



# Online Postgraduate and Professional Development Programs

*in International Hospitality and Service Industries Management*

[www.gliononline.com](http://www.gliononline.com)

## WHY AN ONLINE PROGRAM WITH GLION?

Glion Institute of Higher Education's Postgraduate and Professional Development programs offer distinct advantages for working professionals across a range of industries and sectors. These programs follow the same high academic standards expected on any Glion program, but are offered to professionals who are looking for short business related programs, flexible study times, and a qualification that can support their career development and skill set.

Our flagship program – the Online MBA in International Hospitality and Service Industries Management – is successfully offering experienced professionals an industry leading MBA program designed by international faculty and leading experts. Our Online Postgraduate and Professional Development programs offer industry professionals the same level of expertise and industry insight as the MBA, delivered also 100 per cent online, but in a shorter timeframe.

## WHY CONTINUE YOUR STUDIES?

The Travel and Tourism industry is a market that continues to grow. And with a growing number of qualified industry professionals in the job market, it is important to stand out from the crowd and equip yourself with the skills and knowledge expected of ambitious, career-minded individuals.

The industry also needs exceptional, qualified professionals who have transferrable skills, attributes, and values. These strengths and characteristics are also highly sought after in other service industries such as retail, fast moving consumer goods (FMCG), and the corporate sector. Our suite of Postgraduate and Professional Development programs allow busy working professionals the opportunity to focus on the knowledge and key transferrable skills needed for career progression without taking a career-break – a real advantage in volatile economic times.

## WHO WOULD BENEFIT FROM A GLION ONLINE PROGRAM?

We are particularly proud of the students that study on all our programs – many are business professionals looking to excel in their careers and further their expertise with continuous learning, whatever stage they are in their career.

Our diverse student body has over 40 countries represented in our online classrooms and our students bring on average three to six years industry related experience.

The experience of the professionals studying our short programs, combined with the common goal of wanting to progress your career, offers a unique opportunity to network and share industry best practices in the classroom, on

## Key benefits

- *Glion is ranked among the top hospitality management schools worldwide. In a global survey of 5-star hotel hiring managers, Glion was ranked number two among all international hospitality management schools for an international career\**
- *Fully flexible – to fit into your working life and meet your specific career needs*
- *Small virtual classes – so you can get personal attention: challenge and be challenged*
- *High levels of interactivity and collaborative learning – international faculty, industry experts, and a student body from around the world*
- *Real-life scenarios and rich multimedia channels – creating a stimulating and interactive online environment.*

a program from one of the leading international hospitality management schools in the world.

## ONLINE PROGRAM PORTFOLIO

In addition to the flagship MBA in International Hospitality and Service Industries Management, Glion offers the following short programs 100 per cent online:

- *Professional Development Certificate in International Hospitality and Services Administration*
- *Professional Development Diploma in International Hospitality and Services Administration*
- *Postgraduate Certificate in International Hospitality and Services Administration*
- *Postgraduate Diploma in International Hospitality and Services Management*

## ACCREDITATION

Glion Institute of Higher Education is accredited at university level by the New England Association of Schools and Colleges, Inc. (NEASC) through its Commission on Institutions of Higher Education (CIHE). For details, see <http://cihe.neasc.org>.

\* Statistically, three institutes occupy this ranking position. (TNS Global Survey, September 2010)

## INTAKE DATES AND APPLICATION REQUIREMENTS

To discuss upcoming intake dates and the application and admission requirements for our programs, please visit our website and fill in an Information Request Form. An Enrollment Advisor will be in touch with you shortly after,  
Website: [www.gliononline.com](http://www.gliononline.com)  
Email: [inquiry@gliononline.com](mailto:inquiry@gliononline.com)

## PROFESSIONAL DEVELOPMENT PROGRAMS

Glion Institute of Higher Education's Professional Development programs are designed to offer ambitious and career-minded professionals, within the hospitality and wider service industries, the opportunity to explore their interest, or enhance their skills, in key areas of the Online MBA curricula. The practical nature of Glion's industry qualifications mean that students can take what they learn in the classroom and immediately apply it into their workplace.

