







GLION

# Master's

IN

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



ACADEMIC PROGRAMS





# *Master's* degrees in hospitality, luxury & finance

*06*

*13*

*07*

*14*

*08*

*16*

*09*

*18*

*10*

*20*

*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.

## *Glion campus*

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.

## *Bulle campus*

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.

## *London campus*

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's especially attractive for Master's-level studies of hospitality business, real estate and finance.





# 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.

### QAA Reviewed

Quality Assurance Agency  
for Higher Education

### 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.

## Ranking



### QS WORLD UNIVERSITY RANKING

Glion is continuously ranked among the world's top five 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, 2023).

## 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.



# 82%

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

### YOU HAVE THE BEST TOOLS

Our campuses feature the latest technology and industry standard equipment.



# 60

*lecturers and professors*

### YOU GET TO FOCUS ON YOUR TOPIC

Each MSc is carefully programmed to bring exceptional depth to your subject area studies, with 360 hours of teaching time included.



# 60

*visiting faculty and experts*



# 13

*average years of faculty industry experience*

## *Learn from the best*

### DR. ELEONORA CATTANEO

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

### MARIAM MEGALLY

*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*

## MASTER OF SCIENCE IN HOSPITALITY BUSINESS LEADERSHIP

**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 and an internship with one of the world's leading organizations. You will learn to manage key departments and functions in a hospitality business, conduct research and analyze data and put your knowledge to the test in real international hospitality businesses.

### *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 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 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*

## 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*

MASTER OF SCIENCE IN LUXURY MANAGEMENT & GUEST EXPERIENCE

**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

*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 details

## Semester 1

### HOSPITALITY IMMERSION PROGRAM

*(Optional 4-week program)*

### 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 & 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 & 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 & 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*



*Program Director  
Dr. Eleonora Cattaneo  
introduces 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*

## MASTER OF SCIENCE IN HOSPITALITY, ENTREPRENEURSHIP & INNOVATION

**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

*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 & 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 & 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 & 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*



*Program Director  
Mariam Megally  
introduces the program*



*Students share their  
thoughts and opinions  
about the program*



*Meet your  
program faculty*



**MARIAM MEGALLY**  
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*

## MASTER OF SCIENCE IN REAL ESTATE, FINANCE & HOTEL DEVELOPMENT

**Semester 1**

London

**Semester 2**

London

+ Real Estate  
Challenge

**Semester 3**

Internship  
OR  
Business Research  
Project

### *Hotel Real Estate Investment Strategy*

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 HVS in hotel valuation methods.



# 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  
Sustainable Real Estate  
Business Research Methods

### PROFESSIONAL CERTIFICATIONS

| STR Analytics Certificate I & II

### HOTEL REAL ESTATE INVESTMENT STRATEGY



Hear from program faculty and alumni

## 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



Students share their thoughts and opinions about the program

## Semester 2

### INVESTMENT STRATEGIES & FINANCING

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

### 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.

### 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.*



Tuition fees



Apply online



Step-by-step admissions process



GLION

# Executive

MASTER'S IN

Luxury Management and Guest Experience  
Global Hospitality Leadership



ACADEMIC PROGRAMS





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

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Academic programs



# Executive

## EDUCATION

*Flexible learning to accelerate  
your leadership career*

There are many components in a modern leader's toolbox and it can be difficult to accumulate them all purely through on-the-job experience. At the same time, few ambitious professionals are able to step away from the workplace to study full time to acquire the necessary knowledge and skills. 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, these degrees are 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 almost 17,000 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 five 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, 2023).

## Affiliation

### SOMMET EDUCATION

#### A SOMMET EDUCATION BRAND

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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.

in luxury & hospitality

# 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

**INTAKE:**  
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

Fall intake



## 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.*



*Andri  
Rabetanety*

**SUBJECT:**

*Blockchain and Luxury  
Digital Products and  
Experiences*

**EXPERIENCE:**

*Having been project lead on blockchain tokenization for real estate assets, Andri brings real-world insights into this fast-growing technology. Currently Chief Operating Officer at 1inch Network, he delights in sharing his passion during Master's courses, executive training and at conferences.*



*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*





**GIANMARCO DE LUNA**  
Executive Master's in Luxury  
Management and Guest  
Experience student

"I have always worked in hospitality, but I wanted to explore luxury and the ecosystems that support it more deeply. When I saw this program at Glion and understood what it offered, I thought it appeared to be the perfect fit.

