



# *Media Pack*

GLION INSTITUTE OF HIGHER EDUCATION

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**60** YEARS OF  
EXCELLENCE  
EST. 1962

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# Media Pack

**GLION INSTITUTE OF  
HIGHER EDUCATION**

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**DR. BARBARA CZYZEWSKA**

Academic Dean



# About Glion Institute of Higher Education

## Who we are

Glion Institute of Higher Education (GIHE) is a private Swiss institution that offers Hospitality Business Bachelor's or Master's degrees with specializations in Luxury management, Event or Finance to students from up to 100 different countries across three campuses in Switzerland and London, UK. Together with Les Roches, École Ducasse, Invictus Education and Indian School of Hospitality, Glion is part of Sommet Education, a hospitality education group owned by Eurazeo, one of the leading listed investment companies in Europe.

## Affiliation

### SOMMET EDUCATION

Glion Institute of Higher Education is a brand of Sommet Education - the world leader in hospitality management education. Its global network of prestigious institutions comprises Swiss originated hospitality business schools Glion and Les Roches, together with culinary and pastry arts school École Ducasse, South African education leader Invictus Education and Indian School of Hospitality (ISH).

These institutions offer over 400 undergraduate, graduate and technical training programs at 18 campuses across four continents, as well as via state-of-the art remote learning platforms. Between them, the schools have 60,000 alumni.

## Accreditation



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.

## Ranking



### QS WORLD UNIVERSITY RANKING

Glion is continuously ranked among the world's top five higher education institutions for hospitality and leisure management, and has been among the top three institutions for employer reputation since our entry into the rankings in 2018. (QS World University Rankings by Subject, 2022).

# Glion in numbers



Founded in

1962



3

Campuses located in Montreux (CH),  
Bulle (CH) and London (UK)



1,800+

Students



98

Nationalities on campus

Student backgrounds

51%

Europe

6%

Americas

40%

Asia Pacific

3%

Africa & Middle East



55%

Female students



45%

Male students



#3

For employer reputation (QS  
World University Ranking, 2022)



94%

of job-seeking students graduating in 2021  
received one or more employment opportunities\*



5.7

Average internship  
offers per student

\*June 2022 data

# Academic programs & how we teach

Glion offers academic programs in International Hospitality Business on undergraduate and graduate level and across its campus locations in Switzerland and London, with transfer options to Spain. Intakes are every Spring and Fall.

## Swiss model of education

The curriculum at Glion follows the Swiss model of hospitality education, combining practical instruction in kitchen, service and rooms operations with theoretical and general management courses.

The first semester of our Bachelor's degree focuses on Hospitality Excellence. Students deepen their knowledge in the following modules: Luxury Hospitality Culture, Contemporary Gastronomy, Hotel Operations, Food and Beverage Concepts, Trends and Innovation, and Business Communication.

## Luxury brand management

Glion has experienced an increasing demand of luxury goods companies to recruit hospitality students for their expertise in dealing with a discerning clientele across cultural and linguistic backgrounds.

In response, Glion was the first hospitality business school to create a Luxury Brand Management specialization for Bachelor students and more recently an MSc and Executive Master in Luxury Management and Guest Experience.

## 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

### **JONATHAN HUMPHRIES**

Head of International  
Hotel Development and  
Finance Specialization

### **GIOVANNI MANFREDINI**

Head of International  
Event Management  
Specialization

### **PRETIMA FARRANT**

Program Director of the  
Master's in International  
Hospitality Business

### **DEBRA ADAMS**

Program Director  
of the Master's in Real  
Estate, Finance and  
Hotel Development

### **MARIAM MEGALLY**

Program Director of the  
Master's in Hospitality,  
Entrepreneurship and  
Innovation

