

Master's in Luxury Management and Guest Experience



DURATION

1.5 years; 2 academic semesters plus Business Research Project or a 6-month internship



LOCATIONS

Glion and Bulle campuses, Switzerland



INTAKES & CREDITS

Spring and Fall
ECTS* 90
US 45

**European Credit Transfer and Accumulation System*



BUSINESS FIELD TRIP

Fully appreciate luxury products and apply classroom theory in the real world through exposure to luxury and hospitality enterprises in a selected city.



OTHER HIGHLIGHTS

Luxury event organized by students

Hospitality Immersion Program
4 weeks (optional)
Glion

Semester 1
Glion or Bulle*

Semester 2
Glion or Bulle*

Semester 3
Internship or Business Research Project

**To enable you to experience student life at both our Swiss campuses, you will spend the fall semester on Bulle campus and the spring semester on Glion campus.*



Introducing the program



Hear from a student



Step into the classroom



Highlights from our field trip to Monaco



Discover more in our digital brochure

Benefits

- Discover the essence of service excellence
- Exclusive visits to fashion brands
- Go behind the scenes in luxury companies
- Network with successful industry leaders
- Elite visiting faculty from famous universities
- Real-world experience during your internship or business research project

Designed for

- Young professionals
- Career changers & career developers

Courses

OPTIONAL PRE-SESSION

- | Hospitality Immersion Program

SEMESTER 1

Luxury Business Environments

- Economics and Sociology of Luxury
- Business Trends in Luxury Hotels, Resorts and Events
- High Gastronomy and Fine Dining
- Ultra-Luxury Travel and Experiences
- Luxury Fashion and Design
- Service Culture and Operational Excellence
- Design Thinking

Marketing and Brand Management

- Building Brand Equity
- Experiential Economics
- Digital Transformation and Data Analytics
- Digital Marketing in the Luxury Industry
- Intercultural Leadership

- | + Business Field Trip

SEMESTER 2

Luxury Experience and Innovation

- Sustainable Luxury and Design
- Blockchain in the Luxury and Hospitality Industries
- Business Research Methods
- Impactful Design for Retail and Hospitality
- Retail Management
- Behavioral Aspects of Customer Engagement

Strategies and Business Models

- Strategic Management of Luxury Brands
- Corporate Finance and Value Creation
- Business Models in Luxury
- Legal Environment of the Luxury Industries
- Talent Management

- | + Luxury Event organized by students

SEMESTER 3

- | 6-month internship or Business Research Project

Fees for 2024 intakes

SWITZERLAND

MSc S1 + S2	Compulsory expenses in CHF
Application fee	275
Tuition fees	53,600
Learning resources	1,400
Insurance	2,550
Administrative fees	980

OPTIONAL HOSPITALITY IMMERSION 4-WEEK PRE-SESSION PROGRAM IN CHF

Tuition fees	4,400
Insurance	255
F&B prepaid	930
Lodging	1,300

Interns & graduates: where are they now?

MSc in Luxury Management and Guest Experience

Internship examples (2023)



**Louis
BECKER**

German

**PRIVATE AVIATION
COORDINATOR**

LunaJets,
Geneva, Switzerland

Aviation



**Ekaterina
NABATOVA**

Russian

**TALENT ARCHITECT
INTERN**

BCG X,
Berlin, Germany

Consulting



**Seha
SO**

South Korean

**ASSISTANT
PRIVATE CLIENT**

Farfetch,
Seoul, South Korea

Luxury/Retail



**Colin
GUTMANN**

German

**PRIVATE AVIATION
COORDINATOR**

LunaJets,
Geneva, Switzerland

Aviation



**Céleste
LE HÉTÊT**

French

**GUEST EXPERIENCE
MAKER COORDINATOR**

Six Senses Crans-Montana,
Switzerland

Hospitality



**Zusanna
RADWANIECKA**

Polish

**HOSPITALITY
MANAGER INTERN**

KRUG Champagne,
Reims, France

Wines & Spirits



**Charlotte
SYNNESTVEDT**

Norwegian

**SALES & SERVICE
SUPPORT INTERN**

Hermès,
Oslo, Norway

Luxury/Retail

First jobs after graduation (2023)



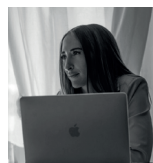
**Tiffany
CAILLET**

Swiss

**CATERING & EVENTS
ADMINISTRATOR**

Rolex, Bienne,
Bern, Switzerland

Luxury/Retail



**Isabel
MAURO**

Italian

**JUNIOR MANAGEMENT
ASSISTANT**

Hugo Boss,
Coldrerio, Ticino, Switzerland

Luxury/Retail



**Olivia
BAUDA**

Mauritian

**SENIOR PR &
EVENTS EXECUTIVE**

Al Tayer Insignia,
Dubai, United Arab Emirates

Luxury/Retail



**Gabriele
MAGNAGHI**

Italian

**JUNIOR PROJECT
MANAGER**

Richemont,
Geneva, Switzerland

Luxury/Retail



**Carolina
GAUDINO**

Italian

**RETAIL CITY VISUAL
MERCHANDISING**

Off-White,
Paris, France

Luxury/Retail

CONTACT US

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