



Master's degrees in International Hospitality Business



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# ACADEMIC PROGRAMS

Master's degrees in  
Hospitality Business

This is an interactive booklet.

You can navigate your way around it using the interactive content pages and footers.

Every time you see the symbol below, click on the button to enhance your experience with videos.



# TRANSFORMATIVE EDUCATION

## Gain Skills, Connections and Confidence

A Master's degree from Glion will put you on the fast track to higher management positions in the hospitality and service industries. You will develop your strategic management skills on a strong foundation of research and analytical skills, and then test your knowledge on applied business projects. In the classroom, you will be guided by experienced faculty members with the latest learning technology to make you an independent, life-long learner. In the end, your degree will open the doors to the most selective opportunities where rigor, expertise and experience are required.

## Contents

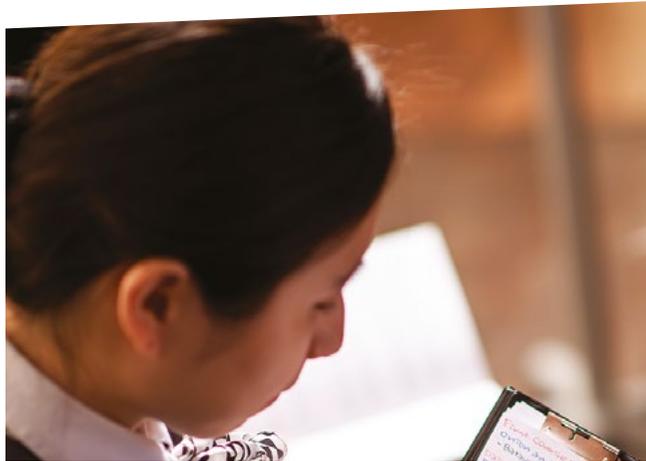
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# FOUR STEPS TO A HIGHER-LEVEL CAREER



## Master the Art of Perfection

The art of hospitality – a warm welcome, exceptional service, timing, and presentation – cannot be learned in books. If you lack hospitality experience for the Master's degree, you will be offered practical arts courses that cover the industry standards and management responsibilities in fine-dining service and culinary arts, œnology, guest relations and housekeeping.



## Learn to Think Outside the Box

As a Glion graduate student, you will develop a balanced approach to business innovation combining rigorous research and analysis with creativity. The hospitality business courses will teach you to measure performance and drive teams towards great results in key departments. At the same time, you will learn to lead strategic plans to improve and grow the business.



## Gain Real Business Project Experience

During the Master's program, you will join a field trip to collaborate with top international companies on a business-based case study. In teams, you will do research and analysis to make a recommendation, pitch it in a presentation and then receive feedback from the company stakeholders.



## Become a Specialist in High-Demand Sectors

In today's competitive job market, being a specialist will make you stand out from the crowd. On the Master's degree, you will have the choice to specialize in Luxury Brand Management in Hospitality, International Hotel Development and Finance.

# CHOOSE YOUR CAMPUS

Two Top Destinations for Master's Studies



## Glion Campus, Switzerland

Switzerland is a prime location to earn your Master's degree and build your network. Its reputation for quality attracts students from around the world to a Swiss education. Our campus above the town of Montreux offers a peaceful living environment with an amazing view. Operated like a boutique hotel and the ideal setting for practical arts courses, this simulated hospitality business environment sets the perfect tone for Master's-level studies and brings you close to Switzerland's most popular tourist attractions: Lake Geneva, the vineyards and the Swiss Alps.

### Unique advantages:

- Experience Glion's first-class reputation for tourism and quality products
- Make connections in a thriving culture of business innovation
- Stay close to the best jobs in the headquarters of international organizations



## London Campus, UK

London consistently ranks among the top cities in the world for international students, and it's especially attractive for Master's studies in an English-speaking environment. The Glion campus sits on the grounds of a large UK university offering the comfort of single-room accommodations. It also has convenient access to fitness, sports, student clubs, restaurants and public transportation, just 40 minutes from London's city center.

### Unique advantages:

- Make connections in the international hospitality and finance hub
- Be first to try the latest trends in luxury hospitality and dining
- Immerse yourself in English language and culture

# HOW WE TEACH



“The Glion graduate programs give students a sharp set of hard and soft skills to become strategic leaders. On-campus, students are immersed in an innovative, ambitious atmosphere with industry experienced professors, lecturers and industry speakers. Off-campus, they visit top international companies where they develop learning through management of projects and receive constructive feedback from industry leaders. This combination of best-practice theory and real-world application, prepares them to be immediately effective and employable at graduation.”

**Dr. Marie-Aline Roverato**  
Director of Graduate Studies

## Learn from the Best

**Dr. Marie-Aline Roverato**  
Director of Graduate Studies  
Clinical Professor Finance

**Dr. Suzanne Godfrey**  
Head of Luxury Brand  
Management in Hospitality  
Clinical Professor Marketing

**Jonathan Humphries**  
Head of International Hotel  
Development and Finance  
Industry Expert and Senior  
Lecturer

**Dominique Toulousy**  
Head Chef Gastronomic  
Restaurant MOF\* Cuisine

**Chantal Wittmann**  
Maître d'hôtel Gastronomic  
Restaurant  
MOF Restaurant

\*Meilleurs Ouvriers of France awards



35

Students Per  
Academic Class\*\*



15

Students Per  
Practical Arts Class

## Small Classes, Personalized Learning

### You are at the center

In small classes, you get personalized support from highly qualified faculty members who provide feedback and help you target your skills.

### You have the best tools

Our practical arts areas (kitchens, restaurants and reception) and classrooms feature technology and industry standards.

### You get to experiment

Working on applied business projects for our industry partners, you will learn to solve challenges and seize opportunities that occur in the real world.

\*\*Student numbers may vary slightly every semester

# MASTER OF SCIENCE IN INTERNATIONAL HOSPITALITY BUSINESS

## Open the Doors to a Fast-Growing, Global Career

**Duration:** 1.5 Years, 2 Academic Semesters Plus a 6-Month Internship

**Location:** Glion Campus, Switzerland or London Campus, UK

The Master's degree prepares students for accelerated careers in the hospitality and service industry sectors. It combines the strength of Swiss rigor and hands-on learning with a modern approach to business strategy and specializations.



\* This is a single campus program (transfer to the other campus after the first semester is not possible)

## Five-Star Hospitality Management Training

If you lack a background or experience in hospitality, the Hospitality Immersion Program can teach you the professional standards of hospitality service and how to supervise operations with leading culinary and hospitality professionals. This four-week optional program covers industry standards and management responsibilities in fine-dining service and culinary arts, oenology, guest relations and housekeeping.

## Business Management Skills

In the classroom, you will learn to manage key departments and functions in a hospitality business and master the tools of the trade in simulated hotel development and revenue management projects with the guidance of experienced faculty members who share their insights and tips from the industry.

## Real-World Experience

On field trips, you will put your knowledge to the test in real international hospitality businesses. For each project, you will conduct research and analyze data, prepare a presentation and receive feedback from industry leaders.

## Project Management and Specialization

For the Capstone Project, you will work on developing your critical thinking, research and writing skills to produce high-quality professional work and complete a project that you can proudly mention in your portfolio and CV.



