

BACHELOR'S IN INTERNATIONAL

Hospitality

BUSINESS

Program structure

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

Year 1: Experiential Year

Semester 1
 Practical Arts - Hospitality Excellence
 Glion

Semester 2
 Hospitality Operations Practice
 Internship

Year 2: Academic Program

Semester 3
 Hospitality Fundamentals
 Bulle, London or Marbella*

Semester 4
 Hospitality Management
 Bulle, London or Marbella*

Year 3: Academic Program

Semester 5
 Management Practice
 Internship

Semester 6
 Integrated Business Strategies
 Bulle or London

Year 4: Academic Program

Semester 7
 Specialization and Business Project
 Bulle or London

Semester 8
 On-The-Job Experience
 & Research Project

*International exchange at another Sommet Education campus depending on availability

Progressive & personalized learning

PRACTICAL IMMERSION

Service, table art, kitchen & hotel operations using Glion luxury boutique hotel facilities and semester 1 masterclass.

LUXURY GASTRONOMY & HOSPITALITY MASTERCLASS

Two-week Masterclass in Switzerland during semester 1 to discover authentic luxury experiences in hospitality and gastronomy.

LEARN SOFT SKILLS

Self-confidence, attitude, leadership and presentation.

PERSONALIZED LEARNING PATH

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

INTERNSHIPS

18 months of industry experience. Professional immersion, management practice and on-the-job experience.

REAL WORLD MANAGEMENT EXPERIENCE

Applied business projects with industry partners.

SPECIALIZATIONS

Three specializations in-line with hospitality today in luxury, finance & events.

GLOBAL EXCHANGE OPPORTUNITIES

- London
- Marbella*

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

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: 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.

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
- 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.



The Glion student journey



Semester abroad experiences in London



Recruitment Day



linktr.ee/glion.edu



Learn more in our digital brochure



View the full tuition and other fees

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.