







GLION

# Master's

IN

Hospitality Business Leadership  
Luxury Management and Guest Experience  
Hospitality, Entrepreneurship and Innovation  
Real Estate, Finance and Hotel Development

Full-time on-campus programs



ACADEMIC PROGRAMS





# Master's degrees in hospitality, luxury & finance



06	13
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12	22



# Transformative

## EDUCATION

*Gain knowledge, connections & confidence*

A Master's degree from Glion offers so many different career pathways. You can choose a fast track to higher management positions in the hospitality and service industries, find doors opening to the real estate and capital markets, gain a unique grounding in luxury, or nurture your entrepreneurial spirit. Studying with us, you will develop your strategic management techniques while building a strong foundation of research and analytical skills, then test your knowledge on real-world business case studies. In the classroom, you will be guided by experienced faculty members and industry experts to make you an independent, lifelong learner.





# Four steps to a higher-level career



## *Specialize in high-demand sectors*

In today's competitive job market, being a specialist will ensure you stand out from the crowd. Our Master's degree programs give you the opportunity to build knowledge and skills in one of four areas: Hospitality Business Leadership, Luxury Management and Guest Experience, Entrepreneurship and Innovation or Real Estate, Finance and Hotel Development.



## *Master the art of perfection*

The art of hospitality – a warm welcome, exceptional service, timing and presentation – cannot be learned in books. If you lack the hospitality experience that would be beneficial for your chosen Master's degree, you can join our Hospitality Immersion Program. This immersive, four-week pre-session covers the industry standards and management responsibilities in fine-dining, service and culinary arts, guest relations and housekeeping.



## *Gain real-world business experience*

For selected projects, you will conduct research, analyze data and prepare presentations that will be critically assessed by faculty, industry experts and partner companies.

On business field trips, you will put your knowledge to the test as you enjoy VIP access to international hospitality, luxury, innovation and real estate businesses.



## *Learn to think outside the box*

As a Glion graduate student, you will develop a balanced approach to business innovation, combining rigorous research and analysis with creativity.

The business courses will teach you to measure performance and drive teams towards great results in key departments. At the same time, you will learn to devise and implement strategies to improve and grow the business.

# Premium study destinations

*Study in the center of Europe in Switzerland  
or in the global city environment of London*

Our three international campuses all play their part in delivering a world-class graduate education environment. If you have opted for our Master's in Hospitality Business Leadership, you can choose to locate in Switzerland or the UK, with a further option to study a semester in each country.



Our Glion campus, nestling in the hills above the Swiss town of Montreux, offers peaceful living with amazing views over Lake Geneva and the Alps. Operated like a boutique hotel, including a Michelin-star restaurant, this hospitality business environment sets the perfect tone for Master's-level studies close to Switzerland's most popular tourist attractions.



Our Bulle campus feels like a modern business school, set between beautiful mountains, a medieval town and a thriving city. The historic old town of Bulle has a chateau and weekly market, while elsewhere there are contemporary buildings and shops, trendy bars and cafes. It's the perfect place to relax and study, while accessing everything a student might require.



Just 40 minutes from the center of Europe's business and finance hub, our London campus sits in the grounds of the University of Roehampton. London consistently ranks among the top cities in the world for international students and it provides a perfect backdrop for Master's-level studies of hospitality business, real estate and finance.





# Accreditation & quality assurance

## Ranking



### QS WORLD UNIVERSITY RANKING

Glion is continuously ranked among the world's top ten higher education institutions for hospitality and leisure management and has been among the top five institutions for employer reputation since our entry into the rankings in 2018 (QS World University Rankings by Subject, 2024).

## Accreditation



### NECHE

Glion Institute of Higher Education is accredited by the New England Commission of Higher Education (NECHE). The Commission is recognized by the US Secretary of Education as a reliable authority on the quality of education for the institutions it accredits.

Glion has been officially accepted as a candidate for Swiss federal accreditation as a University of Applied Sciences Institute. This is an important step in the process towards Swiss Institutional Accreditation.

### QAA

The London campus is reviewed by The Quality Assurance Agency for Higher Education (QAA), an independent body that monitors standards and quality in UK higher education.

## Affiliation

### SOMMET EDUCATION

### A SOMMET EDUCATION BRAND

Glion Institute of Higher Education is a brand of Sommet Education, the world leader in hospitality management education. Its global network of prestigious institutions comprises Swiss-originated hospitality business schools Glion and Les Roches, together with culinary and pastry arts school École Ducasse, South African education leader Invictus Education and Indian School of Hospitality (ISH).

These institutions offer more than 400 undergraduate, graduate and technical training programs at 18 campuses across four continents, as well as via state-of-the-art remote learning platforms. Between them, the schools have around 60,000 alumni.



# How we teach

## *Small classes, personalized learning*

### YOU ARE AT THE CENTER

We keep our class sizes small, so you will receive one-to-one attention from highly qualified faculty members who provide continuous feedback and help you target your skills development.



94%

of our faculty members  
have a PhD and/or  
Master's degree



70

lecturers and professors



56

visiting faculty  
and experts



13

average years of faculty  
industry experience

### YOU HAVE THE BEST TOOLS

Our campuses feature the latest technology and industry standard equipment.

### YOU GET TO FOCUS ON YOUR TOPIC

Each MSc is carefully programmed to bring exceptional depth to your subject area studies, with 450 hours of teaching time included.

## *Learn from the best*

### DR. MARIJA LAZAREV

Program Director of the  
Master's in Hospitality  
Business Leadership

### DR. ELEONORA CATTANEO

Program Director of the  
Master's in Luxury Management  
and Guest Experience

### DR. TIIA MAEKINEN

Program Director of the  
Master's in Hospitality,  
Entrepreneurship and Innovation

### ALEX SLORS

Program Director of the  
Master's in Real Estate, Finance  
and Hotel Development



35

students per  
academic class

*\*Average student numbers may  
vary slightly every semester.*







# Introducing our four Master's programs

## *Specialist skills for specialist careers*

### YOU CANNOT GET CLOSER TO YOUR CHOSEN TOPIC

Glion MSc programs give you unrivalled knowledge and highly marketable skills in a range of specialist fields. Study intensive courses with the personalized support of expert faculty, go behind the scenes at leading brands and use your professional internship as a career springboard. You will meet and connect with industry leaders, learn from elite guest lecturers and, above all, set yourself apart from the competition. There is nothing like a Glion MSc – prepare to be in demand.

### REAL-WORLD EXPERIENCE COMES AS STANDARD

Your Glion Master's gives you the option to incorporate a six-month professional internship, where you will gain real-world experience and put classroom theory into practice. Alternatively, you can work through genuine commercial scenarios in a Business Research Project, which allows you to develop your critical thinking, research and writing skills.



*The Glion Master's  
student journey*

## *The programs*

### MASTER'S IN HOSPITALITY BUSINESS LEADERSHIP

Bulle, Switzerland or  
London, United Kingdom



### MASTER'S IN LUXURY MANAGEMENT AND GUEST EXPERIENCE

Bulle and Glion, Switzerland



### MASTER'S IN HOSPITALITY, ENTREPRENEURSHIP AND INNOVATION

Bulle and Glion, Switzerland



### MASTER'S IN REAL ESTATE, FINANCE AND HOTEL DEVELOPMENT

London, United Kingdom







# Hospitality Immersion Program (HIP)

*Be fully prepared to start your Master's*

If you do not have an academic or professional background in hospitality, this optional fast-track program will bring your working knowledge up to a level that allows you to hit the ground running once your Master's begins.

Throughout four intensive weeks, you will learn about core hospitality areas such as food & beverage (F&B), front office and rooms division, while also enhancing soft skills such as communication, teamwork and intercultural fluency.

This is highly practical, applied study delivered through classes, workshops and group work, making use of the exceptional hospitality training facilities on our Glion campus.

Upon successful completion of the HIP, you should be able to critically evaluate your journey through the world of hospitality and related industries.

**DURATION:**  
4 weeks

**IDEAL FOR:**

- *Master's in Hospitality Business Leadership*
- *Master's in Luxury Management and Guest Experience*
- *Master's in Hospitality, Entrepreneurship and Innovation*



Glion's Hospitality Immersion Program

# Master's in Hospitality Business Leadership

## *A complete hospitality leadership toolbox*

The Master's in Hospitality Business Leadership delivers exceptionally detailed business knowledge, while also developing your soft skills and managerial competencies. As a graduate, you will be able to diversify into the hospitality function of your choosing, including luxury hotels and retail, real estate or consulting. Study in Switzerland or the UK, with campus transfers available for those who wish to experience both countries.

### **DURATION:** 1.5 years

*2 academic semesters + six-month internship  
or Business Research Project*

### **INTAKES:** Spring and fall

### **LOCATION:** Bulle campus, Switzerland or London campus, UK

### **CREDITS:** ECTS\* 90 US 45

*\*European Credit Transfer  
and Accumulation System*

### **PROGRAM STRUCTURE**

#### **Hospitality Immersion Program**

*4 weeks (optional)  
Glion*

#### **Semester 1**

*Bulle or London*

#### **Semester 2**

*Bulle or London*

#### **Semester 3**

*Internship  
OR  
Business Research  
Project*

## *Master the art of hospitality*

You will master the art of hospitality through practical, hands-on learning then, should you choose, put your knowledge to the test with an internship at one of the world's leading organizations. Learn to manage key departments and functions in a hospitality business, conduct research and analyze data.

## *Business field trip*

Featuring visits to leading hotels and other inspirational hospitality businesses, the field trip forms part of your academic curriculum. Always a program highlight, it will enable you to experience the world of premium hospitality close-up, gathering knowledge and insights from expert professionals and industry leaders.

