

FAQ on the Bachelor's in *Luxury Business*

Program *benefits*

Q: What are the key benefits of this program?

- Students are Immersed in luxury through courses combined with **real-world luxury experience**.
- **Management skills:** students learn to lead and strategically direct in a luxury business, and develop key tools to control finances, manage risk, raise capital, and oversee supply and distribution channels.
- **Direct industry exposure** through interactive learning with experienced faculty members, conferences, expert guest lectures, field trips, professional internships and applied projects.
- Students develop essential **hard & soft skills mix** to equip them with the essential components of a luxury leader's toolbox for employability in the luxury industry.
- **Open doors to dream roles** that would simply not be available to holders of more generalist business degrees.
- There is **no other program** of this calibre in Switzerland!
- Specially curated **luxury professionals and faculty** teach and guide students on the latest luxury trends and provide networking opportunities based on their connections including inviting them to campus.

Comparison questions with the Bachelor's in International Hospitality Business

Q: What is the amount of hospitality practice students will do in Semester 1 vs the Bachelor's in International Hospitality Business?

The Semester 1 (S1) curriculum for Bachelor's in Luxury Business students only covers the modules deemed required for any Glion S1 student. They will not be mixed with S1 Bachelor in International Hospitality Business students (even if the course is similar) as how it is taught will be with more of a luxury angle.

Similar courses include:

Luxury Fine Dining Experience

- Introduction to Contemporary Bistronomy
- Mixology and Bars
- Michelin Star Cuisine and Service

A Taste of Luxury

- Trends in Luxury F&B
- Luxury Wines
- MasterClass in Luxury Gastronomy and Hospitality in Switzerland

The Luxury Hospitality Universe

- Introduction to Guest Relations
- Front Office Operations
- Spa and Wellness Operations
- Inside Luxury Hospitality
- Business Communication or Business English

Specialized courses include:

Luxury students will have the other 50% of the first semester with more luxury and business-based courses such as:

Introduction to the World of Luxury

- The Players in Luxury Retail and Fashion
- The New Luxury Tourism
- Luxury Attitudes and Etiquette

Business Fundamentals

- Principles of Marketing
- Accounting Essentials
- Luxury Guest Speaker Series
- Visits to Retail Stores and Manufacturing Facilities
- Designing Luxury Products and Services

Q: Will Bachelor's in Luxury Business students be mixed with Bachelor's in International Hospitality Business students in the subsequent years?

They will have their own classes.

Q: Do Bachelor's in Luxury Business students have specializations?

No.

Q: How much practice will BBA in Luxury Business students actually do?

Semester 1 *includes:*

6

weeks of practice

13

weeks of lectures, guest faculty visits and field trips

50%

luxury and business-based courses

Q: Can Bachelor's in Luxury Business students transfer to Spain or London?

Only BBA IHB students can transfer.

This degree is

100%

taught in Switzerland

Examples of course descriptions & faculty

Introduction to the World of Luxury

Introduction to Luxury Fashion and Retail

This course introduces students to the world of luxury fashion and retail, exploring the key players and their roles in the industry. The course will provide an overview of the industry and future outlooks. Students will gain an understanding of the different players, learn about the challenges and opportunities facing the industry, consumer preferences, emerging markets, and new technologies.



Faculty: Daniele Perchiazzi

Daniele Perchiazzi has worked his entire career in the luxury industry with significant management experience both in market development and in luxury retail. As Product Manager of Amati Luxury (luxury Italian made furniture), he's also been in charge of the expansion of the business in the UK, the Netherlands and the Norwegian market. In luxury retail, he has worked in London for some of the most prestigious brands (Ermenegildo Zegna, Harrods, Dolce&Gabbana, Louis Vuitton).

New Luxury in Tourism

This course aims to introduce students to the concept of luxury in the tourism industry and explore how it is evolving in response to changing consumer preferences and market dynamics. The course will provide students with an understanding of the various facets of luxury tourism, its significance to the tourism industry, and the challenges and opportunities faced by luxury tourism providers in today's dynamic marketplace.

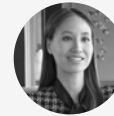


Faculty: Jean-Pierre Soutric

A seasoned hotelier, Jean-Pierre Soutric has spent more than 30 years in various positions with luxury hotel companies such as Four Seasons where he led the company's leisure sales efforts across Europe. He also ran the legendary George-V in Paris and supported many hotel openings such as Mauritius, the Seychelles, Bora Bora, Cap-Ferrat.

Luxury Attitude and Etiquette

This course teaches students how to succeed in the global luxury market by covering topics like luxury attitude and etiquette, cultural nuances, and social skills. Students will learn about non-verbal communication, dining etiquette, dress codes, and social manners. The course also emphasizes the importance of customer service and how to provide a world-class service experience.



