I. ABOUT GLION INSTITUTE OF HIGHER EDUCATION

Glion Institute of Higher Education (GIHE) is a private Swiss institution that offers undergraduate, graduate, and postgraduate programs of up to 3½ of study. Glion offers programs in the fields of international hospitality management; tourism; event, sports, and entertainment management.

+ **Accreditation:** Glion Institute of Higher Education is accredited at the university level by the New England Association of Schools and Colleges (NEASC) through the Commission on Institutions of Higher Education in the United States.

+ **Ranking:** Glion is ranked by industry hiring managers of luxury hotels among the top three hospitality management schools in the world for an international career (TNS Global Survey, 2013).

+ **Locations:**
  - Glion has two campuses in Switzerland—one in Glion, above the famous resort of Montreux on the shores of Lake Geneva (about a one-hour drive from Geneva International Airport and a three- to 3½-hour drive from the Zurich Airport), and one in Bulle, in the heart of the Gruyère region, which is famous for its culinary specialties (a one- to 1½-hour drive from Geneva International Airport and a three-hour drive from the Zurich Airport). Glion has the unique advantage of offering its international student body an ideal, safe, and multicultural educational environment.
  - Glion’s new London campus opened its doors to students in August 2013. Glion London is a branch campus with the same program structure and ethos as Glion Switzerland. Glion London is hosted at the University of Roehampton, less than 30 minutes from London’s Waterloo station and approximately 40 minutes from central London.

II. MISSION

The Glion Institute of Higher Education offers management-focused programs for the hospitality and other service industries. With an emphasis on both didactic and craft-based learning, Glion is European in its outlook, Swiss in its work ethos, American in its educational approach, and multinational in its student body.

All programs emphasize the development of generic thinking skills, the understanding of contemporary management theory, and the integration of theory and practice. The “Glion Spirit” and Glion’s academic programs prepare students for rapid progress to international managerial positions.
III. ACADEMIC PROGRAMS

As Glion is accredited by the New England Association of Schools and Colleges, the following academic programs are based on the American university system. Intakes are every January and July (except for the Glion Online MBA program).

UNDERGRADUATE PROGRAMS

Bachelor of Business Administration (BBA) or Bachelor of Arts (BA) (3½ years, including 5 academic semesters and 2 internships) with specializations in:

<table>
<thead>
<tr>
<th>Hospitality</th>
<th>Event, Sport and Entertainment (ESE)</th>
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<tbody>
<tr>
<td>+ BBA in Hospitality Management</td>
<td>+ BBA in Event, Sport and Entertainment Management</td>
</tr>
<tr>
<td>+ BA in Hospitality Management with Sustainable Development in Tourism</td>
<td>+ BA in International Event Management</td>
</tr>
<tr>
<td>+ BA in Hospitality Management with Real Estate Finance and Revenue Management</td>
<td>+ BA in International Sport Management</td>
</tr>
<tr>
<td>+ BA in Hospitality and Human Resources</td>
<td>+ BA in Event, Sport and Entertainment Marketing and Communication Management</td>
</tr>
<tr>
<td>+ BA in Hospitality Management with Sales and Marketing</td>
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<tr>
<td>+ BA in Hospitality Management with Event Management</td>
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</tbody>
</table>

+ **Multicampus option for Bachelor Programs in Hospitality or Event, Sport and Entertainment Management**
  (3 ½ years, including 3 semesters in Switzerland, 2 semesters in London and 2 internships. Students can start in Switzerland or London)

POSTGRADUATE PROGRAMS

Postgraduate Diploma (PGD) (1½ years, including 2 academic semesters and 1 internship) or Postgraduate Higher Diploma (PGHD) (2 years, including 3 academic semesters and 1 internship)

<table>
<thead>
<tr>
<th>Hospitality</th>
<th>Event, Sport and Entertainment (ESE)</th>
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</thead>
<tbody>
<tr>
<td>+ PGD in Hospitality Administration</td>
<td>+ PGD in ESE Administration</td>
</tr>
<tr>
<td>+ PGHD in Hospitality Management</td>
<td>+ PGHD in ESE Management</td>
</tr>
<tr>
<td>+ Human Resources Management</td>
<td>+ Event, Sport and Entertainment Management</td>
</tr>
<tr>
<td>+ Financial Management</td>
<td>+ Financial Management</td>
</tr>
<tr>
<td>+ Marketing Management</td>
<td>+ Marketing Management</td>
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</table>

+ **Multicampus option for Postgraduate Higher Diploma in Hospitality Management**
  (2 years, including 2 semesters in Switzerland, 1 semester in London and 1 internship. Students can start in Switzerland or London)

MASTER’S PROGRAMS

Responding to the need for more highly qualified managers in the service industries, Glion offers prominent MBA and master’s programs both on campus and online. By acquiring key managerial skills, students will gain a competitive advantage to succeed in this rapidly evolving global industry. In addition to the campus-based graduate programs, Glion offers the first 100% online MBA in International Hospitality and Service Industries Management. This MBA program is designed for a fully flexible online format that fits the busy work life of the hospitality professional while providing key applied knowledge and core management theory.

