

EDUCATION

Glion Institute unveils luxury management undergraduate program

March 28, 2023



The new Bachelor's degree in Luxury Management includes 48 weeks' worth of immersive professional study. Image credit: Glion Institute of Higher Education

By LUXURY DAILY NEWS SERVICE

Switzerland's Glion Institute of Higher Education is offering students yet another pathway into the luxury industry.

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The school has unveiled a new seven-semester bachelor's degree program in luxury management which will train students across a variety of industry sectors, and equip them to take on several roles upon graduation. Starting in September, the program is currently offered only to those students who attend the school's Switzerland campuses.

"Our bachelor's degree is the perfect preparation for a high-level leadership career in the international luxury industry," said Frdric Picard, managing director of [Glion Institute of Higher Education](#), in a statement.

"This uniquely specialized degree combined with professional experience of the internships will open doors to the most selective luxury employers for whom rigor, expertise and experience are prized assets.

Spoiled for choice

Each semester is dedicated to its own module, beginning with "Foundation: Luxury x Hospitality" and including "Luxury Management I and II," which consider legal, financial and IT aspects of the industry, as well as "Strategic Luxury Leadership," which covers issues relating to supply chains and distribution channels.

During semesters two and five, students will spend a total of 48 weeks in professional internships.

The second semester's internship will take place in the hospitality industry and students will be asked to reflect on their practice, while the fifth semester internship will be performed in the luxury industry and will culminate in a business report.



The school has campuses in Glion and Bulle, Switzerland as well as in London. Image credit: Glion Institute of Higher Education

Preparing students for the current and future state of luxury, the program's final semester module is titled "Luxury in the Digital Age" and explores ways to maximize omnichannel opportunities and best incorporate sustainability into business practices.

Additionally, students will have the benefit of a two-week master class in luxury gastronomy and hospitality, as well as access to an on-campus restaurant.

This blend of business-focused academic study and real-life practice ranks Glion, founded in 1962, among the top five institutions of higher education for hospitality and leisure management, according to QS World University Rankings by Subject, 2023.

This new program will prepare those students for careers in automotive, real estate investment and luxury brand marketing, among others.

In celebration of its 60th anniversary last year, the school offered some of its expertise to the public.

On May 16, the complimentary course, "Luxury Industry: Customers and Luxury Experiences," was released through the MOOC platform, FutureLearn ([see story](#)).

Glion's dedication to placing promising new professionals in the luxury industry also extends beyond the classroom.

Earlier this year, the institute sponsored for the second time The Vendm Company's "Excellence by Vendm" trade show, a hybrid in-person and online recruitment event ([see story](#)).

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