



THE GLION



Experience



BACHELOR'S PROGRAMS



The Glion *Experience*



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Welcome

TO GLION

A world of opportunities

An iconic name in hospitality and luxury business education for more than 60 years, Glion is the destination of choice for ambitious young talents aiming for global careers in these dynamic and fast-growing industries.

From the moment you arrive on campus, you will be immersed in a refined, professional setting in which you'll live and learn alongside fellow students from up to 100 countries. Our promise is that your time with us will be truly transformative, opening your eyes to the world of possibilities that awaits you upon graduation, while equipping you with the knowledge, skills and maturity to thrive wherever your career takes you.



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 more than 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

If studying our Bachelor's in International Hospitality Business, you will have flexibility to switch your studies between our campuses in Switzerland and the UK. You can also opt to spend a semester studying in Spain with our partner institution. Together with your internships and on-the-job experience, this gives you the potential to live, study and work in six different countries while completing your degree.

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. The courses challenge you to work in teams to bring a uniquely global perspective to your studies. 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



107
nationalities

48%
Europe

6%
Americas

42%
Asia &
Oceania

3%
Africa &
Middle East

LIVE & LEARN IN A CULTURALLY IMMERSIVE ENVIRONMENT



Teamwork



Group projects



Social activities



Clubs & sports

Study the world with Glion

THREE COUNTRIES, FOUR EXCEPTIONAL CAMPUSES.
WITH GLION, THE WORLD IS YOUR CLASSROOM.



Glion, Switzerland

Our iconic Glion campus is built in a former Grand Hotel and sits in the hills overlooking the Montreux Riviera – surely one of the most beautiful settings of any place of learning. It is situated directly above Montreux, which offers a wide choice of cultural and social activities.



Bulle, Switzerland

This modern, university-style campus is located in Bulle, a charming medieval town nestled in the rolling countryside of the Gruyère region. The historic town offers a lively cultural scene, entertainment and plenty of sports activities.



London, United Kingdom

If you are attracted by the energetic city life, you can take advantage of the fact Glion is unique among Swiss hospitality schools in offering a campus in London, home to some of the world's finest luxury hotels and a center of international finance.

Transfers to London and Marbella are available only to Bachelor's in International Hospitality Business students.



*Marbella, Spain**

You could opt to spend a semester abroad at Les Roches Marbella, a sun-kissed, high-tech learning environment bursting with Mediterranean flair. As one of Europe's premier luxury travel destinations, Marbella is a living laboratory for hospitality innovation.

**Semesters abroad in Spain will take place on the campus of our sister school, Les Roches (depending on availability).*

Life in Switzerland

The home of hospitality 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⁺
luxury hotels



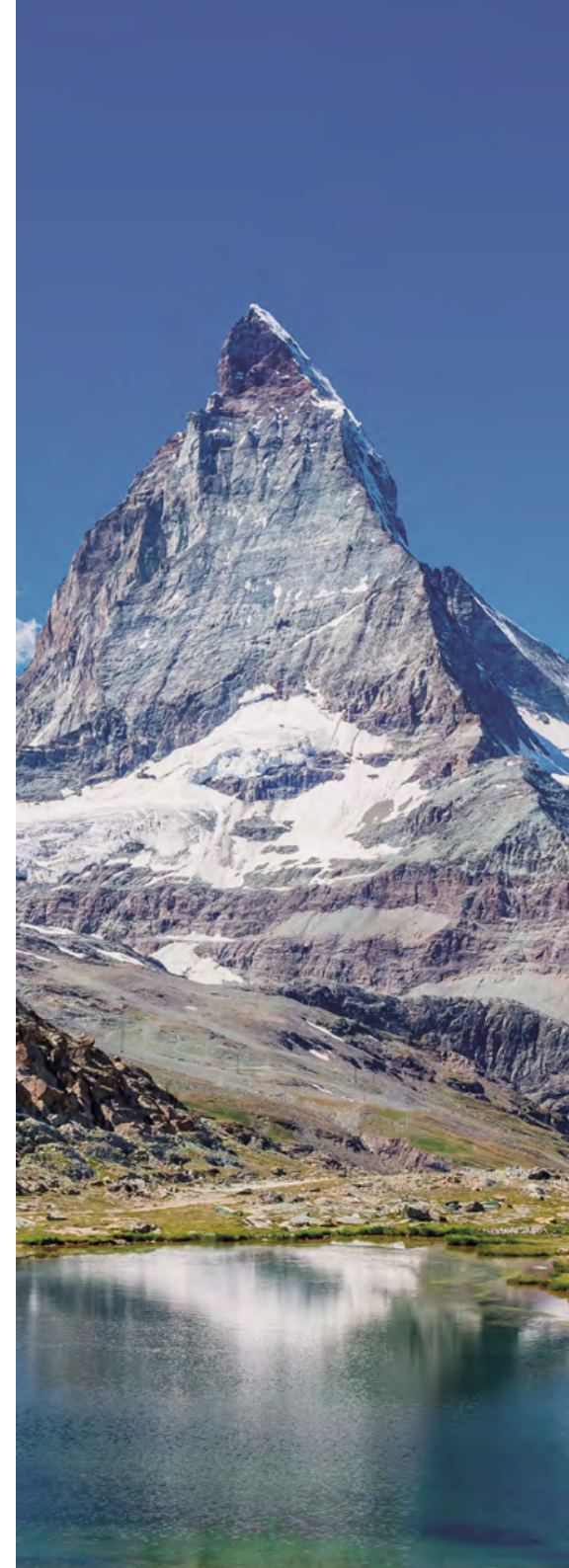
330⁺
ski resorts



132
Michelin-starred restaurants



1100⁺
museums



Introducing Glion campus

*Breathtaking views,
five-star hospitality facilities*

Glion campus is both our flagship and experiential learning center. From its superb hillside setting, the campus 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 hospitality and fine dining. Our world-class practical learning facilities include a Michelin-star gastronomic restaurant, which is 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



Glion
campus
tour

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

The Glion experience





MARIIA KRASNIKOVA
Bachelor's in International
Hospitality Business student

"On the very first day, when we checked in and embarked on the campus tour, I went out to the terrace of the club and met my future friends and teachers. It was at that moment I realized I was where I was meant to be.

As for Switzerland, it has its own unique vibe, kind and helpful people, beautiful landscapes, several official languages and, of course, an incredible location. I'm a keen traveler and I love being able to visit other countries within 20 minutes by car." •



Student life in Glion

Introducing Bulle campus

A great place to study & enjoy the outdoors

The modern, university-style Bulle 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 concentrate on your studies, while having easy access to everything a student might require.

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



Bulle
campus
tour

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

The Glion experience

Life in London

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

If you want to be at the cutting edge of hospitality and tourism, then our London campus is the place to go. 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 reputations. They also come to the UK to immerse themselves in the English language and because it is a thriving hub for business, luxury and entertainment.

*Please note that there is not currently a London study option for our Bachelor's in Luxury Business.

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+

five-star hotels in London



41%

of London's student population are international





Introducing London campus

University life in a global hospitality capital

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. Every student is 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 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.