The course is really well structured and you can easily balance it with your work life. For example, you can view a recording of any of the classes if you're unable to attend online, which means you don't miss anything important. What's even better is the fact that, because I'm studying while working, I get the opportunity to apply what I've learned in a professional environment instantly." •



*Read more about  
Gianmarco's executive  
study experience*





# Global Executive Master's in Hospitality 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 Global Executive Master's in Hospitality Leadership fills your managerial toolbox with the knowledge and skills that will give you a crucial edge in the race to the top.

Leveraging the combined strengths of Glion and ESSEC Business School – both world leaders in their fields – this Executive Master's features four modules of bespoke online learning supported by immersive Residential Weeks held at Glion and ESSEC campuses in four countries.

Study at your own pace alongside your present role, enjoy face-to-face learning and exceptional networking opportunities and graduate with a triple-accredited Master's degree worth 30 US 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.

IN PARTNERSHIP WITH





# Introducing ESSEC Business School

*A collaboration with a  
world-leading institution*

A pioneer in business education since 1907, ESSEC Business School's mission is to address the challenges of the future. In an interconnected, technologically advanced and uncertain world where tasks are becoming increasingly complex, ESSEC offers a unique pedagogical approach. This is based on the creation and dissemination of cutting-edge knowledge, a blend of academic learning and practical experience and a focus on multicultural openness and dialogue.

After graduation from our Global Executive Master's program, you will be part of a combined Glion and ESSEC alumni community that numbers more than 85,000 individuals worldwide.



**5k**

*executive education  
participants trained  
each year*

**#6**

*executive education  
programs (FT, 2022)*

**69k+**

*worldwide ESSEC  
alumni network*





# Study pathway

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

4 leadership-focused modules of 12 weeks' duration each

Average of 15 hours of study per week

**INTAKE:**  
Fall

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

**RESIDENTIAL WEEKS:**  
4 Residential Weeks

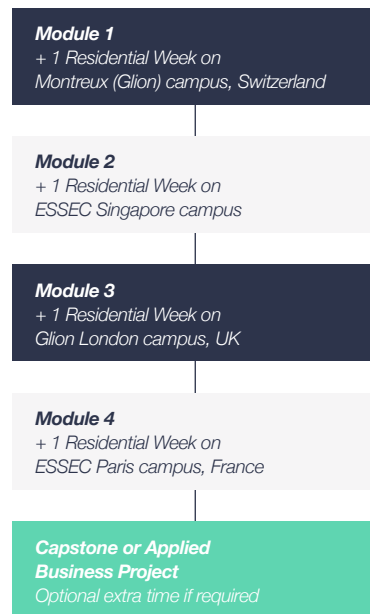
1 week in Montreux (Glion)  
1 week in Singapore (ESSEC)  
1 week in London (Glion)  
1 week in Paris (ESSEC)

\*Capstone or Applied Business Project can be completed up to 18 months from the start of your program.

\*\*European Credit Transfer and Accumulation System

## GLOBAL EXECUTIVE MASTER'S IN HOSPITALITY LEADERSHIP

All courses delivered online



## 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 forums & case studies



3 hours

recorded live sessions with faculty & peers

### Modular format

1 Residential Week every 12 to 20 weeks and online learning

### Hybrid location

a combination of Residential Weeks in Switzerland, Singapore, UK & France and online learning



Discover our Global Executive Master's program in Hospitality Leadership

# Program Modules



Module 1:

## *New Frontiers in Hospitality*

### RESIDENTIAL WEEK

Montreux (Glion)  
campus, Switzerland

### COURSES

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

### MASTERCLASS

Metaverse, a  
Revolution for the  
Hospitality Industry?