I appreciated the individual attention in the classes; our instructors took the time to work with us through the difficult areas. Additionally, it was a great experience to work on a real business project that we could present to real owners and investors. At first, it was intimidating, but it was a confidence boost to accomplish the project. In the end, we were able to produce work that was not just up to academic standards, but met industry standards.”

**Sonam Nandwani**  
Graduated in 2015

# MASTER OF SCIENCE DEGREE PROGRAM DETAIL

## Semester 1

Hospitality Immersion Program\*

### Courses

- Advanced Hospitality Operations
- International Hospitality and Service Marketing
- Managerial Accounting and Financial Analysis
- Revenue Management and Digital Distribution Strategy
- Leadership and Intercultural Management Strategies

## Semester 2

### Courses

- Hospitality Business Strategies
- International Human Resource Management
- Hospitality Corporate Finance
- Business Research and Project Management Methods

### Business field trip

### Specializations:

- International Hotel Development and Finance
- Luxury Brand Management in Hospitality

### Capstone Project

### 6-month internship



\*The Hospitality Immersion Program is 4 weeks long, optional and provided at additional cost. Delivered before the start of the other Master's courses, it contains practical arts courses in industry standards and management responsibilities in fine-dining service and culinary arts, œnology, guest relations and housekeeping.

# SPECIALIZE IN LUXURY BRAND MANAGEMENT IN HOSPITALITY

## A Pathway to the Top of the Most Exclusive Brands

Luxury hospitality is highly relevant to the overall luxury sector, with its focus on delivering exceptional personal service and creating memorable experiences for its clients and guests. In boutique hotels, palaces, luxury travel, spas, and even gastronomy, the creation of experiences continues to be the growth area within the luxury industry. Both creativity and innovation are important in luxury today, from product design to service development, in brand experiences and use of media, as luxury brands seek to remain contemporary and relevant in a more challenging and competitive luxury and hospitality environment.

Understanding luxury and the management of luxury brands will give you valuable skills to grow your career, not only in the luxury and hospitality industry, but far beyond.

### The pathway into...

- Brand or Marketing Manager
- Guest Relations or Concierge Manager
- Customer Service Manager
- Public Relations Executive

### Industry sectors

- Luxury Hotels and Resorts
- Fine Dining, Food and Wine
- Personal Luxury Goods
- Yachts, Private Jets, Automobiles
- Other Service Industries



# SPECIALIZE IN INTERNATIONAL HOTEL DEVELOPMENT AND FINANCE

## Learn to Drive Performance and Create and Expand Businesses

Over the last ten years, the world of hospitality ownership has become much more sophisticated and challenging. Many hospitality groups are expanding by acquisition/consolidation, creation of new products and brands, and rapid expansion into new geographic territories. Game changers, such as Airbnb, Booking.com and others, are revolutionizing the overall meaning of hotel brands and products. Consequently, owners, investors and hospitality companies require a new breed of managers, advisors and overall organisational talent to make key decisions and lead teams.

Course 1	Course 2	Course 3	Course 4
Evaluating Hotel Projects, Measuring and Benchmarking Performance	Negotiating the Best Development Deals	Global Ownership and Brand Expansion Strategy	Global Resort Development Market Planning and Feasibility
Hotel Finance and Valuation Strategy		Hotel International Development and Asset Management	

### The pathway into...

- Hotel Asset or Revenue Manager
- General or Area Manager
- Hotel or Real Estate Developer
- Hotel Feasibility Specialist
- Investment Consultant

### Industry sectors

- Hospitality Operations
- Hotel and Resort Development
- Private/Family Businesses
- Investment Firms/Banking
- Consulting/Advisory

# ACCREDITATION AND QUALITY ASSURANCE

## Accreditation



### NEASC

Glion Institute of Higher Education is accredited by the New England Association of Schools and Colleges, Inc. (NEASC) through its Commission on Institutions of Higher Education. This university level accreditation is delivered by NEASC, one of six regional accrediting bodies recognized by the US Secretary of Education.



### QAA

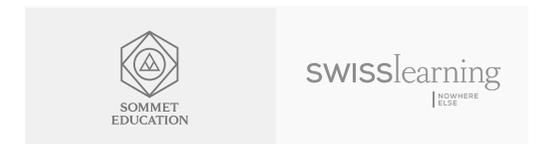
We have undergone an educational oversight monitoring visit by the Quality Assurance Agency for Higher Education (QAA) and received our final report, which is available on our website.

## Industry Recognition



Glion was voted “Best Hospitality Management School in the World” by industry professionals in 2015, and won “Best Innovation in an Academic Program” in 2016 at the Worldwide Hospitality Awards in Paris.

## Membership and Affiliation



Glion is a member of Sommet Education, a global network of seven distinguished institutions, giving students access to excellent education experiences around the globe.

Glion is a member of Swiss Learning, an association that promotes excellence in Swiss Education.

# DUAL MBA\* AND MSc IN INTERNATIONAL HOSPITALITY BUSINESS

## Get Two Degrees for Greater Recognition and Endless Career Opportunities

**Duration:** 2 Academic Semesters, Plus 1 Full Year on the Job

**Intake:** September

**Location:** Glion Campus, Switzerland

This unique dual-degree program combines an intensive practical curriculum with a focus on contemporary management challenges and key operational concepts. Taught over one year on campus in Glion, it prepares students to be holistic managers with a global view of business and strategies to stimulate managerial and entrepreneurial initiative. Designed to enhance career progression, this program prepares graduates to think critically and strategically to adapt to the changing global environment.



\*Delivered by Grenoble Ecole de Management (GEM). Pending approval from NEASC and GEM

\*\*Includes online courses and one "Meet-the-Experts" bootcamp



## Earn Your MBA Degree from a Triple-Accredited Institution

- Grenoble Ecole de Management ranked 17<sup>th</sup> in the Financial Times European Business Schools 2016 ranking
- GEM MBA ranked among top 30 in Europe by The Economist and the Financial Times
- MBA graduates are awarded a certificate conferring the title of "Manager International". This title is recognized by the CNCP\*\*\* of the French Ministry of Labor.



\*\*\*Commission Nationale de la Certification Professionnelle

## Intensive Academic Curriculum

Studying full time, you will be immersed in a world of five-star hospitality and academic rigor as you evolve among the GEM and GIHE faculty members who are leading experts in their fields.

## International Exposure and Network

On-campus you will live and study among students of over 90 different nationalities. Conferences and company visits also bring hospitality leaders and recruiters to the campus to maximize your career planning and networking resources.

## Balanced Skills and Knowledge

This dual-degree program strengthens both "hard" and "soft" management skills. Plus, you can tailor your education to your professional goals with a selection of elective courses.

## Accelerated Career Development

For the Capstone Project, you will work on developing your critical thinking skills through dedicated workshops and learn strategies and methods to advance your career development. Additionally, you will complete a Capstone Project to add to your CV and portfolio.