Discover the
Glion Ambassador
Program

The Glion experience

A truly exceptional student *experience*

As a Glion student, you'll live life to the fullest, with new experiences that will power your personal development.

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 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 campus and out in the local community.



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.

Sports Committee

Helping to 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.



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.



BACHELOR'S IN INTERNATIONAL



Hospitality

BUSINESS



ACADEMIC PROGRAM



Bachelor's in International Hospitality Business



26	34
27	36
28	38
29	41
32	43
33	



Experience

EXCELLENCE

More than a degree, a career-maker

This Bachelor's degree from Glion will transform you, inspire you and set you on the pathway to a leadership career. You will build your professional skills and reputation on a strong heritage of Swiss excellence, backed by the strength of the Glion name among thousands of industry professionals. In the classroom, you will be guided by experienced faculty, using the latest learning technology to make you an independent, lifelong learner. Upon graduation, your degree and specialization will open doors to the most selective employers, for whom rigor, expertise and experience are prized assets.



Transformative education



Practice makes perfect

The art of hospitality – a warm welcome, exceptional service, timing and presentation – cannot be learned from books. You will master this art by practicing fine dining service and culinary arts, oenology, front office and housekeeping in the simulated boutique hotel environment of Glion campus.



Real-world skills

You will have the chance to see the world during internship and on-the-job experiences at top international companies of your choosing. The first will open your eyes to the industry and your own professional strengths, the second will give you the opportunity to reflect on managerial competencies in the workplace, while the third will create a bridge between your specialization and future career.



Apply your knowledge

During your Bachelor's thesis or applied business project, you will have the opportunity to review real-life business challenges and/or trends. In the applied business project, you will collaborate with an actual business partner under the guidance of a faculty supervisor.



Be wise, specialize

In today's competitive job market, having specialist knowledge and experience will make you stand out from the crowd. In the final year of the Bachelor's degree, you will have the choice to specialize in Luxury Brand Strategy, International Hotel Development and Finance or Guest Experience and Event Management.

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 RANKINGS

Glion is continuously ranked among the world's top ten higher education institutions for hospitality and leisure management and has also 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.



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.

YOU HAVE THE BEST TOOLS

Our Practical Arts facilities (kitchens, restaurants and reception) and academic classrooms all feature the latest technology and industry standard equipment.

YOU GET TO EXPERIMENT

Working on applied business projects with our industry partners, you will learn to solve challenges and seize the types of opportunities that occur in the real world.



94%

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



70

*faculty members and
Practical Arts instructors*



56

*visiting faculty
and experts*



13

*average years of faculty
industry experience*

Learn from the best

DR. BARBARA CZYZEWSKA

*Head of Luxury Brand
Strategy Specialization*

EDOUARD LOUAPRE

*Head of International Hotel Development
and Finance Specialization*

GIOVANNI MANFREDINI

*Head of Guest Experience and Event
Management Specialization*



15

*students per
Practical Arts class**



35

*students per academic class**

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





AUDREY REYNAUD
Associate Dean Bachelor's in
International Hospitality Business

"The Glion Bachelor's in International Hospitality Business prepares students for high-level careers in the hospitality and service industry sectors, boosting their overall experience, competencies and transferable skills.

The program begins by immersing students in the industry and building practical knowledge that they can then integrate and develop through more specialized academic studies in their final semesters." •



*The Glion student
journey*



Bachelor's in International Hospitality Business

Prepare for a global career

This Bachelor's degree is the perfect preparation for high-level leadership careers not just in the global hospitality industry, but also any customer-facing business where professional behavior and soft skills are prized. The curriculum features applied practical and academic learning, with two professional internships, an on-the-job experience and the opportunity to choose a specialization in the final academic year.

DURATION:
Experiential Year
*1 Practical Arts semester
+ six-month internship*

**+ Three-year
Bachelor of
Science Program**
*4 academic semesters
+ six-month internship
+ on-the-job experience*

INTAKES:
Spring
and Fall

CREDITS:
ECTS* 180
US 120

**European Credit Transfer and Accumulation System*

EXPERIENTIAL YEAR: 1 YEAR

Semester 1
*Practical Arts - Hospitality Excellence
Glion*

Semester 2
*Hospitality Professional Immersion
Internship*

Hospitality Experiential Year

In your Practical Arts semester, you'll learn, practice and assimilate the highest standards of hospitality service and operations under the eye of leading culinary and hospitality professionals.

BACHELOR OF SCIENCE (BSc) IN INTERNATIONAL HOSPITALITY BUSINESS: 3 YEARS

Semester 1
*Hospitality Fundamentals
Bulle, London or Marbella**

Semester 2
*Hospitality Management
Bulle, London or Marbella**

Year 1: Hospitality Managerial Excellence

You will further build and refine your knowledge of hospitality through advanced coursework, allowing you to develop a deeper understanding of management.

Semester 3
*Management Practice
Internship*

Semester 4
*Integrated Business Strategies
Bulle or London*

Year 2: Business Proficiency

Learn how to lead a hospitality business and master the tools of the trade, working through simulated hotel development and revenue management projects with experienced faculty members.

Semester 5
*Specialization & Bachelor's Thesis or
Applied Business Project, Bulle or London*

Semester 6
*On-The-Job Experience
& Research Project*

Year 3: Professional Expertise

Develop your critical thinking, research and writing skills to produce high-quality professional work and complete an Applied Business Project or Bachelor's Thesis.

**Opportunity to study this semester on international exchange at another Sommet Education campus (depending on availability).*

Program details

EXPERIENTIAL YEAR

1 year Hospitality Experiential Year

SEMESTER 1

Practical Arts - Hospitality Excellence

Service Excellence
Rooms Division
Culinary Arts
Food & Beverage
Practical Application
Universe of Wine
Wellness Operations
Consumer Insights and Behavior
Operational Budgeting
Introduction to IT Tools
Effective Communication
or English Advanced
**Luxury Gastronomy and
Hospitality Masterclass**

SEMESTER 2

*Hospitality Professional
Immersion - Internship*

BSc IN INTERNATIONAL HOSPITALITY BUSINESS

Year 1 Hospitality Managerial Excellence

SEMESTER 1

Hospitality Fundamentals

Hospitality Marketing Essentials
Hospitality Financial Accounting
Professional Communication
and Academic Writing
Human Behaviour
in the Workplace
Hospitality and Events Operations
IT Business Tools
General Education Elective

SEMESTER 2

Hospitality Management

Integrated Marketing
Communications in the Digital Era
Managerial Accounting
Management of Rooms
Economics for Hospitality
and the Tourism Industry
Data Analysis for Decision Makers
Concept Development and
Entrepreneurship in Food and
Beverage Management
General Education Elective

Year 2 Business Proficiency

SEMESTER 3

Management Practice - Internship

| *Reflection on Practice*

SEMESTER 4

Integrated Business Strategies

Business Development
and Strategy
Corporate Finance
Leadership Skills for
Change Management
Revenue Management and
Distribution Management
Human Resources
Talent Management
Sustainability in Ethical Business
Business and Academic
Research Methods

Year 3 Professional Expertise

SEMESTER 5

Specialization & Business Project

Luxury Brand Strategy
or
International Hotel
Development and Finance
or
Guest Experience and
Event Management
and
Bachelor's Thesis **or**
Applied Business Project
Specialization-based Field Trip

SEMESTER 6

On-The-Job Experience
Bachelor's Thesis **or**
Applied Business Project
(in line with specialization)

Luxury Gastronomy & Hospitality Masterclass



MAISON
DÉCOTTERD

A four-week immersion in world-class gastronomy

Our goal at Glion is to deliver exceptional learning experiences that immerse our students in the world of luxury hospitality. So we are extremely proud to partner with Michelin-starred Maison Décotterd to create an exclusive Masterclass for our first semester Experiential Year students.