## *Get closer to the industry*

All Glion Master's degrees offer highly applied learning grounded in the real world that awaits you after graduation. For this Master's, an immersive company visit provides a perfect opportunity to connect with the industry. In addition, our program of guest lectures and specialized workshops brings the industry directly to campus.

# Program details

## Semester 1

### HOSPITALITY IMMERSION PROGRAM

(Optional 4-week program)

#### DRIVING OPERATIONAL EXCELLENCE

*Striving Towards Excellence*

Managing Hospitality and Luxury Operations  
Managerial Accounting and Financial Analysis  
Leadership Across Cultures  
Critical Research  
Methodologies in Business I

*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

## Semester 2

### LEADING STRATEGIES TO SUCCESS

*Developing Effective Strategies*

Critical Research Methodologies in Business II  
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 VISITS

## Semester 3

### APPLYING LEARNING & INSIGHTS

*Internship or Business Research Project*

6-month internship **or**  
Business Research Project



Introducing the program



Meet your program faculty



DR. MARIJA LAZAREV  
Program Director

## Program highlights



Become a five-star hospitality leader with enhanced industry knowledge, soft skills and managerial competencies



Diversify into different functions in hospitality, including luxury hotels and retail, real estate and consulting



Real-world experience during your internship or Business Research Project



Immersive experience with networking opportunities during field trip, company visit and exclusive visits from industry experts

# Master's in Luxury Management and Guest Experience

*Dive into the world of  
luxury fashion design,  
hospitality & retail*

This one-of-a-kind Master's program will position you perfectly for a career in the luxury sector. Ideal for young talents, career switchers and companies investing in their employees, the intensive courses, immersive learning and real-world internships will take your career and skillset to the next level.

**DURATION:**  
1.5 years

*2 academic semesters + six-month internship  
or Business Research Project*

**INTAKES:**  
Spring and fall

**LOCATION:**  
Glion and Bulle  
campuses, Switzerland

**CREDITS:**  
ECTS\* 90  
US 45

*\*European Credit Transfer  
and Accumulation System*

## *Experience luxury first hand*

As part of your academic curriculum, the field trip will expose you to luxury and hospitality enterprises in a selected city. You will be encouraged to fully appreciate luxury products as you experience and apply classroom theory in the real world.

## *Grow your network*

Central to your program are company visits and recruitment opportunities, representing an important step in the construction of a stand-out CV as you forge your leadership career path. You will experience first hand the connection between luxury, heritage, creativity and innovation as they combine to generate economic value.

## *Luxury event*

A key element of the Master's program challenges students to devise and deliver an event focused on the luxury industry. It is an opportunity for you to test your strategic and management planning skills, while getting closer to the industry and building your professional network.

*\*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.*

### PROGRAM STRUCTURE

#### **Hospitality Immersion Program**

*4 weeks (optional)  
Glion*

#### **Semester 1**

*Glion or Bulle\**

#### **Semester 2**

*Glion or Bulle\*  
+ Luxury Event*

#### **Semester 3**

*Internship  
OR  
Business Research  
Project*



# Program details

## Semester 1

### HOSPITALITY IMMERSION PROGRAM

(Optional 4-week program)

### LUXURY BUSINESS ENVIRONMENTS

Critical Research Methodologies in Business I  
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 Design  
Service Culture and Operational Excellence  
Experiential Economics

### MARKETING & BRAND MANAGEMENT

Building Brand Equity in Luxury  
Design Thinking  
Digital Transformation and Data Analytics  
Digital Marketing in the Luxury Industry  
Intercultural Leadership  
Effective Communication

### BUSINESS FIELD TRIP

## Semester 2

### LUXURY EXPERIENCE & INNOVATION

Sustainable Luxury and Design  
Blockchain in the Luxury and Hospitality Industries  
Critical Research Methodologies in Business II  
Impactful Design for Luxury Spaces  
Retail Management  
Behavioral Aspects of Customer Engagement

### STRATEGIES & 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

### APPLYING LEARNING & INSIGHTS

6-month internship **or**  
Business Research Project



Introducing the program



Students share their thoughts and opinions about the program



Meet your program faculty



DR. ELEONORA CATTANEO  
Program Director

## Program highlights



Discover the essence of service excellence



Exclusive visit to fashion brands and chance to go behind the scenes at luxury companies



Real-world experience during your internship or Business Research Project



Network with successful industry leaders and elite visiting faculty from renowned universities and companies

# Master's in Hospitality, Entrepreneurship and Innovation

## Enhance your entrepreneurial expertise

This Master's degree is designed specifically for aspiring or current entrepreneurs, as well as professionals who own a family business. Perfect also for career switchers, the program covers the most cutting-edge and relevant business models and technology. It will enhance your entrepreneurial knowledge and strategy, while also helping you to think more innovatively.

### DURATION:

1.5 years

*2 academic semesters + six-month internship  
or Business Research Project*

### INTAKES:

Spring and fall

### LOCATION:

Glion and Bulle  
campuses, Switzerland

### CREDITS:

ECTS\* 90

US 45

*\*European Credit Transfer  
and Accumulation System*

### PROGRAM STRUCTURE

#### **Hospitality Immersion Program**

*4 weeks (optional)*

*Glion*

#### **Semester 1**

*Glion or Bulle\**

#### **Semester 2**

*Glion or Bulle\**

*+ Innovation Week*

#### **Semester 3**

*Internship*

*OR*

*Business Research  
Project*

## *Plug into the Swiss startup ecosystem*

Presented with a real-life business challenge, you'll be charged with devising, prototyping and testing novel solutions before live pitching to members of the Swiss startup ecosystem. Learn how to engage this audience with great storytelling to mobilize support and attract investors.

## *Business field trip*

A business field trip forms part of your academic curriculum, enabling you to experience innovative thinking first hand. During this immersive, specially curated trip, you will meet pioneering companies, strengthen your professional network and enjoy exciting life experiences.

## *Develop your business ideas*

Throughout the program, you develop the tools and insights that will enable you to create new products and services characterized by innovative business models. Semester 1 courses include design thinking, lean startups, governance and strategy. In semester 2, you will focus on areas such as sales & marketing, revenue management and funding.

*\*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.*

# Program details

## Semester 1

### HOSPITALITY IMMERSION PROGRAM

*(Optional 4-week program)*

### HOSPITALITY OPERATIONS, DISRUPTIONS & TALENT MANAGEMENT

*Critical Research Methodologies in Business I*  
*Strategy and Governance*  
*Trends, Disruptive Models and Entrepreneurial Mindset*  
*Hospitality Operations*  
*F&B Management and Value Delivery*  
*Leadership, Team Building and Intercultural Management*

### INNOVATION & ENTREPRENEURSHIP: FROM IDEA TO BUSINESS MODEL

*Creativity and Design Thinking*  
*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 & GO-TO-MARKET STRATEGY

*Critical Research Methodologies in Business II*  
*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 & 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

### APPLYING LEARNING & INSIGHTS

*6-month internship **or** Business Research Project*



*Introducing the program*



*Students share their thoughts and opinions about the program*



*Meet your program faculty*



DR. TIIA  
MAEKINEN  
Program Director

## Program highlights



*Learn how to lead in hospitality and enhance your business skills*



*Understand technology's potential in the industry*



*Real-world experience during your internship or Business Research Project*



*Develop your own business ideas during the program and network and learn from industry leaders*



# Master's in Real Estate, Finance and Hotel Development

## *Integrate the latest concepts & techniques of real estate*

This Master's degree gives you a comprehensive and systematic understanding of real estate, capital markets and global hotel development. Ideal for those wanting to become a chartered surveyor, work for a Real Estate Investment Trust (REIT), consultancy, fund, bank or asset management team, the program opens the door to the world of real estate finance and hospitality development.

### **DURATION:** 1.5 years

*2 academic semesters + six-month internship  
or Business Research Project*

### **INTAKES:** Spring and fall

### **LOCATION:** London campus, United Kingdom

### **CREDITS:** ECTS\* 90 US 45

*\*European Credit Transfer  
and Accumulation System*

## *Test your strategic thinking*

Leverage your in-class learning and immerse yourself in the real estate investment process by creating an event featuring professional guest speakers at which you will showcase the screening and due diligence process for a real-life hotel and real estate asset purchase. You will produce investment documents to aid decision making, learn how to design a strategy to achieve investors' objectives and structure the funding portfolio.

## *Business field trip*

Featuring a specially curated program of visits and assignments, the business field trip forms part of your academic curriculum. You will get the chance to explore an international real estate market, providing ample opportunities to put your classroom learning into practice while building your industry network.

## *Build a specialist skillset*

To succeed in the highly specialized real estate sector, it is vital to develop analytical competencies and in-depth market understanding. Study global real estate markets, corporate finance principles, M&A, institutional investment and sustainability. The curriculum includes certification by Bloomberg in environmental social governance.

