

## **Press Release**

### **Glion MBA in International Hospitality Management now available Online**

Montreux, Switzerland, July 23rd, 2010: Glion Institute of Higher Education is now offering its fully-accredited MBA in the field of International Hospitality Management in a 100% online learning environment. The highly renowned Swiss Institute announced that the new program has been designed specifically to meet the unique needs of working professionals in the hospitality, tourism and wider service industries. Glion is part of Laureate International Universities, a global network of higher education institutions offering campus-based and online degrees in 21 countries.

The Online MBA promotes the advanced study of organizations, their management and the ever-changing context in which the hospitality industry now operates, thus enabling students to further their careers within the industry or to go on into new fields. The program balances international management theory with practical case studies, giving students the unique opportunity to interact with a highly international group of student peers. The program includes internationally oriented content, a wide range of international faculty and a global student body of industry professionals.

The new 100% Online MBA offers students the opportunity to specialize in General Management for Service Industries, Marketing and Innovation, as well as Asset and Revenue Management. Studying online also offers students huge flexibility in their studies, enabling them to maintain their career and income while also furthering their education. Moreover, the program provides immediate benefit not only to the student but also their employers as students will be in a position to directly apply what they have learned into their everyday working environment. The course of studies, including an Applied Business Project, is completed in approximately two and a half years. There will be five intakes per year, with the first intake on August 16<sup>th</sup> 2010.

Glion has been ranked by hiring managers as one of the top three hospitality management schools in the world for an international career (TNS, UK, Global Research 2007). Comprised of eight leading hospitality management institutions in five countries and on four continents, Laureate Hospitality Education, a division of Laureate International Universities, is showing its commitment to a diverse program offering and its capacity for innovation by being the very first to offer a Swiss Online MBA in International Hospitality Management. Online education programs are in high demand, in particular among working professionals, with master's programs being the most developed higher education online market.

Glion has partnered with Laureate Higher Education Group (LHEG), a provider of online services to more than 35,000 masters and Ph.D students worldwide. The infrastructure and support of this experienced provider of online services assures a quality experience for students with fully tested technology and online learning resources. LHEG currently supports universities such as Walden University in the United States and the University of Liverpool in the UK.

"We at Glion are very excited to announce our new MBA in International Hospitality Management which is fully delivered online," said Christian Beek, CEO, Glion Institute of Higher Education. "The program was developed based on industry research conducted in

2005 and 2009 with over 1,000 hospitality managers around the world. As leaders in hospitality management education, we feel it is important to find new and flexible alternatives for industry managers to reach their full potential.”

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### **About Laureate International Universities**

Laureate International Universities is a global network of more than 50 accredited campus-based and online institutions of higher education offering undergraduate and graduate degree programs to 550,000 students around the world. Laureate International Universities' students are part of an international, academic community that spans 21 countries and more than 100 campuses throughout North America, Latin America, Europe and Asia. Laureate International Universities offer 130 career-focused, undergraduate, masters and doctoral degree programs in fields including architecture, art, business, culinary arts, design, education, engineering, health sciences, hospitality, information technology, law and medicine. For more information, please visit: [www.laureate.net](http://www.laureate.net)

### **About Laureate Hospitality Education**

Laureate Hospitality Education is a unique and global group of institutions that provides hospitality, tourism, event, sport and entertainment management education to students from over 100 countries. It is comprised of 8 premium and leading institutions in 5 countries and 4 continents, thus offering the industry an amazing pool of talents. Schools include Glion Institute of Higher Education, Les Roches International School of Hotel Management and Les Roches-Gruyère University of Applied Sciences in Switzerland, Les Roches International School of Hotel Management in Spain, Les Roches Jin Jiang International Hotel Management College in Shanghai, China, Kendall College in Chicago, USA, Blue Mountains International Hotel Management School and Australian International Hotel School in Australia. For more information, please visit: [www.laureatehospitality.com](http://www.laureatehospitality.com)

### **About Glion Institute of Higher Education**

Glion Institute of Higher Education is a private Swiss university which offers undergraduate, graduate and post graduate programs of up to three and a half years of study. Glion is accredited at university level by the New England Association of Schools and Colleges, Inc. (NEASC) and offers programs in the fields of hospitality, tourism, event, sports and entertainment management. The campus based student body is comprised of 1,634 students with 90 nationalities. There are 85 faculty members including full and part time equivalent lecturers as well as visiting lecturers. For more information, please visit: [www.glion.edu](http://www.glion.edu) (campus based programs) or [www.gliononline.com](http://www.gliononline.com) (online MBA).