Across four extraordinary weeks, you will meet influential experts who are delivering authentic luxury experiences in hospitality and gastronomy. You will gain an

in-depth knowledge of cuisine, combining visits, guest speakers and workshops.

Our program enables you to explore some of the best hospitality, gastronomy and produce that France and Switzerland have to offer. You will also take part in a workshop with Chef Stéphane Décotterd, enabling you to learn more about his culinary philosophy, and create a gastronomic experience using local products.



Discover the best of Switzerland

From caviar and fine wines to the enigmatic world of the truffle, your journey of gastronomic discovery in Switzerland is an absolute treat for the taste buds. You'll get closer to hospitality too, with a curated trip to the prestigious alpine resort of Gstaad providing an opportunity to meet some of the destination's leading hoteliers.



Enjoy a taste of luxury in Lyon

Your two-day trip to France's second city, Lyon, is a unique opportunity to live the luxury lifestyle. Its centerpiece is a night's stay in a 5* hotel, including a Q&A session with senior staff. You'll also enjoy lunch in a two Michelin star restaurant, along with gastronomic experiences including a visit to Europe's first theme park dedicated to wine!



Explore the universe of a Michelin-starred maestro

Learn more about the modern, sustainable approaches to gastronomy which are essential to the philosophy of Michelin star chef Stéphane Décotterd. Enjoy a fine dining experience at Stéphane's signature restaurant, and take part in a workshop with Relais & Châteaux, the intentional hospitality organization of which Stéphane is a member.



Experience two days of nature & nurture in Evian

Just across the border from Switzerland, Evian-les-Bains is famous worldwide for its natural mineral water. The town's hospitality industry grew out of its thermal spas, and your trip includes a visit to a spa along with a selection of 4* and 5* hotels. You will also join exclusive Q&As with senior staff at the town's casino and the Evian Resort Golf Club.

Image: Edouard Giubaud

Study abroad options

Live, study & work in up to six international locations

This is a truly international degree offering a number of opportunities to experience different countries. You can choose to study on our Glion London campus or spend a semester abroad in Spain with our sister school, Les Roches*. Our academic programs are aligned to give you seamless exchange options that will allow you to continue your program while gaining a completely new perspective.

EXPERIENTIAL YEAR



Semester 1
Glion



Semester 2
Internship

YEAR 1 BSc



Semesters 1 & 2
Bulle, London or Marbella*

YEAR 2 BSc



Semester 3
Internship



Semester 4
Bulle or London

YEAR 3 BSc



Semester 5
Bulle or London



Semester 6
On-the-job experience
& research project

*depending on availability



Glion London, United Kingdom

We are the only Swiss hospitality school to operate a campus in London, a global center of business, finance, luxury retail and hospitality. From our London campus, you can enjoy the endless leisure activities and entertainment of the UK's capital city, while also networking with the world's top brands.



Les Roches Marbella, Costa del Sol, Spain

Les Roches Marbella offers a sun-kissed, high-tech learning environment bursting with Mediterranean flair. In Marbella's warm, welcoming climate, you can enjoy the beaches, taste the Spanish gastronomy and experience the exciting nightlife and shopping of Puerto Banús, which attracts the jet-set crowd all year round.



MARIA BORTIGNON
Bachelor's in International
Hospitality Business student
Glion Institute of Higher Education

"Through my studies and my internships, Glion gave me the opportunity to travel and live in many different countries, which helped me to grow more than anything else.

I did my fourth semester at Glion's London campus and it was an amazing experience. I met lots of new students, not only from Glion, but also from the university next to us. Spending one semester in London has been fantastic and I definitely recommend it to other students." •



*Students share their
semester abroad
experiences in London*

Specialize in Luxury Brand Strategy

Luxury hospitality has never been more relevant to the wider luxury sector, with its focus on delivering exceptional personal service and creating memorable experiences for clients and guests. Ranging from boutique hotels, palaces, spas and luxury travel to cruises, gastronomy, fine wines and spirits, experiences continue to be the growth area in the luxury industry. Understanding luxury and the strategy of luxury brands provides a foundation for a career not only in the luxury and hospitality industries, but far beyond.

SUBJECT 1

*Understanding
Luxury Concepts
Background*

SUBJECT 2

*Building Luxury
Brand Identity
Strategy & Planning*

SUBJECT 3

*Utilizing Marketing
Communication Tools
Strategy & Planning*

SUBJECT 4

*Designing Luxury
Experiences
Implementation*

SUBJECT 5

*Delivering Service Excellence
in the Luxury Sector
Implementation*

Career opportunities

- Brand or marketing manager
- Guest relations or concierge manager
- Customer service manager
- Public relations executive

Industry sectors

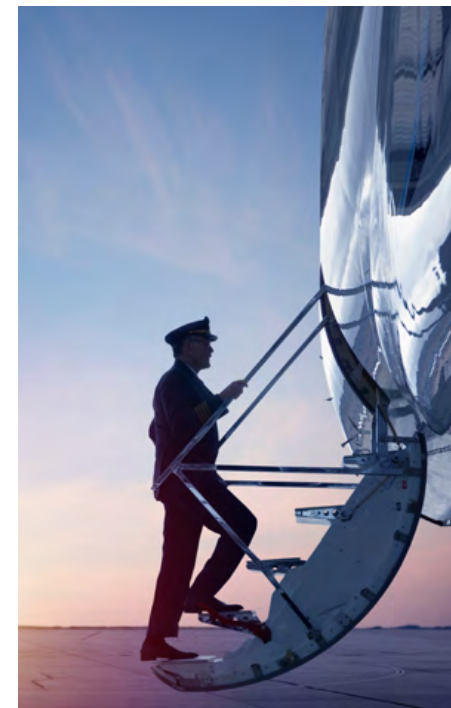
- Luxury hotels and resorts
- Fine dining, food and wine
- Personal luxury goods
- Yachts, private jets and luxury automobiles
- Other premium service industries

Field trip

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.



Hear from Dr. Barbara
Czyżewska, Head of
Specialization



Specialize in International Hotel Development & Finance

Reach for the sky in hotel development

Over the last two decades, the world of hospitality finance has grown more complex, creating opportunities for graduates who have a strong background in real estate development and asset management. This specialization will give you the skills to analyze the critical success factors in asset management for hotel and resort development projects. It covers areas such as hotel asset management and concept creation, looking at the hotel industry from the perspectives of both owner/investor and the brands operating within it.