### **PROGRAM STRUCTURE**

#### **Semester 1**

*London*

#### **Semester 2**

*London*

*+ Real Estate  
Challenge*

#### **Semester 3**

*Internship  
OR  
Business Research  
Project*

# Program details

## Semester 1

### INTERNATIONAL HOTEL DEVELOPMENT & ASSET MANAGEMENT

Hospitality Business Trends and Strategies  
Hospitality Financial Analysis and Performance  
Global Hotel and Resort Development  
Hotel Asset Management  
Negotiating Hotel Management Contracts  
Critical Research  
Methodologies in Business I

### PROFESSIONAL CERTIFICATIONS

| STR Analytics Certificate I & II

### HOTEL REAL ESTATE INVESTMENT STRATEGY



Introducing the program

## Semesters 1 & 2

### REAL ESTATE INVESTMENT

Global Real Estate Markets  
Real Estate Finance Principles  
Real Estate Valuation Methods  
Real Estate Mergers and Acquisitions  
Institutional Investments in Real Estate  
Sustainable Real Estate  
Critical Research  
Methodologies in Business II

### PROFESSIONAL CERTIFICATIONS

| Bloomberg Certificate in Environmental Social Governance (ESG)

### BUSINESS FIELD TRIP



Students share their thoughts and opinions about the program

## Semester 2

### INVESTMENT STRATEGIES & FINANCING

Hotel Real Estate Investment Strategy  
Capital Markets  
Portfolio Management  
Advanced Financing and Fixed Income  
Private Equity  
Advanced Financial Modeling

### PROFESSIONAL CERTIFICATIONS

| Bloomberg Market Concepts Certificate

## Semester 3

### APPLYING LEARNING & INSIGHTS

| 6-month internship **or**  
Business Research Project



Meet your program faculty



ALEX  
SLORS  
Program Director

## Program highlights



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

# Admission requirements

## *For our Master's programs*

### MINIMUM AGE

21 years old at the start of the program.

### EDUCATION

Bachelor-level undergraduate degree\* in a relevant field (business or hospitality preferred).

For the Master's in Real Estate, Finance & Hotel Development: Bachelor-level undergraduate degree\* in a relevant field (business, finance or hospitality preferred). Subjects taken in your undergraduate degree such as Accounting and Finance will be reviewed by the school prior to acceptance.

### MINIMUM ENGLISH LANGUAGE 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, please enclose a copy of one of the following:

- *International English Language Test (IELTS)\*\*:* 6.0 overall (min. 5.5 in any subcomponent)
- *Test of English as a Foreign Language (TOEFL):* Internet-based 80 or paper-based 550
- *First Cambridge Exam:* Grade A
- *Cambridge Advanced Exam:* Grade C

For London, same as above, except Non-UK and Irish passport holders will need to undertake IELTS UKVI: 6.0 overall and min. 5.5 in any subcomponent.

\*If a degree/transcript is not in English (for UK) or English, French, German or Italian (for Switzerland), an official certified/translated copy in English will be required.

\*\*Only tests taken/issued in an official IELTS testing center are accepted.

Note: All English certificates must have been issued in the 12 months prior to program start. For London applicants, only final diploma transcripts will be accepted.





## Prepare your application

### CV OR RESUME

In a professional CV format, please provide a detailed record of your academic and/or professional background, including any relevant volunteer work and hobbies.

### ACADEMIC RECORDS

We will require a copy of your Bachelor's degree final transcripts with courses completed and grades received. Provisional transcripts are acceptable for applicants who have not yet completed their studies and should show the last three years' results. The transcripts should show all grades received, an explanation of the grading system in English or French and the estimated date of completion\*.

### INTERVIEW WITH THE SCHOOL

Once your application has been received, you will be contacted to schedule a formal interview with a senior member of the Enrolment team so we can understand your reasons for applying and your career plan and so we can ascertain if you are a suitable candidate for the program. The interview will be similar to a typical job interview.



Tuition fees



Apply online



Step-by-step admissions process

### PASSPORT(S) COPY

Please send a legible copy of your passport(s).\*

### STUDY & POST-STUDY PLAN

Please use the document template provided to write a short essay describing your ambitions, why you wish to study at Glion and what you will contribute to the institution as a student and alumni. Minimum 300 words, signed and dated.

### REFERENCE LETTER(S)

You must submit a referral letter of an academic or professional nature.

*\*You will be asked to bring your original transcripts and diplomas (including English language certificate where required) to registration on campus as Admissions will be checking authenticity during induction. If your final transcripts/diploma are not in English, French, German or Italian, then notarized/certified English translation is required as well.*

*\*\*Your passport must be valid for six months after the program has started.*



GLION

# Executive

MASTER'S IN

Luxury Management and Guest Experience  
Hospitality and Business Leadership

Part-time programs for working professionals



ACADEMIC PROGRAMS



# *Executive Master's degrees in luxury & hospitality*



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# Executive EDUCATION

*Flexible learning to accelerate  
your leadership career*

There are many components in a modern leader's toolbox - and not all of them can be acquired through on-the-job experience. At the same time, few ambitious professionals are able to step away from the workplace to study full time. Our executive-level Master's degrees are purpose-designed to bridge this gap, featuring flexible distance learning you can balance with the demands of a managerial role. Bringing together 60 years of education experience, and backed by the power of the Glion name, this degree is the perfect way to accelerate your career without interrupting it.





# Why choose an Executive Master's?



## *Prepare to take your career to the next level*

The academic content is carefully designed to meet the evolving demands placed on an industry leader, with a focus on business-critical areas such as digital transformation, sustainability and understanding customer behavior.



## *Flexible study alongside your current role*

The flexible study plan of our Executive Master's programs allows you to learn at a pace that's comfortable and that you can balance with the demands of your professional role.



## *Learn from industry experts*

You will be taught by a hand-picked faculty comprised of senior industry professionals and acknowledged experts in their chosen fields. Within each taught module, you will also receive two hours of individual coaching from a professional executive coach.



## *Expand your professional network*

You will have opportunities to connect and network with an executive-level peer group while you study. After graduation, you will join an international Glion alumni community that's 17,500 strong.

# Accreditation & quality assurance

## Accreditation



### NECHE

Glion Institute of Higher Education is accredited by the New England Commission of Higher Education (NECHE). The Commission is recognized by the US Secretary of Education as a reliable authority on the quality of education for the institutions it accredits.

## Ranking



### QS WORLD UNIVERSITY RANKING

Glion is continuously ranked among the world's top ten higher education institutions for hospitality and leisure management and has been among the top five institutions for employer reputation since our entry into the rankings in 2018 (QS World University Rankings by Subject, 2024).

## Affiliation

### SOMMET EDUCATION

#### A SOMMET EDUCATION BRAND

Glion Institute of Higher Education is a brand of Sommet Education, the world leader in hospitality management education. Its global network of prestigious institutions comprises Swiss-originated hospitality business schools Glion and Les Roches, together with culinary and pastry arts school École Ducasse, South African education leader Invictus Education and Indian School of Hospitality (ISH).

These institutions offer more than 400 undergraduate, graduate and technical training programs at 18 campuses across four continents, as well as via state-of-the-art remote learning platforms. Between them, the schools have around 60,000 alumni.



# *Executive* Master's in Luxury Management and Guest Experience

## *Immerse yourself in luxury*

Do you have a passion for luxury? Are you building a career in five-star hospitality, luxury goods, private travel or another part of this vibrant industry? Perhaps you are looking to make the switch into luxury?

With at least five years of managerial experience on your CV, now is the time to take your career to the next level. This Executive Master's is purpose-designed to help you get there – with fully flexible study that means there's no need to give up your current role.

In the company of our specialist faculty and hand-picked visiting lecturers, you will explore the latest industry trends, dive deeply into digital marketing and omnichannel, learn how to construct and implement sustainable luxury strategies and discover the secrets to delivering excellence in guest experience.

We look forward to welcoming you to our Executive Master's program and to accompanying you on your journey to the highest levels of hospitality and luxury leadership.

# Study pathway

**DURATION:**  
12 months\* of  
distance learning

4 leadership-focused modules  
of 12 weeks' duration each

Average of 14-18 hours  
of study per week

**INTAKES:**  
Spring & fall

**CREDITS:**  
ECTS\*\* 60  
US 30

**RESIDENTIAL WEEKS:**  
2 Residential Weeks

1 week in Montreux  
1 week in London

\*Business Research Project can  
be completed up to 15 months  
from the start of your program.  
\*\*European Credit Transfer and  
Accumulation System

## EXECUTIVE MASTER'S IN LUXURY MANAGEMENT AND GUEST EXPERIENCE

Spring intake

**Delivering Excellence  
in Guest Experiences**  
+ Residential Week in London

**Implementing a  
Sustainable Luxury  
Strategy**

**Exploring New Luxury  
Ecosystems**  
+ Residential Week in Montreux

**Branding in the  
Digital World**  
+ Business Research Project

**Business Research  
Project**  
Optional extra time if required

Fall intake

**Exploring New Luxury  
Ecosystems**  
+ Residential Week in Montreux

**Branding in the  
Digital World**  
+ Business Research Project

**Delivering Excellence  
in Guest Experiences**  
+ Residential Week in London

**Implementing a  
Sustainable Luxury  
Strategy**

**Business Research  
Project**  
Optional extra time if required

## How your typical study week will look

Based on 14-18 hours study per week



**8** hours  
self study and  
group work



**5** hours  
project assignment  
and case studies



**2** hours  
Live Connect sessions



**1** hour  
live interaction with  
faculty (recorded)

## Live Connect sessions

In each online module there are five to  
six Live Connect sessions of two hours'  
duration, which are duplicated to cover  
different time zones. These sessions  
are virtual classes with faculty, enabling  
you to ask questions, interact with  
classmates and deliver presentations.



