



Bachelor's Degree

The Glion Experience

INTERNATIONAL STUDENT LIFE & LOCATIONS





Welcome to Glion

A world of opportunities

At Glion, we have been offering Swiss quality hospitality education on an international scale for the last 60 years. It means every part of your program and student life will 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. Every day on campus, you will be immersed in a refined, professional setting in the company of students, faculty and industry leaders from around the world. In addition to our campuses in Switzerland and London, you can also choose to study abroad in Spain or China; plus we continue to offer remote learning options for students who cannot join us on campus.



The Glion *difference*

60 years of excellence

At Glion, you will benefit from the academic expertise and industry relationships we have been cultivating since we were founded in 1962. Upon graduation, you will join almost 16,000 alumni in leadership positions across hospitality, luxury, finance and other industries.



Balanced diversity

Our multicultural campus environments are mirrors of the global hospitality industry, with students and faculty gathered from every corner of the world. At any given time, we welcome up to 90 different nationalities to campus, creating an open and tolerant atmosphere that enables our students to develop unique intercultural fluency.



Trusted by employers

Industry professionals across the world recognize the excellence of Glion graduates. This is why we are ranked among the global Top 3 institutions for Hospitality and Leisure Management education, as well as number two for employer reputation (QS World University Rankings by subject, 2021).



International study options

You can switch your Bachelor studies between our campuses in Switzerland or London, with flexible exchange options. Plus you can also opt to spend a semester studying in Spain or China with our partner institutions. Together with your international internships, this gives you the potential to live, study and work in five different countries while completing your degree.



Discover the Glion Spirit

Impressive diversity within a close-knit community

At Glion, you will join with students from many other countries to cultivate the celebrated Glion Spirit in a family-style, multicultural community that embraces diversity and collaboration. The courses challenge you to work in teams to bring a uniquely global perspective to your studies. 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 exceptional cultural knowledge, industry connections and international friendships that will last a lifetime.

A MULTICULTURAL STUDENT POPULATION



90

nationalities

53%

Europe

36%

Asia and
Oceania

6%

Africa and
Middle East

5%

Americas

LIVE & LEARN IN A CULTURALLY IMMERSIVE ENVIRONMENT



Team
work



Group
projects



Social
activities



Clubs and
sports

Study the world with Glion

FOUR COUNTRIES, FIVE EXCEPTIONAL CAMPUSES. WITH GLION, THE WORLD IS YOUR CLASSROOM.

Glion & Bulle, Switzerland

Our iconic Glion campus sits in the hills overlooking the Montreux Riviera – surely one of the most beautiful settings of any place of learning. Also in Switzerland is our modern, university-style campus located in Bulle, a charming medieval town nestled in the rolling countryside of the Gruyère region.



Marbella, Spain*

Your semester abroad options include Les Roches Marbella, a sun-kissed, high-tech learning environment bursting with Mediterranean flair. As one of Europe's premier luxury travel destinations, Marbella is a living laboratory for hospitality innovation.



London, United Kingdom

If you are attracted by the energetic city life, you can take advantage of the fact that Glion is unique among Swiss hospitality schools in offering a campus in London, home to some of the world's finest luxury hotels and a center of international finance.



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, while taking advantage of easy travel connections to South Korea, Japan and Thailand.

*Semesters abroad in Spain and China will take place on campuses of our sister school, Les Roches.

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 is safe and well-organized, yet fun – the Swiss are ranked among the world's most happiest people, according to the World Happiness Report. The country offers a wide selection of historical cities, regional products and traditions, alongside a thriving economy and entertainment culture. It is also conveniently located, with excellent flight and train connections for weekend trips to other parts of Europe.

Though famous for its skiing and winter sports, Switzerland is a year-round magnet for those keen on healthy, outdoor pursuits. And you will have world-class cultural events, such as Art Basel and the Montreux Jazz Festival, on your doorstep.

EXAMPLES OF TRIPS, TOURS & ACTIVITIES ORGANIZED BY & FOR STUDENTS

- Strasbourg, France
 - Milan, Italy
 - Zermatt, Switzerland
 - Lyon, France
 - Europa Park, Germany
 - Ski days, tobogganing, rafting, canyoning, paragliding
- Note: excursions vary every semester.



85+
luxury hotels



337
ski resorts



122
Michelin-starred
restaurants



900+
museums



Introducing Glion campus

Breathtaking views, 5-star hospitality facilities

Glion campus is both our flagship and practical learning center. The campus is located in the hills above Montreux, offering panoramic views of Lake Geneva and the Alps. In this boutique hotel environment, you will experience the most sophisticated, cutting edge elements of hospitality and fine dining. Our world-class practical learning facilities include a gastronomic restaurant which is also open to the public.

FACTS & FACILITIES

- Established in 1962
- 350 students
- 5 student accommodation buildings
- 16 classrooms and study rooms
- Gastronomic restaurant
- Bistro
- Self-service restaurant
- Lounge bar
- Coffee bar

STAY FIT & ACTIVE

Gymnasium and fitness room on-site

Activities: swimming, tennis, hiking, running, badminton, ping pong, yoga, boxing, cross fit, stand-up paddle board

Teams: football, rugby, volleyball and basketball

Note: Sports teams vary every semester based on student demand.





“Welcoming, professional and unique, there are no better words to describe my first impression of Glion. From the very first moment I stepped into Glion campus, I knew that my journey would be full of amazingly passionate people and experiences that I could not get anywhere else but here.”



SOFIYA PUGACHYOVA, KAZAKHSTAN
Bachelor's in International Hospitality Business

Introducing Bulle campus

A great place to study & enjoy the outdoors

The modern, university-style Bulle campus feels like a business school, set between beautiful mountains, a medieval town and a thriving city. The historic old town of Bulle has a chateau and weekly market, while elsewhere there are modern buildings and shops, trendy bars and cafes. It is the perfect place to relax and concentrate on your studies, while having easy access to everything a student might require.

