

Master's in Hospitality, Entrepreneurship and Innovation



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

Experience innovative thinking first hand. During this immersive, specially curated trip, meet pioneering companies and strengthen your professional network.



OTHER HIGHLIGHTS

Innovation Week - experiential and immersive learning

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



Discover more in our digital brochure



Discover Innovation Week

Benefits

- Learn how to lead in hospitality and enhance your business skills
- Understand technology's potential in the industry
- Network and learn from industry leaders
- Develop your own business ideas during the program
- Real-world experience during your internship or business research project

Designed for

- Aspiring or current entrepreneurs
- Professionals who own a family business
- Career switchers

Courses

OPTIONAL PRE-SESSION

- | Hospitality Immersion Program

SEMESTER 1

Hospitality Operations, Disruptions and Talent Management

- | Industry Fundamentals and Complexity
- | Trends, Disruptive Models and Entrepreneurial Mindset
- | Hospitality Operations
- | F&B Management and Value Delivery
- | Leadership, Team Building and Intercultural Management

Innovation and Entrepreneurship: From Idea to Business Model

- | Creativity and Innovation in Hospitality
- | Design Thinking and Startup Creation Process
- | Business Model Identification: Lean Startup and Traction Methods
- | Partnerships and Ecosystem Management Strategy and Governance
- | Protecting Your Brand and Your Business

- | + Business Field Trip

SEMESTER 2

Scaling Your Business: Digitalization and Go-to-market Strategy

- | Marketing, Branding and Insights Foundations
- | Sales and Contract Negotiation
- | Talent Management
- | Revenue Management and Digital Distribution Strategy
- | Digital Technologies in the Hospitality Industry
- | Digital Marketing and Growth Hacking

Financial Lifecycle and Funding

- | Fundraising and Financial Strategies
- | Mergers and Acquisitions
- | Family and Small Businesses
- | Sustainability and Entrepreneurship
- | Project Life Cycle for New Business Launches

- | + Innovation Week - experiential and immersive learning

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 Hospitality, Entrepreneurship and Innovation

Internship examples (2022 & 2023)



**Juan AREVALO
SALAZAR**

Colombian

**INCOME AUDITOR
TRAINEE**

Hotel Arts Barcelona,
Spain

Hospitality



**Dimitris
MYTILNIS**

Greek

**IT TECH
RECRUITER**

TekSystems,
Amsterdam, Netherlands

Recruitment



**Tanguy
LEMAITRE**

Belgian

**CHANGE MANAGEMENT
INTERM**

Degroof Petercom
Brussels, Belgium

Banking



**Sahana
NALAGATLA**

Indian

**FINANCE
INTERM**

La Ville Hotel & Suites City Walk
Dubai, United Arab Emirates

Hotels

First jobs after graduation (2023)



**Tong
LIN**

Chinese

**FRONT OFFICE GUEST
RELATIONS OFFICER**

Four Seasons Hotels & Resorts
Guangzhou, China

Hospitality



**Audrey
OLLER**

French

**SALES
EXECUTIVE**

Hotel du Louvre,
Paris, France

Hospitality



**Clara
VARROY**

French

**MARKETING
COORDINATOR**

Ardentis Cliniques Dentaires,
Puidoux, Switzerland

Medical



**Sebastian
ARMENTANO**

Czech

**DUTY
MANAGER**

Bulgari Hotels & Resorts,
Rome, Italy

Hospitality



**Camille
HAYEK**

French

**JUNIOR ASSISTANT
F&B MANAGER**

Sofitel
New York, USA

Hospitality



**Matteo
GIONFRIDDO**

Italian

**GUEST EXPERIENCE
MAKER**

Six Senses, Crans-Montana,
Switzerland

Hospitality

CONTACT US

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