Discover our Executive  
Master's in Luxury Management  
and Guest Experience program



# Program Modules

## Exploring New Luxury Ecosystems

### COURSES

Business Trends in Luxury  
High Gastronomy and Fine Dining  
Building the New Sustainable Luxury  
Intercultural Leadership, Inclusion and Diversity  
Luxury Markets, Enterprises and Culture

### ADDITIONAL HIGHLIGHTS

Residential Week on Glion campus  
Masterclass in 'Ultra Luxury Experiences'

## Branding in the Digital World

### COURSES

Building Brand Equity Omnichannel  
Sales Strategy in Luxury Industries  
Digital Transformation and Data Analytics  
Digital Marketing and Communication in the Luxury Industry  
Blockchain and Luxury Digital Products and Experiences

### ADDITIONAL HIGHLIGHTS

Masterclass in 'Branding (iconic)'  
Masterclass in 'Omnichannel Sales'

## Delivering Excellence in Guest Experiences

### COURSES

Service Culture and Operational Excellence  
Impactful Design and Architecture  
Retail and Physical Distribution Channels  
Experiential Economics  
Behavioral Foundations of Guest Experience

### ADDITIONAL HIGHLIGHTS

Residential Week on London campus  
Workshop 'Design Thinking'  
Masterclass in 'Behavioral Sciences'

## Implementing a Sustainable Luxury Strategy

### COURSES

Strategic Management for Luxury Brands  
Talent Development in the Luxury Business  
Corporate Finance and Value Creation  
Sustainable Business Models

### ADDITIONAL HIGHLIGHTS

Masterclass in 'Strategic Sustainable Investments and Investors'

## Business Research Project

### OVERVIEW

Based on a real-world commercial challenge  
Develop, analyze and synthesize a business problem  
Present recommendations to management



DR. ELEONORA CATTANEO  
Program Director

## Residential Weeks



Two on-campus Residential Weeks, one in Switzerland and one in the UK, featuring face-to-face classes, workshops and discovery field trips.

## Accreditation



# Meet some of your expert faculty



*Dr. Eleonora  
Cattaneo*

**SUBJECT:**

*Building Brand  
Equity*

**EXPERIENCE:**

*Eleonora Cattaneo obtained her PhD in Marketing from the University of Pavia in Italy, MBA from SDA Bocconi and BA from the University of Bristol, UK. A published author, Eleonora has extensive industry experience as a consultant and senior advisor for global brands and leading luxury hospitality groups.*



*Dr. JinFu  
Heo*

**SUBJECT:**

*Building the New  
Sustainable Luxury*

**EXPERIENCE:**

*A luxury and sustainability professional, with experience across teaching, advising and research. She has served as an innovation advisor at Chanel for several years, while additionally conducting a number of innovation and sustainability projects for other major clients.*



*Cecilia  
Peverelli*

**SUBJECT:**

*Talent Development in  
the Luxury Business*

**EXPERIENCE:**

*As a Visiting Lecturer to Glion, Cecilia is presently HRD Commercial and Growth at YOOX Net-a-Porter Group. Her previous experience includes seven-and-a-half years with Louis Vuitton, where she was HR Director Italy before taking the role of HR Development Director EMEA.*



*Tiziana  
Tini*

**SUBJECT:**

*Digital Marketing and  
Communication*

**EXPERIENCE:**

*Tiziana is a specialist digital communication and digital marketing consultant with a strong track record in luxury. After almost five years as a Professor at Grenoble Ecole de Management, she joined Glion in 2019, bringing with her direct industry experience that includes roles at Salvatore Ferragamo, Max Mara Fashion Group and Cacharel.*



*Matthieu  
Tran-Van*

**SUBJECT:**

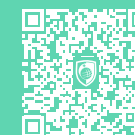
*Digital Transformation  
and Data Analytics*

**EXPERIENCE:**

*After a decade of experience at Google, Matthieu helps ambitious entrepreneurs to grow and sustain their online businesses through Google Ads.*

## *Faculty introduce their courses*

Learn what to expect from this executive Master's program through our course introduction videos. Use the link below to discover the videos, more program faculty and their LinkedIn profiles.



*Discover more program  
faculty, LinkedIn profiles  
and course introductions*



**SIMON JOSEPH**  
Executive Master's in Luxury  
Management and Guest  
Experience student

"I wanted to make the transition out of consumer goods into the luxury industry and for that I needed to build my skill set and gain a better understanding of it, focusing wholeheartedly on luxury and guest experience.

With this Master's I feel I have totally accomplished what I set out to do. In particular, I've found it of immense value being exposed to the wisdom and experience of lecturers who have been in the industry for many years as business leaders, consultants and academics. It's been an incredibly enriching experience." •



*Discover why professionals  
chose this Executive  
Master's program*



# Executive Master's in Hospitality and Business Leadership

*Invest in your future  
as a hospitality leader*

If you are passionate about hospitality, and ambitious to succeed, it's time to get serious about realizing your leadership potential.

The Executive Master of Advanced Studies in Hospitality and Business Leadership delivers specialized knowledge and skills that will give you a crucial edge in the race to the top. Leveraging the strength and status of Glion – a world leader in hospitality business education – this Executive degree features four modules of bespoke online learning

supplemented by an immersive Residential Week at our flagship Glion campus in Switzerland.

Study at your own pace alongside your present role; enjoy face-to-face learning and exceptional networking opportunities; and graduate with a fully accredited Master's degree worth 60 ECTS credits\*.

We look forward to welcoming you to our Executive Master's program; and to accompanying you on your journey to the highest levels of hospitality leadership.

\*European Credit Transfer and Accumulation System



# Study pathway

**DURATION:**  
12 months\* of  
distance learning

*4 modules of 12 weeks'  
duration each*

*Average of 15 hours  
of study per week*

**INTAKE:**  
November 2025

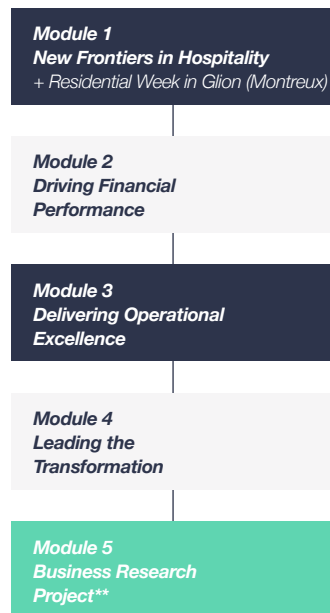
**CREDITS:**  
ECTS\*\* 60  
US 30

**RESIDENTIAL WEEK:**  
1 week at Glion/  
Montreux campus  
in Switzerland

*\*Business Research Project can  
be completed up to 15 months  
from the start of your program.  
\*\*European Credit Transfer and  
Accumulation System*

**EXECUTIVE MASTER OF ADVANCED  
STUDIES IN HOSPITALITY AND  
BUSINESS LEADERSHIP**

*Online delivery*



## How your typical study week will look

*Based on 15 hours study per week*



**7** hours  
*self-study, voice-overs from faculty & additional materials*



**5** hours  
*project assignment and case studies*



**3** hours  
*recorded live sessions with faculty & peers*

# Program Modules

## Module 1 New Frontiers in Hospitality

### CREDITS

ECTS\* 12/ US 6

### COURSES

Disruptive Business Models in Hospitality  
Leadership, Diversity and Intercultural Management  
New Technologies and AI in Hospitality  
Sustainability and Ethics in Hospitality

## Module 2 Driving Financial Performance

### CREDITS

ECTS\* 12/ US 6

### COURSES

Managerial Accounting and Financial Analysis  
Hospitality Corporate Finance  
Hotel Asset Management and Deal Structuring  
Entrepreneurial Business Strategies

## Module 3 Delivering Operational Excellence

### CREDITS

ECTS\* 12/ US 6

### COURSES

Strategic Digital Marketing and Sales  
Revenue, Channel and Demand Management  
Managing Hospitality Operations  
Operational Risk Management

## Module 4 Leading the Transformation

### CREDITS

ECTS\* 12/ US 6

### COURSES

Innovation in the Hospitality Industry  
Real Estate Investments and Finance  
Organizational Behavior and Change Management  
Leadership in Uncertain Times

## Module 5 Business Research Project

### CREDITS

ECTS\* 12/ US 6

### OVERVIEW

Develop, analyze, and synthesize a business problem  
Establish recommendations to management  
Optional extra time (can be completed up to 15 months from the start of your program)

### + RESIDENTIAL WEEK

On Glion campus, Switzerland



DR. MARIJA LAZAREV  
Program Director

## Residential Week



A unique and exceptional feature of this Executive Master's sees participants spend a week on campus in the hills above Montreux.

## Accreditation



# Course descriptions & faculty

## DISRUPTIVE BUSINESS MODELS IN HOSPITALITY

### TAUGHT BY:

Mariana Palmeiro

### OVERVIEW:

This course addresses the evolving needs of the hospitality industry and consumer demands. It emphasizes adopting innovative business models and technology-driven solutions to solve systemic issues. The focus is on equipping managers with a strategic mindset to articulate and develop business models incrementally, meeting market changes. It also fosters the ability to create disruptive models that tap into new customer categories.

## NEW TECHNOLOGIES & AI IN HOSPITALITY

### TAUGHT BY:

Dr. Maurizio Caon

### OVERVIEW:

This course examines the influence of digital transformation on the hospitality sector, focusing on the integration of new technologies and data. It delves into big data systems, exploring the opportunities and challenges they present. The course investigates architectural solutions applicable to the hospitality industry for data processing and analytics. Learn to evaluate specific data systems and apply data analysis methods to problem-solving in various hospitality contexts.

## HOSPITALITY CORPORATE FINANCE

### TAUGHT BY:

Jackson Dang

### OVERVIEW:

This course equips participants with the necessary tools to comprehend investment decisions made by corporations in an international context and evaluate their financial feasibility. Through the examination of case studies, students will learn to assess financial risk, analyze diverse sources and costs of financing, and determine the value of projects. It also explores the utilization of derivative instruments for hedging financial and operational risks faced by multinational corporations.