Module 2:

## *Driving Financial Performance*

### RESIDENTIAL WEEK

ESSEC Singapore  
campus

### COURSES

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

### MASTERCLASS

Blockchain  
Technology in  
Hospitality



Module 3:

## *Delivering Operational Excellence*

### RESIDENTIAL WEEK

Glion London  
campus, UK

### COURSES

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

### MASTERCLASS

Crisis Management  
in Hospitality



Module 4:

## *Leading the Transformation*      *Capstone or Applied Business Project*

### RESIDENTIAL WEEK

ESSEC Paris  
campus, France

### COURSES

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

### MASTERCLASS

Retaining Talent  
– New Challenges

### OVERVIEW

Develop, analyze  
and synthesize a  
business problem  
Make  
recommendations  
to management

*Triple accredited  
program*

*This Master's degree  
is accredited by three  
internationally recognized  
bodies: AACSB, EQUIS,  
and NECHE.*



# International Residential Weeks

## Intensive learning, extensive networking

A unique and exceptional feature of this Executive Master's sees participants spend a week on campus in Montreux, Singapore, London and Paris.

During these carefully curated Residential Weeks you will:

- Attend face-to-face classes delivered by international faculty members
- Meet visiting experts
- Enjoy behind-the-scenes tours of leading hotels and other hospitality businesses
- Get to know your fellow participants as you build a strong team dynamic

You will also have the opportunity to meet and network with locally-based alumni from both Glion and ESSEC.

### Each Residential Week includes:



4.5 days of courses



0.5 days of Capstone



1 day business field trip with company & cultural visits



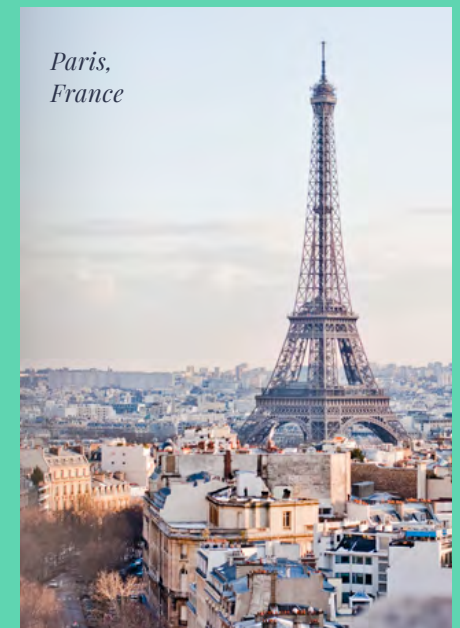
Montreux,  
Switzerland



Singapore



London,  
United Kingdom



Paris,  
France





# Introducing your program directors

You will be taught by a hand-picked faculty combining the very best minds from both Glion and ESSEC. Every class will be led by an acknowledged expert in their chosen field.



*Dr. Eleonora  
Cattaneo*

**PROGRAM DIRECTOR**

*Global Executive Master's in  
Hospitality Leadership*

**EXPERIENCE:**

*Extensive experience in education  
and industry as a consultant and  
senior advisor for global brands and  
leading luxury hospitality groups.*



*Prof. Ashok  
Som*

**PROGRAM DIRECTOR**

*Global Executive Master's in  
Hospitality Leadership*

**EXPERIENCE:**

*A specialist in global strategy,  
international business and  
management, he has authored more  
than 110 cases, articles and books.*

in luxury & hospitality





VINCENZO VINZI  
Dean and President,  
ESSEC Business School



*Professor Vincenzo Vinzi  
discusses the partnership  
program between Gion and  
ESSEC Business School*

"If you want to boost your career in this industry, this is the perfect program for you. A great mixture of on-site learning and online content means you will learn the theory but also gain knowledge through hands-on application, from discussing with your peers and by alternating individual and in-group working.

Participants will learn how to become leaders and initiate change in this sector. They'll also learn how to make transformations happen by reconciling performance with an interest in the common good." •

# Admission requirements

## *For our Executive Master's programs*

### MINIMUM AGE

27 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, 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.