FACTS & FACILITIES

- Established in 1989
- 700 students
- 4 student accommodation buildings
- 16 classrooms and study rooms
- Library
- Self-service restaurant
- 2 concept restaurants
- Bar

STAY FIT & ACTIVE

Free membership for 2 fitness centers and a racket club (tennis, badminton, squash), and free access to an indoor swimming pool

Activities: running club, indoor climbing club, hiking, cycling (rentals on-site) and group classes (spinning, zumba, body balance)

Teams: football, rugby, volleyball and basketball

Note: Sports teams vary every semester based on student demand.



Introducing London campus

London: a global hub of business & hospitality

If you want to be at the cutting-edge of hospitality and tourism, then our London campus is the place to go. London consistently ranks among the most visited cities in the world and is widely-regarded as Europe's financial and business capital. The city offers endless opportunities for fun and learning: it is a magnet for international students, who choose institutions in London and the UK for their excellent academic reputation, immersion in English and as a thriving hub for business, luxury and entertainment.

EXAMPLES OF EXCURSIONS & ACTIVITIES ORGANIZED BY & FOR GLION LONDON STUDENTS

- Top West End shows, film premieres, Royal Ascot and other major sports events
- Unique dining experiences – La Dame de Pic (Four Seasons), Ember Yard, Sushi Samba and more.
- Luxury hotel visits – The Landmark London, Bulgari Hotel and afternoon tea at the Ritz
- International sports venue tours – Wimbledon tennis, Chelsea football stadium
- Fun activities – lazer tag, indoor wall climbing
- Shopping in central London and Westfield London, one of the largest shopping centers in Europe

Note: excursions vary every semester.



#1

city in the world for
university students

QS Best Student Cities 2019



67

Michelin-starred
restaurants in London



120⁺

five-star hotels
in London



41%

of London's student
population is international



London campus life

University life in a global hospitality capital

Our London campus is located in Downshire House, in the grounds of the University of Roehampton (UoR). From campus, you are just 40 minutes by public transport from the center of London, which allows you to experience the exciting London life while studying in a safe, peaceful environment. Glion London offers a close-knit, friendly atmosphere, with ready access to all the facilities of the wider UoR campus, including its world-class library, restaurants, student clubs and sports venues.

FACTS

- Glion London was established in 2013
- 200 Glion students
- UoR has 175 years of history

WORLD-CLASS FACILITIES

- 54 acre parkland campus
- Library offering 1,200 study spaces across 5 floors
- 9 restaurants and numerous coffee shops
- Sports facilities
- Supermarket





Develop your leadership potential

As a Glion student, you have the opportunity to take part in two established leadership programs, enhancing your soft skills while adding extra gloss to your resume.

The Student Government Association

The Student Government Association (SGA) brings students together to improve the overall Glion experience. The SGA officially represents the student body and is a link between the students, senior campus management, faculty, staff and all other student associations.

Elected by peers, the SGA Committee is empowered to organize a wide range of activities and to supervise, lead and manage all other Glion committees. All students are invited to stand for election to the SGA Committee.

The Glion Ambassador Program

The Glion Ambassador Program supports students in developing and improving their leadership skills; which in turn strengthens their future employability. Selected each semester by Student Affairs, our Ambassadors aim to improve student life through peer-to-peer support, organizing events and activities on campus, while also representing the school during open days and VIP visits.



Take control

OF YOUR STUDENT EXPERIENCE

At Glion, you will be the driver of your own student experience & have the chance to try many new things.

Every semester, our 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.

You will automatically become part of our Student Government Association (SGA), where you can make your voice heard, organize committees and events and take part in the leadership of the school.

Our students also run a number of committees, dedicated to the arts, the environment, charitable activities and more. Joining a committee will allow you to explore your creativity and personal interests, while developing leadership and management skills by organizing events.



A FEW OF OUR STUDENT-LED COMMITTEES

ARTS COMMITTEE

The Arts Committee provides a platform to celebrate the creative talent of students across all campuses. In addition, it supports other committees in delivering innovative and engaging events.

CULINARY COMMITTEE

Broadens students' appreciation of the world of food and beverage. From selecting ingredients to creating menus, the group educates through providing culinary experiences.

GREEN COMMITTEE

The committee's mission is to raise environmental awareness and encourage sustainable practices. They achieve this through innovative events both on Glion campuses and in the local community.

ENTREPRENEURSHIP COMMITTEE

This committee's goal is to help students build their own company from scratch, providing them with the tools to succeed in hospitality and beyond. Events and visits from industry leaders give students invaluable advice.

CHARITY COMMITTEE

Each semester a charity partner is chosen by students, and the committee works to raise funds and awareness; an effort that culminates in the Glion Charity Gala.

NETWORKING COMMITTEE

This committee brings major industry players from varied backgrounds together to share their experiences. Such leaders include the former Worldwide Vice President of L'Oréal and Chanel's President of Fashion.



Create
YOUR COMMUNITY



activities

FOR EVERYONE

SWISS CAMPUSES

Switzerland offers a limitless range of indoor and outdoor activities year-round. You can enjoy skiing, sledding and snow shoeing in the winter, or try river rafting, climbing, cycling and hiking from spring to fall. With so many options, you can be sure to try at least one new sport here!