## REVENUE, CHANNEL & DEMAND MANAGEMENT

### TAUGHT BY:

Debra Adams

### OVERVIEW:

The course focuses on optimizing revenue and profitability for service firms, primarily in the hospitality sector. Participants will learn revenue optimization foundations and advanced concepts, including demand forecasting, inventory control, pricing strategies, and channel management. The course aims to improve net revenue by enabling participants to make informed decisions and implement successful revenue management strategies.

## LEADERSHIP IN UNCERTAIN TIMES

### TAUGHT BY:

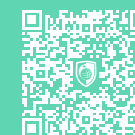
Mark Hardie

### OVERVIEW:

The course explores the challenges of volatility, uncertainty, complexity, and ambiguity (VUCA) in industries, with a focus on hospitality. Develop solution-oriented leadership skills, evaluating and managing risks in uncertain situations. Key themes include managers as leaders, navigating uncertainty and crises, and driving organizational change. Tackle complexity, guide teams to effective solutions, and embrace ambiguity while achieving results.

## Faculty introduce their courses

Learn what to expect from this executive Master's program through our course introduction videos. Use the link below to discover the videos, more program faculty and their LinkedIn profiles.



Discover more course introductions, faculty and their LinkedIn profiles





# Admission requirements

## *For our Executive Master's programs*

### MINIMUM AGE

For the Executive Master's in Luxury Management and Guest Experience: 27 years old at the start of the program.

For the Executive Master's in Hospitality and Business Leadership: 25 years old at the start of the program.

### EDUCATION

University degree in any discipline. A specialized diploma in luxury or hospitality will also be considered.

### PROFESSIONAL EXPERIENCE

You have demonstrated leadership potential. Ideal candidates will have at least five years' work experience (for Executive Master's in Luxury Management and Guest Experience) or at least three years' work experience (for Executive Master's in Hospitality and Business Leadership) including managerial experience (direct management or project management).

### MINIMUM ENGLISH LANGUAGE REQUIREMENTS

You must be proficient in English. If English is not your first language, or if you have not spent the last two years working in a company where English is the primary language, we can provide you with a bespoke English test. Alternatively, you can send us a copy of one of the following:

- *International English Language Test (IELTS): 6.0 overall*
- *Test of English as a Foreign Language (TOEFL): Internet-based 80 or paper-based 550*
- *Cambridge Advanced Exam: Grade C*

Your English level will also be assessed during the interview process.

## *Prepare your application*

### CV OR RESUME

In a professional CV format, please provide a detailed record of your academic and/or professional background.

### ACADEMIC RECORDS

We will require a copy of your University degree. If a degree is not in English (for UK) or English, French, German or Italian (for Switzerland), an official certified/translated copy in English will be required.

### PASSPORT(S) COPY

Please send a legible copy of your passport(s).\*

### REFERENCE LETTER(S)

You must submit a referral letter of an academic or professional nature.

## *After submitting your application*

### INTERVIEW WITH THE SCHOOL

Once your application has been received, you will be contacted to schedule a formal interview with a senior member of the Academic team so we can understand your reasons for applying and your career plan and so we can ascertain if you are a suitable candidate for the program. The interview will be similar to a typical job interview.

*\*Your passport must be valid for at least six months after the program has started.*



*Tuition fees*



*Apply online*



YOUR FUTURE

Career



MASTER'S PROGRAMS





# Your future career



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# Where

WILL GLION  
TAKE YOU?

*A first-class ticket to a global career*

A Master's degree from Glion earns you a first-class ticket to exciting careers at the forefront of some of the world's most dynamic industries. With a portfolio of distinctive, career-focused programs to choose from, you can equip yourself with the knowledge and skills to pursue a wide variety of career paths in hospitality, luxury, real estate and finance – or become an entrepreneur. With the Glion name on your CV, and the support and engagement of fellow Glion alumni, your options will be limitless.



# Develop the tools for career success



## *Academic rigor*

A Glion Master's degree introduces you to a new level of academic rigor. You will be immersed in your topic, benefiting from the teaching of a hand-picked faculty and expert guest lecturers. Every course is created with the aim of readying you for professional success.



## *Direct industry exposure*

Our Master's programs each have a specialized focus, which enables us to build path-specific industry partnerships. As a student, you'll benefit directly from these partnerships, gaining priceless exposure and networking opportunities through guest lectures, business projects and field trips.



## *Immersive internships*

Should you choose to complete your Master's with a professional internship, our outstanding global reputation and excellent industry relationships will place you in prime position to secure the best available opportunities. During your internship, you will put what you have learned to the test, while gaining relevant career experience and building your network.



## *Bespoke career support*

Our dedicated Career Services team will provide you with the resources, techniques and tools to achieve your professional objectives as a Master's graduate. We offer every student highly personalized career services, from advice on writing the perfect CV to finding the right roles that match their skills and interests.





# Master's graduate careers

With a Glion Master's, you will have a proven pathway to your chosen industry sector. The academic knowledge and professional polish you develop with us will open doors to any business that puts emphasis on a perfect balance between hard and soft skills. Examples include:

## *Hospitality & tourism*

- Hotels and resorts
- Restaurants and bars
- Night clubs and casinos
- Tourism management
- Cruise ships
- Sharing economy companies
- Online travel agencies

## *Luxury*

- Personal luxury goods
- Luxury retail
- Luxury brand marketing
- Yachts, private jets and automobiles
- Luxury hospitality
- UHNW concierge services
- Fine dining, food and wine

## *Entrepreneurship & business*

- Hospitality entrepreneur
- Start-up
- Family business owner
- Business development manager
- Innovation leader
- Consultant

## *Real estate & financial services*

- Real estate management
- Real estate investment
- Hotel development
- Consultancy
- Private banking
- Insurance brokerage

Your future career

# We are committed to your career

## Build your confidence & connections

At Glion, we are dedicated to preparing you for leadership positions in the world's most admired companies. Our Career Services team does much more than just gather employment offers. Team members act as personal career counselors, working tirelessly to develop an ever-growing list of premium quality industry partners so you have access to the very best career opportunities.



# 98%

*of job-seeking students graduating in 2023 received one or more employment opportunities (Census: April 2024)*



## Career services & resources



*Introduction to internships and hiring practices in the hospitality and luxury industries*



*Online database of internship, management training and employment offers*



*CV support, interview preparation and on-campus/online recruitment events*



*Build your network: early membership of the Glion Alumni Association*



*Recruitment Day in Switzerland*





JACQUIE LUTZ  
Head of Career Services and  
Industry Relations,  
Glion Institute of Higher Education

"Our team aims to prepare students for lifelong career success by equipping them with a variety of skills and resources for professional growth.



*Why are Recruitment  
Days so valuable for  
students?*

Throughout their time at Glion, we help students find internships, meet industry recruiters and acquire techniques and strategies for job hunting and securing their dream position." •

# Your internship advantage

## *Live & learn in the global industry*

At any given time, hundreds of Glion students are living and working on professional internships across the world. As a Master's student, you can opt to complete an internship after your two academic semesters on campus.

With a huge variety of opportunities available, you can choose your internships based on the company and location you desire and according to your language skills and career aspirations. During your internship, you will dive into your chosen sector and type of business, practicing the skills and deploying the knowledge you learned on campus.

Throughout your internship experience, you will continue to build your contacts, references and employment history. These are powerful assets in an increasingly competitive employment market and they will help you get your leadership career off to an exciting and dynamic start.



250<sup>+</sup>

*recruitment visits  
on campus or online  
each year*



866

*students on internship*



6.4

*average number of  
internship offers per  
student*

*2023 data*









IULIA BAKSHA  
HR Intern, Marsa Al Arab,  
Jumeirah Hotels and Resorts  
Graduated in 2024

"I am eager to learn from a company that is a recognized leader in the luxury hospitality industry.

I have a clear goal within luxury hospitality and I am dedicated to pursuing it, overcoming any challenges that may arise. This internship has provided me with the skills that are essential for my long-term professional goals. Staying in Dubai also makes sense, because there is such a strong and active Glion Alumni community here, which provides new networking opportunities as well as job openings." •



*Read more about  
Iulia's internship  
experience in Dubai*





# From classroom to career success

## *How your Master's makes a difference*

Outstanding employability is a key 'return on investment' from a Glion education. Some 98% of our job-seeking students graduating in 2023 received one or more employment offers. At Master's level, this also means an ability to aim higher: you will join a more elite 'club' having achieved a graduate degree – opening doors to more prestigious positions. Examples include:



*Recruitment Day  
beyond hospitality*

### IN HOSPITALITY

- *Business Development Coordinator, Edwardian Hotels*
- *Rooms Division Management Trainee, Rosewood*
- *Assistant Sales and Marketing Manager, Gault & Millau*
- *Revenue Management Intern, Soho House*

### IN LUXURY

- *Retail Business Development Coordinator, Cartier*
- *Client Experience Associate, LVMH*
- *Human Resources Assistant, Richemont Group*
- *Events Trainee, Jaeger-LeCoultre*

### IN FINANCE

- *Capital Markets, Derivative and OTC Analyst, Banque Edmond de Rothschild*
- *Credit Middle Office Analyst, CBRE*
- *Pricing Analyst Intern, IHG*
- *Investment Banking Intern, J.P. Morgan*

Your future career

# Real-world networking opportunities

*Explore the industry  
& make career  
connections through  
business field trips*

Every full-time Master's program incorporates an immersive field trip, offering unique access to key industry players representative of your study topic.

