

Higher education now available 24 hours a day, 7 days a week with Glion's 100% Online MBA

Switzerland: The Renowned Glion Institute of Higher Education is now offering its MBA in International Hospitality Management in a 100% online environment. With the first classes set to start on the 16th of August, students from around the world have already enrolled onto the internationally accredited course.

Interview with Program Leader Martin Senior:

-Why did you launch this program?

For several years now we have been exploring the possibility of delivering a hospitality focused MBA in an online format. We at Glion had long believed that there was a real need for this type of education within the industry, and the more research we did with hospitality professionals the more we found this to be true.

Hospitality and tourism is becoming an increasingly competitive environment in which to establish a career. Whereas in the past people could move up the career ladder on experience alone, nowadays we are seeing that employers are also asking for a high-level of education from working professionals. In addition, our industry research showed that Hospitality and Tourism professionals are highly committed to their profession with 45% of respondents regularly working 50 hours a week or more. Knowing that, it's hardly surprising that 69% of the respondents stressed that they would prefer the degree to be delivered online to allow them the flexibility of keeping their position whilst they study.

-Tell us more about the program

The Online MBA program balances international management theory with practical case studies of real life problems within the wider service industries. Our fantastic online learning environment will give our students the unique opportunity to interact with a highly international group of student peers.

The program courses also contain an internationally orientated syllabus while our faculty also has a hugely diverse background and brings a wealth of international expertise onto the course.

We have designed the program so that students have the opportunity to specialize their MBA in a specific area. The MBA is structured so that we offer three separate areas of specialized study: General Management for Service Industries, Marketing and Innovation, or Asset and Revenue Management. We feel this option allows students to tailor-make their MBA to suit their own career goals and aspirations.

Studying online gives students a huge amount of flexibility. The obvious benefit of this is that it enables students to maintain their career and income while also furthering their education. Moreover, the program also 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 16th 2010.

-Who are your students?

Students enrolling onto the MBA Online typically have extensive experience in the hospitality and wider service industries. As our research showed, 74% of hoteliers considering an MBA are already working in middle or senior management positions. In addition to the relevant work experience, we also require a Bachelor in this particular field and the Advanced Cambridge certificate.

Like the regular MBA delivered on campus, where more than 90 nationalities are represented, the online program is a truly global classroom so students will have the opportunity to build a great network of friends and colleagues throughout the world.

-What next for Graduates?

The Glion MBA enables hospitality professionals to further develop and gain new skills to enhance their career development. Not only will graduates have gained a MBA from one of the top international hospitality management institutions, but they will have also had access to relevant up to date content and highly experienced faculty.

Furthermore, graduates will become part of the Glion Alumni network which many of our former students - now in senior positions across the globe – view as the first port of call when recruiting for their own business.

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 (campus based programs) or www.gliononline.com (online MBA).