Here are some of the sporting activities that are regularly provided in and around our Glion and Bulle campuses:

- | | | | |
|-------------------|-------------------|------------------|---------------------|
| Volleyball | Basketball | Badminton | Swimming |
| Rugby | Tennis | Running | Horse riding |
| Soccer | Squash | Climbing | Yoga |

The Glion Sport Committee brings students together from both Bulle and Glion for sporting events. It is the committee's responsibility to promote the playing and supporting of sports across all campuses, championing the Glion Spirit and creating the best teams among all Swiss hospitality schools.

LONDON CAMPUS

Students at our London campus have access to the full range of activities offered by our partner, the University of Roehampton. Many different clubs are available, all managed by the students themselves and giving everyone the chance to play a sport they enjoy. Activities change every semester and Glion students also have their own sports committee.



Bachelor's Degree

Academic Programs

BACHELOR'S IN INTERNATIONAL HOSPITALITY BUSINESS





Experience excellence

More than a degree, a career-maker

A Bachelor's degree from Glion will transform you, inspire you and set you on the pathway to a leadership career. You will build your professional skills and reputation on a strong heritage of Swiss excellence, backed by the strength of the Glion name among thousands of industry professionals. In the classroom, you will be guided by experienced faculty, using the latest learning technology to make you an independent, lifelong learner. Upon graduation, your degree and specialization will open doors to the most selective employers; for whom rigor, expertise and experience are prized assets.



Transformative *education*

Practice makes perfect

The art of hospitality – a warm welcome, exceptional service, timing and presentation – cannot be learned from books. You will master this art by practicing fine dining service and culinary arts, oenology, front office and housekeeping, in the simulated boutique hotel environment of Glion campus.



Apply your business knowledge

During your Bachelor thesis or applied business project, you will have the opportunity to review real-life business challenges and/or trends. In the applied business project, you will collaborate with an actual business, under the guidance of a faculty supervisor.



Real-world skills

With our Bachelor's degree, you will have the chance to see the world during two six-month internships at top international companies of your choosing. The first will open your eyes to the industry and your own professional strengths; the second will give you the opportunity to reflect on managerial competencies in the workplace and will create a bridge to your future specialization.



Be wise, specialize

In today's competitive job market, having specialist knowledge and experience will make you stand out from the crowd. In the final year of the Bachelor's degree, you will have the choice to specialize in Luxury Brand Strategy, International Hotel Development and Finance or International Event Management.

Accreditation & quality assurance

Accreditation



NECHE

Glion Institute of Higher Education is accredited by the New England Commission of Higher Education (NECHE). The Commission is recognized by the US Secretary of Education as a reliable authority on the quality of education for the institutions it accredits.



QAA

The London campus is reviewed by The Quality Assurance Agency for Higher Education (QAA), an independent body that monitors standards and quality in UK higher education.

Ranking



#3

global institution

QS WORLD UNIVERSITY RANKINGS

Glion is ranked among the world's top three higher education institutions for hospitality and leisure management, and number two for employer reputation (QS World University Rankings by Subject, 2021).

Affiliation & corporate social initiative



Glion, Les Roches, École Ducasse and Invictus Education are all institutions of Sommet Education, a world leader in hospitality and culinary education. Sommet Education initiated the Hospitality Challenge in 2020 in partnership with United Nations World Tourism Organization. The Challenge grants scholarships to support hospitality project development.



How we teach

Learn from the best

DR. BARBARA CZYZEWSKA

Academic Dean and
Head of Luxury Brand
Strategy Specialization

AUDREY REYNAUD

Program Director, Bachelor's in
International Hospitality Business

CHRISTOPHE GULLI

Dean of Practical Arts

DR. ANNA BLOCH-MECHKOUR

Senior Lecturer Business and
Academic Research Methods

JONATHAN HUMPHRIES

Head of International Hotel
Development and Finance
Specialization

GIOVANNI MANFREDINI

Head of International Event
Management Specialization

ED SCHOFIELD

Senior Lecturer, Strategic
Management

PAOLO BASSO

Visiting Lecturer
Best Sommelier of
the world 2013



90%

of our faculty members
have a PhD and/or
Master's degree



65

faculty members and
practical arts instructors
representing 17 nations



15

visiting faculty and experts



13

average years of faculty
industry experience





Small classes, personalized learning

YOU ARE AT THE CENTER

We keep our class sizes deliberately small, so you will receive one-to-one attention from highly qualified faculty members, who provide continuous feedback and help you to target your skills development.

YOU HAVE THE BEST TOOLS

Our Practical Arts facilities (kitchens, restaurants and reception) and academic classrooms all feature the latest technology and industry standard equipment.

YOU GET TO EXPERIMENT

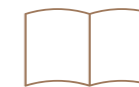
Working on applied business projects with our industry partners, you will learn to solve challenges and seize the types of opportunities that occur in the real world.

*Average student numbers may vary slightly every semester.



15

students per
Practical Arts
class



35

students per
academic class*



“The Glion Bachelor’s degree prepares students for high level careers in the hospitality and service industry sectors, boosting their overall experience, competencies and transferable skills.

The program begins by giving students an immersion in the industry, building practical knowledge which they can then integrate and develop through more specialized academic studies in their final semesters.”



GEORGETTE DAVEY
Managing Director
Glion Institute of Higher Education

Bachelor's in International Hospitality Business

Prepare for a global career

DURATION: 3.5 YEARS, 7 SEMESTERS

Our Bachelor's degree is the perfect preparation for high-level leadership careers not just in the global hospitality industry, but also any customer-facing business where professional behavior and soft skills are prized. The curriculum features applied practical and academic learning, with two professional internships and the opportunity to choose a final semester specialization.

