



Executive Master's in Luxury Management & Guest Experience

Immerse yourself in luxury

DO YOU HAVE A PASSION FOR LUXURY?

ARE YOU BUILDING A CAREER IN 5-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.

Program highlights

12 months*

Part-time program featuring 12 months* of distance learning, with an average of 14-18 hours' study per week.

4 modules

Four leadership-focused distance learning modules of 12 weeks' duration each.

2 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.

*Business Research Project can be completed up to 15 months from the start of your program.



Watch the program video



View the digital brochure

Intakes

Spring & Fall 2024

1 research project

Business Research Project based on a real-world commercial challenge.

1 accredited Master

Earn an internationally accredited Master's degree worth 30 US credits.

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Your Executive Master's study pathway