### **DR. JOHN KAWALEK**

Visiting Lecturer,  
Business Research  
Methods Digital  
Transformation



# 82%

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



# 95

faculty members and  
practical arts instructors  
representing 17 nations



# 60

visiting faculty  
and experts

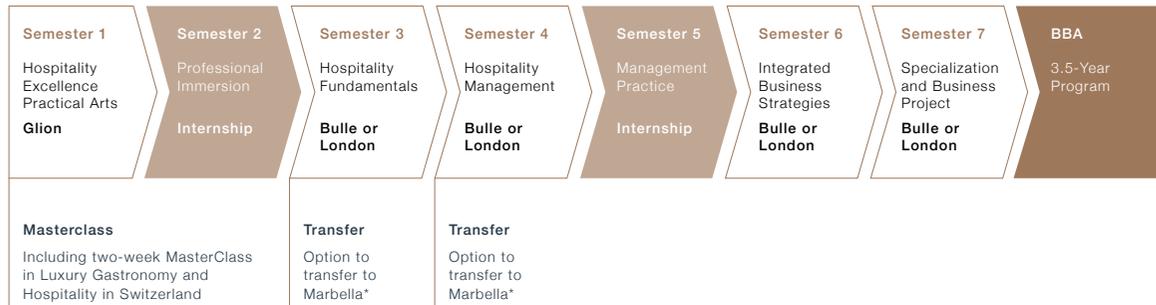


# 13

average years of faculty  
industry experience

# Bachelor's degree in International Hospitality Business

The Bachelor of Business Administration (BBA) in International Hospitality Business takes three-and-a-half years to complete, including five academic semesters and two internships.



## Hospitality excellence

The first semester focuses on the Practical Arts of hospitality: students attend workshops in fine dining, kitchen and restaurant, table art, reception and housekeeping, with state-of-the-art facilities on Glion's historic campus above Montreux and Lake Geneva.

## Internships

The Bachelor program requires students to complete two semester-long internships to apply the acquired skills in a real-world professional setting. Students gain confidence and valuable work experience, making them career-ready upon graduation.

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





## Luxury Gastronomy & Hospitality MasterClass

Across two extraordinary weeks, first semester Bachelor students will travel across Switzerland to meet influential experts in hospitality and gastronomy to gain in-depth knowledge; combining visits, tastings, guest speakers and workshops.



## Study abroad

During semesters 3 and 4, students can apply to transfer to Glion London campus or study abroad with Glion's partner institution Les Roches in Spain.

Enjoy a dynamic UK university environment only 40 minutes from the center of the retail, financial and hospitality capital of the world. Study in sun-kissed Marbella, on a coastal campus bursting with tech and Mediterranean flair.



## Specializations

For their last semester, students can choose to specialize and gain in-depth knowledge in Luxury Brand Strategy, International Hotel Development and Finance, or International Event Management.

## Entry requirements

### MINIMUM AGE

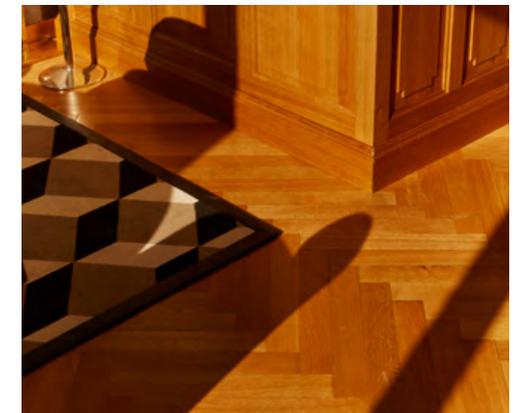
17.5 years

### QUALIFICATIONS

IB Diploma, Maturité, Abitur, French Baccalaureate, 2 A-levels or equivalent qualification

### ENGLISH LEVEL

IELTS 5.5 overall (minimum 5.0 in each sub-component), TOEFL internet-based 70, TOEFL paper-based 525, or FCE grade C or above



# Master's degrees

## Master's in International Hospitality Business

The Master of Science (MSc) in International Hospitality Business prepares recent graduates and career changers with the skills to manage people, operations and business in hotels and hospitality companies.



