

# Master's in Hospitality, Entrepreneurship and Innovation



## DURATION

1.5 years; 2 academic semesters plus Business Research Project or a 6-month internship



## LOCATIONS

Glion and Bulle campuses, Switzerland



## INTAKES & CREDITS

Spring and Fall  
ECTS\* 90  
US 45

*\*European Credit Transfer and Accumulation System*



## BUSINESS FIELD TRIP

Experience innovative thinking first hand. During this immersive, specially curated trip, meet pioneering companies and strengthen your professional network.



## OTHER HIGHLIGHTS

Innovation Week - experiential and immersive learning

**Hospitality Immersion Program**  
4 weeks (optional)  
Glion

**Semester 1**  
Glion or Bulle\*

**Semester 2**  
Glion or Bulle\*

**Semester 3**  
Internship or Business Research Project

*\*To enable you to experience student life at both our Swiss campuses, you will spend the fall semester on Bulle campus and the spring semester on Glion campus.*



Introducing the program



Hear from a student



Discover more in our digital brochure



Discover Innovation Week

## Benefits

- Learn how to lead in hospitality and enhance your business skills
- Understand technology's potential in the industry
- Network and learn from industry leaders
- Develop your own business ideas during the program
- Real-world experience during your internship or business research project

## Designed for

- Aspiring or current entrepreneurs
- Professionals who own a family business
- Career switchers

## Courses

### OPTIONAL PRE-SESSION

- | Hospitality Immersion Program

### SEMESTER 1

#### Hospitality Operations, Disruptions and Talent Management

- Industry Fundamentals and Complexity
- Trends, Disruptive Models and Entrepreneurial Mindset
- Hospitality Operations
- F&B Management and Value Delivery
- Leadership, Team Building and Intercultural Management

#### Innovation and Entrepreneurship: From Idea to Business Model

- Creativity and Innovation in Hospitality
- Design Thinking and Startup Creation Process
- Business Model Identification: Lean Startup and Traction Methods
- Partnerships and Ecosystem Management Strategy and Governance
- Protecting Your Brand and Your Business

- | + Business Field Trip

### SEMESTER 2

#### Scaling Your Business: Digitalization and Go-to-market Strategy

- Marketing, Branding and Insights Foundations
- Sales and Contract Negotiation
- Talent Management
- Revenue Management and Digital Distribution Strategy
- Digital Technologies in the Hospitality Industry
- Digital Marketing and Growth Hacking

#### Financial Lifecycle and Funding

- Fundraising and Financial Strategies
- Mergers and Acquisitions
- Family and Small Businesses
- Sustainability and Entrepreneurship
- Project Life Cycle for New Business Launches

- | + Innovation Week - experiential and immersive learning

### SEMESTER 3

- | 6-month internship or Business Research Project

## Fees for 2024 intakes

### SWITZERLAND

MSc S1 + S2	Compulsory expenses in CHF
Application fee	275
Tuition fees	53,600
Learning resources	1,400
Insurance	2,550
Administrative fees	980

### OPTIONAL HOSPITALITY IMMERSION 4-WEEK PRE-SESSION PROGRAM IN CHF

Tuition fees	4,400
Insurance	255
F&B prepaid	930
Lodging	1,300

# Interns & graduates: where are they now?



*MSc in Hospitality, Entrepreneurship and Innovation*

## *Internship examples (2022 & 2023)*



**Juan AREVALO  
SALAZAR**

*Colombian*

**INCOME AUDITOR  
TRAINEE**

Hotel Arts Barcelona,  
Spain

*Hospitality*



**Dimitris  
MYTILNIS**

*Greek*

**IT TECH  
RECRUITER**

TekSystems,  
Amsterdam, Netherlands

*Recruitment*



**Tanguy  
LEMAITRE**

*Belgian*

**CHANGE MANAGEMENT  
INTERN**

Degroof Petercom  
Brussels, Belgium

*Banking*



**Sahana  
NALAGATLA**

*Indian*

**FINANCE  
INTERN**

La Ville Hotel & Suites City Walk  
Dubai, United Arab Emirates

*Hotels*

## *First jobs after graduation (2023)*



**Tong  
LIN**

*Chinese*

**FRONT OFFICE GUEST  
RELATIONS OFFICER**

Four Seasons Hotels & Resorts  
Guangzhou, China

*Hospitality*



**Audrey  
OLLER**

*French*

**SALES  
EXECUTIVE**

Hotel du Louvre,  
Paris, France

*Hospitality*



**Clara  
VARROY**

*French*

**MARKETING  
COORDINATOR**

Ardentis Cliniques Dentaires,  
Puidoux, Switzerland

*Medical*



**Sebastian  
ARMENTANO**

*Czech*

**DUTY  
MANAGER**

Bulgari Hotels & Resorts,  
Rome, Italy

*Hospitality*



**Camille  
HAYEK**

*French*

**JUNIOR ASSISTANT  
F&B MANAGER**

Sofitel  
New York, USA

*Hospitality*



**Matteo  
GIONFRIDDO**

*Italian*

**GUEST EXPERIENCE  
MAKER**

Six Senses, Crans-Montana,  
Switzerland

*Hospitality*

### **CONTACT US**

+41 (0)21 966 35 35

info@glion.edu

[linktr.ee/glion.edu](https://linktr.ee/glion.edu)