+ **MBA in International Hospitality and Service Industries Management with specializations in Leadership or Marketing**
  (1 year campus based OR approximately 1½ years campus based & online; intakes in January and July)

+ **Master of Science in International Hospitality Finance**
  (1 year, with 6 months online and 6 months on campus; intakes in January and in July)

+ **Online MBA in International Hospitality and Service Industries Management**
  (approximately 2½ years, depending on student availability) with specializations in:
  + General Management for Services Industries
  + Marketing and Innovation
  + Asset and Revenue Management
  + Self-Designed (3 courses from the other 3 specializations)
VI. FACTS ABOUT OUR STUDENTS (BASED ON 2014.1 DATA)

<table>
<thead>
<tr>
<th>Total student population: 1,852</th>
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</thead>
<tbody>
<tr>
<td>Students on campuses: 1,069</td>
</tr>
<tr>
<td>Students on internships: 356</td>
</tr>
<tr>
<td>Online MBA students: 427</td>
</tr>
</tbody>
</table>

Student male/female ratio on campus: 44/56

Age range of students: From 17 up to 39 years old

Breakdown per program:
- Undergraduate students: 1,237
- Postgraduate students: 120
- Master students: 68
- Online MBA students: 427

Share of Swiss students: 94% International Students 6% Swiss Students

Nationality represented on campus: 89
- Europe: 57%
- Americas: 8%
- Asia-Pacific: 29%
- Middle East, Africa and Sub-Continent: 6%

V. FACULTY

There are more than 100 faculty members, including full-time and part-time equivalent lecturers, as well as professionals who come to enhance the students’ program as visiting lecturers. Faculty members all have academic credentials and many have extensive professional experience relevant to their teaching. Additionally, they are encouraged to join professional associations and required to keep current in their professional knowledge and participate in scholarly research.

VI. INTERNSHIPS AND CAREER OPPORTUNITIES

Internship opportunities:
Each semester, students average 5.5 (based on 2014 data) internship opportunities for positions in Switzerland or abroad.

Career opportunities:
From Glion’s extensive database of 15,000 industry contacts, our placement office has cultivated relationships with more than 4,000 companies and organizations that regularly offer our students internships and/or permanent employment.

Countries/continents where students do their internship(s):
- Europe: 39%
- Switzerland: 14%
- Asia-Pacific: 28%
- Middle East and Africa: 11%
- Americas: 8%
A wide range of careers is open to graduates in the following fields:

**Hotels & Food Services**
- Hotel chains
- Corporate offices
- Privately owned hotels
- Resorts
- Restaurants/bars/nightclubs
- Hotel chains
- Corporate offices
- Privately owned hotels
- Resorts
- Restaurants/bars/nightclubs
- Hotel chains
- Corporate offices
- Privately owned hotels
- Resorts
- Restaurants/bars/nightclubs
- Hotel chains
- Corporate offices
- Privately owned hotels
- Resorts
- Restaurants/bars/nightclubs
- Hotel chains
- Corporate offices
- Privately owned hotels
- Resorts
- Restaurants/bars/nightclubs

**Education & Training**
- Hotel management schools
- Professional establishments
- Research institutions
- Hotel management schools
- Professional establishments
- Research institutions
- Hotel management schools
- Professional establishments
- Research institutions
- Hotel management schools
- Professional establishments
- Research institutions

**Entertainment & Leisure**
- Casinos
- Theme parks
- Private clubs
- Concert and music venues
- Casinos
- Theme parks
- Private clubs
- Concert and music venues
- Casinos
- Theme parks
- Private clubs
- Concert and music venues
- Casinos
- Theme parks
- Private clubs
- Concert and music venues

**Food Industry**
- Production facilities
- Distribution and trade companies
- Production facilities
- Distribution and trade companies
- Production facilities
- Distribution and trade companies

**Health & Wellness**
- Wellness and spas
- Clinics and hospitals
- Specialized establishments (retirement, thermal, etc.)
- Wellness and spas
- Clinics and hospitals
- Specialized establishments (retirement, thermal, etc.)
- Wellness and spas
- Clinics and hospitals
- Specialized establishments (retirement, thermal, etc.)

