

Master's

PROGRAMS

Our Master's programs

Program benefits

IMMERSION IN HOSPITALITY OPERATIONS

An optional opportunity to discover practical arts on campus to better understand hospitality management essentials.

TEACHING & LEARNING TECHNIQUES

Transformative, didactic, experiential, student-focused, industry-based & technology supported approaches.

PERSONALIZATION

Small classes & one-on-one attention from highly qualified faculty members and elite guest lecturers.

MANAGERIAL & LEADERSHIP SKILLS

Combination of Swiss rigor and hands on learning to meet requirements of ambitious career aspirations within the industry.

INDUSTRY EXPOSURE

Exposure to best-practice managerial theories and industry applications to develop business acumen and grow professional and interpersonal competencies.

REAL-WORLD MANAGEMENT EXPERIENCE

Business field trip, internship and business research project.

Employability

#4

for employer reputation in hospitality management
QS World University Rankings by subject 2023

98%

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

240+

company visits per year

Preparation for accelerated careers in leading global hospitality, luxury and finance companies

Experienced faculty

82%

of faculty members hold a Master's or PhD

13

average years of industry experience

International environment & opportunities

98

nationalities

May 2023 data

16,900+

Glion alumni members

Entry requirements

MINIMUM AGE

21 years old

EDUCATION

Bachelor-level undergraduate degree in a relevant field:

- For MSc in Hospitality Business Leadership, MSc in Luxury Management and Guest Experience and MSc in Hospitality, Entrepreneurship and Innovation, **a degree in business or hospitality is preferred.**
- For MSc in Real Estate, Finance and Hotel Development, **a degree in business, finance or hospitality is preferred.** Subjects taken in your undergraduate degree such as Accounting and Finance will be reviewed by the school prior to acceptance.

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 of one of the following:

- IELTS: overall 6.0 and min. 5.5 in every sub-component
- TOEFL: Internet-based 80 or paper-based 550
- First Cambridge Exam: Grade A
- Cambridge Advanced Exam: Grade C

- For MSc programs in London, the same applies, except Non-EU or EEA passport holders will need to undertake IELTS UKVI: 6.0 overall and min. 5.5 in every sub-component.

Note: All English certificates must have been issued in the 12 months prior to program start. 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.

Master's in Hospitality Business Leadership



DURATION

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



LOCATIONS

Bulle campus, Switzerland or London campus, United Kingdom or both



INTAKES & CREDITS

Spring and Fall
ECTS* 90
US 45

*European Credit Transfer and Accumulation System



BUSINESS FIELD TRIP

Featuring visits to leading hotels and other premium hospitality businesses, with insights from experts and industry leaders.



OTHER HIGHLIGHTS

Wellness Workshop
Company visit

Hospitality Immersion Program
4 weeks (optional)
Giron

Semester 1

Bulle or London

Semester 2

Bulle or London

Semester 3

Internship or Business Research Project

Benefits

- Become a five-star hospitality leader
- Enhance your industry knowledge, soft skills and managerial competencies
- Diversify into different functions in hospitality such as luxury and real estate
- Real-world experience during your internship or business research project
- Trips to partner institutions, company visit and exclusive visits from industry experts

Designed for

- Young professionals
- Career changers & career developers
- Students' background: 54% career changers and 46% career developers

Courses

OPTIONAL PRE-SESSION

- | Hospitality Immersion Program

SEMESTER 1

Driving Operational Excellence

Striving Towards Excellence

- | Managing Hospitality and Luxury Operations
- | Managerial and Financial Accounting
- | Leadership Across Cultures
- | Applied Business Research

Enhancing Sales and Revenues

- | Marketing Management for Hospitality Leaders
- | Revenue Management and Pricing Strategy
- | Sales and Distribution Strategies in Hospitality
- | Leading Digital Strategy

- | + Business Field Trip
- | + Wellness Workshop

SEMESTER 2

Leading Strategies to Success

Developing Effective Strategies

- | Luxury Brand Management
- | Hospitality Business Strategies and Value Creation
- | Hospitality Corporate Finance
- | People Management in a Global Environment

Embracing the Transformation

- | Leadership in Action
- | Hotel Asset Management and Concept Creation
- | Innovative Food and Beverage Strategies
- | Sustainability Essentials for Hospitality Managers
- | Crisis Management in a Volatile Environment

- | + Company Visit

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

LONDON

MSc S1 + S2	Compulsory expenses in GBP
Application fee	175
Tuition fees	41,400
Learning resources	1,200

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

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

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.*

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

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.*

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

Master's in Real Estate, Finance and Hotel Development



DURATION

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



LOCATIONS

London campus, United Kingdom



INTAKES & CREDITS

Spring and Fall

ECTS* 90
US 45

*European Credit Transfer and Accumulation System



BUSINESS FIELD TRIP

Explore an international real estate market, providing ample opportunities to put classroom learning into practice while building an industry network.



OTHER HIGHLIGHTS

Hotel real estate investment strategy workshop

Professional certifications:
STR Analytics I & II
HVS Hotel Valuation
Bloomberg Market Concepts

Semester 1

London

Semester 2

London

Semester 3

Internship
or Business
Research
Project

Benefits

- Acquire the tools to make real estate investment decisions
- Build a certified real estate analyst skillset
- Learn from leading academics and industry experts
- Pitch a portfolio of real estate assets to investors

Designed for

- Young professionals with strong numerical and analytical skills
- Career changers and career developers

Courses

SEMESTER 1

International Hotel Development and Asset Management

Hospitality Business Trends and Strategies
Hospitality Financial Analysis and Performance
Global Hotel and Resort Development
Hotel Asset Management
Negotiating Hotel Management Contracts
Sustainable Real Estate
Business Research Methods

Professional certifications

| STR Analytics Certificate I & II

| [+ Hotel Real Estate Investment Strategy](#)

SEMESTERS 1 & 2

Real Estate Investment

Global Real Estate Markets
Real Estate Finance Principles and Valuation Methods
Real Estate Mergers and Acquisitions
Institutional Investments in Real Estate

Professional certifications

| HVS Hotel Valuation Certificate

| [+ Business Field Trip](#)

SEMESTER 2

Investment Strategies and Financing

Capital Markets
Portfolio Management
Advanced Financing and Fixed Income
Private Equity
Advanced Financial Modelling

Professional certifications

| Bloomberg Market Concepts Certificate

SEMESTER 3

| 6-month internship or
Business Research Project

Fees for 2024 intakes

LONDON

MSc S1 + S2	Compulsory expenses in GBP
Application fee	175
Tuition fees	43,350
Learning resources	1,200



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