## Entry requirements

### MINIMUM AGE

21

### QUALIFICATIONS

Bachelor's degree  
(preferably in business or hospitality)

### ENGLISH LEVEL

IELTS 6 overall (minimum 5.5 in each subcomponent), TOEFL Internet-based 80, TOEFL paper-based 550

## Location

Bulle, Switzerland or  
London, United Kingdom

## Highlights

**1** Business Field Trip to European city

**1** Hospitality Networking Series



## Master's in Luxury Management & Guest Experience

The Master of Science (MSc) in Luxury Management and Guest Experience prepares recent graduates and young professionals for careers in the luxury sector, including luxury retail, fashion design and hospitality.



### Entry requirements

#### MINIMUM AGE

21

#### QUALIFICATIONS

Bachelor's degree  
(preferably in business or hospitality)

#### ENGLISH LEVEL

IELTS 6 overall (minimum 5.5 in each subcomponent), TOEFL Internet-based 80, TOEFL paper-based 550

### Location

Glion and Bulle, Switzerland

### Highlights

**1** Business Field Trip to a European city

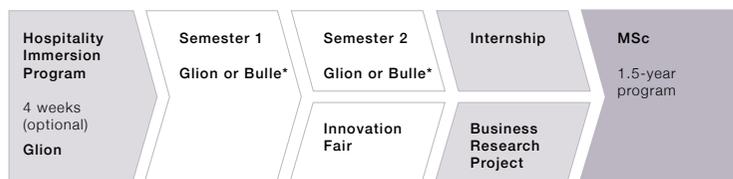
**1** Luxury event

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



## Master's in Hospitality, Entrepreneurship & Innovation

The Master of Science (MSc) in Hospitality, Entrepreneurship and Innovation prepares current and aspiring hospitality business owners with entrepreneurial skills and expertise, including relevant strategies, business models and technology.



### Entry requirements

#### MINIMUM AGE

21

#### QUALIFICATIONS

Bachelor's degree  
(preferably in business or hospitality)

#### ENGLISH LEVEL

IELTS 6 overall (minimum 5.5 in each subcomponent), TOEFL Internet-based 80, TOEFL paper-based 550

### Location

Glion and Bulle, Switzerland

### Highlights

**1** Business Field Trip to a European city

**1** Innovation fair

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



## Master's in Real Estate, Finance & Hotel Development

The Master of Science (MSc) in Finance, Real Estate and Hotel Development prepares young professionals and career changers with a comprehensive understanding of real estate, capital markets and global hotel development.



### Entry requirements

#### MINIMUM AGE

21

#### QUALIFICATIONS

Bachelor's degree (preferably in business, finance or hospitality)

#### ENGLISH LEVEL

IELTS 6 overall (minimum 5.5 in each subcomponent), TOEFL Internet-based 80, TOEFL paper-based 550

### Location

London, United Kingdom

### Highlights

1 Business Field Trip to a European city

1 Real Estate Challenge

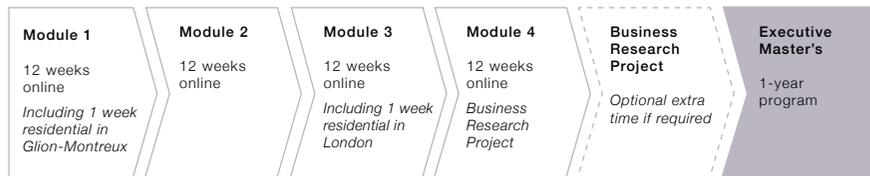


# Executive Master's degree

## Executive Master's in Luxury Management & Guest Experience

Designed for individuals with at least five years' accumulated managerial experience, this 12-month part time executive education program offers flexible study which can be balanced alongside a full-time professional role to take your career to the next level.

In the company of specialist faculty and hand-picked visiting lecturers, you will explore the latest industry trends; dive deeply into digital marketing and omnichannel; learn how to construct and implement sustainable luxury strategies; and discover the secrets to delivering excellence in guest experience.



