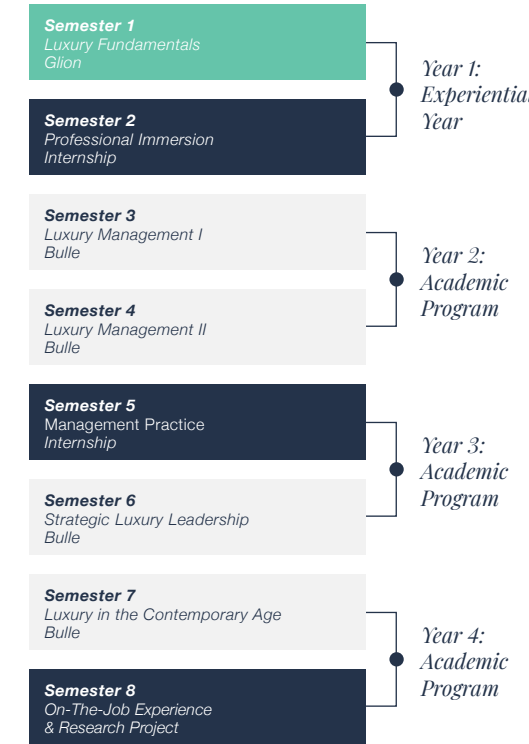


Bachelor's degree in Luxury Business

DURATION: 4 YEARS, 8 SEMESTERS INCLUDING TWO 6-MONTH INTERNSHIPS & AN ON-THE-JOB EXPERIENCE / INTAKE: FALL



Program highlights

THE ART OF LUXURY: LUXURY DISCOVERY TRIPS & EXPERIENCES

Bring luxury to life through our tailor-made package of Luxury Discovery trips, masterclasses and experiences in your first semester. You'll visit some of the finest exponents of luxury in Switzerland, Italy and France through a series of multi-sensory field trips that bring alive the exquisite materials and exemplary craftsmanship that are hallmarks of luxury products.

CAREER-FOCUSED: BLEND 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.

GRADUATE WITH 18 MONTHS OF INDUSTRY EXPERIENCE

Your two professional internships and on-the-job experience play a crucial role in your Bachelor studies. 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.

PERSONALIZED LEARNING

We keep our class sizes deliberately small, so you will receive one-to-one attention from highly qualified faculty members.

Per class on average:

35 students
22 nationalities

Experience excellence

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.

3 Campuses. 2 Countries.

Scan the QR codes to discover the campuses

GLION, SWITZERLAND



BULLE, SWITZERLAND



LONDON, UNITED KINGDOM



GLION

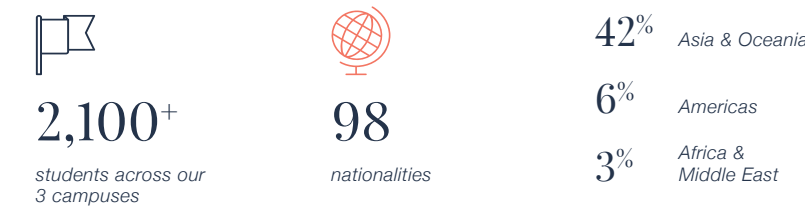


Bachelor's

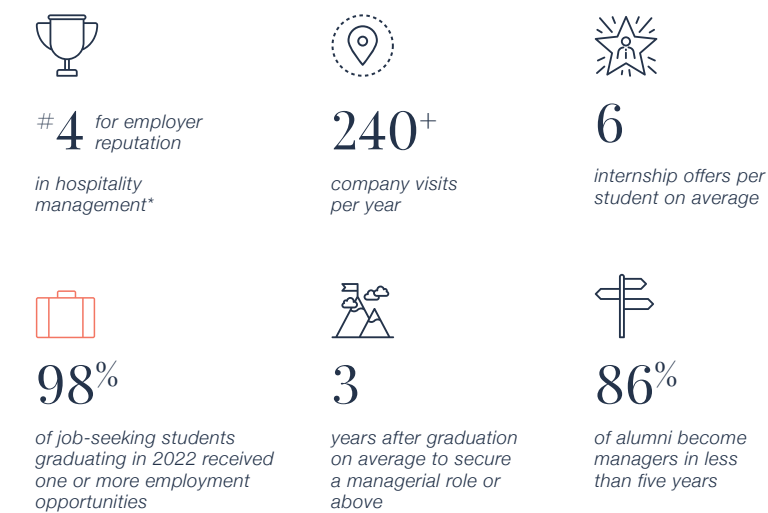
DEGREES

SWITZERLAND & UNITED KINGDOM
SPRING & FALL 2024 INTAKES

Our student population



Industry connections & careers



Faculty across our 3 campuses



*QS World University Rankings by Subject, 2023. May 2023 data.