These bespoke, multi-day experiences have packed itineraries featuring company visits, presentations by senior executives, plus lunches and dinners at which you can experience the best of local gastronomy while getting to know fellow students in more relaxed circumstances.



*Explore Barcelona  
with our Master's in  
International Hospitality  
Business students*

## RECENT TRIPS HAVE INCLUDED:



*Master's in Luxury  
Management and Guest  
Experience: Monaco*



*Master's in Hospitality,  
Entrepreneurship and  
Innovation: Lisbon*



*Master's in Hospitality  
Business Leadership:  
Barcelona*



*Master's in Real Estate,  
Finance and Hotel  
Development: Munich*

Your future career





**DR. ELEONORA  
CATTANEO**  
Program Director, Master's  
in Luxury Management  
and Guest Experience  
Glion Institute of Higher Education

"The field trip is part of the learning journey, allowing students to experience luxury first hand. We recently went to Monaco, which is a unique, 100% luxury destination. Iconic hotels, restaurants, classic cars and perfume making really gave us a 360-degree overview of luxury in this place.



*Discover the Master's in  
Luxury Management and  
Guest Experience field  
trip to Monaco*

It is an excellent opportunity for students to meet with HR and talent managers from different brands and discuss possible career opportunities." •

# A powerful alumni network

## *The Glion Spirit lasts forever*

After graduation, and for the rest of your life, you will remain connected to an influential global network of industry professionals and entrepreneurs. You will have privileged access to new positions and career opportunities from our alumni, who choose Glion first when recruiting fresh talent and forging partnerships.

The Glion Alumni platform is an invaluable resource: a website that features news and business insights, job postings, a directory of the global alumni community, access to a series of curated events and expert-led thought leadership.



*Learn more about  
alumni careers  
and services*

### ALUMNI SPREAD



17,500  
*alumni*



160  
*countries globally*

### ALUMNI CAREER SECTORS



52%  
*work in hospitality,  
tourism & F&B*



48%  
*work in luxury goods, marketing,  
events, banking & finance*

### ALUMNI CAREER PROGRESSION



3  
*years after graduation  
on average to secure a  
managerial role or above*



86%  
*of alumni become  
managers in less  
than five years*



# Graduates: where are they now?

Graduating from Glion is the first step towards exciting, international careers in hospitality, luxury and beyond. Here, we highlight just a few of the varied roles our alumni are currently performing.



## *Hospitality*

JEAN-NICOLAS VILLETTE  
Front Office Manager,  
Renaissance Paris Nobel Tour  
Eiffel Hotel, Paris  
Graduated 2019

SEBASTIAN ARMENTANO  
Duty Manager,  
Bulgari Hotel,  
Rome  
Graduated 2022



## *Luxury*

CLOTILDE FONTENY  
HR Admin Specialist,  
Cartier,  
Geneva  
Graduated 2019

CHEN FANG  
Digital Assistant,  
Richemont,  
Shanghai  
Graduated 2022



## *Finance*

NICOLAS GEOFFROY-  
LOMBARD  
Finance Manager, Four  
Seasons Hotel George V, Paris  
Graduated 2022

SAURABH SARAF  
Facility Manager,  
CBRE,  
Mumbai  
Graduated 2020



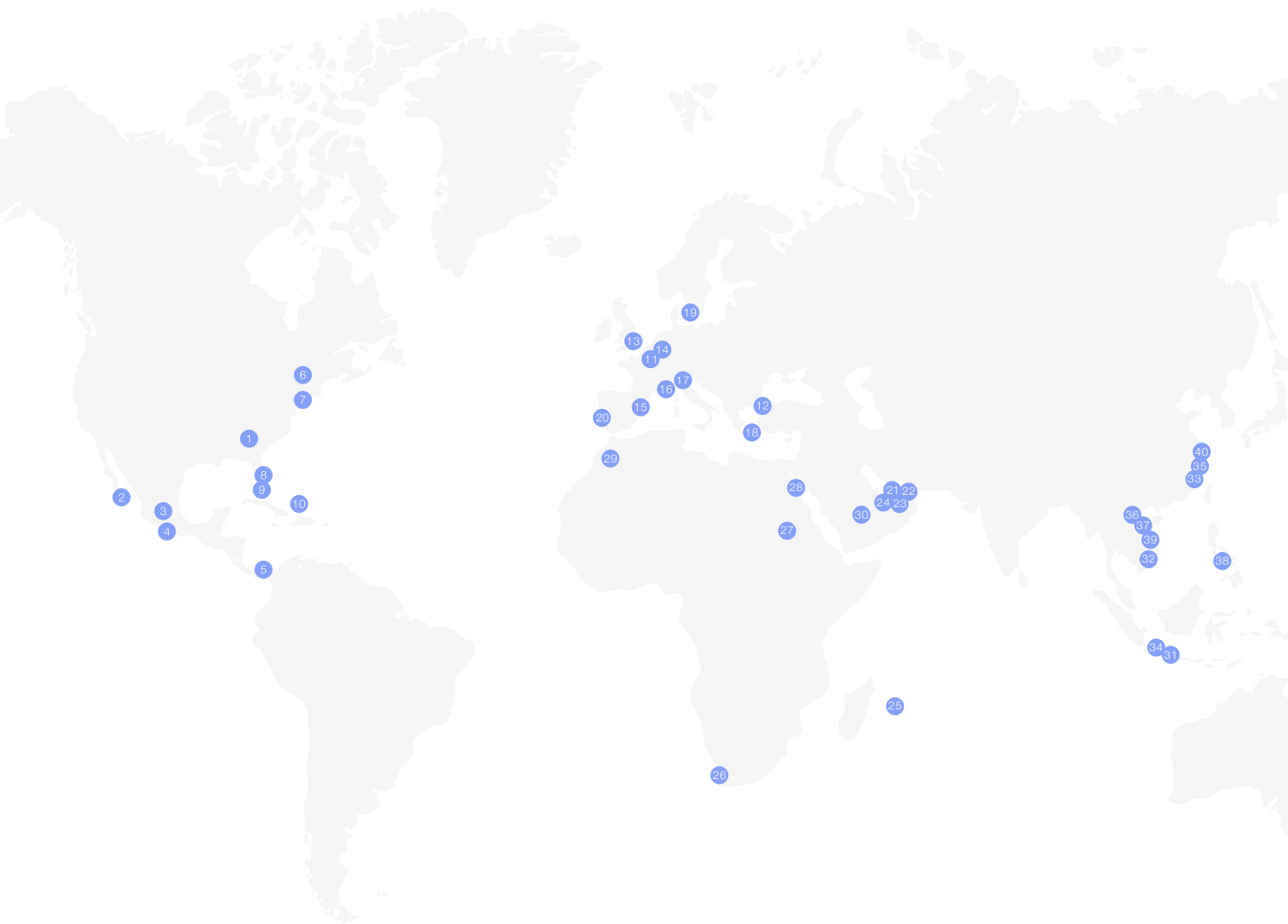
## *Events*

MYLENA EMERY  
Events & Sponsorships  
Coordinator, Zenith Watches,  
Neuchâtel  
Graduated 2022

TIFFANY CAILLET  
Events and F&B Manager,  
Rolex,  
Bienne  
Graduated 2022



# Properties managed by Glion alumni in 2024



## *North & South America*

1. Atlanta Marriott Alpharetta, Atlanta, Georgia, USA
2. Four Seasons Resort Los Cabos, Mexico
3. Hyatt Regency Mexico City Insurgentes, Mexico
4. Banyan Tree Cabo Marqués, Mexico
5. Bristol Panama, Panama
6. Ramada Plaza by Wyndham Montreal, Canada
7. Insignia Hotel Brooklyn, New York, USA
8. Four Seasons Hotel and Residences Palm Beach, Florida, USA
9. The Ritz-Carlton South Beach, Florida, USA
10. Ambergis Cay, Turks and Caicos

## *Africa & Middle East*

21. voco Dubai The Palm, UAE
22. Kempinski Mall of Emirates, Dubai, UAE
23. Hyatt Place Dubai Hotels & Residences, UAE
24. Five Jumeirah Village, Dubai, UAE
25. Shangri-La le Touessrok, Mauritius
26. Mount Nelson, a Belmond Hotel, South Africa
27. Al Salam Hotel Khartoum, Sudan
28. Pyramisa Beach Resort & The V Luxury Resort Sahl Hasheesh, Egypt
29. Hotel Les Deux Tours, Marrakech, Morocco
30. Fairmont Residences Riyadh, Saudi Arabia

## *Europe*

11. Château de Courcelles, France
12. Kempinski Ciragan Palace, Istanbul, Turkey
13. Baglioni Hotel London, United Kingdom
14. Hôtel Lancaster Paris Champs Elysées, Paris, France
15. W Barcelona, Spain
16. Carlton Cannes, France
17. Four Seasons Hotel Milano, Milan, Italy
18. Elysium Resort & Spa Kalithea, Rhodes
19. Clarion Hotel & Congress Malmö Live, Sweden
20. Villa Collection, Lisbon, Portugal

## *Asia & South Pacific*

31. Raffles Jakarta, Indonesia
32. Park Hyatt Saigon, Ho Chi Minh City, Vietnam
33. Park Hyatt Ningbo, China
34. Hotel Indonesia Kempinski Jakarta, Indonesia
35. The Shanghai EDITION, Shanghai, China
36. Sheraton Hanoi West, Vietnam
37. Pullman Hai Phong Grand Hotel, Vietnam
38. Shangri-La Mactan, Cebu, Philippines
39. Premier Village Danang Resort, Vietnam
40. The InterContinental Shanghai Jing'An & The Indigo Shanghai Jing'An, China





**PIERGIORGIO REGAZZO**  
Junior Project Manager,  
Partnerships and Entertainment,  
IWC Schaffhausen  
Graduated in 2021



*Piergiorgio shares more  
about his internship  
and first job with IWC  
Schaffhausen*

"My role is to maintain and develop professional relationships with key partners and suppliers, support marketing activations from concept to execution and monitor the use of contractual assets with partners and brand ambassadors. Each day is different and the cooperation with internal teams – such as legal, events, finance, brand image, logistics and design – as well as with external stakeholders makes the job exciting." •





VICTORIA FABRE  
Consultant, Investor and  
Development Services at  
Cushman & Wakefield,  
EMEA Hospitality  
Graduated in 2021

"I wanted a Master's that combined finance, real estate and hotel development and that is why I chose Glion. This Master program gave me the keys to the hospitality and real estate industries. I don't think I could do this job without the knowledge I gained at Glion.