For those seeking rapid career growth but who require a thorough grounding in the fundamentals of management, both the Online Professional Development Certificate and Diploma programs can allow you to join the Online MBA program, subject to meeting the program prerequisites.

## PROFESSIONAL DEVELOPMENT CERTIFICATE

The Certificate program is aimed at students seeking a foundation in management fundamentals, or who are keen to brush up their knowledge and skills. Course content from the Certificate program can be immediately applied in your workplace.

Students will complete four bridging courses, two core courses, and two elective courses to be awarded the Professional Development Certificate (18 credits in total).

## PROFESSIONAL DEVELOPMENT DIPLOMA

The Diploma program is aimed at those seeking an industry qualification to complement their existing professional profile, but who may not have the academic background to enroll in the Online MBA. This route also provides the opportunity for industry professionals to enhance their critical thinking and problem solving skills, by offering relevant content across a range of topics taken from the Online MBA curricula.

Students have the opportunity to apply to transfer to the Online MBA program upon successful completion of the Professional Development Diploma.

Students will complete four bridging courses, two core course, and eight elective courses from the Online MBA

program to be awarded the Professional Development Diploma (36 credits in total).

## POSTGRADUATE PROGRAMS

In keeping with the Online MBA program curriculum, both the Postgraduate Certificate and Postgraduate Diploma have been designed and delivered by top international faculty and industry experts to allow students to develop business and strategic acumen, and refine analytical skills. Both programs offer the opportunity to continue on to the Online MBA program.

## POSTGRADUATE CERTIFICATE IN INTERNATIONAL HOSPITALITY AND SERVICES ADMINISTRATION



The Postgraduate Certificate provides students with the opportunity to develop strategic and analytical skills at a master's level, in the format of a shorter program. Students following the Online Postgraduate Certificate program will complete two core course followed by their choice of four elective courses (18 credits) from the Online MBA program.