Your future career

Strong industry connections

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.

INTERNSHIP EXAMPLES

- Visual Merchandising Intern, Chanel
- Event Intern, Mandarin Oriental
- Client Advisor, Richemont Group
- Rooms Division Intern, Rosewood
- Public Relations and Communication Assistant, Hermès

FIRST JOB EXAMPLES

- Marketing Assistant, Cartier
- Relationships Ambassador, Hublot
- Junior Global Product Development Manager, Veve Clicquot
- Hospitality and Services Coordinator, Richemont

Careers in hospitality, luxury & beyond

With a Glion Bachelor education, you will have the perfect pathway to the global hospitality industry. Not only this, but the expertise and professional polish you develop with us will also open doors into any business sector where soft skills and excellence in customer service are prized.

LUXURY TOURISM & EVENTS

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

LUXURY GOODS

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

REAL ESTATE & FAMILY OFFICE

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

ICONIC HOSPITALITY DESTINATIONS

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



Recruitment Day beyond hospitality

6,300+ internship offers per year

6.7 job offers per student for first employment

STUDENTS ON INTERNSHIP PER REGION

55% Europe
6% Americas
25% Asia Pacific
14% Africa & Middle East

Bachelor's degree in International Hospitality Business

DURATION: 4 YEARS, 8 SEMESTERS INCLUDING TWO 6-MONTH INTERNSHIPS & AN ON-THE-JOB EXPERIENCE / INTAKES: SPRING & FALL



Program highlights

LUXURY GASTRONOMY & HOSPITALITY MASTERCLASS

During a two-week Masterclass in Switzerland during semester 1, you will meet influential experts who are delivering authentic luxury experiences in hospitality and gastronomy. Your senses will be awakened through visits, tastings, guest speakers and workshops with breath-taking views. You will meet Chef Stéphane Décotterd and enjoy a gastronomic lunch at the 1-star Michelin Restaurant Stéphane Décotterd on campus.

CHOOSE FROM THREE SPECIALIZATIONS

Having specialist knowledge and experience will make you stand out from the crowd. In semester 7, you can specialize in:

- Luxury Brand Strategy
- International Hotel Development and Finance
- International Event Management

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

GRADUATE WITH 18 MONTHS OF INDUSTRY EXPERIENCE

Your two professional internships and on-the-job experience play a crucial role in your Bachelor studies. 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.

PERSONALIZED LEARNING

We keep our class sizes deliberately small, so you will receive one-to-one attention from highly qualified faculty members.

Per class on average:

35 students
22 nationalities

Your future career

Strong industry connections

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.

OUR TOP 10 INDUSTRY RECRUITERS FOR INTERNSHIP & EMPLOYMENT



HOSPITALITY & TOURISM

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

LUXURY

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

EVENTS & ENTERTAINMENT

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

FINANCIAL SERVICES & REAL ESTATE

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

6,300+ internship offers per year

6.7 job offers per student for first employment

STUDENTS ON INTERNSHIP PER REGION

55% Europe
6% Americas
25% Asia Pacific
14% Africa & Middle East



Why do top companies recruit Glion students?



How do we prepare students for their future careers?

Bachelor's degree in Luxury Business

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

Duration

4 years, 8 semesters including two 6-month internships & an on-the-job experience

Location

Glion and Bulle campuses, Switzerland

Credits

ECTS* 180 / US 120
*European Credit Transfer and Accumulation System

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

Program options

Intensive Hospitality & English Language Program (IHELP)

For students who need to improve their English skills before starting a Glion program, we offer an intensive hospitality and English program taught on the Glion campus in Switzerland. This program is composed of intensive English language tuition combined with hospitality-related classes and activities.