## Entry requirements

### MINIMUM AGE

27

### QUALIFICATIONS

University degree in any discipline or specialized diploma in luxury or hospitality

### PROFESSIONAL EXPERIENCE

At least five years' experience at managerial level

### ENGLISH LEVEL

IELTS 6.0 / TOEFL 550 / First Cambridge Exam A / Cambridge Advanced Exam C

## Mode of delivery

- 4 distance learning online modules of 12 weeks
- 2 face-to-face sessions of 5 days on Glion campuses
- 1 Business Research Project to be completed within 15 months after start of the program

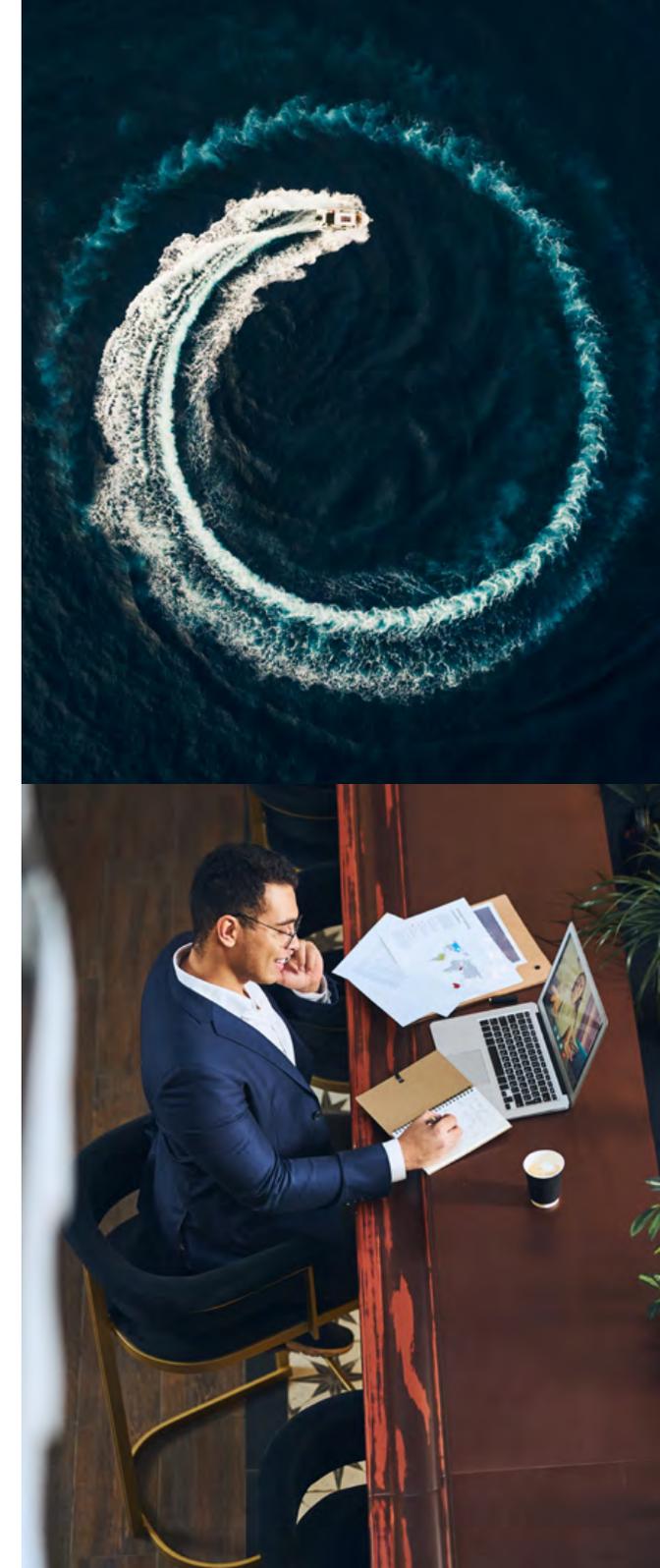
## Intakes

October 2022 and April 2023

## Highlights

**2** residential weeks on Glion campuses including local field trips

**1** Business Research Project



# Glion points of difference



## Personalized

Our commitment to small class sizes, with an average of 35 students per academic class.