SUBJECT 1

Hotel Asset Management

Introduction

Background

SUBJECT 2

Hotel Feasibility and

International Development

Strategy & Planning

SUBJECT 3

Hotel Finance and Valuation

Strategy & Planning

SUBJECT 4

Global Resort Development

Implementation

SUBJECT 5

EMEA Hotel Market Insight

Implementation

Career opportunities

- Asset or revenue management
- General management
- Area management
- Investment consultant

Industry sectors

- Hotel and resort development
- Private banking
- Investment firms
- Corporate finance
- Real estate

Field trip

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.



Hear from Edouard
Louapre, Head of
Specialization



Specialize in Guest Experience & Event Management

*Get to the heart of the
global experience industry*

This specialization teaches you how to conceptualize, design and create memorable events and experiences. Its focus is the global experience economy, a dynamic, fast-moving sector that is forecast to be worth \$12 trillion by 2028. You'll explore the strategy and management of experiences, investigate the role of AI and other technologies in driving personalization, then put what you've learned to the test as you produce your own concept for a blended experience. The knowledge you acquire will give you the professional foundation to become a leader within the experience economy.

SUBJECT 1

Defining the Experience Industry
Global Business Analysis

SUBJECT 2

*Creating the Strategy & Management
in Hospitality, Events, Tourism*
Strategic Design

SUBJECT 3

*Developing a Personalized
Offering & Upsell Programs*
Operational Planning

SUBJECT 4

*Staging a Blended
Hospitality Experience*
Implementation

SUBJECT 5

*Designing Customer Feedback
Management Systems*
Research & Evaluation

Career opportunities

- International sports events and governing bodies
- Music, film and cultural events
- Political summits
- Event and venue management
- Brands and sponsorship
- Marketing management

Industry sectors

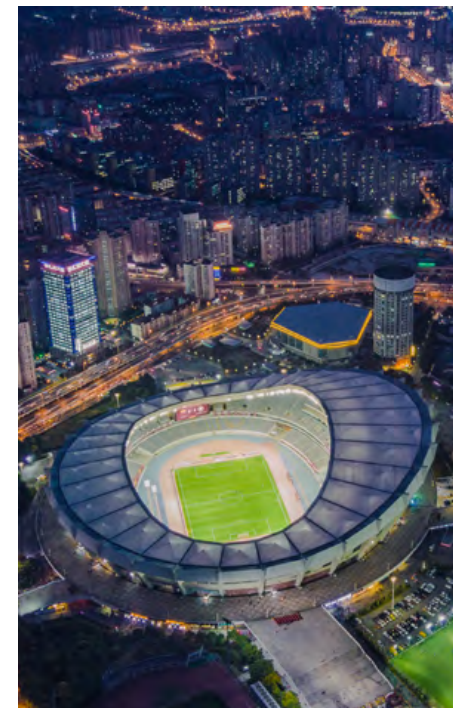
- Hotels and resorts
- Event management
- Sports
- Entertainment

Field trip

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.



Hear from Giovanni
Manfredini, Head of
Specialization



Entry requirements

For the Bachelor's in International Hospitality Business

MINIMUM AGE
17.5 years old.

EDUCATION
For students entering the Experiential Year prior to the Bachelor's program
Holding a secondary education diploma that meets Swiss/ European university entry requirements (Maturité, IB diploma, Abitur, French Bac, A-levels, high school diploma or equivalent).

For students entering the Bachelor's program directly*
Holding a vocational baccalaureate linked to initial Vocational and Educational Training (VET) in a profession related to the field of study; or a professional or specialized baccalaureate in a specialization related to the field of study; or a secondary education diploma and a work certificate(s) demonstrating a minimum of one year work experience in the relevant field.

ADMISSIONS ASSESSMENT
Personalized assessment to ascertain motivation and review application documentation. This could include a scenario-based exercise to be completed beforehand.

Note: All English certificates must have been issued in the 12 months prior to admission. Glion offers an Intensive Hospitality English Language Program (IHELP). If your English level does not meet the levels indicated above, then please contact us for more information.

**Students not required to complete the Experiential Year prior to entering the Bachelor's in International Hospitality Business.*

***English certificates may also be required by our authorities for permit purposes.*

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

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)***: 5.5 overall (min. 5.0 in any subcomponent)*
- *Test of English as a Foreign Language (TOEFL): Internet-based 70 or paper-based 525*
- *First Cambridge Exam: Grade C*

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



How to prepare for the admissions assessment

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.

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. Maximum 300 words, signed and dated.

ACADEMIC RECORDS

We will require a copy of your senior secondary education diploma and transcripts with courses completed and grades received. Provisional transcripts are acceptable for students 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.*

PASSPORT(S) COPY

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

A NOTE ABOUT PROOF OF ENGLISH

The admissions assessment interview allows us to assess a candidate's English proficiency when the official certificate is not yet available. However, all candidates who require proof of English language level will be required to submit their certificate as it will often be required for the visa process.

**You will be asked to bring your original transcripts and diploma/s with you 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 a notarized/certified English translation is required as well. For London applicants, only final diploma transcripts will be accepted.*

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



Step-by-step
admissions process



Tuition fees



Apply online



Other programs

Hospitality & English Language program

For students who need to improve their English skills before starting a Glion program, we offer an Intensive Hospitality and English Language Program (IHELP) taught on Glion campus. This program comprises intensive English language tuition combined with hospitality-related classes and activities.



Discover our
IHELP program

Summer programs

Our summer programs are an ideal way to discover the realm of international hospitality and events management through an experience that combines fun with learning. Participants are immersed in hospitality culture on campus, through field trips and by leading a project to produce an event. For 18-and-over students, we have created a bespoke Luxury Hospitality Summer Program that offers the perfect introduction to this exciting, fast-growing and professionally rewarding industry.



Discover our program
for 15-17 year-olds



Discover our program
for 18+ year-olds

Master of Science programs

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, and Real Estate, Finance and Hotel Development. Study intensive courses taught by expert faculty, go behind the scenes at five-star brands and gain skills and expertise that will set you apart from the competition.



Discover our
Master's programs

Executive Master's programs

Our Executive Master's programs are purpose-designed for experienced professionals to take their career to the next level. With fully flexible study that allows you to remain in your current role, our leadership-focused modules are taught by specialist faculty and hand-picked visiting lecturers. Residential weeks form an integral part of each program, with opportunities for face-to-face classes, workshops and discovery field trips.



Discover our
Executive Master's programs

BACHELOR'S IN



Luxury

BUSINESS



ACADEMIC PROGRAM



Bachelor's in Luxury Business



46

47

48

49

52

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55

57

59

60

62



Experience

EXCELLENCE

Immerse yourself in luxury

This is a Bachelor's degree that will immerse you in luxury, not just on campus, but also through an exceptional program of field trips, site visits and two professional internships and an on-the-job experience in the industry. It will teach you how the luxury business operates and how luxury brands are built and sustained, equipping you with the knowledge you'll need to lead and strategically direct a luxury business. Upon graduation, your degree – combined with the professional experience of your internships – will open doors to the most selective luxury employers, who trust Glion to produce skilled, polished and career-ready young talents.