BACHELOR'S IN INTERNATIONAL HOSPITALITY BUSINESS (BBA)**

Semester 1 Hospitality Excellence Practical Arts Glion	Semester 2 Professional Immersion Internship	Semester 3 Hospitality Fundamentals Bulle, London or Marbella*	Semester 4 Hospitality Management Bulle, London Marbella* or Shanghai*	Semester 5 Management Practice Internship	Semester 6 Integrated Business Strategies Bulle or London	Semester 7 Specialization and Business Project Bulle or London	BBA 3.5-Year Program
---	--	--	--	---	---	--	--------------------------------

*Opportunity to study this semester on international exchange at another Sommet Education campus.

**BBA (Bachelor of Business Administration)

Immersion in hospitality

In your Practical Arts semester, you'll learn, practice and assimilate the highest standards of hospitality service and operations under the eye of leading culinary and hospitality professionals.

Internships: real work, real experience

With two professional internships in your program, you can put your knowledge to the test with real life customers and colleagues, then place yourself in your chosen industry to further build and refine your management skills.

Management skills

Learn how to lead a hospitality business and master the tools of the trade, working through simulated hotel development and revenue management projects with experienced faculty members.

Business projects & specialization

Develop your critical thinking, research and writing skills to produce high-quality professional work and complete an applied business project or Bachelor Thesis.

Bachelor's degree (BBA) program details

Semester 1

HOSPITALITY EXCELLENCE (PRACTICAL ARTS)

Luxury Hospitality
Branding and F&B Trends

Themed Cuisine &
Modern Pastry

Contemporary
Gastronomy

Food and Beverage
Concepts

The Universe of Wine
by Paolo Basso

Mixology and Cocktail
Masterclass

Front Office and Hotel
Operations

Business Communication
or Business English

**MasterClass in
Luxury Gastronomy
and Hospitality in
Switzerland**

Semester 2

PROFESSIONAL IMMERSION – INTERNSHIP

Practical Arts Reflection
on Practice

Semester 3

HOSPITALITY FUNDAMENTALS

Hospitality Marketing
Essentials

Hospitality Financial
Accounting

Professional
Communication and
Academic Writing

People and Performance
in the Workplace

Applied Mathematics and
Statistics in Hospitality
Business

IT Business Tools

General Education
Elective

Semester 4

HOSPITALITY MANAGEMENT

Sales and Digital
Marketing in Hospitality

Managerial Accounting

Management of Rooms

Economics for Hospitality
and the Tourism Industry

Hospitality and Events
Operations

Management of Food
and Beverage

General Education
Elective

Semester 5

MANAGEMENT PRACTICE – INTERNSHIP

Reflection on
Management Practice

Semester 6

INTEGRATIVE BUSINESS STRATEGIES

Business Development
and Strategy

Corporate Finance

International Law and
Risk Management

Revenue Management
and Distribution
Management

Human Resources Talent
Management

Business Ethics and
Corporate Social
Responsibility

Business and Academic
Research Methods

Semester 7

SPECIALIZATION & BUSINESS PROJECT

Luxury Brand Strategy
or

International Hotel
Development and
Finance
or

International Event
Management
and

Bachelor Thesis
or

Applied Business Project
(in line with
specialization)

**Specialization-based
Field Trip**

Two-week Luxury Gastronomy & Hospitality MasterClass

A taste of Ducasse with Swiss flavor

We are extremely proud to partner with our sister institution, École Ducasse, to create an exclusive MasterClass for our first semester Bachelor students.

Across two extraordinary weeks, you will meet influential experts who are delivering authentic luxury experiences in hospitality and gastronomy. As you travel across Switzerland, your senses will be awakened as you gain in-depth knowledge; combining visits, tastings, guest speakers and workshops with breath-taking views.

You will delve into the world of legendary chef Alain Ducasse as you enjoy special menus and discover some of the most important culinary influences on Chef Ducasse.



EXPAND YOUR CULINARY SKILLS & SAMPLE WORLD-CLASS PRODUCTS

You will build your culinary knowledge and skills in the company of our expert chefs, alongside visiting chef instructors. In addition, we have partnered with the pick of Switzerland's world-class producers to deliver an outstanding program of food and beverage discovery visits.

DISCOVER THE BEST OF SWITZERLAND

Your Swiss adventure takes in a host of iconic locations. You will visit the exclusive ski resort of Zermatt, while also having the chance to see behind the scenes at several of the country's most famous and historic palace hotels.



EXPLORE THE “DUCASSE UNIVERSE” & EXPERIENCE FINE DINING

You will experience a packed program that delivers some of the best hospitality and gastronomy, and at the same time explore the “Ducasse Universe”. The program features a visit to a gastronomic restaurant for a fine dining experience.

Study abroad options

Live, study & work in up to five international locations

After your first semester in Switzerland, you can choose to study on our Glion London campus or spend a semester abroad in Spain or China with our sister school, Les Roches. Our academic programs are aligned to give you seamless exchange options that will allow you to continue your program while gaining a completely new perspective.



Semester 1
Glion



Semester 2
Internship



Semester 3
Bulle, London
or Marbella



Semester 4
Bulle, London,
Marbella or
Shanghai



Semester 5
Internship



Semester 6
Bulle or London



Semester 7
Bulle or London

GLION LONDON, UNITED KINGDOM

We are the only Swiss hospitality school to operate a campus in London, a global center of business, finance, luxury retail and hospitality. From our London campus, you can enjoy the endless leisure activities and entertainment of the UK's capital city, while also networking with the world's top brands.



LES ROCHES MARBELLA, COSTA DEL SOL, SPAIN

Les Roches Marbella offers a sun-kissed, high-tech learning environment bursting with Mediterranean flair. In Marbella's warm, welcoming climate, you can enjoy the beaches, taste the Spanish gastronomy and experience the exciting nightlife and shopping of Puerto Banús, which attracts the jet-set crowd all year-round.



