

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

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.



Introducing the program



Recruitment Day beyond hospitality



Learn more in our digital brochure



View the full tuition and other fees



linktr.ee/glion.edu

Intake

Fall

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.

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