEMENTARY CALCULUS

This course focuses on topics of calculus that are relevant to students in the managerial and business science. Following a basic review, students are introduced to the notions and uses of probability, frequency distributions and significance testing.



This program is fully accredited by the Council on Occupational Education, America (COE)





BACHELOR OF BUSINESS ADMINISTRATION

INTRODUCTION TO MARKETING

An insight into the real market emphasising on the 4Ps-Product, Price, Place and Promotion. Understanding and utilising this concept of 4Ps into real business situations. Basic building of concepts and framework of Marketing problems and issues.

BUSINESS AND SOCIETY

The role of business in a free competitive society. A discussion course emphasizing the major issues facing business today, such as business ethics, labour, Equal employment opportunity, worker safety and health, environmental quality, financial disclosure, governments and others.

WOMEN AND LEADERSHIP

Addresses the changing role of men and women in work organizations, the new and changing issues which leaders face in the organization, the organizational perspectives on the roles of leaders, and men and women's issues as leaders.

MARKETING MANAGEMENT

A complete overview of the system for assessing customer needs, allocating scarce resources to fulfill those needs, completion of exchange processes, and profit maximization in free markets. Emphasis on interdisciplinary tools for management decision-making and developing marketing strategies in domestic and international market applications.

INTRODUCTION TO MASS COMMUNICATION

This course is a survey of various fields of mass communication and specific preparation for courses taught later during the study cycle. Consideration is given to philosophical foundations, historical development, current trends and status, organizational structure and career opportunities.

ELEMENTARY STATISTICS

The purpose of this course is to introduce students to the main concepts and tools for collecting, analyzing and drawing conclusions from data. Elaborate on the concepts rather than in-depth coverage of traditional statistical methods. students are exposed to four broad conceptual themes: Exploring Data, anticipating patterns, sampling and experimentation and statistical inference and experimentation.

PRINCIPLES OF ACCOUNTING

This introductory course is designed to familiarize the student with the fundamental theory and principles of accounting. It introduces the accounting cycle, the use and construction of the worksheet, financial statements, and the valuation of assets. Emphasis is placed on the decisional aspects of accounting.

ORGANIZATIONAL DESIGN AND DEVELOPMENT

The course focuses on long-range planned change to improve an organization's problem-solving and renewal processes, particularly through a more effective and collaborative management of organization culture.

MICRO ECONOMICS

Introduces the student to the basic concepts of economics. These concepts include supply and demand relationship, prices, scarcity, the concept of opportunity cost, economic decision making, question of monopoly, profit and the government's role in the economic market.



YEAR 2

courses

of
hours

SEMESTER 3

Entrepreneurship and small Business Management	3
Human Resources Management (Theory & Practice)	4
Financial Management	4
Introduction to Multimedia Development	4
Advertising and Media	3
Production Management	3
French	6

SEMESTER 4

Macroeconomics	3
Training & Development	3
Business Finance	4
Management skills	3
Consumer Behavior	4
Marketing Research	5
French	6



BACHELOR OF BUSINESS ADMINISTRATION

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

The course provides general management guidelines focused on encouraging your ability to identify innovative business opportunities. In addition, there will be a strong focus on your overall personal development as a potential entrepreneur.

HUMAN RESOURCES MANAGEMENT (THEORY AND PRACTICE)

Behavioral theories and applications in HR. HR planning, job analysis and design, recruitment, selection, performance management, training and development, employee involvement, compensation, labour relations, occupational health and safety.

FINANCIAL MANAGEMENT

The finance function and its relation to other functions of a firm. Topics include: analysis and budgeting of funds, management of current assets, financing short-term and intermediate-term needs, planning long-term debt policy and capital structure, capital costs and budgeting, dividend policy, valuation, mergers and acquisition.

INTRODUCTION TO MULTIMEDIA DEVELOPMENT

An introduction to the basic software environments for digital interactivity. After concentrating on creating non-linear texts, students investigate the integration of other media elements. This course provides students with an introduction to the process of composing and constructing interactive multimedia programs for use in corporate training, general event promotion, instruction and education, as well as entertainment applications. Students will apply an integrated video production/computer technologies associated with the design and development process.

ADVERTISING AND MEDIA

The economic and social roles of advertising in a contemporary business setting. Emphasis on the creation, implementation and evaluation of advertising programs and campaigns through the analysis of creative processes, media resources, budgeting methods and social responsibility of advertisers.





SMARTBOARD

The Smartboard is an interactive white board that was developed to project computer images and content into its surface. It comes equipped with a pen like mouse used as a control tool. This system encourages students to participate more in the classroom by providing a maximum of interactive activities.