LES ROCHES JIN JIANG, SHANGHAI, CHINA

Les Roches Jin Jiang offers first-class facilities and technology in a university setting. It is a modern, spacious and state-of-the-art learning environment. From a campus located near the city of Shanghai, you can savor a cosmopolitan culture where Chinese traditions meet Western modernity.





“Through my studies and my internships, Glion gave me the opportunity to travel and live in many different countries, which helped me to grow more than anything else.

I did my 4th semester at Glion’s London campus, and it was an amazing experience. I met lots of new students, not only from Glion, but also from the university next to us! Spending one semester in London has been fantastic and I definitely recommend it to other students!”



MARIA BORTIGNON, ITALIAN
Bachelor’s in International Hospitality Business

Professional internships

Live & learn in the global industry

Your two professional internships play a crucial role in your Bachelor studies, providing you with vital, real-world experience at leading organizations in hospitality and beyond. You will not only gain a full year of employment history to add to your CV, but also strong professional skills, valuable industry connections and real-life awareness of industry standards. With direct access to outstanding networking opportunities, you will build the contacts and references you need for your first role after graduation.



250

campus recruitment visits by international companies each year



58

countries from which internship offers received



6,700+

internship offers in our database at any given time



7.7

average number of internship offers per student

2019 data



FIRST INTERNSHIP EXAMPLES

F&B Intern, Four Seasons

Rooms Division Intern, Rosewood

Front Office Intern, Jumeirah

Housekeeping Intern, Accor

Banquet Service Intern, IHG

Spa & Wellness Intern, Shangri-La

Restaurant Intern, Kempinski

SECOND INTERNSHIP EXAMPLES

Guest Relations Intern, Marriott

Customer Experience Intern, LVMH

Client Advisor, Richemont Group

PR and Events Assistant, MCI

Event Coordinator, BMF Media

Credit Management Intern, UBS

Business Management Intern, KPMG

Specializations



Specialize in Luxury Brand Strategy

Luxury Brand Strategy >

Add shine to your career

Luxury hospitality has never been more relevant to the wider luxury sector than it is today, with its focus on delivering exceptional personal service and creating memorable experiences for clients and guests. Ranging from boutique hotels to palaces, from luxury travel and cruises to spas, and from gastronomy to fine wines and spirits, experiences continue to be the growth area within the luxury industry. Understanding luxury and the strategy of luxury brands provides a foundation for a career not only in the luxury and hospitality industries, but far beyond.

SUBJECT 1

Analyzing the Economics of the Luxury Sector

Background

SUBJECT 2

Building a Brand Identity for Luxury Goods and Services

Strategy and planning

SUBJECT 3

Leveraging the Marketing Mix in Luxury Industries

Strategy and planning

SUBJECT 4

Achieving Service Excellence in the Luxury Sector

Implementation

SUBJECT 5

Creating Branded Experiences in the Luxury Sector

Implementation

CAREER OPPORTUNITIES

- 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, luxury automobiles
- Other premium service industries

FIELD TRIP

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.

Specialize in International Hotel Development & Finance

International
Hotel Development
& Finance



Reach for the sky in corporate strategy

Over the last two decades, the world of hospitality finance has grown more complex, creating opportunities for graduates who have a strong background in real estate development and asset management. This specialization will give you the skills to analyze the critical success factors in asset management for hotel and resort development projects. It covers areas such as hotel asset management and concept creation, looking at the hotel industry from the perspectives of both owner/investor and the brands operating within it.

SUBJECT 1

Hotel Asset
Management
Introduction

Background

SUBJECT 2

Hotel Feasibility
and International
Development

Strategy and planning

SUBJECT 3

Hotel Finance
and Valuation

Strategy and planning

SUBJECT 4

Global Resort
Development

Implementation

SUBJECT 5

EMEA Hotel
Market Insight

Implementation

CAREER OPPORTUNITIES

- Asset or revenue management
- General management
- Area management
- Investment consultant

INDUSTRY SECTORS

- Hotels and resort development
- Private banking
- Investment firms
- Corporate finance
- Real estate

FIELD TRIP

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.

Specialize in International Event Management

Run the business behind the show

Events come in many shapes and sizes, from major sporting fixtures to international music and film festivals, political summits, private weddings, exclusive VIP events, corporate workshops, and much more. With innovation, flexibility and adaptability the industry's future watchwords, there will be outstanding opportunities for young, creative minds to make an impact. This specialization gives you the professional foundation to become a change-maker in global event management.

SUBJECT 1

Analyzing the Economics of the Event Industry

Background

SUBJECT 2

Leveraging Events in Operations and Management

Strategy and planning

SUBJECT 3

Developing Events' Marketing and Sales Plans

Strategy and planning

SUBJECT 4

Achieving Customer and Client Satisfaction

Implementation

SUBJECT 5

Creating an Event Experience

Implementation

CAREER OPPORTUNITIES

- International sports events and governing bodies
- Music, film and cultural events
- Political summits
- Event and venue management
- Brands and sponsorship

INDUSTRY SECTORS

- Hotels and resorts
- Event management
- Sports
- Entertainment

FIELD TRIP

Specialization-based immersive field trip to see theory in practice, while meeting professionals from leading businesses.

International Event
Management

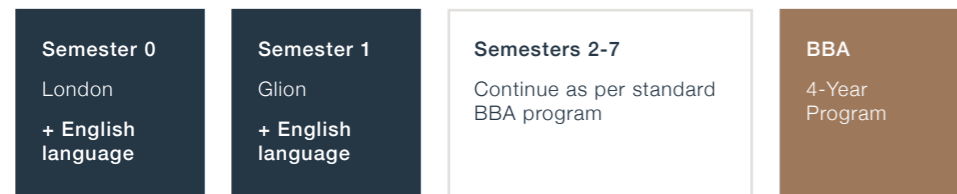


Bachelor's degree program options

Four-year Bachelor's degree with immersive English Language study

Our Bachelor's in International Hospitality Business is taught in English – the global language of hospitality. If English is not your mother tongue, you are not confident in using the language, or your accredited language level is below our standard entry criteria, you can now opt for our special four-year Bachelor's degree.

