

Master's in Luxury Management and Guest Experience



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

Fully appreciate luxury products and apply classroom theory in the real world through exposure to luxury and hospitality enterprises in a selected city.



OTHER HIGHLIGHTS

Luxury event organized by students

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



Step into the classroom



Highlights from our field trip to Monaco



Discover more in our digital brochure

Benefits

- Discover the essence of service excellence
- Exclusive visits to fashion brands
- Go behind the scenes in luxury companies
- Network with successful industry leaders
- Elite visiting faculty from famous universities
- Real-world experience during your internship or business research project

Designed for

- Young professionals
- Career changers & career developers

Courses

OPTIONAL PRE-SESSION

- | Hospitality Immersion Program

SEMESTER 1

Luxury Business Environments

Economics and Sociology of Luxury
Business Trends in Luxury Hotels, Resorts and Events
High Gastronomy and Fine Dining
Ultra-Luxury Travel and Experiences
Luxury Fashion and Design
Service Culture and Operational Excellence
Design Thinking

Marketing and Brand Management

Building Brand Equity
Experiential Economics
Digital Transformation and Data Analytics
Digital Marketing in the Luxury Industry
Intercultural Leadership

- | + Business Field Trip

SEMESTER 2

Luxury Experience and Innovation

Sustainable Luxury and Design
Blockchain in the Luxury and Hospitality Industries
Business Research Methods
Impactful Design for Retail and Hospitality
Retail Management
Behavioral Aspects of Customer Engagement

Strategies and Business Models

Strategic Management of Luxury Brands
Corporate Finance and Value Creation
Business Models in Luxury
Legal Environment of the Luxury Industries
Talent Management

- | + Luxury Event organized by students

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 Luxury Management and Guest Experience

Internship examples (2023)



**Louis
BECKER**

German

**PRIVATE AVIATION
COORDINATOR**

LunaJets,
Geneva, Switzerland

Aviation



**Ekaterina
NABATOVA**

Russian

**TALENT ARCHITECT
INTERN**

BCG X,
Berlin, Germany

Consulting



**Seha
SO**

South Korean

**ASSISTANT
PRIVATE CLIENT**

Farfetch,
Seoul, South Korea

Luxury/Retail



**Colin
GUTMANN**

German

**PRIVATE AVIATION
COORDINATOR**

LunaJets,
Geneva, Switzerland

Aviation



**Céleste
LE HÉTÊT**

French

**GUEST EXPERIENCE
MAKER COORDINATOR**

Six Senses Crans-Montana,
Switzerland

Hospitality



**Zusanna
RADWANIECKA**

Polish

**HOSPITALITY
MANAGER INTERN**

KRUG Champagne,
Reims, France

Wines & Spirits



**Charlotte
SYNNESTVEDT**

Norwegian

**SALES & SERVICE
SUPPORT INTERN**

Hermès,
Oslo, Norway

Luxury/Retail

First jobs after graduation (2023)



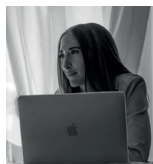
**Tiffany
CAILLET**

Swiss

**CATERING & EVENTS
ADMINISTRATOR**

Rolex, Bienne,
Bern, Switzerland

Luxury/Retail



**Isabel
MAURO**

Italian

**JUNIOR MANAGEMENT
ASSISTANT**

Hugo Boss,
Coldrerio, Ticino, Switzerland

Luxury/Retail



**Olivia
BAUDA**

Mauritian

**SENIOR PR &
EVENTS EXECUTIVE**

Al Tayer Insignia,
Dubai, United Arab Emirates

Luxury/Retail



**Gabriele
MAGNAGHI**

Italian

**JUNIOR PROJECT
MANAGER**

Richemont,
Geneva, Switzerland

Luxury/Retail



**Carolina
GAUDINO**

Italian

**RETAIL CITY VISUAL
MERCHANDISING**

Off-White,
Paris, France

Luxury/Retail

CONTACT US

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