PRODUCTION MANAGEMENT

This is an introductory course in production methods. Only the basic, common concepts regulating modern, rationalised production are analysed by making reference to current examples through illustrations, charts, real prototypes, videos and other real-life examples.

MACROECONOMICS

Develops an understanding of economics with respect to unemployment, inflation, GNP and the price level, money and the banking system, the role of economics in relation to government policy (fiscal and monetary), international trade and the international monetary system.

TRAINING & DEVELOPMENT

Theories of human development and their relationships to workforce and managerial development. Review theories and provides practice in design, delivery and evaluation of training programs for private and public sector organizations and management.

BUSINESS FINANCE

This course introduces students to the general principles of business finance. Topics include short and long-term financing, ratio analysis, sources and uses of funds, financial planning and budgeting, present-value analysis, cost of capital and assets management.

MANAGEMENT SKILLS

An introduction to the concepts of effective management in organizational settings from an individual and macro-system perspective. Primary emphasis includes organizational effectiveness (planning, organizing, leading and controlling), the nature of individual and group behavior and the role of management in facilitating a mutually satisfying collaboration between an employee's needs and organizational requirements.

CONSUMER BEHAVIOR

An insight into the dimensions of consumer buying theories with the objective of understanding buying behavior of the firm's customers.

MARKETING RESEARCH

Research methodologies and techniques as an aid to management decision-making and marketing strategy formulation. Emphasis on design of measurement instruments, sampling, collection and analysis of data.



YEAR 3

courses

*# of
hours*

SEMESTER 5

International Public Relations	4
Strategic Management	4
Total Quality Management	3
Introduction to Project Management	3
Management Information Systems	4
French	6

SEMESTER 6

Business Policy	4
Sales Management	3
Technology, Productivity and Change Management	4
Organizational Behavior and Diversity	4
International Economics	4
French	6



BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL PUBLIC RELATIONS

Primary objective is to enhance and refine a capability for understanding public relations in international settings. Specific objectives include: an understanding of global corporate strategy, familiarity with market research in global organizations and assessment of established analytical frameworks for the development of strategy and the understanding of ethical and social responsibilities of organizations.

STRATEGIC MANAGEMENT

Strategy and its interactive role in management. Content and process models of strategy formulation. Analytical concepts, models and techniques for developing strategies for the competitive environment. Process of turning strategic intentions into actions. Decisions, structures, systems and people required to implement different strategies in global and competitive environments.

TOTAL QUALITY MANAGEMENT

Strategies, concepts, and tools for successfully achieving higher levels of product and service quality. Student teamwork, class discussions, textbook study, case studies, literature study, guest speakers, site visits and videos.

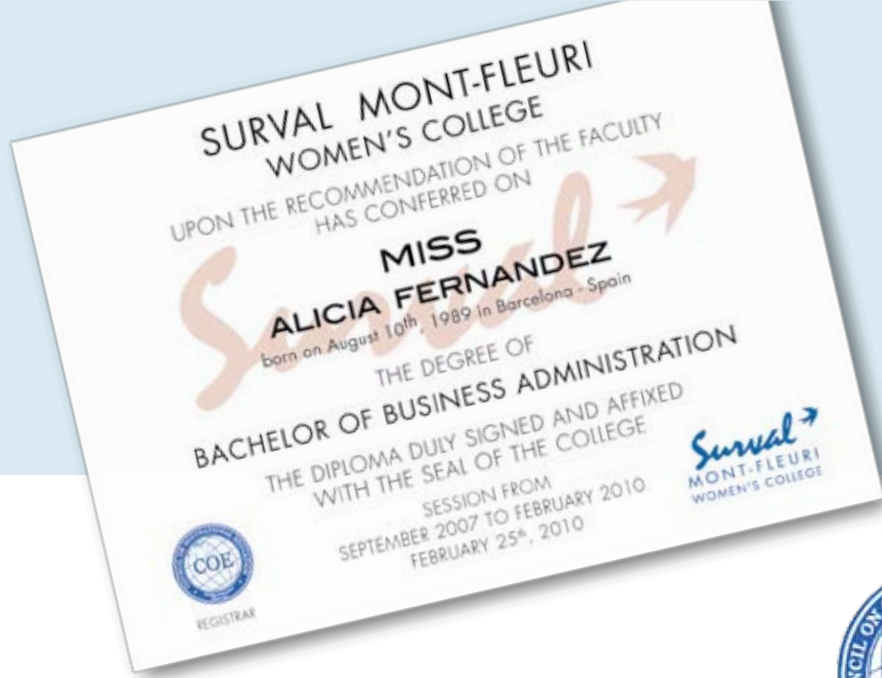
INTRODUCTION TO PROJECT MANAGEMENT

This course will teach students how to define project goals and objectives. It will focus on specifying tasks and how those goals will be achieved with the help of 3Ms (Men, Money, and Materials). Efficient resource utilisation, associating budgets and timelines for completion of projects.