Transformative education



All of luxury in one degree

The luxury industry is multi-faceted and each of its core components is represented within your program curriculum. From first-hand experience of a fine dining restaurant to studying courses devoted to luxury distribution channels and luxury marketing, you will acquire the knowledge and skills you need to forge a successful career in the luxury segment of your choosing.



Unrivalled professional experience

Your program incorporates two six-month professional internships and an on-the-job experience. For the first, we recommend an adventure into the world of luxury hospitality, where the customer experience delivered is now the model for the wider luxury industry. The second internship will allow you to reflect on managerial competencies in the workplace, while your on-the-job experience will be the start of your future career.



Blending hard & soft skills

This program delivers the combination of hard and soft skills required to lead in the modern workplace. Business elements cover areas such as corporate finance, digital marketing, data analysis and strategic brand management, while soft skills we'll help you develop include communication, talent management and change management.



Apply your business knowledge

During your Bachelor's Thesis or Applied Business Project, you will have the opportunity to review real-life business challenges and/or trends. In the Applied Business Project, you will collaborate with a 'client' company from the luxury industry, under the guidance of a faculty supervisor.

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 RANKINGS

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.



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 to target your skills development.



94%

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

LEARN OUTSIDE THE CLASSROOM

A key feature of this program is the breadth of learning opportunities it offers. These include a field trip, visits to luxury stores and manufacturing facilities, industry round-tables and an entrepreneurial challenge.



70

faculty members
and instructors



56

visiting faculty
and experts

TEST YOUR KNOWLEDGE

Crystallize what you've learned with a Bachelor's Thesis, or undertake an Applied Business Project with a luxury brand, where you will learn to solve challenges and seize the types of opportunities that occur in the real world.

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BACHELOR'S DEGREE

Learn from the best

JOSEPH KARAM

Associate Dean

Bachelor in Luxury Business



15:1

student-to-faculty
ratio



35

students per
academic class*

*Average student numbers may
vary slightly every semester.

in Luxury Business





JOSEPH KARAM
Associate Dean
Bachelor in Luxury Business



*Joseph Karam
introduces the program*

"This is a degree that lets you immerse yourself in luxury, not just on campus, but also through an amazing program of field trips, site visits and professional internships in the luxury industry.

You'll learn from world-class faculty that includes our own professors and a selection of the industry's finest minds, who join us on campus to deliver guest lectures and masterclasses.

There really is no other program of this caliber available." •



Bachelor's in Luxury Business

Prepare for a global career

Our Bachelor's degree is the perfect preparation for a high-level leadership career in the international luxury industry. The curriculum features business-focused academic learning combined with exposure to operational environments, plus two professional internships, an on-the-job experience and the choice between a Bachelor's Thesis or an Applied Business Project to complete your final year.

DURATION:
Experiential Year
*1 immersion semester
+ six-month internship*

**+ Three-year
Bachelor of
Science Program**
*4 academic semesters
+ six-month internship
+ on-the-job experience*

**European Credit Transfer and
Accumulation System*

INTAKES:
Spring
& Fall

CREDITS:
ECTS* 180
US 120

EXPERIENTIAL YEAR: 1 YEAR

Semester 1
*Luxury Fundamentals
Glon*

Semester 2
*Hospitality Professional Immersion
Internship*

Luxury Immersion

Your first semester delivers a multi-sensory immersion into the world of luxury, as you discover the industry's founding principles and iconic brands in the company of seasoned professionals and lecturers. It's perfect preparation for your first internship.

BACHELOR OF SCIENCE (BSc) IN LUXURY BUSINESS: 3 YEARS

Semester 1
*Luxury Management I
Bulle*

Semester 2
*Luxury Management II
Bulle*

Year 1: Luxury Management

After putting your knowledge to the test with real-life customers and colleagues during your first internship, you will spend this year building your management skills while also exploring key business activities including marketing, finance, sales, and talent development.

Semester 3
*Management Practice
Internship*

Semester 4
*Strategic Luxury Leadership
Bulle*

Year 2: Strategic Leadership

Develop your managerial behaviors throughout your second internship, before returning to campus to undertake a suite of modules focused on strategic luxury leadership.

Semester 5
*Crafting Tomorrow's Luxury
Bulle*

Semester 6
*On-The-Job Experience
& Research Project*

Year 3: The Future of Luxury

The final year of your transformative learning journey sees you complete your classroom study then apply everything you've learned to an Applied Business Project or Bachelor's Thesis.

Program details

EXPERIENTIAL YEAR

1 year *Luxury Immersion*

SEMESTER 1

Luxury Fundamentals

Introduction to the World of Luxury

Introduction to the Luxury Business
New Frontiers in Luxury Tourism
Luxury Codes and Attitude

Luxury Discovery Trip

French Savoir-Faire and Excellence

Luxury Products and Services

Luxury Branding and Trends
Service Excellence and
Luxury Fine Food

The Business of Luxury
Wine and Spirits

Luxury Discovery Trips

*Swiss Luxury Manufacturers
and Services*

The Essence of Italian Elegance

Luxury Guest Experience

Luxury Universe
Wellness Operations
Guest Relations
Project Creation and
Implementation

Luxury Discovery Trip

Luxury Hospitality and Resorts

Business Fundamentals

Principles of Marketing
Introduction to IT Business Tools
Accounting Essentials
Effective Communication
or English Advanced

SEMESTER 2

Professional Immersion - Internship





BSc IN LUXURY BUSINESS

Year 1 Luxury Management

SEMESTER 1

Luxury Management I

Psychology of Luxury
and the Luxury Client
Introduction to Management
Financial Statement Analysis
Luxury Marketing Essentials
Human Behaviour
in the Workplace
Trends in Luxury Business

SEMESTER 2

Luxury Management II

Sales and Distribution Channels
Data Analysis for Decision Makers
Bidding & Negotiation
Integrated Digital Marketing
Legal Environment of
Luxury Industries
Business and Academic
Research Methods
Luxury Business Applied Project

Year 2 Strategic Leadership

SEMESTER 3

Management Practice - Internship

Reflection on Social Impact
and Management Practice
Business Report

SEMESTER 4

Strategic Luxury Leadership

Market Research and Analysis
Corporate Social Responsibility
Corporate Finance
Supply Chain Management
Leadership Skills for
Change Management
Business Development
Social Media and Public Relations
Academic Research Methods

Year 3 The Future of Luxury

SEMESTER 5

Crafting Tomorrow's Luxury

Architecture, Design
and Scenography
Strategic Management
Design Thinking
Sustainable Luxury and Design
New Technologies in
Luxury Businesses
Entrepreneurial Challenge
Business Field trip
Bachelor's Thesis **or**
Applied Business Project

SEMESTER 6

On-The-Job Experience
Bachelor's Thesis **or**
Applied Business Project



The Art of Luxury

Get closer to the industry through Luxury Discovery trips & experiences

One of our promises for this Bachelor's degree is that it brings you closer to the international luxury industry than any other program. And nothing underlines this point more strongly than the tailor-made package of Luxury Discovery trips, masterclasses and experiences you'll enjoy throughout your first semester of the experiential year.