# DUAL MBA\* AND MSc IN INTERNATIONAL HOSPITALITY BUSINESS PROGRAM DETAIL

## Semester 1

### Courses delivered by GEM\* faculty on the Glion campus

- International Marketing
- Accounting and Auditing
- Managerial Accounting
- Innovation Management
- Operations Management
- Sustainability and CSR
- Intercultural Management
- Corporate Finance
- Global Business and Macroeconomics
- Leadership
- Managerial Economics
- International Negotiations

## Semester 2

### Courses delivered by GEM\* faculty on the Glion campus

- Business Law
- Strategic Management
- Risk Management
- International Human Resource Management
- Geopolitics
- Digital Transformation
- Quantitative Methods
- Organizations and Change Management
- Integrative Case Study

### Hospitality Management courses delivered by GIHE faculty:

- Advanced Hotel Operations
- Hospitality Revenue Management and Distribution Strategies
- Hotel Development and Valuations

## Semesters 3 and 4

- On the Job\*\*
- One "Meet-the-Experts" Bootcamp

### Specialization online courses delivered by GIHE faculty:

- Hotel Demand Management
- Plus, one of the following courses:
  - Hotel Asset Management
  - Hospitality Luxury Brand Management

### Final Management Project and Hospitality Capstone Project:

- Conducted under the supervision of a tutor, this is an applied or theoretical research project that can be completed at a distance and in parallel with full-time employment or an approved internship. Students are encouraged to choose a subject related to their future career.

## Flexible Program Structure

The program begins in September and requires regular attendance for one academic year (September-June) followed by a Final Management Project of the student's choice. The Management Project may be completed in parallel with a full-time internship or employment.

## The Best of Two Reputed Faculties

The MBA classes are taught by GEM faculty, visiting professors from leading universities worldwide and top business professionals. Most of the permanent faculty is engaged in applied research; their teaching links theory to practice through authentic business cases. Their diverse cultural and international background lends a strong international dimension to the program.

The courses specialized in hospitality are taught by GIHE faculty, who are all experienced hospitality and tourism professionals with significant academic experience.



\*Delivered by Grenoble Ecole De Management \*\*The academic workload is compatible with full-time employment

“

When you're looking for executive functions, it is important to have such a degree as it offers you credibility. Having an operational knowledge is useful, but when you work in the management field, you need to know how to handle complex situations. This MBA degree teaches you many aspects: finance, marketing, human resources, and what's more, you are informed of the latest trends.”

**Benoit Amado**

Graduated in 2015



## THE CAREER ELEVATOR

### Go Straight to the Top

As a Master's student, you are looking to acquire new knowledge and a higher level of skills that will accelerate your professional success and prepare you for upper level positions. Glion will give you the resources and connections to make your career take off quickly. To prepare you for the jump up to the next level, our career development team offers one-on-one counseling sessions and career advice. Additionally, you will create your own network of industry contacts through the conferences and visiting lecturers, and when you join the Glion Alumni Association, you will gain access to a privileged space where the best employment offers are given to Glion alumni first.

#### Career resources for graduate students

- CV Support and Interview Preparation
- Online Database of Internship, Management Training and Employment Offers
- Company Recruitment Visits
- Campus Recruitment Days
- Membership to the Alumni Association of Glion

  
**100+**  
Company visits  
per semester

“

I knew I wanted to go into hotels... and I wanted to get some momentum behind me and get a fast start in the industry, so I went to Glion. Upon graduation, I got a job offer for Mandarin Oriental, the flagship property in Hong Kong where I had an incredible time and a terrific learning environment. Then, I came to the Ritz London and started as a Management Trainee. With the help of everything I learned, I progressed quickly and would therefore highly recommend Glion.”

**Benjamin Dalton**  
Graduated in 2010

Front Office Manager, The Ritz London



Watch Ben's video  
Click below to watch video



# YOUR FUTURE CAREER

Career planning  
and resources

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# WHERE WILL GLION TAKE YOU?

## Start Here, Go Anywhere

A degree from Glion is like a first-class ticket to the top of the world's fastest-growing industries.

You will be free to choose from a wide array of career paths in hospitality business, events and entertainment, financial and consumer services, and luxury brands. You will be ready to jump right into your career with the skills and connections to land your dream job. With the Glion name on your CV, and the support and interest of fellow Glion alumni, your options will be limitless.

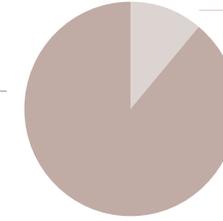
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# THE KEYS TO SUCCESS

89%

Graduates Have a Job or Multiple Job Offers on Graduation Day



11%

Continue Studies, Military Service or Other.



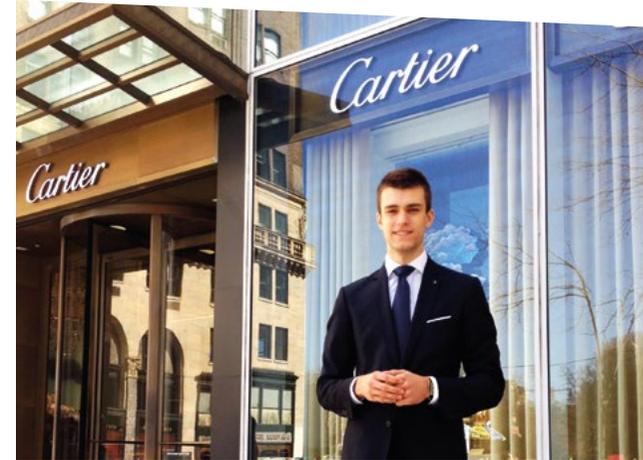
## Practical Arts Learning

Our hands-on courses allow you to master the art of hospitality by doing it yourself. You will learn to provide impeccable service whilst managing every department and function of a hospitality business.



## Industry Exposure

At Glion, we bring the industry to you through interactive learning with experienced faculty members, conferences, lectures, excursions, and applied business projects with real organizations.



## Internships

The Bachelor's degree program includes two six-month internships to introduce you to the world of hospitality and allow you to develop skills, contacts and leadership experience. Internships are optional for the master's degree.



## Career Support

Our dedicated team will give you the resources, techniques and tools to realize your professional objectives – from your first internship search to your dream job at graduation.

## Hospitality and Tourism

The hospitality industry opens a world of opportunities for you. It's the world's second largest employment sector, expected to generate nearly seven million jobs per year for the next ten years. For you, that means a wide range of career options in various departments, plus the possibility to work internationally and redirect your career into a new company or field whenever you choose.

## Events and Entertainment

The event and entertainment industries offer you a dynamic, international work environment that changes with every new project. This is a fast-growing field where innovations in visitor experience and technology are appearing every year. It's a high-energy, demanding field, so you will encounter many challenges and opportunities throughout your career.

## Service Industries

With a hospitality background, you can branch out into the larger service industries. You will have a valuable, customer-pleasing skill set that opens the doors to a broad range of companies, from private banks, financial services and marketing and communications firms, all the way to high-end consumer technology and lifestyle services.

## Luxury Industry

The luxury industry is growing strong, offering you many opportunities for a lucrative career. From luxury consumer goods, such as fashion and cosmetics, to fine foods and spirits or supercars, private yachts and jet planes, this is an industry where you can make your way up and work across the world's most exclusive brands.



# CAREER DEVELOPMENT

## Build your Confidence and Connections

At Glion, we are dedicated to preparing you for leadership positions in top companies and a global career. Our career and internship team does more than just gather employment offers; team members act as personal career counselors and maintain high-quality industry relations to offer you the very best career opportunities.