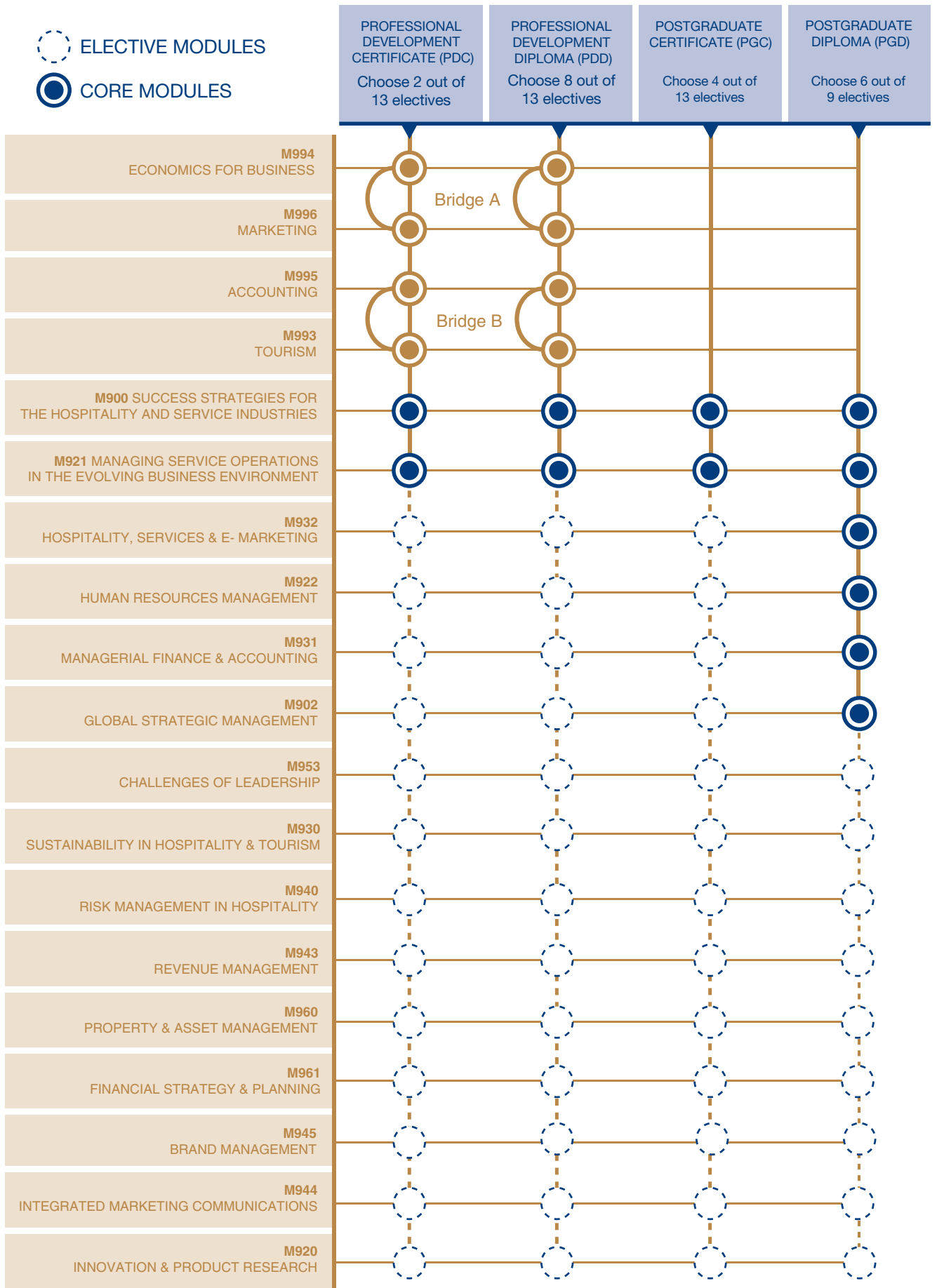
### Philippe Attia, CEO, Glion Institute of Higher Education



*"With almost 50 years' expertise in Swiss hospitality management education, Glion's online postgraduate and professional development programs are flexible, innovative and cutting-edge. Aimed at high-potential professionals who require fast-track competence, Glion's online*

*students use the knowledge gained in our programs to immediately apply it their profession."*

 ELECTIVE MODULES  
 CORE MODULES



(\* Not necessarily in chronological order)

## Glion Online Programs

.....  
➤ **Relevant curricula** – harvest the benefits of industry specific courses by immediately applying course content, instructor feedback, and classroom interaction to your current profession  
.....

➤ **Glion online platform** – easy accessibility, connectivity, and flexibility to Glion's online platform with all of our programs  
.....

➤ **Glion Alumni Network** – become part of Glion's international alumni network of like-minded professionals  
.....

➤ **Flexible program options** – depending on the amount of time you want to commit to your qualification, Glion's suite of online programs allows you to choose the program that best suits your professional needs  
.....

### POSTGRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY AND SERVICES MANAGEMENT

Students studying the Online Postgraduate Diploma program will complete six core courses, and choose six specialization courses of their choice (36 credits) from the Online MBA program.

Students have the option to tailor the program to meet their own career goals and business needs by selecting any six of the Online MBA specialization courses.

### COURSE DESCRIPTIONS

#### **Bridging Courses**

##### **M994 - Economics for Business (Bridge A)**

This course provides a broad overview of the economic context in which businesses operate. It provides the foundation for interpreting economic events and issues such as inflation, unemployment, the role of money, aggregate supply and aggregate demand, and the role of governments in regulating economic activity. In particular, monetary and fiscal policies are discussed as tools used by state authorities to stabilize the business cycle. The course also covers aspects of the behavior of individual agents and their interaction within market structures such as perfect competition, monopoly and monopolistic competition.