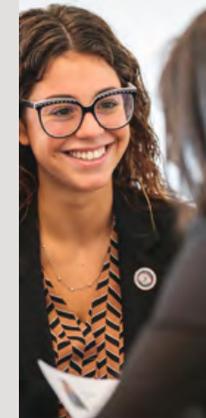
Our boutique campus environments, with a maximum 1,800 students across three campuses and a staff to student ratio of 1 to 5.



## Luxury

Our luxury boutique hotel facilities located in an unrivalled iconic campus location and a signature restaurant offering fine gastronomy with spectacular vistas.

Glion luxury cues embedded in the academic programs, with an established Luxury Brand Management Bachelor specialization and an MSc and Executive Master in Luxury Management and Guest Experience.



## Employability

94% of job-seeking students graduating in 2021 received one or more employment opportunities\*.

Our dedicated Career Services team, with expert support personalized to each student's career ambitions.

Our ability to attract more than 350 recruiting companies to our campuses each year.

\*June 2022 data.



## International

Our status as the only Swiss hospitality school with a campus in London – one of five international study options open to our students.

Our multicultural student body, with 98 different nationalities on campus and a 94% proportion of international students.



## 60 years of excellence

At Glion, students benefit from the academic expertise and industry relationships we have been cultivating since we were founded in 1962.

Upon graduation, they join over 16,000 alumni in leadership positions across hospitality, luxury, finance and other industries.



## Academic

Sharing our NECHE accreditation with institutions such as Yale and Harvard, with 82% of our faculty members possessing a PhD and/or Master's degree.



# Short programs

## Summer Program

One or two-week summer experiences for under 18s, hosted in Switzerland and/or London. Combining fun with learning, these programs are the perfect way for interested students to discover the world of hospitality, while also acting as a taster for Glion's transformative Bachelor program.

## Luxury Hospitality Summer Program

This bespoke, 18-and-over summer experience features academic masterclasses in service excellence and operations, as well as practical workshops in gastronomy, fine wines and cocktail mixology. It offers the perfect stepping-stone to Glion's suite of professionally-focused Master's programs.

## Intensive Hospitality & English Language program

For students who need to improve their English skills, Glion offers English language programs composed of intensive courses combined with hospitality-related activities.

# Life on campus

Across its different campus locations, Glion Institute of Higher Education provides a unique learning environment to a diverse student body, with modern classrooms and learning facilities, gastronomic restaurants and furnished accommodation available on every campus.

Depending on the program, students have the opportunity to transfer between campuses in Switzerland and London, and Bachelor's students can opt to spend a semester studying in Spain at Glion's sister school Les Roches.

At Glion, students have the chance to try many new things. Every student is a part of the Student Government Association, where they can make their voice heard through participation in our 13 committees, the organization of multiple events, and take part in the leadership of the school. Every semester, the campuses are buzzing with events and activities.



## SPORTS EVENTS

Including ski trips, mountain walks, soccer, rugby, basketball and volleyball competitions with other hospitality schools



## CULTURAL FAIR

Where students present their countries, cultures and traditions through different stands

## ONE-DAY EXCURSIONS

To Milan, Strasbourg, Lyon, Europa Park, Zermatt and more



## MUSIC ROOMS

For band practice and concerts (Glion and Bulle campuses)



# Our campuses



## Glion campus

Established in 1962, Glion is the practical learning center and starting point for both undergraduate and graduate programs. Built in a former Grand Hotel, the campus overlooks Lake Geneva and the Swiss and French Alps. It is situated directly above Montreux, which offers a wide choice of cultural and social activities and is home to the legendary Montreux Jazz Festival.