### Career Services and Resources

- Introduction to Internships and Hiring Practices in the Hospitality Industry
- CV Support and Interview Preparation
- Online Database of Internship, Management Training and Employment Offers
- Company Recruitment Visits
- Campus Recruitment Days

## Welcome to Recruitment Day

[Click below to watch video](#)



3.8

Internship Offers  
Per Student



100+

Company Visits  
Per Semester



“Our team aims to equip students for success from the outset. We work with them in groups and individually in order to best prepare them to enter the professional world. Guidance on CV preparation, developing interview skills and general career counseling are all features of the service we offer, whether they are seeking internships or their first employment after graduation.”

Jacquie Lutz  
Career and Internship Manager

# INTERNATIONAL INTERNSHIPS

## Live and Learn in the Global Industry

By completing two internships during your program, you will graduate with one year of work experience – a minimum requirement for many entry level supervisory positions. The first internship allows you to discover the industry, hone your strengths and gain valuable experience in the real world with real guests and colleagues. The second internship takes you deeper into the management sphere with administrative or project responsibilities to flex your leadership skills.

## Internship at The Landmark London

Antonin Baud, French and Swiss

[Click below to watch video](#)

### Internship One

- Operations
- Team Work
- Independence
- Self-Discovery

### Internship Two

- Administration/Management
- Project Work
- Collaboration
- Leadership



I did my first internship in a two Michelin-Starred French restaurant in Hong Kong. The internship itself was extremely demanding. In the restaurant, everything had to be perfect and the standards were extremely high. I learned to be more disciplined and deal with clients who expect flawless service.”

Nathan Ducarme, Belgian  
BBA in Hospitality Management



# A POWERFUL NETWORK

## The Glion Spirit Lasts Forever

After graduation, and for the rest of your life, you will remain connected to an influential global network of industry professionals and entrepreneurs. You will have privileged access to new positions and career opportunities from our alumni who choose Glion first when recruiting new talent and partnerships. The Alumni Association of Glion is a valuable resource with a website and app that features hundreds of job postings. They also send regular newsletters and invitations to the General Assembly and other events in the regional alumni chapters.

  
13,600  
Active Alumni

  
+62%  
In Management or Executive Positions

“Glion offers a huge network. I’ve made many connections through Glion alumni as well; they are often working in very closely related industries. To students, I’d say don’t be afraid to go further than hotels. There are so many industries that are related to hospitality that could be a good fit for students from hospitality management schools.”

Lisa Stoffel, Swedish  
BBA in Hospitality Management, 2013



# PROPERTIES MANAGED BY GLION ALUMNI IN 2017

## North and South America

1. Highgate Hotels, New York, US
2. Four Seasons, Miami, US
3. The Ritz-Carlton, San Juan, Puerto Rico
4. Royal Hideaway, Playa del Carmen, Mexico
5. W Hotel, Panama City, Panama
6. Caesar Park Rio Ipanema, Rio de Janeiro, Brazil
7. Hyatt Regency, Villahermosa, Mexico
8. Belmond Hotel de Cataratas, Parana, Brazil

## Europe

9. Sofitel Charles de Gaulle, Paris, France
10. Kempinski Ciragan Palace, Istanbul, Turkey
11. Aman Resort, Venice, Italy
12. The View, Lugano, Switzerland
13. L'Hotel Hermitage, Monaco
14. Hotel Barrière Le Majestic, Cannes, France
15. Sheraton Donnafugata Golf Resort, Ragusa, Italy
16. Ritz Madrid, Spain
17. Park Hyatt, Milano, Italy
18. InterContinental, Davos, Switzerland
19. Marriott, Amsterdam, Netherlands
20. Hyatt Centric Gran Vía, Madrid, Spain
21. Baglioni Hotel Carlton, Milan, Italy
22. La Réserve Ramatuelle Hotel, Spa and Villas, France
23. Grand Hotel Suisse-Majestic, Montreux, Switzerland

## Africa and Middle East

24. Sheraton Khalidiya Hotel, Abu Dhabi, UAE
25. Viceroy Palm Jumeirah, Dubai, UAE
26. The Ritz-Carlton, Manama, Bahrain
27. Royal Palm Beachcomber Luxury, Mauritius
28. Le Royal Meridien Abu Dhabi, UAE
29. Kempinski Mall of Emirates, Dubai, UAE
30. Pullman Kinshasa Grand Hotel, Kinshasa, DR Congo

## Asia and South Pacific

32. Pullman Hotel G, Bangkok, Thailand
33. Hyatt Place Phuket Patong, Phuket, Thailand
34. Sofitel Luxury Hotel, Kunming, China
35. Pullman Saigon, Saigon, Vietnam
36. Sofitel Legend Metropole Hanoi, Vietnam
37. Park Hyatt Saigon, Ho Chi Minh City, Vietnam
38. Aman Resort, Shanghai, China
39. Kempinski Hotel Dalian, Liaoning, China
40. Six Senses Ninh Van Bay, Vietnam
41. Sheraton Hotels and Resorts, Surabaya, Indonesia
42. Mandarin Oriental Sanya, China
43. Raffles Jakarta, Indonesia
44. Shangri-La Hotel Philippines
45. Shanghai Disney Resort, Shanghai, China
46. Belmond La Samanna, St Martin, French Polynesia, France

# SUCCESS STORIES

## Michael Hu

Bachelor's Degree in Hospitality Management Specializing in Real Estate Finance and Revenue Management with Honors and Distinction

Nationality: Chinese

Graduated in 2014



2017

Manager, Development Planning and Feasibility  
Marriott International  
China

2016

Cluster Revenue Manager  
Marriott International  
China

2014

Revenue Manager Remote Solutions  
Marriott International Corporate Headquarters  
USA

## Laure Hubsch

Bachelor's Degree Hospitality and Events Management

Nationality: French

Graduated in 2012



Since 2016

General Manager  
Domaine de Fontenille  
France

2015

General Manager  
Château de Neuville-Bosc – Châteaufort  
France

2014

Residential Assistant Manager  
Four Seasons Toronto and Private Residences  
Canada

Watch Christina's video

Click below to watch video



“I would recommend Glion because it gave us the opportunity to be surrounded by different personalities and cultures, as well as the teachers who always made sure we had the opportunity to present and work in teams as much as possible. At the end of the day, those skills will be a huge asset no matter which industry you end up working in.”

Christina Frowein, German

Bachelor's degree in Hospitality Management, 2012

Account Manager at Expedia

# PRAISE FROM THE INDUSTRY

## Hiring Managers Trust Glion

Year after year, the world's leading hospitality brands send their hiring teams to Glion to recruit new talent. In fact, industry professionals voted Glion "Best Hospitality Management School" at the Worldwide Hospitality Awards in 2015, and again "Best Innovation in an Academic Program" in 2016 for our curriculum that blends new technology and business specializations that meet industry needs.

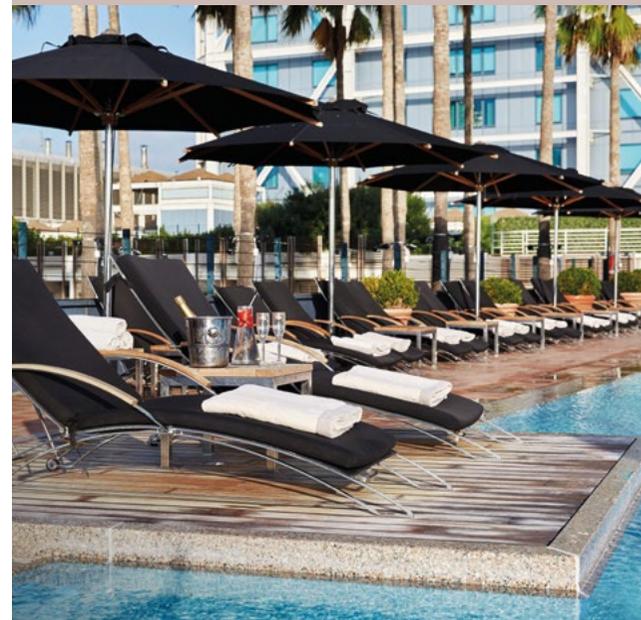


“I think the best qualities that Glion students bring to the internship program are an understanding of what hospitality is and an interest in that field. They are often very professional, very well traveled and can conduct themselves in a professional manner.”