Initially, I didn't think I would get a job that fast, but two months before graduating, I already had a job. I now go to Glion's Recruitment Days to find new talents." •

Alumni testimonial

# Discover more alumni stories



**SHIV NATH KATARIYA**  
Senior Associate - Valuations and  
Advisory, Noesis Capital Advisors,  
India, Graduated in 2024

"The networking  
opportunities at Glion are  
outstanding – we get to  
meet students and  
lecturers from all over  
the world and experience  
many different cultures."•



*Read more about  
Shiv's experience at  
Glion London*



**RAISHA GARGARI**  
Co-Founder,  
Casa Arsha, Mexico  
Graduated in 2022

"While at Glion, we were  
encouraged daily to stay abreast  
of the latest and emerging  
hospitality trends. One of those  
was the idea of selling  
memorable experiences and the  
difference that can make in  
creating business growth."•



*Discover how Raisha set  
up her sustainable luxury  
resort in Mexico with her  
Glion alumnus husband*

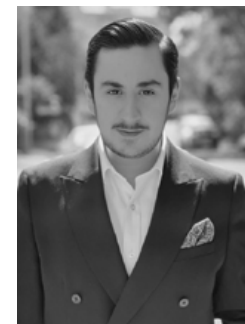


**FABIENNE STANITZ**  
Founder & CEO,  
FabstWines, Luxembourg  
Graduated in 2023

"From A to Z, I was taught  
how to create and manage  
a successful start-up, with  
supportive guest lecturers  
always available to provide  
guidance and advice."•



*Glion Master's  
education provides  
Fabienne's start-up  
launchpad*



**SHAHAB SHAFIEE HANJANI**  
Co-Founder & CEO,  
Versible, France  
Graduated in 2021

"The main goal is to become  
the most integrated private  
equity management software  
provider in Europe and to  
deliver a product that can  
integrate any other tool that  
helps our clients manage their  
operations more efficiently."•



*The brother and sister  
alumni duo on their  
formula for success*

THE GLION

*Experience*



MASTER'S PROGRAMS



# The Glion Experience



63	72
64	74
65	76
66	77
67	78
68	80
71	





# Welcome

## TO GLION

*A world of opportunities*

As a Glion Master's student, every element of your academic program and student life is geared towards your future career success. Throughout your time studying with us, you will be immersed in a highly professional, culturally diverse setting interacting with students, faculty and visiting industry experts. And when you graduate, you can use your newly acquired knowledge, together with the power of the Glion name, to open doors to rewarding positions in the world's fastest-growing industries.



# The Glion *difference*



## *60 years of excellence*

At Glion, you will benefit from the academic expertise and industry relationships we have been cultivating since we were founded in 1962. Upon graduation, you will join 17,500 alumni in leadership positions across hospitality, luxury, finance and other industries.



## *Trusted by employers*

Industry professionals across the world recognize the excellence of Glion graduates. This is why we are ranked among the global top ten institutions for Hospitality and Leisure Management education and employer reputation (QS World University Rankings by subject, 2024).



## *Balanced diversity*

Our multicultural campus environments are mirrors of the global hospitality industry, with students and faculty gathered from every corner of the world. At any given time, we welcome over 100 different nationalities to campus, creating an open and tolerant atmosphere that enables our students to develop unique intercultural fluency.



## *International study options*

We teach full-time Master's programs at all three of our international campuses, with each location providing an ideal environment for graduate-level learning. Our Executive programs, meanwhile, features on-campus residential sessions in a range of locations. Check your chosen program for campus information.



# The Executive Master's experience

Although our Executive Master's programs are centered on remote learning, we have built an inclusive, face-to-face element into the curricula, giving participants the opportunity to experience campus life at Glion.

During your Residential Week(s), you will experience the best of Glion, including our trademark applied learning alongside immersive field trips and exceptional networking.

“We spent a week at Glion's Montreux campus. The facilities, the location and especially the people were gorgeous. We dined at the Michelin star restaurant on campus – a delightful experience – and I especially appreciated the time and space we were given to meet my classmates and faculty members in person.”

MICHELLE TANG  
Executive Master's in Luxury  
Management and Guest Experience

The Glion Experience



# Discover the Glion Spirit

## *Impressive diversity within a close-knit community*

At Glion, you will join students from many other countries to cultivate the celebrated Glion Spirit in a family-style, multicultural community that embraces diversity and collaboration. Your bespoke Master's courses will challenge you to work in teams with students who do not think like you. The activities and

sports will give you a chance to experience new things and get a taste of life in other places. Our faculty members and visiting lecturers will share their insights with you. When your studies conclude, you will emerge with exceptional cultural knowledge, industry connections and international friendships that will last a lifetime.



*The meaning  
behind the  
Glion Spirit*



### A MULTICULTURAL STUDENT POPULATION



107  
nationalities

48%  
Europe

6%  
Americas

42%  
Asia &  
Oceania

3%  
Africa &  
Middle East

### LIVE & LEARN IN A CULTURALLY IMMERSIVE ENVIRONMENT



Team work



Group projects



Social activities



Clubs & sports

# Life in Switzerland

*An admired country located in the heart of Europe*

Switzerland is truly the best place in the world to study hospitality. It is safe and well-organized, yet fun – the Swiss are ranked among the world's top 10 happiest people, according to the World Happiness Report. The country offers a wide selection of historical cities, regional products and traditions, alongside a thriving economy and entertainment culture. It is also conveniently located, with excellent flight and train connections for weekend trips to other parts of Europe.

Though famous for its skiing and winter sports, Switzerland is a year-round magnet for those keen on healthy, outdoor pursuits. And you will have world-class cultural events, such as Art Basel and the Montreux Jazz Festival, on your doorstep.

#### EXAMPLES OF TRIPS, TOURS & ACTIVITIES ORGANIZED BY & FOR STUDENTS

- *Strasbourg, France*
- *Milan, Italy*
- *Lyon, France*
- *Europa Park, Germany*
- *Ski days, tobogganing, paragliding*



100<sup>+</sup>  
*luxury hotels*



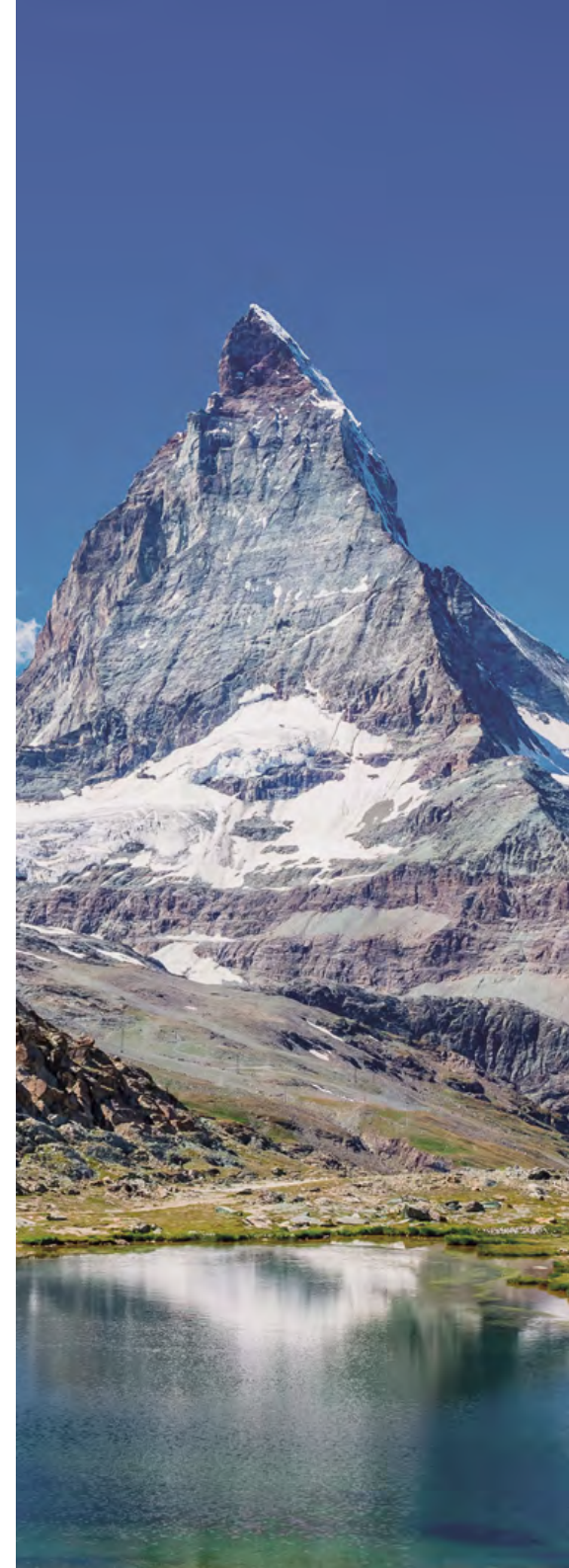
330<sup>+</sup>  
*ski resorts*



132  
*Michelin-starred restaurants*



1100<sup>+</sup>  
*museums*





# Introducing Glion campus

*Breathtaking views,  
five-star hospitality facilities*

You will experience a semester on Glion campus if you choose our Master's in Luxury Management and Guest Experience or our Master's in Hospitality, Entrepreneurship and Innovation. It is our flagship campus and its superb hillside setting offers panoramic views over Montreux, Lake Geneva and the Alps. In this boutique hotel environment, you will experience the most sophisticated, cutting-edge elements of luxury, hospitality and fine dining. Facilities for students include a Michelin-star gastronomic restaurant, which is also open to the public.