On campus, you'll receive the wisdom of expert guest lecturers drawn directly from the industry, while also participating in workshops and masterclasses that bring luxury to life.

Away from campus, you'll visit some of the finest exponents of luxury across three countries, through a series of multi-sensory field trips that bring alive the exquisite materials and exemplary craftsmanship that are hallmarks of luxury products.

Your Luxury Discovery trips program at a glance



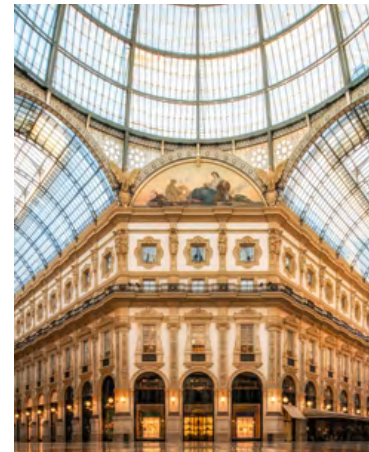
Secrets of the Swiss luxury hospitality

Starting from our own Michelin-starred restaurant, Maison Décotterd, you'll embark on a tour of gastronomic discovery in Switzerland, visiting some of the country's most renowned producers and learning all the components of a fine dining experience, from art de table to flawless guest service.



Luxury in time

You will be immersed in the world of luxury watch manufacture, where you will witness magic being made. Deep-dive into the key ingredients of a luxury product by discovering the art of excellence and craftsmanship.



Italian elegance

For many, Italy is the spiritual home of luxury. Today, the country houses some of the most important brands across the luxury product spectrum, including fashion and automobiles. Famous names will be on your agenda for this immersive Luxury Discovery trip.



France: the land of luxury savoir-faire

Your Luxury Discovery trip to France has a special emphasis on the craftsmanship – much of it passed down through generations – that goes into handmade luxury items. There will also be time to discover the fine wines and spirits for which the country is equally renowned.

Professional internships

Live & learn in the global industry

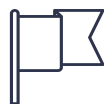
Your professional internships and on-the-job experience play a crucial role in your Bachelor studies, providing you with vital, real-world experience at leading organizations in the luxury business. You will not only gain a year and a half of employment history to add to your CV, but also strong professional skills, valuable industry connections and real-life awareness of industry standards. With direct access to outstanding networking opportunities, you will build the contacts and references you need for your first role after graduation.



250⁺
recruitment visits by international companies each year



650
companies recruited our students for internships and first jobs in 2023



6.4
average number of internship offers per student

**2023 data.*



BENEDETTA ROMANO
PR & Communication Coordinator,
Poltrona Frau
Graduated 2022



*Read more about
Benedetta's first job*

"My role in Poltrona Frau is PR & Communication Coordinator. The luxury Italian brand creates design solutions for living, working and travelling.

Glion made clear to us the importance of creating networks. By cultivating these connections, I was able to find the job I currently have, as well as having been offered many other jobs by companies I had built relationships with during my Bachelor's." •



Careers in hospitality, luxury & beyond

With your Glion Bachelor's degree, you will have a proven pathway to your chosen industry. Why? Because the expertise and professional polish you develop with us will open doors into any business sector where soft skills and excellence in customer service are prized. These include:

LUXURY TOURISM & EVENTS

- Private jets and helicopters
- Private yachting
- Exclusive cruise line companies
- Boutique travel and events planner
- Fashion shows and luxury exhibitions
- International sports events: polo, golf, Formula 1
- Corporate and private events

ICONIC HOSPITALITY DESTINATIONS

- Luxury hotels and resorts
- Casinos and premium gaming venues
- Michelin-star restaurants
- Exclusive spas and clinics
- Private clubs

LUXURY GOODS

- Watches and fine jewellery
- Fashion and accessories
- Luxury cars
- Perfumes and cosmetics
- Arts and antiques
- Luxury wines and spirits
- Luxury gourmet food

REAL ESTATE & FAMILY OFFICE

- Brokerage of iconic real estate
- Luxury real estate and property management
- Five-star property development
- Luxury furniture, fixtures and equipment
- Private banking
- Family office management

Entry requirements

For the Bachelor's in Luxury Business

MINIMUM AGE
17.5 years old.

EDUCATION
For students entering the Experiential Year prior to the Bachelor's program
Holding a secondary education diploma that meets Swiss/ European university entry requirements (Maturité, IB diploma, Abitur, French Bac, A-levels, high school diploma or equivalent).

For students entering the Bachelor's program directly*
Holding a vocational baccalaureate linked to initial Vocational and Educational Training (VET) in a profession related to the field of study; or a professional or specialized baccalaureate in a specialization related to the field of study; or a secondary education diploma and a work certificate(s) demonstrating a minimum of one year work experience in the relevant field.

ADMISSIONS ASSESSMENT
Personalized assessment to ascertain motivation and review application documentation. This could include a scenario-based exercise to be completed beforehand.

Note: All English certificates must have been issued in the 12 months prior to admission. Glion offers an Intensive Hospitality English Language Program (IHELP). If your English level does not meet the levels indicated above, then please contact us for more information.

**Students not required to complete the Experiential Year prior to entering the Bachelor in Luxury Business.*

***English certificates may also be required by our authorities for permit purposes.*

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

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)***: 5.5 overall (min. 5.0 in any subcomponent)*
- *Test of English as a Foreign Language (TOEFL): Internet-based 70 or paper-based 525*
- *First Cambridge Exam: Grade C*



How to prepare for the admissions assessment

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.

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. Maximum 300 words, signed and dated.

ACADEMIC RECORDS

We will require a copy of your senior secondary education diploma and transcripts with courses completed and grades received. Provisional transcripts are acceptable for students 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.*

PASSPORT(S) COPY

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

A NOTE ABOUT PROOF OF ENGLISH

The admissions assessment interview allows us to assess a candidate's English proficiency when the official certificate is not yet available. However, all candidates who require proof of English language level will be required to submit their certificate as it will often be required for the visa process.

**You will be asked to bring your original transcripts and diploma/s with you 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 a notarized/certified English translation is required as well.*

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



Step-by-step
admissions process



Tuition fees



Apply online



Other programs

Hospitality & English Language program

For students who need to improve their English skills before starting a Glion program, we offer an Intensive Hospitality and English Language Program (IHELP) taught on Glion campus. This program comprises intensive English language tuition combined with hospitality-related classes and activities.



Discover our
IHELP program

Summer programs

Our summer programs are an ideal way to discover the realm of international hospitality and luxury industry through an experience that combines fun with learning. Participants are immersed in hospitality culture on and through field trips. For 18-and-over students, we have created a bespoke Luxury Hospitality Summer Program that offers the perfect introduction to this exciting, fast-growing and professionally rewarding industry.



Discover our program
for 15-17 year-olds



Discover our program
for 18+ year-olds

Master of Science programs

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, and Real Estate, Finance and Hotel Development. Study intensive courses taught by expert faculty, go behind the scenes at five-star brands and gain skills and expertise that will set you apart from the competition.