Cole Griswold, Director of Marketing,  
BMF Media, NYC, USA

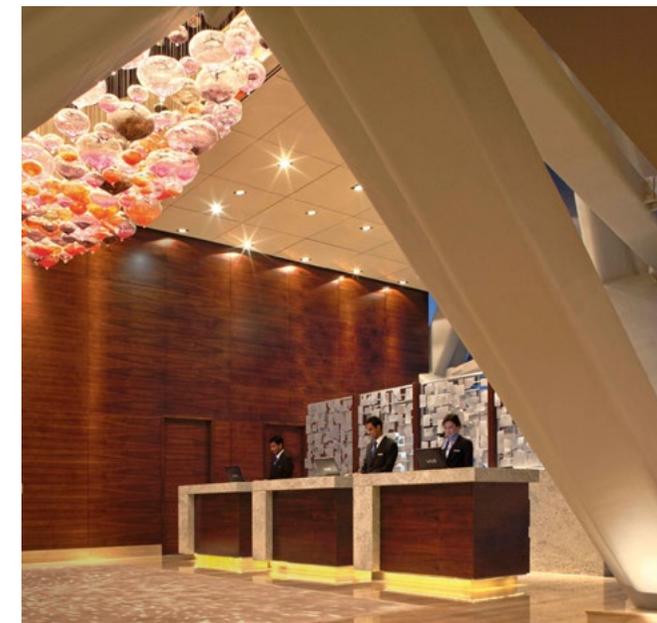
“We have visited Glion for many years and what we have is the opportunity to see very different types of students from all over the world. That gives us the chance to incorporate these different profiles in our company, which gives diversity to our customers.”

Jordi Sala, HR Director, Hotel Arts Barcelona,  
Ritz-Carlton



“We have alumni from Glion working in many positions... internships, management training, corporate leadership programs, and as general managers. So we see that this partnership is very good and that Glion provides a solid education, with the students getting what is required to progress successfully in their careers.”

Ms. Kathrin Melle, Regional VP HR EMEA Hyatt



# WHAT'S YOUR SPECIALTY? QUIZ

1. During your free time, you love to:

- A. Make stuff and get results
- B. Pamper yourself
- C. Play games and share on social media
- D. Host parties and activities

2. Your friend comes to you with a problem, you:

- A. List all the pros and cons
- B. Take them out for a treat
- C. Reassure and comfort them
- D. Create a distraction

3. What are you best at?

- A. Problem-solving
- B. Creativity
- C. Relationships
- D. Organization

4. In your social group, you describe yourself as:

- A. The ringleader
- B. The perfectionist
- C. The communicator
- D. The planner

5. In competitions or games, you believe the most important thing is:

- A. Results
- B. A good performance
- C. Improvement
- D. Enjoyment for all involved

6. What type of games do you like to play?

- A. Building and logic games
- B. AR/VR games
- C. Puzzles or word games
- D. Music or sports games

# COUNT YOUR RESULTS



Mostly As | Hotel Development and Finance



Mostly Bs | Luxury



Mostly Cs | Hospitality and Tourism



Mostly Ds | Events

“

Working in the watchmaking industry, I am dedicated to providing exceptional project and presentation skills, having a passionate, energetic and innovative approach to achieving sales goals. I am able to work in a team with strong communication skills and problem-solving abilities. Thanks to Glion, I am articulate, highly presentable and well-groomed every day.”

Fengxiao Ran, Chinese

BBA in Hospitality Management  
with Luxury Brand Management  
Chinese Travel Retail Coordinator  
Internship, LVMH Watch Division  
Senior Communications Executive  
The Qode (luxury PR firm)





# THE GLION EXPERIENCE

International student  
life and locations

**This is an interactive booklet.**

You can navigate your way around it using the interactive content pages and footers.

Every time you see the symbol below, click on the button to enhance your experience with videos.



# WELCOME TO GLION

## Your Ticket to Freedom and Opportunities

At Glion, every part of your program and student life works to prepare you for a global career where you will be free to choose your location and direction at the top of the world's fastest-growing industries.

We offer the quality of Swiss hospitality education on an international scale. Every day, you will be immersed in a polished, professional setting with students, faculty and industry leaders from around the world. And in addition to our campuses in Switzerland and London, you can also choose to study abroad in Spain or China.

## Contents

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## 55 Years of Excellence

At Glion, you will benefit from academic expertise and industry relationships that we've been cultivating since 1962, and join more than 13,600 alumni leading the hospitality industry.



## Industry Recognition

The Glion name is recognized by industry professionals worldwide who voted Glion "Best Hospitality Management School" and "Best Innovation in an Academic Program" (WHA, 2015 and 2016).



## Balanced Diversity

Our multicultural campus environments are mirrors of the global hospitality industry with students and faculty from around the world.



## International Study Options

You'll have the choice to study in Switzerland or London, with flexible transfer options, and you can spend a semester abroad in Spain or China with our partner institutions.



# THE GLION SPIRIT

## Huge Diversity in a Close Community

At Glion, you won't just meet students from other countries, you will cultivate the Glion Spirit in a family-style, multicultural community that embraces diversity and collaboration. The courses will challenge you to work in teams with students who don't think like you. The activities and sports will give you a chance to experience new things and get a taste of life in other places. Our faculty members and visiting lecturers will share their insights with you. In the end, you will emerge with solid cultural knowledge, industry connections and international friendships to last a lifetime.



Glion – A Transformative Experience  
[Click below to watch video](#)



# A WORLD OF OPPORTUNITIES



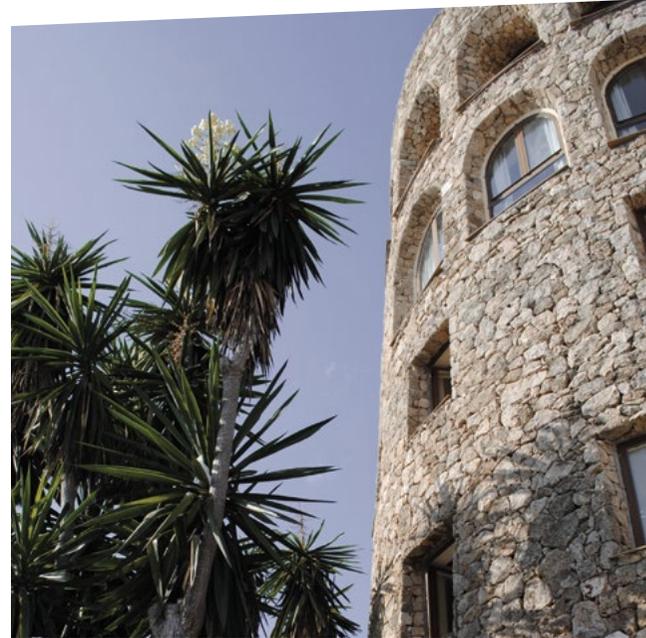
## Glion and Bulle, Switzerland

In the heart of Europe and the birthplace of hospitality, you'll discover the treasures of Switzerland. You can play in the snow, trek through pristine nature, hit the big cities for shopping and museums, or visit the capitals of Europe.