By adding an extra semester to the program we can offer intensive English classes alongside our acclaimed Practical Arts curriculum, enabling you to become a global business leader of the future by acquiring confidence in your language skills.



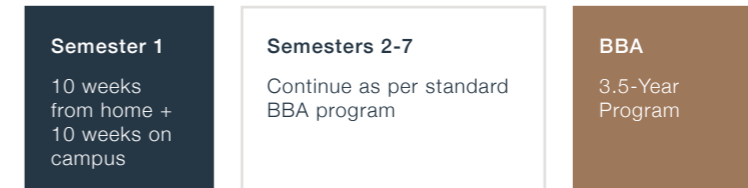
Bachelor's remote learning option

We know that today's circumstances might make it difficult for you to join us on campus and start your Practical Arts semester when our next Bachelor's degree begins in Spring or Fall 2022.

This is why we now offer Glion Connect – an innovative remote learning solution. Choose from 10-week or full semester remote study options.

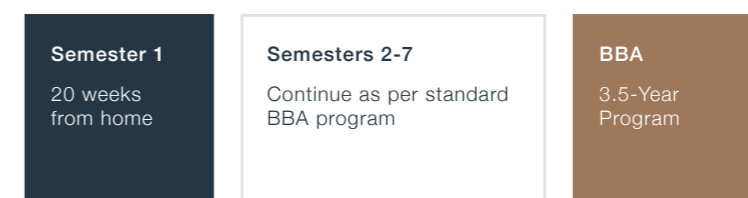
GLION CONNECT 10+10

Start semester 1 of your Bachelor's degree by studying 10 weeks remotely from home, followed by 10 weeks on campus.



GLION CONNECT 20

Start your Bachelor's degree by studying semester 1 entirely from home (20 weeks).





Passport to Luxury Leadership: five-year specialized Bachelor's & Master's learning journey offer

If you want to make waves in luxury, you need the specialist knowledge that gives your ideas and opinions credibility. Our Passport to Luxury Leadership program is purpose-designed to deliver this, across five years of concentrated, career-focused study.

Starting with our flagship Bachelor's degree, you will be immersed in the world of luxury hospitality, including a final semester specialization in Luxury Brand Strategy. Then, as a graduate, you will move straight into our Master's in Luxury Management and Guest Experience, a one-of-a-kind program that covers a diverse range of luxury sectors, including hotels and resorts, fine food and wine, ultra-luxury travel, plus fashion and design. There is no better pathway to success in luxury; no better Passport to Luxury Leadership.

Semesters 1-7

Follow the standard BBA program and specialize in Luxury Brand Strategy

BBA

3.5-Year Program



Semesters 1-3

Master's degree (Msc) in Luxury Management and Guest Experience

MSc

1.5-Year Program



1.5

years of industry experience



2

degrees from Glion: a Bachelor's and a Master's



5

years of study



Other Glion programs

Master of Science programs

Our Master's degree programs give you the opportunity to build knowledge and skills in one of four areas: International Hospitality Business; Luxury Management and Guest Experience; Entrepreneurship and Innovation; and Real Estate, Finance and Hotel Development. Study intensive courses taught by expert faculty, go behind the scenes at 5-star brands and accelerate your career through your professional internship. You will connect with industry leaders as you study in Switzerland or London and, above all, gain skills, experience and expertise that will set you apart from the competition.

Intensive Hospitality & English Language Program (IHELP)

For students who need to improve their English skills before starting a Glion program, we offer an intensive hospitality and English program taught on Glion campus. This program is composed of intensive English language tuition combined with hospitality-related classes and activities.

Summer Programs

The Glion Summer Program is an ideal way to discover the realm of international hospitality and events management through an experience that combines fun with learning. Participants are immersed in hospitality culture on-campus, through field trips and by leading a project to produce an event. For 18-and-over students we have created a bespoke Luxury Hospitality Summer Program that offers the perfect introduction to this exciting, fast-growing and professionally-rewarding industry.



Bachelor's Degree

Your Future Career

PERSONALIZED CAREER PLANNING AND RESOURCES





Where will Glion take you?

A first-class ticket to a global career

A degree from Glion earns you a first-class ticket to exciting careers at the forefront of some of the world's most dynamic industries. You will be free to choose from a wide array of career paths in hospitality, events and entertainment, financial and consumer services, and luxury brands. You will be ready to launch your career with the skills and connections to land your dream job. With the Glion name on your CV, and the support and engagement of fellow Glion alumni, your options will be limitless.



Develop the tools for career success

Practical Arts learning

Our hands-on Practical Arts classes allow you to master the art of hospitality by doing it yourself. You will learn to provide impeccable service while managing all the key departments and functions within a hospitality business.



Immersive internships

Professional internships are an essential element of your Glion education, enabling you to become experienced, skilled and career ready. Our outstanding global reputation and close industry relationships will put you in prime position to secure the best available internships. As a Glion student you will receive multiple internship offers, representing a wide variety of industry types and organizations.



Direct industry exposure

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



Bespoke career support

Our dedicated Career and Internship team will give you the resources, techniques and tools to achieve your professional objectives – from your first internship search to your dream job at graduation. We offer every student highly personalized career services, from advice on writing a CV to finding the right roles to match their skills and interests.

Careers in hospitality & beyond

With a Glion Bachelor education, you will have the perfect pathway to the global hospitality industry. Not only this, but the expertise and professional polish you develop with us will also open doors into any business sector where soft skills and excellence in customer service are prized.