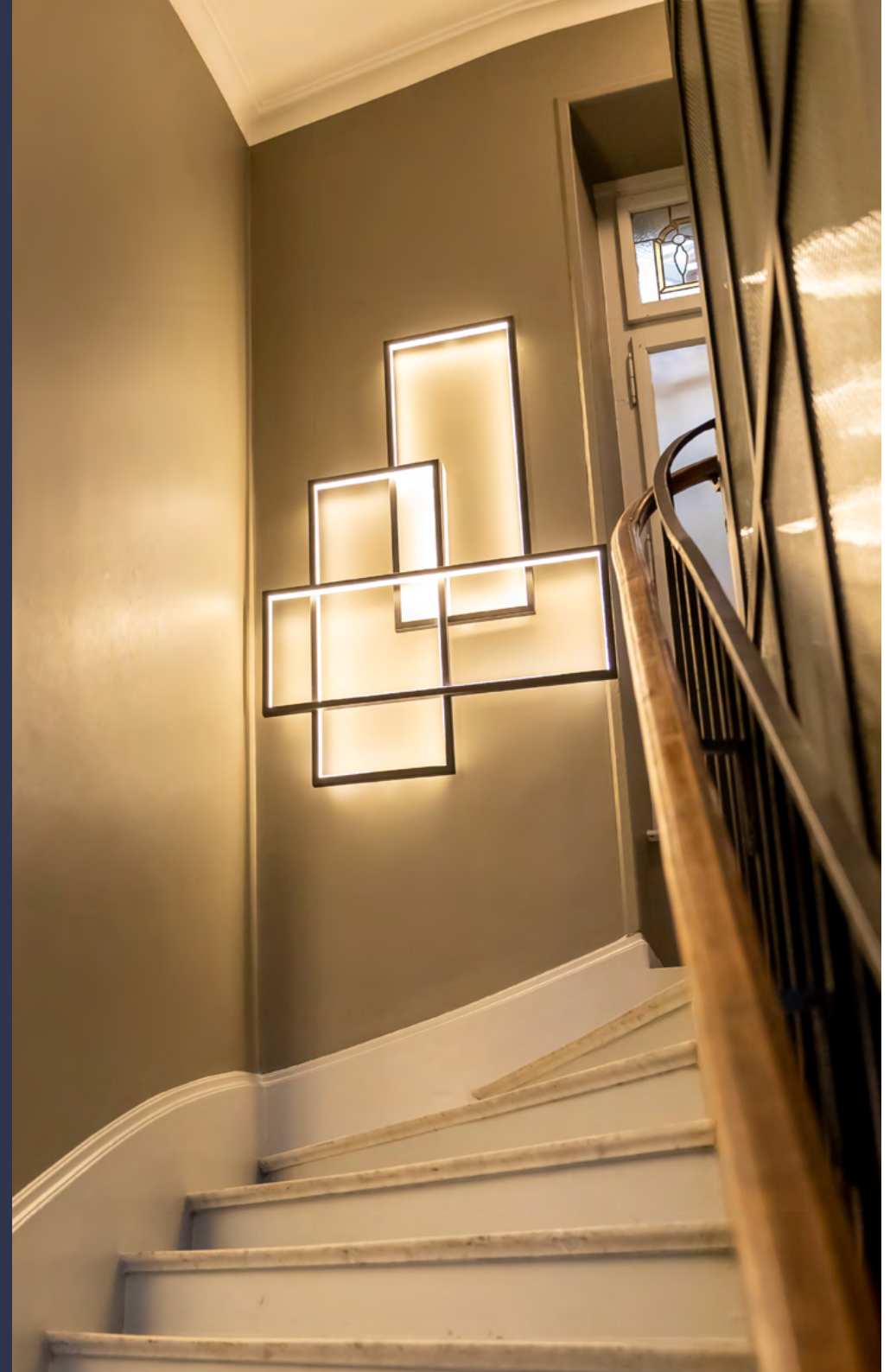
*\*Your passport must be valid for at least six months after the program has started.*



*Tuition fees*



*Apply online*



YOUR FUTURE

Career



MASTER'S PROGRAMS





# Your future career



46

55

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60

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61

54



# 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 education, 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 2022 received one or more employment opportunities (Census: May 2023)*



## 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.

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." •



*Why are Recruitment Days so valuable for students?*

# 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.



# 240<sup>+</sup>

*recruitment visits  
on campus or online  
each year\**



# 1032

*students on internship\**



# 6

*average number of  
internship offers per  
student\**

*\*2022 data*











CHIDOCHASCHE  
CHOLA  
Content Marketing Manager -  
Talent Acquisition and Employer  
Brand EMEA, Marriott  
Graduated in 2021

"During my internship I got involved in a new project as Special Project Manager, Workforce Innovation at Marriott. This took me to corporate level and ultimately my first role in March 2022 as part of Learning and Development and HR projects, delivering training to 394 hotels and property leaders.

