



# BACHELOR'S IN *Luxury* BUSINESS

## Program structure

**DURATION: 4 YEARS, 8 SEMESTERS  
INCLUDING 2 SIX-MONTH INTERNSHIPS  
& AN ON-THE-JOB EXPERIENCE**

### Year 1: Experiential Year

**Semester 1**  
Luxury Fundamentals  
Glion

**Semester 2**  
Professional Immersion  
Internship

### Year 2: Academic Program

**Semester 3**  
Luxury Management I  
Bulle

**Semester 4**  
Luxury Management II  
Bulle

### Year 3: Academic Program

**Semester 5**  
Management Practice  
Internship

**Semester 6**  
Strategic Luxury Leadership  
Bulle

### Year 4: Academic Program

**Semester 7**  
Luxury in the Contemporary Age  
Bulle

**Semester 8**  
On-The-Job Experience  
& Research Project

## Program highlights

### LUXURY IMMERSION

Multi-sensory immersion into the world of luxury, with introductory taught modules combined with real-world experience.

### THE ART OF LUXURY: LUXURY DISCOVERY TRIPS & EXPERIENCES

A tailor-made package of multi-sensory masterclasses, trips and experiences in Switzerland, Italy and France during semester 1 to bring luxury to life.

- Secrets of Swiss luxury hospitality: gastronomic discovery in Switzerland including fine-dining experience.
- Luxury in time: immersion in the world of luxury watch manufacture and the art of excellence.
- Italian elegance: a luxury discovery trip to Italy for immersion in premium fashion and automobile brands.
- France, the land of luxury savoir-faire: with emphasis on craftsmanship and hand-made luxury items, fine wines and spirits.

### PROFESSIONAL EXPERIENCE

18 months of industry experience through two internships and an on-the-job experience. Professional immersion and management practice.

### BLEND HARD & SOFT SKILLS

Skills required to lead in the modern workplace. Business elements cover corporate finance, digital marketing, data analysis and strategic brand management. Soft skills include communication, talent management and change management.

### REAL WORLD MANAGEMENT EXPERIENCE

In the Applied Business Project collaborate with a 'client' company from the luxury industry to review a real-life business challenge.

### PERSONALIZED LEARNING PATH

- Small classes
- One-on-one attention from highly qualified faculty members

## Experienced faculty

82%

of faculty members hold a Master's or PhD

13

average years of industry experience

## Global reputation

#4

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

1\*

Michelin Restaurant Stéphane Décotterd on campus

## Employability

240+

company visits per year

98%

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

## International environment & opportunities

98

nationalities

90%

international students

16,900+

Glion alumni members

35

students per class on average

15:1

student-to-faculty ratio

6

internship offers per student on average

Data: May 2023

# Courses

## YEAR 1: EXPERIENTIAL YEAR

### Semester 1: Luxury Fundamentals

#### Introduction to the World of Luxury

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

+ **Luxury Discovery Trip**  
*French Savoir Faire and Excellence*

#### Luxury Guest Experience

Creating a Luxury Event  
Spa, Wellness and Ultra-Luxury Resorts  
Property Management Systems and Guest Relations  
Luxury Event Week

+ **Luxury Discovery Trip**  
*Luxury Hospitality and Resorts*

#### Luxury Products and Services

Designing Luxury Products and Services  
Luxury Gastronomy and Fine Food  
The Business of Luxury Wine and Spirits  
Guest Speakers Week

+ **Luxury Discovery Trips**  
*Swiss Luxury Manufacturers and Services*  
*The Essence of Italian Elegance*

#### Business Fundamentals

Marketing Essentials  
Luxury Branding and Trends  
Accounting Essentials  
Business English

### Semester 2: Internship

Reflection on Practice

## YEAR 2: ACADEMIC PROGRAM

### Semester 3: Luxury Management I

Economics and Sociology of Luxury  
Ultra-Luxury Products and Experiences  
Luxury Fashion Design  
Luxury Marketing Essentials  
Talent and HR Management  
Analyzing Financial Statements  
IT Business Tools  
General Education Elective

### Semester 4: Luxury Management II

Business Trends in Luxury Products and Services  
Data Analysis for Decision Makers  
Business and Academic Research Methods  
Integrated Digital Marketing  
Legal Environment of Luxury Industries  
Corporate Finance  
General Education Elective  
+ **Luxury Business Applied Project**

## YEAR 3: ACADEMIC PROGRAM

### Semester 5: Internship

Management Practice

### Semester 6: Strategic Luxury Leadership

Strategic Management of Luxury Brands  
Retail and Other Physical Distribution Channels  
Building Brand Equity in Luxury  
Managing Change in Luxury Organizations  
Design Thinking for Luxury  
International Markets and Finance  
Supply Chain Management  
+ **New Frontiers in Luxury - Dean's Series**  
+ **Luxury Event Creation**

## YEAR 4: ACADEMIC PROGRAM

### Semester 7: Luxury in the Contemporary Age

Harnessing Luxury's Omnichannel Opportunity  
Designing a More Sustainable Luxury  
New Technologies in the Luxury Business  
+ **Entrepreneurial Challenge**  
+ **Business Field trip**  
Bachelor's Thesis or Applied Business Project

### Semester 8: On-The-Job Experience & Business Research Project

On-The-Job Experience  
Applied Business Project

## Suitable for

Students who are looking for a uniquely specialized business degree and a high-level leadership career in the international luxury industry; and who wish to study in an international business university setting with global internship possibilities.

## Intake

Fall

## Entry requirements

### MINIMUM AGE

17.5 years old

### EDUCATION

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).

### ADMISSIONS ASSESSMENT

Personalized assessment to ascertain motivation and review application documentation. Includes scenario-based exercise to be completed beforehand.

### MINIMUM ENGLISH LANGUAGE ENTRY REQUIREMENTS

If English is not your first language, or if you have not spent the last two years studying in a school where English is the primary language of instruction, you will need one of the following:

- IELTS: 5.5 overall (min. 5.0 in every subcomponent)
- TOEFL: Internet-based 70 or paper-based 525
- First Cambridge Exam: Grade C



Introducing the program



Recruitment Day beyond hospitality



Learn more in our digital brochure



View the full tuition and other fees



linktr.ee/glion.edu

## Financials

### COMPULSORY EXPENSES IN CHF FOR COMPLETE DEGREE

Application fee	275
Tuition fees	176,600
Learning resources	3,000
Practical arts courses apparel	1,200
Insurance	6,800
Administrative fees	2,450
F&B prepaid S1+S3+S4	12,100
Lodging in double superior room S1+S3+S4	18,000

Fees listed are valid for 2024 intakes. Please see our website to view the full Tuition and Other Fees document and our Terms and Conditions.