### CAMPUS FACTS & FIGURES

- 350 students
- 5 student accommodation buildings
- Michelin-star gastronomic restaurant, bistro, self-service restaurant, lounge bar and coffee bar
- 16 class and study rooms



## Bulle campus

Located in the heart of Gruyère in Switzerland, a region famous for its cheese and other food specialties, Bulle is home to Bachelor students in their second and third years of study. The modern campus setting feels like a business college and the historic town offers a lively cultural scene, entertainment, and plenty of sports activities.

### CAMPUS FACTS & FIGURES

- 700 students
- 4 student accommodation buildings
- Self-service restaurant and concept restaurant
- 16 class and study rooms
- Library



## London campus

Inaugurated in 2013, the Glion London campus is located in the Downshire House building of the University of Roehampton with access to accommodation, restaurants, clubs and sports facilities. London is a global hub for tourism and hospitality, as well as a popular study destination with a range of opportunities for business, leisure and entertainment.

### CAMPUS FACTS & FIGURES

- 200 Glion students
- 1 Glion London building
- Coffee shop
- 10,000 UoR students



# Transformative education

At Glion, we believe that a combination of academic and real-world learning, paired with personal development, best prepares our graduates for their professional futures. Campus-based learning, both theoretical and practical, is followed by internships where students apply and deepen their acquired skills. This experience enables graduates to step straight into a responsible position upon graduation and start work immediately at a professional level. The balance of practice and theory nurtures professional and personal development and provides the combination of soft skills that the industry demands. We refer to this as the transformative education process.

The transformative education process consists of developing the full personal and professional potential of students, and involves addressing six key areas of development. These are internationality, guided hands-on learning, professionalism in the workplace, progressive learning principles, soft skills and employability.

## 6 key areas of development

- Internationality
- Guided Hands-on Learning
- Professionalism in the Workplace
- Progressive Learning Principles
- Soft Skills
- Employability

## Acquire soft skills: from student to young professional

### **EMPATHY**

Emotional intelligence

### **SELF-CONFIDENCE/LEADERSHIP**

Professional attitude and presentation

### **SENSE OF SERVICE**

Customer focus and understanding

### **SENSE OF DETAIL**

Anticipation, precision and rigor

### **OPEN-MINDEDNESS**

General education and multiculturalism

### **TEAM SPIRIT**

Group work and common objectives

# Career opportunities

According to the World Travel & Tourism Council (WTTC), the global travel and tourism industry currently supports 313 million jobs and is estimated to create an additional 100 million jobs by 2028.

Throughout its 60 years, Glion has established close relationships with the world's leading hospitality and travel companies in order to ensure career opportunities for students. Additionally, a constant exchange with industry leaders enables Glion to anticipate industry developments and adapt its curriculum to best prepare graduates for a dynamic global industry.

## 100 million

New hospitality jobs will be created by 2028

## 1 in 9 jobs

By 2028, 1 in every 9 jobs will be in travel & tourism

## 313 million

Worldwide, hospitality currently supports 313 million jobs



# Internships & recruitment

## Internships

Glion students reinforce and apply their knowledge and skills through two semester-long internships during their Bachelor degree and one semester-long internship during their Master degree. This combination of practical, academic and real-world learning enables Glion students to take on a responsible position and launch their careers upon graduation.

### INTERNSHIP PLACEMENTS WORLDWIDE

49%

Europe

7%

Americas

29%

Asia-Pacific

15%

Africa & Middle East

## Recruiters

Every year, representatives from more than 350 international hospitality and related companies visit Glion to introduce their industry and recruit interns and graduates. Over the years, an increasing number of service companies in tourism, finance, entertainment, events, health and luxury are hiring hospitality graduates for their general management competencies, professionalism and wide range of soft skills.

### EMPLOYABILITY

350+

company visits  
per year

6

job offers per student on  
first-time employment

94%

of job-seeking students  
graduating in 2021 received  
one or more employment  
opportunities\*

\*June 2022 data.