Discover our IHELP program

DURATION

6 weeks

ENGLISH LEVEL REQUIRED

Minimum overall IELTS score of 5.0 and min. 4.5 in every sub-component on application

Admissions

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. This could include a 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
- For London, same as above, except Non-EU or EEA passport holders will need to undertake IELTS UKVI: 5.5 overall and min. 5.5 in every subcomponent.

Tuition fees

COMPULSORY EXPENSES IN CHF FOR FULL FOUR-YEAR BBA IN LUXURY BUSINESS DEGREE PROGRAM

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.

Accreditation



Glion is accredited by the New England Commission of Higher Education (NECHE).

Glion is a member of Sommet Education, world leader in hospitality and culinary education.

Bachelor's degree in International Hospitality Business

Suitable for

Students who are looking for a management career in one of the world's fastest growing and most diverse industries; and who wish to study in an international business university setting with global exchanges and internship possibilities.

Intakes

Spring and Fall

Duration

4 years, 8 semesters including two 6-month internships & an on-the-job experience

Location

Glion, Bulle campuses, Switzerland
London campus, United Kingdom
Opportunity to spend a semester abroad in Marbella, Spain (subject to availability)

Credits

ECTS* 180 / US 120
*European Credit Transfer and Accumulation System

Courses

YEAR 1: EXPERIENTIAL YEAR

Semester 1: Practical Arts

Luxury Hospitality Branding and F&B Trends
Modern Pastry and Confectionery
Spa Operations and Guest Relations
Contemporary Gastronomy
Food and Beverage Concepts
The Universe of Wine
Mixology and Cocktail Masterclass
Front Office and Hotel Operations
Business Communication or Business English
+ **Luxury Gastronomy and Hospitality Masterclass**

Semester 2: Internship

Practical Arts Reflection on Practice

YEAR 2: ACADEMIC PROGRAM

Semester 3: Hospitality Fundamentals

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

Semester 4: 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 3: ACADEMIC PROGRAM

Semester 5: Internship

Reflection on Management Practice

Semester 6: Integrative Business Strategies

Business Development and Strategy
Corporate Finance
Leadership Skills for Change Management
Revenue Management and Distribution Management
Human Resources Talent Management
Business Ethics and Corporate Social Responsibility
Business and Academic Research Methods

YEAR 4: ACADEMIC PROGRAM

Semester 7: Specialization & Business Project

Luxury Brand Strategy
or
International Hotel Development and Finance
or
International Event Management
and
Bachelor's Thesis
+ **Specialization-based Field Trip**

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

On-The-Job Experience
Applied Business Project
(in line with specialization)

Specializations

LUXURY BRAND STRATEGY

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.

INTERNATIONAL HOTEL DEVELOPMENT & FINANCE

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.

INTERNATIONAL EVENT MANAGEMENT

Events come in many shapes and sizes, from massive sports events to regional music and film festivals, political summits, private weddings, exclusive VIP events, corporate workshops, and much more. This specialization gives you the professional foundation to become a change-maker in global event management.

Program options

Intensive Hospitality & English Language Program (IHELP)

For students who need to improve their English skills before starting a Glion program, we offer an intensive hospitality and English program taught on the Glion campus in Switzerland. This program is composed of intensive English language tuition combined with hospitality-related classes and activities.



Discover our IHELP program

DURATION

6 weeks

ENGLISH LEVEL REQUIRED

Minimum overall IELTS score of 5.0 and min. 4.5 in every sub-component on application

Tuition fees

COMPULSORY EXPENSES IN CHF FOR FULL FOUR-YEAR BBA IN INTERNATIONAL HOSPITALITY BUSINESS DEGREE PROGRAM

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.

Admissions

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. This could include a 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
- For London, same as above, except Non-EU or EEA passport holders will need to undertake IELTS UKVI: 5.5 overall and min. 5.5 in every subcomponent.

Accreditation



Glion is accredited by the New England Commission of Higher Education (NECHE).

Glion is a member of Sommet Education, world leader in hospitality and culinary education.



The London campus is reviewed by The Quality Assurance Agency for Higher Education (QAA).

Find out more



Learn more in our digital brochure



View the full tuition and other fees



Program Director Dr. Eleonora Cattaneo introduces the program



Connect with us: Linktr.ee/glion.edu



Learn more in our digital brochure



View the full tuition and other fees



Watch the Bachelor's student journey



Semester abroad experiences in London



Recruitment Day



Connect with us: Linktr.ee/glion.edu