It was a hard choice between staying in-property and going corporate, but my passion for this project is very strong. I handled all internal communications, ran training and carried out marketing and some data analytics. My progression was fast but I feel very grateful." •



*Read more about  
Chidochasche's journey  
from marketing to  
hospitality career success*



# 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 2022 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 Market, 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*

## RECENT TRIPS HAVE INCLUDED:

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, lunches and dinners at which you can experience the best of local gastronomy while getting to know fellow students in more relaxed circumstances.



*Master's in Luxury  
Management and Guest  
Experience: Monte-Carlo*



*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.

### ALUMNI SPREAD



16,900

alumni



160

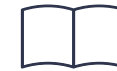
countries globally

### 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  
Deputy Front Office Manager,  
Hilton Opera,  
Paris  
Graduated 2018

SEBASTIAN ARMENTANO  
Duty Manager,  
Bvlgari Hotel,  
Rome  
Graduated 2022



## *Luxury*

CLOTILDE FONTENY  
HR Admin Specialist,  
Cartier,  
Geneva  
Graduated 2019

MARINA BURASCHI  
Client Advisor,  
Loro Piana,  
Dubai  
Graduated 2023



## *Finance*

RUSSELL FREED  
Hotel Investment Banking  
Analyst, JLL,  
New York  
Graduated 2022

SAURABH SARAF  
Facility Executive,  
CBRE Asia Pacific,  
Pune  
Graduated 2020



## *Events*

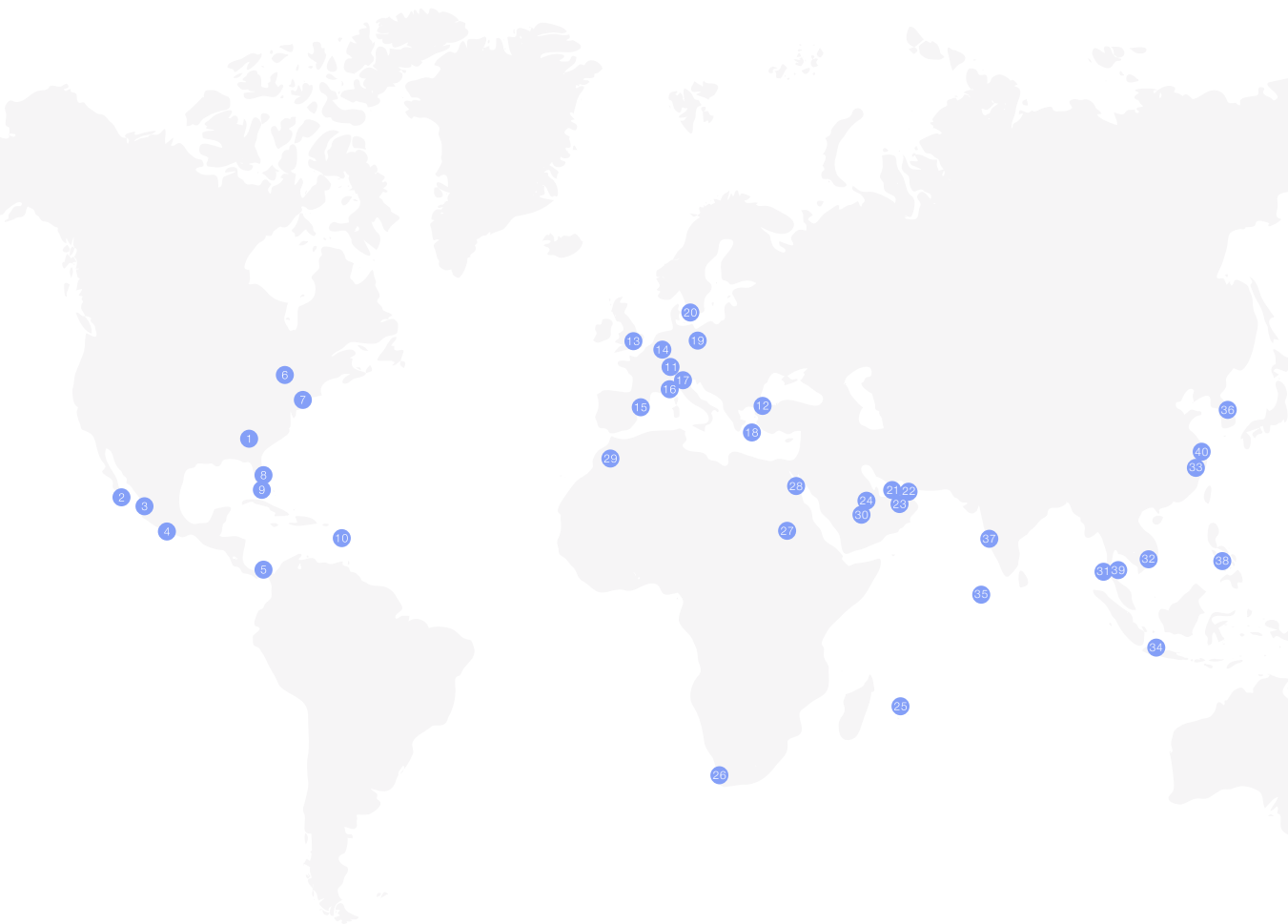
GIOVANNI D'ANDREA  
Senior Project Manager,  
SpotMe,  
Chicago  
Graduated 2018