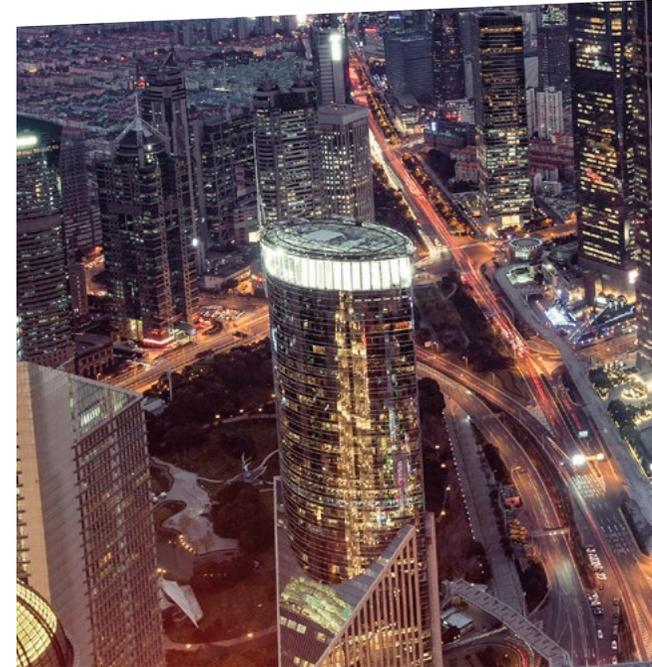
## London, UK

From a close-knit community on a large UK university campus, you can experience London in all its glory. Try the restaurants and pubs, go to theatres and explore the shops, or tour the cultural and historical sites of London and the UK.



## Marbella, Spain

Immerse yourself in the sunny, spicy culture of the Mediterranean coast of Spain. In the resort towns of Marbella and Puerto Banus, you can relax on sandy beaches, taste fine Spanish cuisine, go shopping and embrace the jet-set nightlife.



## Shanghai, China

Open yourself to Asia with a semester abroad in one of China's most cosmopolitan cities. Experience a fusion of Chinese language and culture with modern big city life and conveniently travel to South Korea, Japan or Thailand.

# LIFE IN SWITZERLAND

## The Home of Hospitality in the Heart of Europe

Switzerland is truly the best place in the world to study hospitality. It's clean, safe and well organized, yet fun, and offers a wide selection of historical cities, regional products and traditions, and a thriving economy and entertainment culture. It's also conveniently located, with excellent flight and train connections for weekend trips to other parts of Europe.

Switzerland offers an endless range of outdoor and indoor activities year-round. You can enjoy skiing, sledding and snow shoeing in the winter and do river rafting, climbing, cycling and hiking from spring to fall. If you don't try at least one new sport here, it won't be for lack of options.



85+

Luxury Hotels



11

Michelin-Starred Restaurants



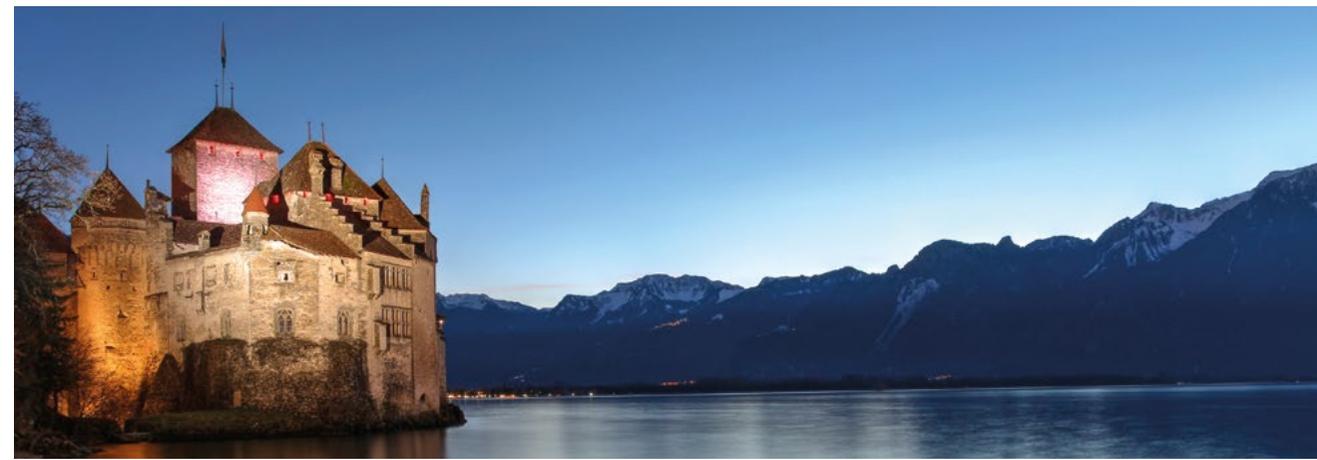
337

Ski Resorts



900+

Museums



## Explore Switzerland and Europe



### Examples of the trips and tours organized by the school:

- Lucerne, Switzerland
- Lyon, France
- Zurich, Switzerland
- Europa Park, Germany
- Milan, Italy
- Ski Days
- Chamonix, France
- Tobogganing Park, Leysin

Note: Excursions vary every semester.

# GLION CAMPUS

## A Hotel School on Top of the World

Glion is the flagship campus and practical learning center. From the classrooms and restaurants, you can gaze across the deep blue waters of Lake Geneva to see the Swiss and French Alps. It's located on the mountainside above Montreux, a town that attracts tourists year-round with a beautiful lakeside and shopping district. The school's buildings are nestled among the village of Glion, creating a small university town with breathtaking scenery.

### Facts and Facilities

- Established in 1962
- ~350 Students
- 8 Student Accommodation Buildings
- 4 Bars and Restaurants
- 16 Classrooms and Study Rooms

### Stay Fit and Active

- Fitness Center and Gymnasium On-Site
- **Activities:** Swimming, Tennis, Hiking, Running, Badminton, Ping Pong, Yoga, Zumba, Stand-Up Paddle
- **Teams:** Football, Rugby, Volleyball and Basketball, Badminton and Table Tennis



“The Glion campus has amazing scenery. I really enjoyed the different types of food, including the fine dining restaurant. There are many activities, such as the Cultural Fair where students will cook, bring or even wear their own countries’ traditional items. Meanwhile, inter-campus sports events allow students to show their abilities in various competitions.”

Young Min “Edward” Kim,  
South Korean

Bachelor of Business  
Administration in  
Hospitality Management

## One Day at Glion

By Nathan Ducarme, Belgian  
[Click below to watch video](#)



# BULLE CAMPUS

## A Great Place to Study and Enjoy the Outdoors

The campus feels like a business college, set between beautiful mountains, a medieval town and a thriving city. The historic old town of Bulle has a chateau and weekly market, mixed in with modern buildings and shops, trendy bars and cafes. It's the perfect place to relax and concentrate on your studies while having easy access to everything a student might require.