Faculty: Estelle Dinh

Dr. Estelle Dinh has experience in luxury, hospitality, wealth management, private banking, and related sectors. Her specializations include new business development, client relationship management, and global public relations, with a particular interest and expertise in luxury branding and marketing strategy, luxury service design, luxury attitude, and luxury etiquette.

Industry relations & employability

Q: What companies will Bachelor's in Luxury Business students be exposed to on campus and/or internships?

Internship examples include:

- Sales Advisor, Hermès
- Customer Experience Intern, LVMH
- Villa Intern BVLGARI Resort & Residences
- Catering & Events intern, Rolex
- Visual Merchandising intern, Chanel
- Sales Associate, Tag Heuer
- Client Advisor, Richemont Group
- Retail Excellence Trainee, LVMH Fashion Group

On-campus visits could be:

- Dior
- Gucci
- Audemars Piguet
- Richemont brands like Jaeger Lecoultre
- LVMH
- IWC
- Four Seasons
- Mandarin Oriental
- Clinique La Prairie
- ...and many more!

Q: What are some of the positions students have landed after graduating from Glin?

job examples include:

- Management Training, Four Seasons
- Marketing Assistant, Cartier
- Relationships Ambassador, Hublot
- Junior Global Product Development Manager, Veuve Clicquot
- Client Advisor, Louis Vuitton
- Hospitality & Services Coordinator, Richemont
- Client Advisor Moncler Paris, France
- Assistant Director Fine Jewelry & Watches, Chanel

Special projects

Q: What are some of the projects students will be doing over the course of the program?

Luxury Business Applied Project

Year 2

A smaller scale project compared to the project in Semester 7 but surrounding the ability to create a project around the **theme of luxury**, based on their learnings and present the concept to faculty.

For example, work with a corporate partner who provides a brief surrounding research on target customers or mystery shopping and observe how they operate in some of their different locations.

New Frontiers in Luxury

Year 3 - Dean's Series

The campus organizes **events to expose students to high profile contacts** and provides them with the opportunity to network and understand the different brands and their philosophy.

It also supports students to understand their professional goals and outcomes in preparation for graduation.

Luxury Event Creation

Year 3

This is a **networking event focused on luxury brands**. Students invite panelists for the event and extend the invitation to other Glion students to ask questions. Other event ideas could include wine tasting and masterclasses.

The final decision on what event to host comes down to a general consensus of the cohort of Luxury students. The point is to execute an event focused on luxury and to work together from start to finish.

Entrepreneurial Challenge

Year 3

Mini project (developing a luxury business on paper) for students to present their project in front of a jury of experts. This is a project that involves working on a brief, having it approved and meeting the objectives that will then allow a student to present their work in front of a panel of experts.

Business Field trip

Year 3

Somewhere in Europe (Monaco, Paris, Milan) on the theme of Luxury. The destination of the field trip will be decided by the program manager based on availability.

The field trip is designed to complement the academic curriculum by developing a qualitative and practical understanding of the luxury industry.

Through a series of observation exercises, visits, and "meet-the-experts" sessions, students will raise their awareness on a series of attitudinal competencies, an essential credential in today's luxury management industry. They will also reflect on how effective industry professionals provide outstanding customer experience and manage their teams to monitor the delivery of service excellence to support overall business success.

The Mark Challenge

Year 3

This is a competition to **create business plan on the theme of luxury** where students can choose different categories including:

- Product
- Service
- Yachting

Undergraduate students from around the world will compete against each other.

Three finalists are invited to Monaco with expenses paid and winners will be awarded prizes based on different categories as well as support and funding.

Bachelor Thesis *or* Applied Business Project

Year 3 (semester 7)

Bachelor Thesis:

The thesis is a culminating academic work that forms the capstone of a research of Bachelor's degree program. The course is to accomplish academic research independently to write a **10,000-word study on a chosen topic in luxury business**. One-to-one tutoring is held on a regular basis, but overall emphasis of the course is placed on self-regulated learning and research activities. Students are required to present critical review on existing literature on chosen topic areas, develop a conceptual framework, conduct appropriate primary research with relevant methods, analyze collected data to build arguments and develop discussion. Major findings need to be recapitulated and conclusions are drawn with evaluation and syntheses.

Applied Business Project:

The applied business project is a business research-based capstone that consolidates student's knowledge and skills acquired throughout their studies. **Students will work as consultants and solve a real-life business problem for an industry partner**. Ideally topics will be within luxury business. Based on the mission given by the client, students will be responsible for setting objectives, reviewing relevant industry-based and academic-based literature, selecting appropriate research methodologies, collecting and analyzing data, and providing the client with sound recommendations.