Hospitality & tourism

- Hotels and resorts
- Restaurants and bars
- Night clubs and casinos
- Tourism management
- Cruise ships
- Sharing economy companies
- Online travel agencies



Financial services & real estate

- Financial investment
- Private banking
- Real estate management
- Hotel development
- Insurance
- Brokerage
- Consultancy



Events & entertainment

- International sports events
- Music festivals
- Exhibitions
- Corporate and private events
- Fashion shows
- Entertainment venues
- Virtual and streaming events



Luxury

- Luxury hotels and resorts
- Fine dining, food and wine
- Personal luxury goods
- Luxury retail
- Yachts, private jets, automobiles

We are *committed* to your career

Build your confidence & connections

At Glion, we are dedicated to preparing you for leadership positions in the world's most admired companies. Our Career and Internship team does much more than just gather employment offers. Team members act as personal career counselors; working tirelessly to develop an ever-growing list of premium quality industry partners, so you have access to the very best career opportunities.



98%

of job-seeking students had one or more employment opportunities on graduation day in 2019

CAREER SERVICES & RESOURCES



Introduction to internships and hiring practices in the hospitality industry



Online database of internship, management training and employment offers



CV support and interview preparation



On-campus and online recruitment events





“Our team aims to prepare students for lifelong career success, by equipping them with a variety of skills and resources for professional growth.

Throughout their time at Glion, we help students to find internships, meet industry recruiters and acquire techniques and strategies for job hunting and securing their dream position.”



JACQUIE LUTZ
Head of Career and Internship
Glion Institute of Higher Education



Your internship advantage

Live & learn in the global industry

At any given time, hundreds of Glion students are living and working on professional internships across the world. As a Bachelor student, you will complete two internships: in your second and fifth semesters.

With a huge variety of internship opportunities available, you can choose your internships based on the company and location you desire, and according to your language skills and career aspirations. On internship, you will dive into the real world of hospitality, practicing the skills and standards you learned on campus.

Throughout your internship experience, you will begin to build your contacts, references and employment history. These are powerful assets within an increasingly competitive employment market, and they will help you to secure your first role after graduation.



250

campus recruitment visits
by international employers
each year



876

students on internship



58

countries from which
internship offers received



7.7

average number of
internship offers per student

2019 data

Internships: perfect career preparation

How internships build employability

Outstanding employability is a key 'return on investment' from a Glion education. In 2019, 98% of our job-seeking students received one or more employment offers upon graduation. Your two internships are stepping-stones to securing your first job. They offer their own distinct learning and benefits, as well as being powerful components of your professional resume.

FIRST INTERNSHIP

Your first experience in semester 2 will typically be an operational internship in hospitality, such as:

- F&B Intern, Four Seasons
- Rooms Division Intern, Rosewood
- Front Office Intern, Jumeirah
- Housekeeping Intern, Accor

SECOND INTERNSHIP

Your second experience in semester 5 will often be an administrative internship in hospitality, luxury retail, events or finance, such as:

- Guest Relations Intern, Marriott
- Customer Experience Intern, LVMH
- Client Advisor, Richemont Group
- PR and Events Assistant, MCI
- Event Coordinator, BMF Media
- Business Management Intern, KPMG

FIRST JOB

With a full year of work experience under your belt at graduation, the professional world is yours to take. Here are some first job examples for recent graduates:

- Management Training, Four Seasons
- Marketing Assistant, Cartier
- Relationships Ambassador, Hublot
- Guest Relations Executive, FIBA
- Hospitality Consultant, Bloomberg
- Asset Management Analyst, J.P. Morgan



What the industry says

Hiring managers trust Glion

Year after year, world-leading brands send their hiring teams to Glion to recruit new talent.

These industry professionals recognize our ability to produce highly employable graduates, with the right combination of experience, professionalism, cultural knowledge and business expertise.

For this reason, we are ranked number two globally for employer reputation, and also among the top three institutions worldwide for hospitality management education, according to the QS World University Rankings 2021.

A powerful alumni 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 fresh talent and forging partnerships. The Glion Alumni platform is an invaluable resource: a website that features news and business insights, job postings, a directory of the global alumni community, access to a series of curated events and expert-led thought leadership.

ALUMNI SPREAD

 **15,700⁺**
alumni

 **164⁺**
countries globally

ALUMNI CAREER SECTORS

 **51%**
hospitality, tourism, F&B

 **49%**
FMCG, luxury goods and services, aviation, marketing, events, banking and finance



51%

secured their first job through the Glion career services team and contacts made whilst at Glion



29%

secured a first-level managerial role or above immediately after graduation

November 2020 Alumni Survey - respondents 2019-2021 graduates



“During Emmaline’s time in Glion she has become much more professional and gained lots of confidence, which has led to her receiving three job offers in different countries. We are incredibly proud of her and the accomplishments that she has made, and we are very excited for her future.”



MONICA & LAMAR DUHON
Parents of Emmaline Marie Duhon
Bachelor’s degree in International Hospitality Business
Graduated in 2019

Graduates: where are they now?

Graduating from Glion is the first step towards exciting, international careers in hospitality and beyond. Here we highlight just a few of the varied roles our alumni are currently performing.