**Tourism**
- Tourist offices
- Ministries of tourism
- Travel agencies
- Tourist offices
- Ministries of tourism
- Travel agencies
- Tourist offices
- Ministries of tourism
- Travel agencies
- Tourist offices
- Ministries of tourism
- Travel agencies

**Human Resources**
- HR departments
- Training departments
- HR departments
- Training departments
- HR departments
- Training departments

**Marketing & Communications**
- Sales/marketing departments
- PR departments
- Communication agencies
- Sales/marketing departments
- PR departments
- Communication agencies
- Sales/marketing departments
- PR departments
- Communication agencies

**Other Sectors & Services**
- Finance (banks)
- Equipment suppliers
- Real estate
- International business relations
- Hotel development and construction
- Finance (banks)
- Equipment suppliers
- Real estate
- International business relations
- Hotel development and construction

**First employment status on graduation day:**
(June 2013 stats based on all students)
- 85% of students are employed or have multiple offers upon graduation.
- Employed or with multiple offers: 85%
- Continuing studies: 9%
- Other (gap period/military): 6%

**First employment sector:**
Based on June 2014 graduation (BBA students, hospitality only)
- Corporate and management training: 37%
- Food and beverage: 7%
- Marketing and sales: 4%
- Rooms division: 6%
- Human resources: 3%
- Finance: 10%
- Other: 27%
- Events: 6%

**VII. ALUMNI ASSOCIATION OF GLION**
Today, Glion comprises more than 10,000 alumni spread in over 100 countries. The Alumni Association of Glion (AAG) is a non-profit organization that was founded in 1964 to bring together alumni and maintain ongoing contacts. It represents an extensive network and is an ideal tool to create and further professional and personal relationships as well as encourage the exchange of new ideas. The AAG also offers a strong executive search and placement service that facilitates the integration of new graduates into the professional world and matches job offers with employment demands.

**VIII. ONLINE MBA STUDENT FACTS & FIGURES**

**Online MBA student profile:**
- Number of students: 427
- Average age: 37
- Average work experience: 14 years

**Student male-female ratio:**
65 / 35

**Positions held by students:**
- Owner: 8%
- President/vice president: 4%
- General manager: 19%
- Director: 19%
- Middle management: 45%
- Higher education: 5%

**Nationalities represented:**
82
- Europe: 25%
- Americas: 16%
- Asia: 38%
- Middle East and Africa: 21%
**IX. HISTORY**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1962</td>
<td>Founded as the hotel school “Institut International de Glion”</td>
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<tr>
<td>1977</td>
<td>Changes name to “Centre International de Glion”</td>
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<tr>
<td>1985</td>
<td>Founding member of the Swiss Hotel Schools Association</td>
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<tr>
<td>1989</td>
<td>Opens Bulle campus</td>
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<tr>
<td>2000</td>
<td>Starts the master’s program and launches new bachelor’s degree programs</td>
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<tr>
<td>2001</td>
<td>Accreditcd by the New England Association of Schools and Colleges in the United States</td>
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<tr>
<td>2001</td>
<td>Creates Event, Sport, and Entertainment program</td>
</tr>
<tr>
<td>2002</td>
<td>Changes name to “Glion Institute of Higher Education”</td>
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<tr>
<td>2002</td>
<td>Becomes a part of Laureate Hospitality Education, a division of Laureate Education, Inc. Based in Baltimore (USA). Laureate is the largest network of international universities in the world, managing more than 75 universities in 29 countries and includes more than 900,000 students.</td>
</tr>
<tr>
<td>2006</td>
<td>Transferred university-level of accreditation from the Commission on Technical and Career Institutions to the New England Association of Schools and Colleges (NEASC) in the United States.</td>
</tr>
<tr>
<td>2007</td>
<td>Ranked by hiring managers among the top three hospitality management schools in the world for an international career (TNS Global Survey 2007)</td>
</tr>
<tr>
<td>2010</td>
<td>Launches the first online MBA in International Hospitality and Service Industries Management</td>
</tr>
<tr>
<td>2010</td>
<td>Ranked among the top hospitality management schools worldwide (TNS Global Survey, 2010)</td>
</tr>
<tr>
<td>2011</td>
<td>Launches 100% online postgraduate and professional development certificate and diploma programs</td>
</tr>
<tr>
<td>2012</td>
<td>Celebrates 50-year anniversary</td>
</tr>
<tr>
<td>2013</td>
<td>Opens new branch campus in London</td>
</tr>
<tr>
<td>2013</td>
<td>Glion is ranked by industry hiring managers of luxury hotels among the top three hospitality management schools in the world for an international career (TNS Global Survey, 2013)</td>
</tr>
<tr>
<td>2014</td>
<td>Launches the Multicampus options for undergraduate and postgraduate programs, offering student mobility between campuses in Switzerland and London, UK</td>
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</tbody>
</table>

**X. KEY PERSONNEL**

**GIHE Management**
- Ms. Judy Hou  Glion CEO
- Mr. Christian Daujat  Academic Affairs Director
- Mr. Peter Cross  Campuses Director - Glion & Bulle

**Academic Administration**
- Ms. Barbara Miller  Dean of Undergraduate Studies – Glion and Bulle Campuses
- Dr. Lyn Glanz  Dean of Graduate Studies
- Ms. Georgette Davey  Academic Dean - Glion London