### Facts and Facilities

- Established in 1989
- ~700 Students
- 4 Student Accommodation Buildings
- 2 Coffee Shops and 2 Restaurants
- 16 Classrooms and Study Rooms
- Extensive Library

### Stay Fit and Active

- Free Membership for 2 Fitness Centers and Racket Club (Tennis, Badminton, Squash)
- **Activities:** Running Club, Indoor Climbing Club, Hiking, Cycling (Rentals On-Site), Kayaking, Group Classes (Spinning, Zumba, Body Balance)
- **Teams:** Football, Rugby, Volleyball and Basketball

Note: Sports teams are co-ed and vary every semester.



“Living on campus is a great experience. You are very close to your classmates and friends, and encouraged to go to the gym to release stress and do sports. There is a large variety of choice for food on both campuses. All the buildings are always open, so we can go study in a good environment at any time. Glion has a partnership with the gym and some sports facilities that are very nice for the students who want to practice.”

Mathilde Christmann, French  
[Click below to watch video](#)



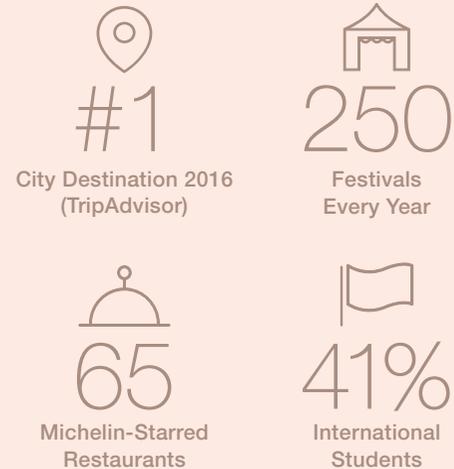
# LIFE IN LONDON AND THE UK

## A Global Hub of Business and Tourism

If you want to be on the cutting-edge of hospitality and tourism, then London and the UK is the place to go. London consistently ranks among the most visited cities in the world and has recently been crowned the Business Capital of Europe\*. London offers endless opportunities for fun and learning. International students choose London and the UK for their excellent reputation in academics, immersion in English and as a thriving hub for business, luxury and entertainment.

Aside from London, the UK offers strikingly diverse places and cultures to explore, from the rocky shores and lakes of Scotland to the sandy beaches and resort towns of the southern coast. You may not have time to view it all, but a few weekend trips are enough to see some stunning scenery.

\*[www.londonandpartners.com](http://www.londonandpartners.com)



## Examples of trips and activities organized by Glion:

- Top West End shows and sport events
- Unique dining experiences – Dans Le Noir, Burger & Lobster, Sushi Samba, etc.
- Luxury hotel visits – The Landmark London, Bulgari Hotel
- International sports ground tours – Wimbledon tennis, Chelsea football stadium
- Fun activities – laser tagging, indoor wall climbing, shopping in central London

Note: Excursions vary every semester.



# LONDON CAMPUS

## Your Gateway to London in a Big University

The Downshire building of Glion London is located at the University of Roehampton (UoR). Inside this small community, you will feel at home with a friendly group of passionate hospitality students and faculty members. On the larger UoR campus, you are part of a big UK university with accommodation, restaurants, student clubs and sports centers.

### Facts and Facilities

- Established in 2013
- ~150 Glion Students
- 1 Glion London Building
- 6 Classrooms
- Coffee Shop and Common Room
- UoR has 10,000 Students of 140 Nationalities

### Stay Fit and Active

- Glion London Football Team
- Team Sports (Non-Competitive Only)
- Gym Available for £25 Per Month
  - Many Dance and Yoga Classes, Gymnastics and Martial Arts
- Running



### The London Experience

By Glion London Students  
[Click to watch video](#)

“Glion London offers a completely different learning experience from the Swiss campuses. It is much larger and more diverse, with all the amenities and limitless opportunities of a global city. On the other hand, Glion London also has a close-knit community because it is a small institute sharing space and facilities with a larger one. This gives you the advantage of a ‘family feel’ alongside our ‘Glion Spirit’.”

Yvette Liu Yu-Fei, Taiwanese  
Bachelor of Business Administration  
in Hospitality Management

# STUDENT CLUBS AND ACTIVITIES

At Glion, you will be the driver of your own student experience and have the chance to try many new things. Every student is a part of our Student Government Association, where you can make your voice heard, organize committees and events, and take part in the leadership of the school. Every semester, the campuses are buzzing with events and activities: talent shows, baking and cooking competitions, cultural fairs, sports competitions, theme nights, fundraisers and much more awaits you.



# LEADERSHIP PROGRAMS

## The Student Government Association (SGA)

Show your leadership skills in the elected student governing body, which includes President, Vice President, Treasurer, and the PR and Events teams.

## Glion Ambassadors

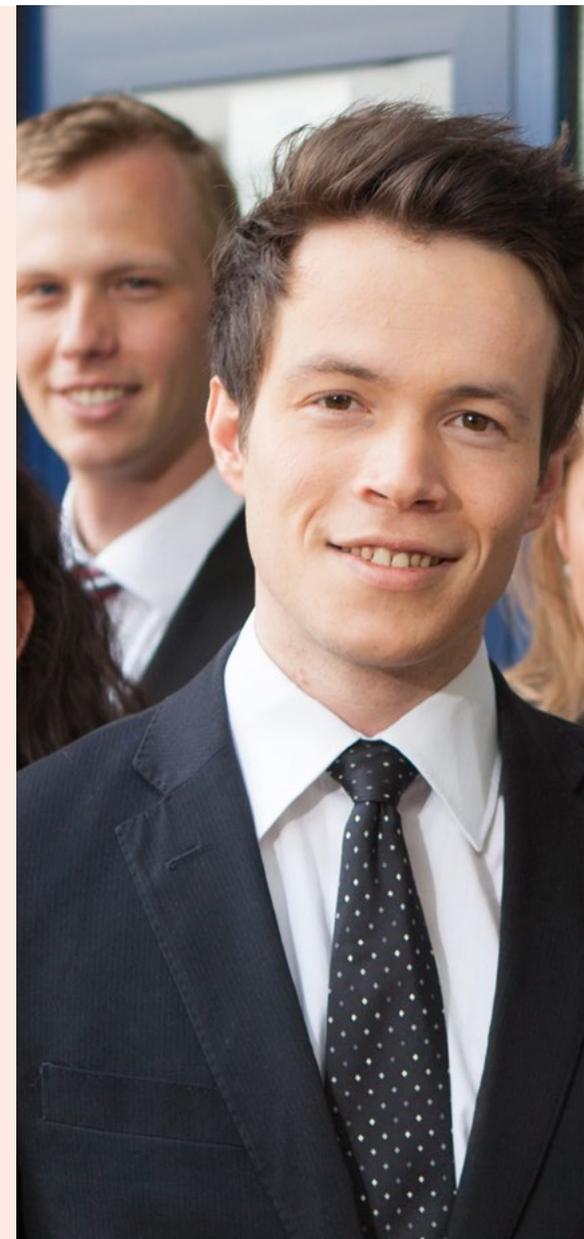
You can volunteer to be selected for the following positions: Sports and/or Campus Life Leader (Glion, London and Bulle) and Academic Leader or Marketing Leader (Bulle). These roles animate campus activities, the Glion Gazette and social media channels.