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





# Properties managed by Glion alumni in 2023



## North & South America

1. Atlanta Marriott Alpharetta, Atlanta, Georgia, USA
2. Four Seasons Resort Los Cabos, Mexico
3. One&Only Nayarit, Mexico
4. Banyan Tree Cabo Marqués, Mexico
5. Bristol Panama, Panama
6. Hilton Ontario, 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. Secret Bay Resort, Dominica

## Africa & Middle East

21. voco Dubai The Palm, UAE
22. Kempinski Mall of Emirates, Dubai, UAE
23. Hyatt Place Dubai Hotels & Residences, UAE
24. The Ritz-Carlton Riyadh, Saudi Arabia
25. Shangri-La le Toussierok, Mauritius
26. Mount Nelson, a Belmond Hotel, South Africa
27. Al Salam Hotel Khartoum, Sudan
28. Steigenberger Resort Ras Soma, Egypt
29. Hotel Les Deux Tours, Marrakech, Morocco
30. Fairmont Residences Riyadh, Saudi Arabia

## Europe

11. Le Mirador Resort & Spa, Chardonne, Switzerland
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. Fairmont Monte Carlo, Monaco
17. Four Seasons Hotel Milano, Milan, Italy
18. Elysium Resort & Spa Kalithea, Rhodes
19. Marriott Hotel Berlin Central District, Germany
20. Clarion Hotel & Congress Malmö Live, Sweden

## Asia & South Pacific

31. Wyndham Grand Phuket Kalim Bay, Phuket, Thailand
32. Park Hyatt Saigon, Ho Chi Minh City, Vietnam
33. Park Hyatt Ningbo, China
34. Pullman Jakarta, Indonesia
35. One&Only Reethi Rah, Maldives
36. Kensington Hotel Seorak, South Korea
37. Kenilworth Resort & Spa Goa, India
38. Shangri-La Mactan, Cebu, Philippines
39. Novotel Phuket Resort, Thailand
40. JW Marriott Shanghai, 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." •

Alumni testimonial



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





SEBASTIAN ARMENTANO  
Executive Office Manager,  
Zuri Zanzibar Hotel and Resort  
Graduated in 2022

"As soon as I got here, I became Guest Relations Manager. When the General Manager saw my work, he wanted me to work with him on strategic projects. Two months after starting, I became Executive Office Manager. Now, six months in, I am taking responsibility for whole departments.



*Discover how Sebastian secured an executive role in up-and-coming Zanzibar*

In five years, I am confident I could assume the role of a General Manager of a five-star resort. In ten years, I would love to be a Regional Manager for a hotel chain." •

Alumni testimonial

THE GLION

# Experience



MASTER'S PROGRAMS



# The Glion *Experience*



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# 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. All our Master's degrees bring together six decades of experience in specialized business education, during which time we have become acknowledged as a global leader in our field. 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 nearly 17,000 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 five institutions for Hospitality and Leisure Management education and employer reputation (QS World University Rankings by subject, 2023).