MANAGEMENT INFORMATION SYSTEMS

Theory and practice of management information systems focusing primarily on design and the utilization of computer-based information systems. Systems analysis and design from a management perspective.





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BUSINESS POLICY

This course is the "capstone" course for business majors. It provides an opportunity to integrate previous studies with functional areas; marketing, finance, accounting, production and management. Organizations are analyzed with respect to the effectiveness and appropriateness of strategies and goals in each of the functional areas and the synergy of the functional areas for achieving optimal results consistent with their respective missions.

SALES MANAGEMENT

Focuses on industrial purchasing behaviour and the systems required to satisfy the needs of commercial buyers. Emphasizes management of corporate field sales force.

TECHNOLOGY PRODUCTIVITY AND CHANGE MANAGEMENT

This course is an introduction to sources of technological innovation and how organizations are successful in managing change. Discussions on how these technologies change the working in the corporate world. It includes marketing, research & development, production & manufacturing.

ORGANIZATIONAL BEHAVIOR AND DIVERSITY

Intensive examination of behavioral science research and theory as a basis for understanding managing and changing organizations. The course emphasizes effective management with diverse individuals.

INTERNATIONAL ECONOMICS

The theory, practice, and institutions of the international economy. Topics include: international balance of payments; foreign exchange rate determination; multinational enterprises; trade with developing countries and international economic policy.



WINTER SPORTS





SUMMARY OF THE HOUSE RULES AT SURVAL

Briefly, behave yourself! Respect yourself and others. Rules are not made to punish you or restrict your freedom, but rather to insure a positive and safe learning environment for everyone.

- Alcohol and drugs are prohibited at school and their possession and/or use can lead to suspension and expulsion.
- Smoking is forbidden in the bedrooms, in the classrooms, in the living room and on the verandas, as well as in the dining room and the bathrooms.
- During regular school hours, students must be in their assigned classes and are expected to arrive on time.
- All students should be neat, clean and appropriately dressed at all times.
- It is strictly forbidden to wear jeans in the Etiquette classes at Surval as well as at Institut Villa Pierrefeu.
- Cell phone use is not permitted during class hours. In addition, students are not allowed to bring cellular telephones to the fifth floor where the classrooms are located.

Failure to respect the house rules results in appropriate punishment. This can include loss of permission to leave the school premises and/or fines up to CHF 100 (donated to UNICEF).

THE SURVAL SCHOOL YEAR

For the Language and Finishing Program, the IVP "Higher Certificate in Finishing" Course and the High School Program:

The Fall trimester lasts from October to mid-December, the Winter trimester from mid-January until mid-March and the Spring trimester from mid-April until the end of June. Annually, this is a total of 31 weeks.

For the BBA Program:

The Fall semester lasts from October to February and the Spring semester from the end of February to June.



DAILY SCHEDULE

07.00 AM	Wake-up call.
07.15 AM - 08.00 AM	Breakfast buffet.
08.15 AM	Rooms must be in order.
08.20 AM - 12.00 PM	Morning classes.
12.10 PM	Lunch.
01.20 PM - 06.10 PM	Afternoon classes.
04.00 PM	Tea time.
06.45 PM	Dinner.
07.15 PM - 08.30 PM	Study hour in the rooms or in the class rooms. No music or TV during this time period.
10.00 PM	First call: All girls must go to their rooms and prepare themselves for the night (close shutters and curtains). It is not permitted to take a bath or shower after 10.00 PM.
10.30 PM	Second call: Half an hour is left before lights are turned off.
11.00 PM	All lights must be turned off and there must be complete silence everywhere. Please respect the sleep of your fellow students.

PERMISSION TO LEAVE SCHOOL PREMISES

Students who are 18 or older (with no parental restrictions) can stay out until:

10:00 PM	on Monday through Thursday
Midnight	on Friday
2:00 AM	on Saturday

Students between the ages of 16 - 18 can stay out until:

7:00 PM	on Monday through Thursday
11:00 PM	on Friday
Midnight	on Saturday

Students younger than 16 can stay out until:

7:00 PM	on Monday through Thursday
10:00 PM	on Friday and Saturday

All students must be back at Surval on Sunday evening no later than 10:00 PM.

The decision to place restrictions on permission to leave school premises is made jointly by the parents of students and the school administration.

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