Discover our
Master's programs

Executive Master's programs

Our Executive Master's programs are purpose-designed for experienced professionals to take their career to the next level. With fully flexible study that allows you to remain in your current role, our leadership-focused modules are taught by specialist faculty and hand-picked visiting lecturers. Residential weeks form an integral part of each program, with opportunities for face-to-face classes, workshops and discovery field trips.



Discover our
Executive Master's programs



YOUR FUTURE



Career



BACHELOR'S PROGRAMS



Your future career



66

67

68

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72

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89

80



Where

WILL GLION
TAKE YOU?

A first-class ticket to a global career

A degree from Glion is your first-class ticket to exciting roles in the world's most dynamic industries. You will be free to choose from a wide array of career paths in hospitality, luxury brands, events and entertainment, financial and consumer services and more. Whichever degree you choose, you will graduate perfectly prepared to launch your career with the skills, knowledge and industry connections to land your dream job. 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



Applied learning

Both our Bachelor's degrees share a commitment to applied learning that places you at the heart of your chosen sector, enabling you to develop essential skills that become the foundation on which you'll build your leadership career.



Direct industry exposure

At Glion, we bring the industry to you through interactive learning with experienced faculty members, conferences, expert guest lectures, field trips and applied business projects with real organizations.



Immersive internships

Professional internships are an essential element of your Glion education, enabling you to become experienced, skilled and career ready. Our outstanding global reputation and close industry relationships will put you in prime position to secure the best available internships.



Bespoke career support

Our dedicated Career Services team will give you the resources, techniques and tools to achieve your professional objectives – from your first internship search to your dream job at graduation. We offer every student highly personalized career support, from advice on writing a CV to finding the right roles that match their skills and interests.



Careers in hospitality, luxury & beyond

Your Glion Bachelor's degree offers a proven pathway to your chosen industry. Not only this, the expertise and professional polish you develop with us can also open doors into any business sector where soft skills and excellence in customer service are prized. These 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

Events & entertainment

- International sports events
- Music festivals
- Exhibitions
- Corporate and private events
- Fashion shows
- Entertainment venues
- Virtual and streaming events

Financial services & real estate

- Financial investment
- Private banking
- Real estate management
- Hotel development
- Insurance
- Brokerage
- Consultancy

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 and interview preparation



On-campus recruitment events



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.



*Glion students' journeys
to successful careers*

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 Bachelor student, you will complete two internships and an on-the-job experience: during the experiential year and the third and fourth year of your program.

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 internships, you will dive into the real world of hospitality and/or luxury, practicing the skills and standards you learned on campus.

Throughout your professional experiences, you will begin to build your contacts, references and employment history. These are powerful assets in an increasingly competitive employment market and they will help you to secure your first role after graduation.



250⁺

*recruitment visits
on campus or online
each year*



866

students on internship



6.4

*average number
of internship offers
per student*

2023 data





Your first step on the professional ladder

Hiring managers trust Glion

Outstanding employability is a key 'return on investment' from a Glion education, with 98% of our job-seeking 2023 graduates receiving one or more employment opportunities.

The process of securing your dream role begins as soon as you are with us on campus. Year after year, world-leading brands send their hiring teams to Glion to recruit new talent.

These industry professionals recognize our ability to produce highly employable graduates with the right combination of experience, professionalism, cultural knowledge and business expertise.

This is why we are ranked in the top five globally for employer reputation, according to the 2024 QS World University Rankings.

Your future career

Bachelor's in International Hospitality Business internship & first job examples:

FIRST INTERNSHIP

Your first internship experience will typically be an operational internship in hospitality, such as:

- *F&B Intern, Four Seasons*
- *Rooms Division Intern, Rosewood*
- *Front Office Intern, Jumeirah*
- *Housekeeping Intern, Accor*
- *Concierge Intern, Bulgari Hotels & Resorts*

SECOND INTERNSHIP

Your second internship will often be an administrative internship in hospitality, luxury retail, events or finance, such as:

- *Guest Relations Intern, Marriott*
- *Client Advisor, Richemont Group*
- *PR and Events Assistant, MCI*
- *Event Coordinator, BMF Media*
- *Business Management Intern, KPMG*

ON-THE-JOB EXPERIENCE & FIRST JOB

Your on-the-job experience paves the way to your first role after graduation, some real-world examples of which include:

- *Management Training, Four Seasons*
- *Relationships Ambassador, Hublot*
- *Guest Relations Executive, FIBA*
- *Hospitality Consultant, Bloomberg*
- *Asset Management Analyst, J.P. Morgan*



*Why are recruitment events
so beneficial for students?*



Your first step on the professional ladder



Bachelor's in Luxury Business internship & first job examples:

FIRST INTERNSHIP

Your first internship experience will typically be an operational internship, such as:

- *Banquet Service Intern, IHG*
- *Spa & Wellness Intern, Shangri-La*
- *Event Intern, Mandarin Oriental*
- *Rooms Division Intern, Rosewood*

SECOND INTERNSHIP

Your second internship will often be an administrative internship in luxury retail, events or finance, such as:

- *Public Relations & Communication Assistant, Hermès*
- *Visual Merchandising Intern, Chanel*
- *Client Advisor, Richemont Group*
- *Retail Excellence Trainee, LVMH Fashion Group*

ON-THE-JOB EXPERIENCE & FIRST JOB

Your on-the-job experience paves the way to your first role after graduation, some real-world examples of which include:

- *Marketing Assistant, Cartier*
- *Relationships Ambassador, Hublot*
- *Junior Global Product Development Manager, Veuve Clicquot*
- *Hospitality & Services Coordinator, Richemont*



*Recruitment Day
beyond hospitality*

Your future career



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



FATHER OF
MEGUMI OTANI
Bachelor's degree
in International
Hospitality Business,
Graduated in 2023

"I'm glad that she
graduated. She sure
learned a lot from
this great school." •



*Hear more from
parents at graduation
July 2023*



MOTHER OF
CARLOTTA KIER
Bachelor's degree
in International
Hospitality Business,
Graduated in 2024

"She is more comfortable;
she is prouder of herself.
She found the correct way
and good people in her
path and her missions. We
are so proud of her." •



*Listen to more parents
on graduation day in
February 2024*



PARENTS OF
MARIETTE SHAN
Bachelor's degree
in International
Hospitality Business,
Graduated in 2024

"She really fits into
the Glion Spirit.
She embraced the
whole journey." •



*Listen to more parents
on graduation day in
February 2024*



PARENTS OF
DANIEL LUA
Bachelor's degree
in International
Hospitality Business,
Graduated in 2022

"We are all smiles today
because we saw a big
positive change in him,
especially that he has
now a much more mature
view of the world." •



*Parents share their
thoughts on the
transformative Glion
experience at July
2022 graduation*



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

DIEGO LOZANO VARA
General Manager,
Bristol Panama,
Panama City
Graduated 2015

CÉCILE NAEGEL
Front Office Manager,
Four Seasons Megève,
Megève
Graduated 2017



Luxury

EMMA GERARD
Lead Coordinator Retail
Training, Audemars Piguet,
Geneva
Graduated 2020

