

BACHELOR'S IN INTERNATIONAL

# Hospitality

BUSINESS

## Program structure

**DURATION: 4 YEARS, 8 SEMESTERS INCLUDING 2 SIX-MONTH INTERNSHIPS & AN ON-THE-JOB EXPERIENCE**

### Year 1: Experiential Year

**Semester 1**  
Practical Arts - Hospitality Excellence  
Glion

**Semester 2**  
Hospitality Operations Practice  
Internship

### Year 2: Academic Program

**Semester 3**  
Hospitality Fundamentals  
Bulle, London or Marbella\*

**Semester 4**  
Hospitality Management  
Bulle, London or Marbella\*

### Year 3: Academic Program

**Semester 5**  
Management Practice  
Internship

**Semester 6**  
Integrated Business Strategies  
Bulle or London

### Year 4: Academic Program

**Semester 7**  
Specialization and Business Project  
Bulle or London

**Semester 8**  
On-The-Job Experience  
& Research Project

\*International exchange at another Sommet Education campus depending on availability

## Progressive & personalized learning

### PRACTICAL IMMERSION

Service, table art, kitchen & hotel operations using Glion luxury boutique hotel facilities and semester 1 masterclass.

### LUXURY GASTRONOMY & HOSPITALITY MASTERCLASS

Two-week Masterclass in Switzerland during semester 1 to discover authentic luxury experiences in hospitality and gastronomy.

### LEARN SOFT SKILLS

Self-confidence, attitude, leadership and presentation.

### PERSONALIZED LEARNING PATH

- Small classes
- One-on-one attention from highly qualified faculty members

### INTERNSHIPS

18 months of industry experience. Professional immersion, management practice and on-the-job experience.

### REAL WORLD MANAGEMENT EXPERIENCE

Applied business projects with industry partners.

### SPECIALIZATIONS

Three specializations in-line with hospitality today in luxury, finance & events.

### GLOBAL EXCHANGE OPPORTUNITIES

- London
- Marbella\*

## Suitable for

Students who are looking for a management career in one of the world's fastest growing and most diverse industries; and who wish to study in an international business university setting with global exchanges and internship possibilities.

## Intakes

Spring and Fall

## Experienced faculty

**82%**  
of faculty members hold a Master's or PhD

**13**  
average years of industry experience

## Global reputation

**#4**  
for employer reputation in hospitality management (QS World University Rankings by subject 2023)

**1\***  
Michelin Restaurant Stéphane Décotterd on campus

## Employability

**240+**  
company visits per year

**98%**  
of job-seeking students graduating in 2022 received one or more employment opportunities

## International environment & opportunities

**98**  
nationalities

**90%**  
international students

**16,900+**  
Glion alumni members

**35**  
students per class on average

**15:1**  
student-to-faculty ratio

**6**  
internship offers per student on average

## Courses

### YEAR 1: EXPERIENTIAL YEAR

#### Semester 1: Practical Arts

Luxury Hospitality Branding and F&B Trends  
 Modern Pastry and Confectionery  
 Spa Operations and Guest Relations  
 Contemporary Gastronomy  
 Food and Beverage Concepts  
 The Universe of Wine  
 Mixology and Cocktail Masterclass  
 Front Office and Hotel Operations  
 Business Communication  
 or Business English  
**+ Luxury Gastronomy and  
 Hospitality Masterclass**

#### Semester 2: Internship

Practical Arts Reflection on Practice

### YEAR 2: ACADEMIC PROGRAM

#### Semester 3: Hospitality Fundamentals

Hospitality Marketing Essentials  
 Hospitality Financial Accounting  
 Professional Communication and  
 Academic Writing  
 People and Performance in the Workplace  
 Hospitality and Events Operations  
 IT Business Tools  
 General Education Elective

#### Semester 4: Hospitality Management

Integrated Marketing  
 Communications in the Digital Era  
 Managerial Accounting  
 Management of Rooms  
 Economics for Hospitality and the Tourism  
 Industry  
 Data Analysis for Decision Makers  
 Concept Development and Entrepreneurship  
 in Food and Beverage Management  
 General Education Elective

### YEAR 3: ACADEMIC PROGRAM

#### Semester 5: Internship

Reflection on Management Practice

#### Semester 6: Integrative Business Strategies

Business Development and Strategy  
 Corporate Finance  
 Leadership Skills for Change Management  
 Revenue Management and Distribution  
 Management  
 Human Resources Talent Management  
 Business Ethics and Corporate Social  
 Responsibility  
 Business and Academic Research Methods

### YEAR 4: ACADEMIC PROGRAM

#### Semester 7:

#### Specialization & Business Project

Luxury Brand Strategy  
**or**  
 International Hotel Development and Finance  
**or**  
 International Event Management  
**and**  
 Bachelor's Thesis  
**+ Specialization-based Field Trip**

#### Semester 8:

#### On-The-Job Experience & Business Research Project

On-The-Job Experience  
 Applied Business Project  
 (in line with specialization)

## Specializations

### LUXURY BRAND STRATEGY



Ranging from boutique hotels, palaces, spas and luxury travel to cruises, gastronomy, fine wines and spirits, experiences continue to be the growth area in the luxury industry. Understanding luxury and the strategy of luxury brands provides a foundation for a career not only in the luxury and hospitality industries, but far beyond.

### INTERNATIONAL HOTEL DEVELOPMENT & FINANCE



This specialization will give you the skills to analyze the critical success factors in asset management for hotel and resort development projects. It covers areas such as hotel asset management and concept creation, looking at the hotel industry from the perspectives of both owner/investor and the brands operating within it.

### INTERNATIONAL EVENT MANAGEMENT



Events come in many shapes and sizes, from massive sports events to regional music and film festivals, political summits, private weddings, exclusive VIP events, corporate workshops, and much more. This specialization gives you the professional foundation to become a change-maker in global event management.

## Entry requirements

### MINIMUM AGE

17.5 years old

### EDUCATION

Holding a Secondary Education Diploma that meets Swiss/European university entry requirements (Maturité, IB diploma, Abitur, French Bac, A-levels, high school diploma or equivalent).

### ADMISSIONS ASSESSMENT

Personalized assessment to ascertain motivation and review application documentation. Includes scenario-based exercise to be completed beforehand.

### MINIMUM ENGLISH LANGUAGE ENTRY REQUIREMENTS

If English is not your first language, or if you have not spent the last two years studying in a school where English is the primary language of instruction, you will need one of the following:

- IELTS: 5.5 overall (min. 5.0 in every subcomponent)
- TOEFL: Internet-based 70 or paper-based 525
- First Cambridge Exam: Grade C
- For London, same as above, except non-EU or EEA passport holders will need to undertake IELTS UKVI: 5.5 overall and min. 5.5 in every subcomponent.



The Glion student journey



Semester abroad experiences in London



Recruitment Day



linktr.ee/glion.edu



Learn more in our digital brochure



View the full tuition and other fees

## Financials

### COMPULSORY EXPENSES IN CHF FOR COMPLETE DEGREE

Application fee	275
Tuition fees	176,600
Learning resources	3,000
Practical arts courses apparel	1,200
Insurance	6,800
Administrative fees	2,450
F&B prepaid S1+S3+S4	12,100
Lodging in double superior room S1+S3+S4	18,000

Fees listed are valid for 2024 intakes. Please see our website to view the full Tuition and Other Fees document and our Terms and Conditions.