Hospitality

MARTA TACCHINI
Front Office Manager
The Hoxton Holborn, London
Graduated in 2013

ANTOINE RIGAUD
Director of Food and Beverage
B Signature Hotels and Resorts
Saint Barthélemy
Graduated in 2014



Finance

IGOR GAMBACHIDZE
Director, Group Controlling
and Business Operations,
Radisson Hotel Group, Belgium
Graduated in 2011

STEFANO BOTTINELLI
Banker Analyst
J.P. Morgan, Geneva
Graduated in 2015



Luxury retail

DENISA CHEBUTIU
Product Learning Manager
Tag Heuer, Switzerland
Graduated in 2016

SARA VERDERIO
Commercial Marketing Manager
Oslo Skin Lab® Italy at NutraQ, Milan
Graduated in 2014



Events

PAULA PRIETO CISNEROS
B2B Sales and Hospitality KAM
FC Barcelona, Spain
Graduated in 2016

KENJI TAWIL
M.I.C.E Manager
Radisson Lampung Kedaton, Indonesia
Graduated in 2015

*Properties managed by
Glion alumni in 2021*



Alumni SUCCESS stories

Perrine Simmenauer

FOUR SEASONS HOTEL LONDON
AT TEN TRINITY SQUARE



“At Glion, I learned all the basics, all the insights of hospitality, and I think in the first two years I really learned how a hotel works. In my last year, with the finance specialization I got to learn, in a bit more detail, how we could run a hotel from a numbers point of view. How we could develop business plans and sell a hotel.”



PERRINE SIMMENAUER

Four Seasons Hotel London at Ten Trinity Square
Graduated in 2016

Alumni SUCCESS STORIES

Anthony Torkington
RELAIS & CHÂTEAUX



“Relais & Châteaux is an association of hotels and restaurants in 60 countries, with 570 members. My role as General Manager is to look after our members throughout the globe, to make sure that we give them all they need to develop new services.

Glion was a period of my life where I met a lot of wonderful people and learned a lot of things, and it gave me a base on which to build a career.”



ANTHONY TORKINGTON
General Manager, Relais & Châteaux
Graduated in 1994

Alumni
SUCCESS
STORIES

Anastasia Nesterova
J.P. MORGAN PRIVATE BANK



“No matter where you are in the world, you will meet Glion people; and, especially in the beginning of your career, this is really important if you are looking for a job or if you are changing your career.”



ANASTASIA NESTEROVA
Trade Support Specialist, J.P. Morgan Private Bank
Graduated in 2014



Bachelor's Degree

How to Apply

ADMISSIONS INFORMATION AND SUPPORT





Program entry requirements

For the Bachelor's (BBA) in International Hospitality Business

MINIMUM AGE

17.5 years old at the start of the program.

EDUCATION

You must have completed senior secondary education with a diploma (IB diploma, Maturité, Abitur, French Bac, 2 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, please enclose a copy of one of the following:

- International English Language Test (IELTS)**: 5.5 overall (min. 5.0 in any subcomponent)
- Test of English as a Foreign Language (TOEFL): Internet-based 70 or paper-based 525
- First Cambridge Exam: Grade C

For London campus admissions, same as above, except Non-EU or EEA passport holders will need to undertake IELTS UKVI: 5.5 overall and min. 5.5 in any subcomponent.

Note: All English certificates must have been issued in the 12 months prior to admission. Glion offers an Intensive Hospitality English Language Program (IHELP). If your English level does not meet the levels indicated above, then please contact us for more information.

*English certificates may also be required by our authorities for permit purposes.

**Only tests taken/issued in an official IELTS testing center are accepted.



Admissions process: step by step

From application to arrival on campus

1

Submit your application

AT LEAST 12 WEEKS BEFORE THE PROGRAM STARTS

Due to high demand for places, we strongly recommend that you apply to Glion as early as possible before your intended start date.

Documents needed to apply through the online application portal:

Copy of passport
Academic records
Study and post-study plan
CV/resume

2

Prepare for admissions assessment

WITHIN TWO DAYS OF SUBMITTING YOUR DOCUMENTS

You will be contacted to schedule your admissions assessment.

This two-step process includes:

Written exercise
Interview

3

Receive letter of offer

WITHIN 1-2 WEEKS

If your application is successful, you will receive:

Letter of offer
Invoice for the pre-payment

4

Confirm your acceptance

WITHIN 15 WORKING DAYS OF RECEIVING YOUR LETTER OF OFFER

To confirm your place at Glion, you must make the pre-payment on your tuition fees as outlined in the offer letter. This also confirms your acceptance of Glion's Terms and Conditions.

You will then be sent a complete acceptance package that contains:

Invoice for the first semester
Pre-arrival and campus guide booklet
Attestation for visa (if required)

5

Pre-arrival support

UNTIL YOUR PROGRAM STARTS

To help you prepare for your program, we offer:

Visa support services
Arrival assistance
New student Facebook group

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
Transportation services
Welcome events
Induction week

Application items

How to prepare for the admissions assessment

ACADEMIC RECORDS

We will require a copy of your senior secondary education diploma and transcripts with courses completed and grades received. Provisional transcripts are acceptable for students 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.*

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.

STUDY & POST-STUDY PLAN

Please use the document template provided to write a short essay describing your ambitions, why you wish to study at Glion and what you will contribute to the institution as a student and alumni. Maximum 300 words, signed and dated.

PASSPORT(S) COPY

Please send a legible copy of your passport(s).**

A NOTE ABOUT PROOF OF ENGLISH

The admissions assessment interview allows us to assess a candidate's English proficiency when the official certificate is not yet available. However, all candidates who require proof of English language level will be required to submit their certificate as it will often be required for the visa process.

* You will be asked to bring your original transcripts and diploma/s with you to registration on campus as admissions will be checking authenticity during induction. If your final transcripts/ diploma are not in English, French, German or Italian, then a notarized/certified English translation is required as well. For London applicants, only final diploma transcripts will be accepted.

** Your passport must be valid for at least six months after the program has started.





Bachelor's Degree

Contact us

ANY QUESTIONS?







International Enrolment Team

+41 21 989 26 77

info@glion.edu

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