JULIA FOURNIER
Senior VIP Experience
Project Manager, Cartier,
Paris
Graduated 2016



Finance

LINUS FREDBERG
Regional Director of Revenue
Management Northern Europe,
Accor, London
Graduated 2013

PHILIPPE MENJUC
Business Quality Control,
J.P. Morgan,
Geneva
Graduated 2017

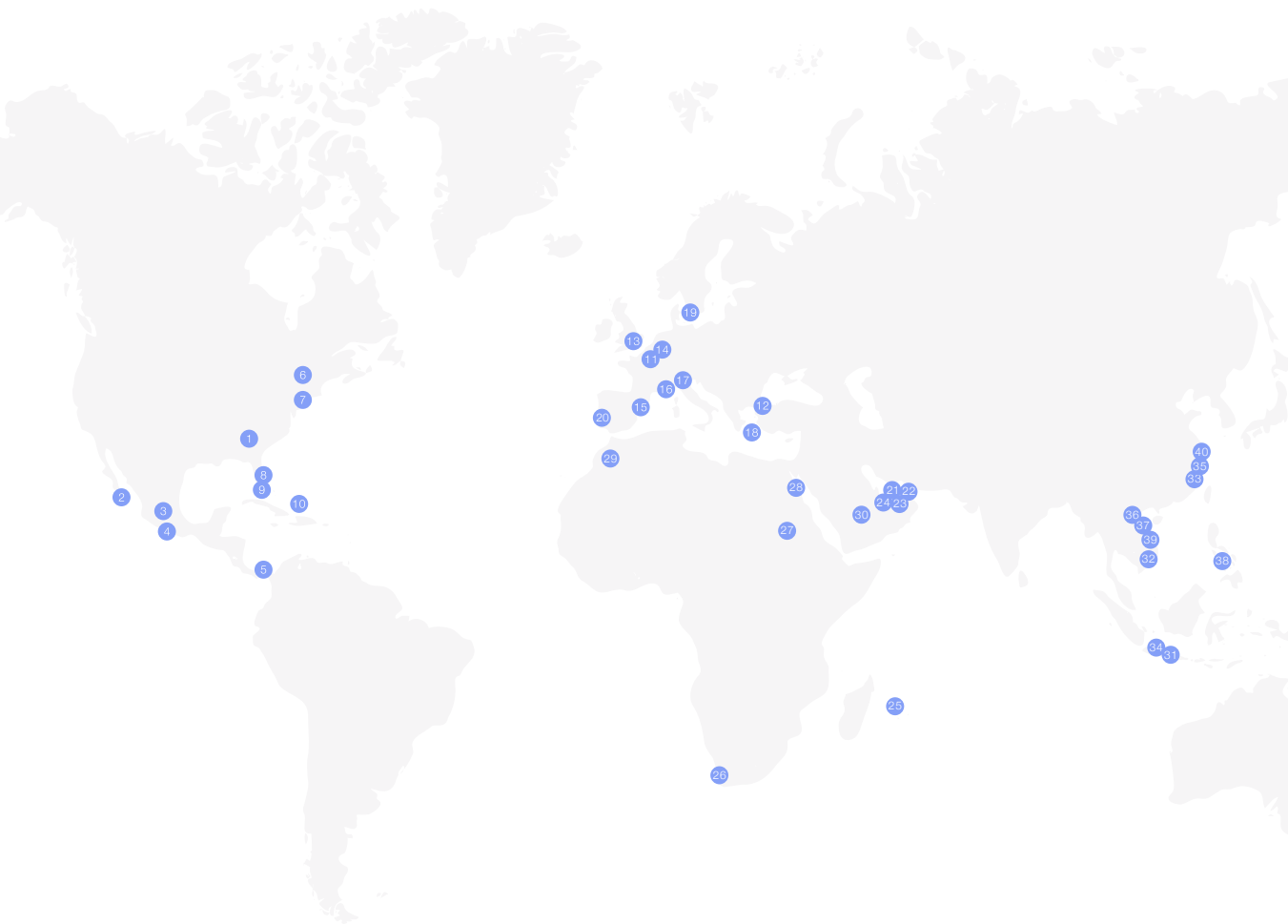


Events

MATTHIEU LEMAIRE
HR Business Partner,
International Olympic
Committee (IOC), Lausanne
Graduated 2016

EUGENIA MOSER
Events Manager,
LVMH,
London
Graduated 2015

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



LUANA HUANG
Management Trainee,
Voyage, Marriott's
management training program
Graduated in 2024

"I've now joined the Marriott Voyage Program in the Rooms Division at the Sheraton Grand Warsaw. I was really keen to join this program and it involves learning about various different departments with the Director of Rooms as my mentor. Even though I am in the early stages of my Voyage, I trust Marriott International's award-winning global leadership development program to help shape my future.

Marriott International is the world's largest hotel chain, meaning there are countless opportunities in almost every country you can think of, so I'm eager to find out what lies ahead of me." •



Learn about Luana's
Marriott experience

Alumni testimonial



STEFANO BOTTINELLI
Associate, Banker,
J.P. Morgan Private Bank, Geneva
Graduated in 2015

"My role is essentially twofold. One is to onboard new clients to the bank, and for that I focus specifically on Ultra High Net Worth Individuals in the Swiss market. The second element is managing a book of 20 to 25 clients. We work very much as a team, and my role is to coordinate how we engage with each client.

I think organizations such as J.P. Morgan appreciate the fact that Glion graduates have a good selection of soft skills. If you join a company like this, you'll be taught the technical skills you need to do your job, but the soft skills you bring with you are what provides the ideal balance." •



*Read about Stefano's
journey from Glion to
J.P. Morgan*



**THIBAUT
LAMBRECHTS**
General Manager, Hotel
20 Degrés Sud – Relais &
Châteaux, Mauritius
Graduated in 2016

"I've had a lot of support from the Glion alumni community here in Mauritius, such as Gregory Coquet, General Manager of Shangri-La Le Touessrok, and Jean Marc Lagesse, Owner & Director of Lakaz Chamarel.

Plus I also have to thank Anthony Torkington, the Glion alumnus who is the MD of Relais & Châteaux for being super supportive while we were getting back on our feet.

I would say that Glion tends to give you assets and skills that make you good in multiple industries; and I think that's something which is a feature of a hospitality education." •



Discover how Thibaut became a hotel general manager at an outrageously young age

Your future career



STÉPHANIE
STEINBRECHT-ALEIX
Co-founder, Thinking Luxury
Graduated in 1993

"We interpret the world of luxury for businesses and governments. Luxury is very different to the more mass-market segments, as it has its own value chains and distinct levels of service. Our clients look to us to translate what luxury means in their particular context.

Luxury is about making you feel special. It comes down to paying attention to the smallest details and, more recently, there's been a big focus around the area of personalization. We do mystery shopping for clients, sometimes to test the service in a boutique, other times in a hotel." •



*Read more about two
Glon alumni who launched
a luxury consultancy*

Alumni testimonial



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Switzerland

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