## *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 up to 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, feature on-campus residential sessions in a range of locations. Check your chosen program for campus information.

# The Executive Master's experience

Although our two Executive Master's programs are centered on remote learning, we have built an inclusive, face-to-face element into both curricula, giving participants the opportunity to experience campus life at Glion and also at ESSEC Business School for those studying our Global Executive Master's in Hospitality Leadership.

During your Residential Weeks, 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. In the end, 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



98  
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*

*Note: Excursions vary every semester.*



85<sup>+</sup>

*luxury hotels*



300<sup>+</sup>

*ski resorts*



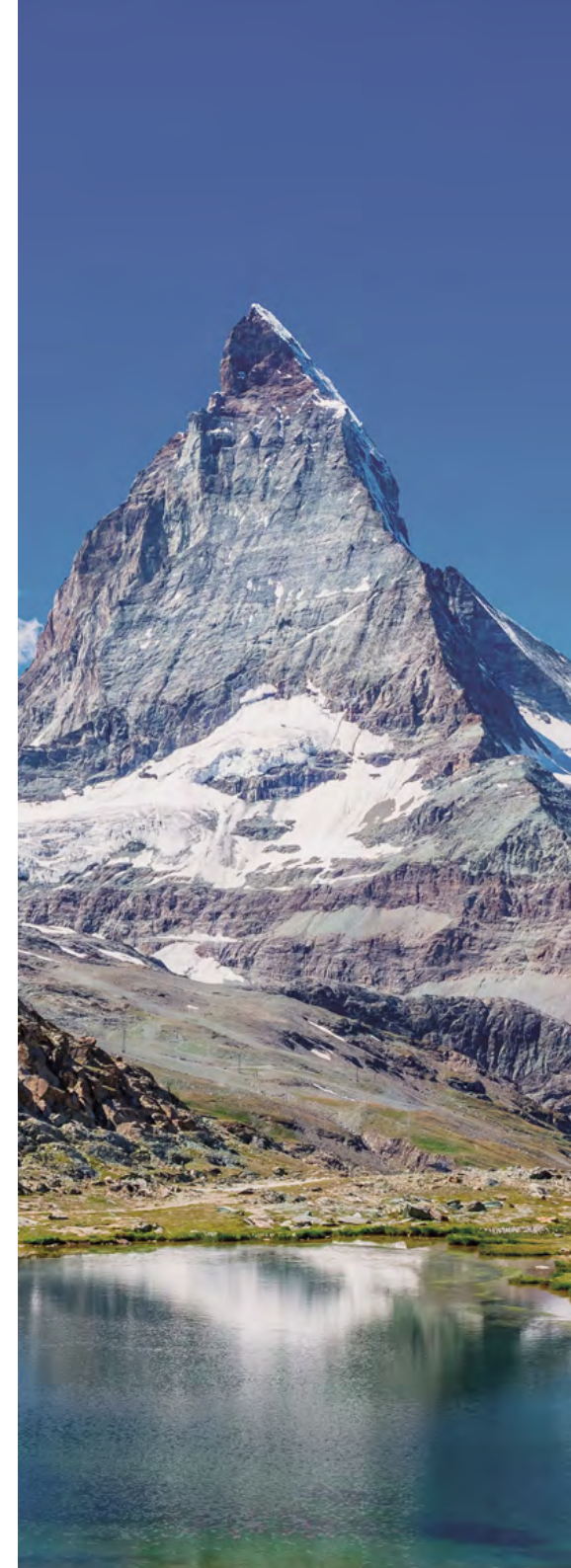
128

*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



*Hear Beatrice's study  
experience in Glion*

"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.

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
- Concept 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 2023



74

Michelin-starred restaurants in London



120+

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.

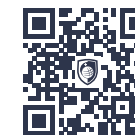
## *Glion Ambassador Program*

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.*



Learn about our  
student committees  
and leadership  
programs



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*

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 Students' TV*

Being part of the Glion Students' TV (GSTV) 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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**SWISS  
MADE**