## Student Committees

Under the umbrella of the SGA, you can join the Charity Committee, Graduation Committee and Networking Committee to organize fundraising and networking events.

## Eta Sigma Delta

Depending on your academic performance, you may be invited to join the Eta Sigma Delta International Hospitality Management Society (ESD), an international honors society for hospitality students.





# GET TO KNOW GLION

Are you ready to learn more or start a conversation?

We have plenty of online resources and social media profiles where you can learn more about life and learning at the Glion Institute of Higher Education.

Join us and don't hesitate to ask for help if you have any questions.



[Click to Come to an Open Day](#)



[Click to Talk to a Student](#)



[Click to Take a Virtual Tour](#)



MASTER'S DEGREES  
IN INTERNATIONAL  
HOSPITALITY  
BUSINESS

HOW TO  
APPLY

Admissions information  
and support

### Tuition Fees

To download the tuition fees, click the button below.



### Online Application to Glion Switzerland

To start the online application, click the button below.



### Online Application to Glion London

To start the online application, click the button below.



# ADMISSIONS AND ENROLLMENT

## An Online Application with a Personal Touch

At Glion, we provide personalized support throughout the admissions process. From the moment you submit your online application until the day you arrive on campus, we'll be with you every step of the way. Our dedicated network of educational counselors and regional admissions teams will help you prepare your application and assessment, while our International Enrollment and Admissions Departments will support you with the administrative tasks leading up to your arrival.

## Contents

Program Entry Requirements	81 >
How to Apply: Step by Step	82 >
Application Items	83 >
International Assistance	85 >

# PROGRAM ENTRY REQUIREMENTS

## For the Master's Degrees in International Hospitality Business

### Age Requirements

MSc: 21-24 years at the start of the program.  
Dual MSc and MBA: 24 years old and above.

### Education

MSc and MBA: Bachelor-level undergraduate degree\* in any subject.

Dual MSc and MBA: Bachelor-level undergraduate degree\* in any subject. At least 3 years of significant, full-time work experience.

### Admissions Assessment

Personalized assessment to ascertain motivation and review application documentation.

\*If a degree/transcript is not in English (for UK) or any other language than English (French/German/Italian for Switzerland), an official certified translated copy in English will be required

### English Language Qualifications

If English is not your first language, or if you have not spent the last three years studying in an institution where English is the primary language of instruction, please enclose a copy of one of the following:

- MSc:  
IELTS: overall 6.0 and min. 5.5 in every sub-component-only test accepted that has been taken/issued in approved IELTS testing center  
TOEFL: Internet-based 80 or paper-based 550
- Dual MSc and MBA:  
IELTS: overall 6.5 and min. 6.5 in every sub-component-only test accepted that has been taken/issued in approved IELTS testing center  
TOEFL: Internet-based 83 or paper-based 585  
First Cambridge Exam: Grade A - statement of results with individual profile are requested  
Cambridge Advanced Exam (CAE): Grade C - statement of results with individual profile are requested

**For the MSc program in London**, same as above, except Non-EU or EEA passport holders will need to undertake IELTS UKVI: 6.0 overall and min. 5.5 in every sub-component.

Note: All English certificates must have been issued in the 12 months prior to program start.

# HOW TO APPLY: STEP BY STEP

## From Application to Arrival on Campus

### 1 Submit Your Application

At least 12 weeks before the program starts. Due to a high demand for places, we strongly recommend that you apply to Glion as early as possible before your intended start date.

- Online application portal
- Academic records
- CV/resume
- Copy of passport
- Motivation letter
- Reference letter

### 2 Prepare for Admissions Assessment

Within two days of submitting your documents.

You will be contacted to schedule your admissions assessment.

### 3 Receive a Letter of Offer

Within ten working days.

If your application is successful, you will receive:

- Letter of offer
- Invoice for deposit
- Form to accept offer
- List of any missing documents

### 4 Confirm Your Acceptance

Within 15 working days.

To confirm your place at Glion, you must:

- Sign and return the form
- Pay your deposit
- Submit any additional documents

Then you will receive your official acceptance letter and instructions for your visa (if needed) and enrollment.

### 5 Pre-Arrival Support

Until your program starts.

To help you prepare for your program, we offer:

- Visa support services
- Pre-arrival and campus guide booklets
- New student Facebook group
- Arrival assistance

### 6 Arrival on Campus

Your first week on campus.

On official arrival days, we will welcome you with:

- Welcome booth at designated airport
- Check-in and registration
- Welcome events
- Transportation services
- Induction week

# APPLICATION ITEMS

## The Application Form

Start filling in the online application form.  
Click the buttons below.

Switzerland

London



## The Application Fee

The application fee can be paid by  
clicking the buttons below.

Switzerland

London



## Document Templates

Templates are available for some documents.  
Click below to download.



## How to Prepare for the Admissions Assessment

### CV or Resume

In a professional CV format, please provide a detailed record of your academic and/or professional background, including any relevant volunteer work/hobbies etc.

### Motivation Letter

Please write a short essay describing your goals, why you wish to study at Glion and what you will contribute to the institution as a student and alumni. Minimum 300 words, signed and dated.

### Reference Letter

Candidates must submit a reference letter, which is a letter of recommendation of an academic or professional nature.

### Academic Records

We will require a copy of your Bachelor's degree final transcripts with courses completed and grades received.

Provisional transcripts are acceptable for applicants who have not yet completed their studies and should show the last three years' results. The transcripts should show all grades received, an explanation of the grading system in English or French and the estimated date of completion.

### Passport(s) Copy

Please send a legible copy of your passport(s) including cover page and page with name and personal details.

### A Note About Proof of English

The admissions assessment interview enables us to assess a candidate's English proficiency when the official certificate is not yet available. However, all candidates who must submit proof of an English language level, will be asked to provide a certificate. This is often a requirement for the visa process.

## International Assistance

### Get in Touch with an Education Counselor

If you need help with your application, please do not hesitate to contact us.  
Our team will put you in touch with an education counselor or admissions advisor in your region.

### International Enrollment Team

Chemin du Pierrier 1  
1815 Clarens, Switzerland  
T. +41 21 989 26 77  
E. [info@glion.edu](mailto:info@glion.edu)  
W. [glion.edu](http://glion.edu)



### Glion Campus

Glion Institute of Higher Education  
Route de Glion 111  
1823 Glion sur Montreux  
Switzerland

### London Campus

Glion Institute of Higher Education  
Downshire House  
Roehampton Lane  
London, SW15 4HT  
United Kingdom

### Bulle Campus

Glion Institute of Higher Education  
Rue de l'Ondine 20  
1630 Bulle  
Switzerland



[FACEBOOK.COM/GLIONSWITZERLAND](https://www.facebook.com/glionswitzerland)  
[FACEBOOK.COM/GLIONLONDON](https://www.facebook.com/glionlondon)



[TWITTER.COM/GLIONNEWS](https://twitter.com/glionnews)



[YOUTUBE.COM/GLIONCAST](https://www.youtube.com/channel/UCglioncast)



[FLICKR.COM/GLION](https://www.flickr.com/photos/glion/)



[BLOG.GLION.EDU](http://BLOG.GLION.EDU)



[INSTAGRAM.COM/GLIONHOSPITALITYSCHOOL](https://www.instagram.com/glionhospitalityschool)