## *Facts & facilities*

- Established in 1962
- 350 students
- 5 student accommodation buildings
- 16 classrooms and study rooms
- Michelin-star gastronomic restaurant
- Bistro
- Self-service restaurant
- Lounge bar
- Coffee bar

## *Stay fit & active*

- Gymnasium and fitness room on-site
- Activities: swimming, tennis, hiking, running, badminton, ping pong, yoga, boxing, cross fit, stand-up paddle board
- Teams: football, rugby, volleyball and basketball

*Note: Sports teams vary every semester based on student demand.*



Glion  
campus  
tour

The Glion Experience







BEATRICE ANGELERI  
Master's student

"You really feel like a family where you are part of something, of an inspiring environment. I am a Student Ambassador, so I work with professors and students and I also organize trips, like last Saturday when we went to Milan. It's something that will really change your life, I have never had an experience like this before.



*Hear Beatrice's study  
experience in Gilon*

Here, we are individual people who work together for a better future." ●

# Introducing Bulle campus

*A great place to study  
& enjoy the outdoors*

The modern, university-style Bulle campus hosts our Master's in Hospitality Business Leadership, plus semesters of the Master's in Luxury Management and Guest Experience and the Master's in Hospitality, Entrepreneurship and Innovation. The campus feels like a business school, set between beautiful mountains, a medieval town and a thriving city. The historic old town of Bulle has a chateau and weekly market, while elsewhere there are modern buildings and shops, trendy bars and cafes. It is the perfect place to relax and study, while having easy access to everything a student might require.



Bulle  
campus  
tour

## *Facts & facilities*

- Established in 1989
- 850 students
- 4 student accommodation buildings
- 16 classrooms and study rooms
- Library
- Self-service restaurant
- Bar

## *Stay fit & active*

- Free membership for two fitness centers and a racket club (tennis, badminton, squash)
- Activities: indoor climbing club, hiking and cycling (rentals on-site)
- Teams: football, rugby, volleyball and basketball

*Note: Sports teams vary every semester based on student demand.*

The Glion Experience



# Life in London

## *London: a global hub of business & hospitality*

London consistently ranks among the most visited cities in the world and is widely regarded as Europe's financial and business capital. The city offers endless opportunities for fun and learning: it is a magnet for international students, who choose institutions in London and the UK for their excellent academic reputation, immersion in English and as a thriving hub for business, luxury and entertainment.

### EXAMPLES OF EXCURSIONS & ACTIVITIES ORGANIZED BY & FOR GLION LONDON STUDENTS

- *Top West End shows and film premieres*
- *Unique dining experiences*
- *Luxury hotel visits*
- *International sports venue tours – Wimbledon tennis, Chelsea football stadium*
- *Shopping in central London and Westfield London*

*Note: Excursions vary every semester.*



# #1

*city in the world for university students - QS Best Student Cities 2024*



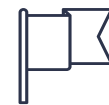
# 80

*Michelin-starred restaurants in London*



# 160<sup>+</sup>

*five-star hotels in London*



# 41%

*of London's student population are international*









# Introducing London campus

## *University life in a global capital of business & hospitality*

Our London campus is located in Downshire House, in the grounds of the University of Roehampton (UoR). From campus, you are just 40 minutes by public transport from the heart of the city, which means you can experience the exciting London life while studying in a safe, peaceful environment. Glion London offers a close-knit, friendly atmosphere, with ready access to all the facilities of the wider UoR campus, including its world-class library, restaurants, student clubs and sports venues.

### *Facts & facilities*

- Glion London was established in 2013
- 200 Glion students
- UoR has more than 180 years of history

### *World-class facilities*

- 54 acre parkland campus
- Library offering 1,200 study spaces across five floors
- 9 restaurants and numerous coffee shops
- Sports facilities
- Supermarket



Glion  
London  
campus

The Glion Experience







# Develop your leadership potential

As a Glion student\*, you have the opportunity to take part in two established leadership programs, enhancing your soft skills while adding extra gloss to your resume.

## *Student Government Association*

The Student Government Association (SGA) brings students together to improve the overall Glion experience. The SGA officially represents the student body and is a link between the students, senior campus management, faculty, staff and all other student associations.

Elected by peers, the SGA Committee is empowered to organize a wide range of activities and to supervise, lead and manage all other Glion committees. All students are invited to stand for election to the SGA Committee.



Get in touch with  
one of our Student  
Ambassadors

## *Glion Ambassador Program*

The Glion Ambassador Program supports students in developing and improving their leadership skills. This in turn strengthens their future employability. Selected each semester by Student Affairs, our Ambassadors aim to improve student life through peer-to-peer support, organizing events and activities on campus while also representing the school during open days and VIP visits.

\*Please note, these programs are not available to Executive Master's participants.



Discover the  
Glion Ambassador  
Program

The Glion Experience



# A truly exceptional student *experience*

Master's study is intense; so we ensure our students also have ample opportunities to unwind and enjoy typical university life.

Every semester, our campuses are buzzing with events and activities. Talent shows, baking and cooking competitions, cultural fairs, sports competitions, theme nights, fundraisers and much more awaits you.

You will automatically become part of our Student Government Association

(SGA), where you can make your voice heard, organize committees and events and take part in the leadership of the school.

Our students also run a number of specialist committees dedicated to the arts, the environment, charitable activities and more. Joining a committee will allow you to explore your creativity and personal interests while developing leadership and management skills by organizing events.



*United we  
outstand*



*Learn about our  
student committees  
and leadership  
programs*

The Glion Experience



# *A few of our* student-led committees

## *Arts Committee*

The Arts Committee provides a platform to celebrate the creative talent of students across all campuses. In addition, it supports other committees in delivering innovative and engaging events.

## *Charity Committee*

Each semester, a charity partner is chosen by students and the committee works to raise funds and awareness, an effort that culminates in the Glion Charity Gala.

## *Culinary Committee*

Broadens students' appreciation of the world of food and beverage. From selecting ingredients to creating menus, the group educates through providing culinary experiences.

## *Glion Student Media*

Being part of the Glion Student Media team helps to maximize each student's skills through implementing educational workshops and collaborations with local students.

## *Graduation Committee*

Responsible for arranging the Graduation Ceremony gala dinner, as well as bringing students together for fun times on and off campus throughout the semester.

## *Green Committee*

The committee's mission is to raise environmental awareness and encourage sustainable practices. They achieve this through innovative events both on Glion campuses and in the local community.



### *Master's Committee*

Provides activities and leadership opportunities so Master's students can make the most of their limited time on campus and truly experience and exemplify the Glion Spirit.

### *Sports Committee*

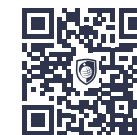
Helping promote the wellbeing of students both physically and mentally. Organizes sports across Glion campuses under the motto: "We are one, we are united, we are Glion Sport".

### *Wine Committee*

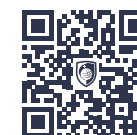
Working to broaden students' understanding and knowledge of wine by organizing events and workshops including wine tasting, food pairing, meetings with producers and vineyard visits.

### *Networking Committee*

This committee brings major industry players from varied backgrounds to share their experiences. Such leaders include the former Worldwide Vice-President of L'Oréal and Chanel's President of Fashion.



Discover more  
about our committees  
and events



TikTok:  
@glion.spirit



Instagram:  
@glion.studentlife



# Activities for everyone

## *Swiss campuses*

Switzerland offers a limitless range of indoor and outdoor activities year-round. You can enjoy skiing, sledding and snow shoeing in the winter or try river rafting, climbing, cycling and hiking from spring to fall. With so many options, you can be sure to try at least one new sport here.

Here are some of the sporting activities regularly provided in and around our Glion and Bulle campuses:

- Volleyball
- Rugby
- Soccer
- Basketball
- Tennis
- Squash
- Badminton
- Running
- Climbing
- Swimming
- Horse riding
- Yoga

## *London campus*

Students at our London campus have access to the full range of activities offered by our partner, the University of Roehampton. Many different clubs are available, all managed by the students themselves and giving everyone the chance to play a sport they enjoy. Activities change every semester and Glion students also have their own sports committee.







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Route de Glion 111  
1823 Glion-sur-Montreux  
Switzerland

#### BULLE CAMPUS

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1630 Bulle  
Switzerland

#### LONDON CAMPUS

Glion Institute  
of Higher Education  
Downshire House  
Roehampton Lane  
London, SW15 4HT  
United Kingdom



**SWISS**  
MADE