##### **M996 - Marketing (Bridge A)**

Students examine basic marketing functions and the execution of successful marketing processes. They gain a fundamental understanding of marketing concepts, practices, terminology, associated technologies, and practical marketing applications.

##### **M995 - Accounting (Bridge B)**

An introduction to accounting, this course is designed to provide an understanding of the basic rules and accounting language used in organizations, the issues that influence these rules, and how the changing external context impacts on organizational operations and decision-making. Students completing this course are given basic direction in numeracy skills that will aid them in finance and accounting courses at master's level.

##### **M993 - Tourism (Bridge B)**

This course acts as a general introduction to the tourism industry, its nature, scope and impacts. It will focus on current issues facing the industry in a global context together with a consideration of some potential future challenges. Topics covered include, the nature of the tourism product, destination marketing and branding, sustainability, impacts of tourism at the destination, and issues around tourist transportation. The major objective is to create awareness and understanding of the complexity and diversity of what is considered to be one of the world's largest and fastest growing industries.

#### **Core & Elective Courses**

##### **M900 - Success Strategies for the Hospitality and Service Industries**

This core course introduces students to the practice of studying business and management online. As well as familiarizing students with Glion Institute of Higher Education online, it covers strategies for learning in a boundary less study environment. It encourages students to explore the materials, techniques and resources available to support their learning while discovering the best ways to interact with instructors and other course participants. Orientating students to the institutions requirements and expectations for scholarly writing and academic integrity, the course uses a business and management context to introduce online study at Masters Level. Students will practice ways to monitor their own progress and motivate themselves as a learner, while progressing through the program.

##### **M921 - Managing Service Operations in the Evolving Business Environment**

The aim of this core course is to understand and apply the practices of management in complex, rapidly changing global organizations. This course seeks to develop an un-

derstanding of the larger context in which businesses and particularly service organizations operate. The course covers the areas of political, social, legal, economic, technology, and environmental contexts accordingly. In addition, this course will develop an understanding of the new management paradigm that creates shared visions, employee empowerment and cross-functional, self-managed teams within hospitality and related service industries.

#### **M932 - Hospitality, Services and E-Marketing**

Marketing management fundamentals and electronic commerce are discussed as processes that explain the dynamic relationships between international corporations and their target markets and audiences. Analysis, planning, implementation, and program management are emphasized throughout the course as support functions for corporate strategy focusing on customer value for service industries. The major objective of this course is to understand the relationship between corporate (umbrella) and brand strategies that offer their customers emotional and physical value.

#### **M922 - Human Resources Management**

This course examines the development of theories and methods of Human Resources intervention as a business partner in organizations. It considers how human resources decisions are influenced by forces internal and external to the firm. In particular it addresses the role of HR in managing performance, structure, learning, frameworks of meaning and change. Special emphasis is given to the subject area in a global context. It also concentrates on Managing Careers individually and organizationally.

#### **M931 - Managerial Finance & Accounting**

The financial issues that managers of business units of all sizes face in risk management, valuation, financing, and investment decisions are emphasized in this core course. Analysis is built around the objective of balancing the multiple demands and interests of a variety of stakeholders: shareholders, management, suppliers, distributors, employees, the local environment, tax authorities and others. The course employs a multi-faceted approach to managerial decisions.

#### **M902 - Global Strategic Management**

This course considers the challenges and opportunities for service industries in contemporary global business environments. It explores strategies that are particularly pertinent to the international context and mercurial nature of business across borders. It will compare and contrast multiple perspectives on strategy with the aim of helping students to become both analytical and creative strategic thinkers.

#### **M953 - Challenges of Leadership**

This is a highly interactive specialized course which examines the challenges of contemporary leadership in modern organizations. Key classical and modern theories and models of leadership are presented with strong emphasis on the role of leaders in the management of change and strategy execution. Academic input is tied throughout the course to practice examples.