### TOP RECRUITERS

Marriott

ACCOR

FOUR SEASONS  
*Hotels and Resorts*

MANDARIN ORIENTAL  
THE HOTEL GROUP

HYATT®

J.P.Morgan



# A powerful alumni network

Today, Glion counts more than 16,300 alumni in 164 countries. The Alumni Association of Glion (AAG) is a non-profit organization founded in 1964 to bring together alumni and maintain ongoing contacts.

The extensive network is an ideal tool to create and further professional and personal relationships, as well as encourage the exchange of new ideas. Glion prides itself on the “Glion Spirit” – the passion and enthusiasm that students and graduates develop for the industry and the strong work ethic they share.

## Alumni spread

 **16,300<sup>+</sup>**  
alumni

 in  
**160<sup>+</sup>**  
countries globally

## Alumni career sectors

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

 **49%**  
work in other sectors -  
FMCG, luxury goods and  
services, marketing, events,  
banking and finance

## Alumni facts

 **50%**  
of our young alumni choose  
careers in large corporations  
(500+ employees)

 **86%**  
of our graduating students  
become managers in less  
than 5 years

# Alumni testimonials



“Academically, I really enjoyed my finance classes, as well as the practical arts courses, as they provided me with a very dynamic overview of the hospitality industry. Hoteliers need to be multitasking and know every aspect of the business. I also made some of my best friends at Glion. The school opened many doors for me throughout my career, thanks to the many connections made during my studies.”

**Jean-Paul Dantil**  
Graduated in 1996  
General Manager, Anantara Hotels, Resorts and Spa  
Qasr al Sarab, United Arab Emirates

“What really came back to me, though, was the amazing diversity in the student body. It was a special feature of Glion during my time there and remains the case today. That richness of cultural influences, and the friends you make from all over the world, really give you this global perspective that you can only get at Glion. I love it, because it's really challenging all of us to respond and adapt. I would love to remain in the luxury business to be part of this next revolution.”

**Cécile Tallon**  
Graduated in 1986  
Global Licensing Senior Manager, Gucci  
Milan, Italy



“With no previous experience in the hospitality sector, I chose Glion because I knew that the training I would receive here would be valuable in any industry, without determining my career path.

This is exactly what Glion did for me: Not only it did not close any doors, but opened many new ones, allowing me to join the banking industry and thrive.”

**Julien Lafargue**  
Graduated in 2008  
Chief Market Strategist, Barclays Private Bank  
London, United Kingdom

# Glion heritage



1989

After the School Commission decided to establish a new site to cope with increasing demand for space, construction of the Bulle Campus was completed in 1989.



2015

Glion launched the new Luxury Brand Management specialization in reaction to a growing interest of luxury brands in hospitality graduates.



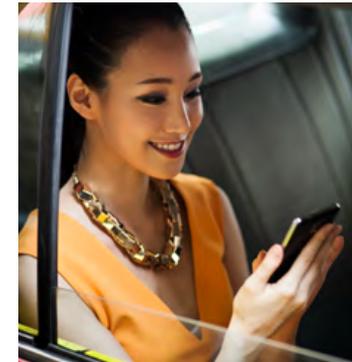
1962

Walter Hunziker, Vice-President of the Swiss Tourism Federation, and hotelier Frédéric Tissot opened the “Institut International de Glion” in the former Grand Hotel Bellevue in Glion.



2013

Glion opened its latest study location in London, on the site of Downshire House at the University of Roehampton.



2018

Glion launched new Master of Science degrees in luxury, entrepreneurship and finance.



2022

Glion celebrates 60 years of excellence, academic expertise and industry relationships.

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2021

Glion welcomed Stéphane Décotterd, the 18/20 Gault & Millau Chef and his team to Glion. Maison Décotterd was born – a unique restaurant setting that hosts a Michelin-star gastronomic restaurant, a lounge bar and a contemporary bistro.





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