#### **M930 - Sustainability in Hospitality and Tourism**

This specialized course intends to inform managers in the tourism and hospitality industries of the principles of sustainable tourism and how they can be applied to, and beneficial for, the management and development of resorts, destinations, natural attractions, heritage, transport, and the like. Focus will be placed on the role of sustainability as part of corporate social responsibility, marketing, long term business success, environmental and socio-cultural stewardship. The role and nature of consumer awareness and demand for sustainable tourism products will be examined. Case studies will be used to explore issues concerning the planning and application of sustainable tourism principles and the complexities of that process.

#### **M940 - Risk Management Systems in Hospitality**

Risk and injury, to the customer, is now an important aspect of leisure, sport and tourism management. Its control and minimization is essential if a business is to be successful. In addition, climate change will bring new challenges to managing risk and safety for tourism facilities together with destinations. Consequently, the aim of the specialized course is to develop understanding, cognition and evaluation of the importance of leisure/tourism accidents and risk, within a practical management framework.

#### **M943 - Revenue Management**

In this specialized course, revenue management is concerned with demand management decisions and the methodology and systems to make such decisions. Organizations segment buyers by providing different conditions and terms of trade that profitably exploit segments' different buying behavior, or willingness to pay and create brands to satisfy these segments' expectations, while attempting to maximize revenues. Scientific advances in economics, statistics, operations research, and information technology has allowed the services industry to take a sophisticated, detailed, and intensely operational approach to making demand-management decisions.

#### **M960 - Property and Asset Management**

In this specialized course students will enhance their knowledge of wealth planning and management for retail and institutional investors. It will also provide a comprehensive overview of portfolio management and a theoretic-

cal and empirical approach to hospitality real estate development investment and operation.

#### M961 - Financial Strategy and Planning

Sound financial strategies form the basis for competitive advantage, especially in global business environments. This specialized course will cover both traditional and rational approaches to financial decision making as well as investigating newer models and approaches in times of risk and uncertainty providing students with tools to meet strategic organizational goals.

#### M945 - Brand Management

Brand management is presented as a marketing function that hospitality and tourism organizations practice to ensure that their company, products, and services' identity and images are consistent with their markets' perceptions. The development of profitable brand strategies are dissected within the context of designing integrated marketing communications plans to reach diverse international markets. The major objective of this specialized course is to understand how to capitalize on the equity of company brands in order to build business that is sustainable.

#### M944 - Integrated Marketing Communications

Identity management is dissected for a clear understanding of how hospitality and tourism corporations plan marketing communications campaign integration. Campaign integration is key to reaching diverse, global audiences with consistent persuasive brand messages. Analyzing the media and its objectives in order to plan and maximize the impact of corporate messages is critical to course discussion. Advances in technology constantly change the media environment and the internet is becoming increasingly important to corporations' communication planning. The major objective of this specialized course is to understand how campaign strategies are organized and delivered to achieve both simple and complex outcomes.

#### M920 - Innovation and Product Research

Organizations that have an innovative culture lend themselves to improved performance within competitive environments. This innovative culture can be hard to define and create but case studies of successful organizations give

indicators towards developing such a culture. Research suggests that a key determinant of creating and sustaining an innovative culture is by empowering creativity and innovation throughout the organization at every level, as opposed to restricting and monopolizing it within a few hands or departments. This specialized course sets out to capture much of what we have learned about creating and managing innovation within organizations.



Take the first step and register online

To find out which program would best suit your professional needs, please visit our website and fill in an Information Request Form. An Advisor will be in touch with you shortly after.

Website: [www.gliononline.com](http://www.gliononline.com)

Email: [inquiry@gliononline.com](mailto:inquiry@gliononline.com)

## **CORPORATE OPPORTUNITIES**

For companies and organizations considering sponsoring multiple students, we offer a range of benefits tailored to suit their specific needs and requirements. To learn more about the benefits of our program for your organisation, and to discuss your company's individual requirements, please contact us directly.

## **GLION ONLINE ADMISSIONS OFFICE**

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