

# Master of Science in Global Hospitality Business

A unique master's program across three continents, run by three world leaders in hospitality-management education.



Cultural experiences.  
Industry immersion.  
Once-in-a-lifetime  
opportunities.

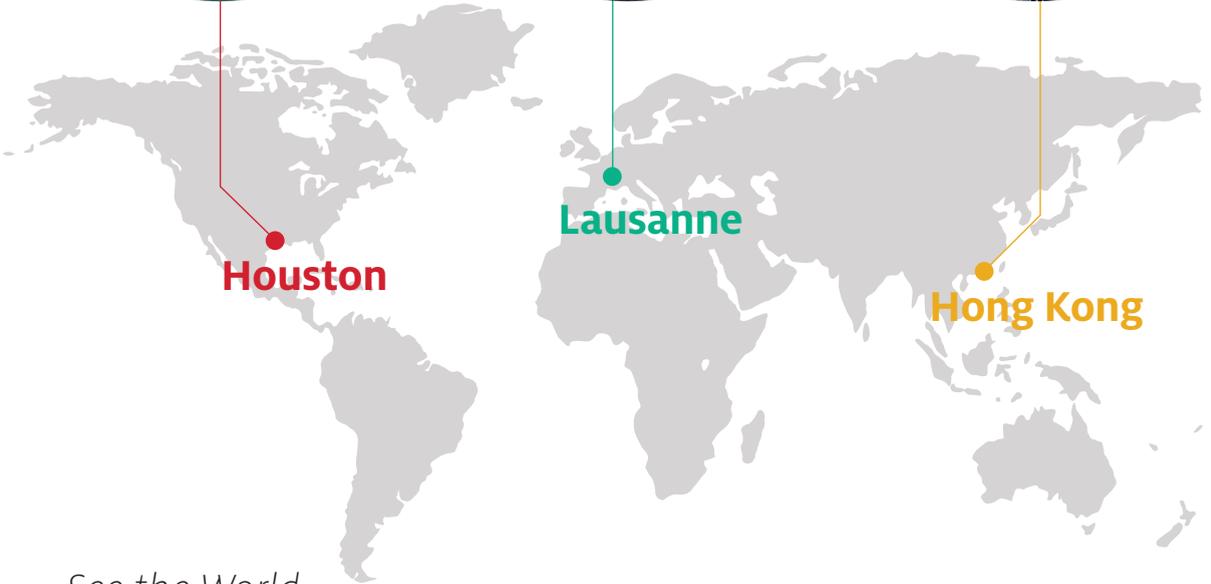


## *Program Highlights*

Three of the world's top hospitality programs—the University of Houston Conrad N. Hilton College of Hotel and Restaurant Management, Ecole hôtelière de Lausanne (EHL) and The Hong Kong Polytechnic University School of Hotel & Tourism Management—are now offering qualified students an exclusive, groundbreaking Master of Science in Global Hospitality Business.

As a student in this program, you'll spend a semester on each of the three campuses, plus a three-month capstone consulting project with one of nine global hospitality companies. You'll also obtain three professional certifications during the course of the curriculum, in addition to the accredited degree from the campus of your choice.





**Houston**

**Lausanne**

**Hong Kong**

## *See the World*

This program allows you to experience three world-class campuses in three vibrant cities. Your studies begin in Lausanne, Switzerland; then move to Hong Kong, China; with the final semester in Houston, Texas.

But your international adventure doesn't end there! While residing at the three campuses, you'll embark on once-in-a-lifetime business field trips to exciting hospitality hubs like Paris, Berlin, Rome, Macau, Shanghai, Beijing, New York City, Washington D.C. and San Antonio.

Instead of simply reading or hearing about cultural differences in the hospitality industry, you'll actually live, study and work on each continent, learning firsthand how to adapt strategies, behaviors and service offers to individual global markets. That's what world-class hoteliers and hospitality managers do best!

## *Kick-start an International Career*

With access to three global alumni networks and ties to industry across the globe, this program paves the way to an international career—particularly if you’re an international student wanting to live and work in the United States—by letting you choose your degree-granting institution.

## *Advanced Academics*

The Global Hospitality Master’s program is selective and offers a uniquely stimulating learning environment, with small classes and one-on-one coaching sessions from faculty who are recognized as experts in their fields.

The curriculum is also adapted to regional market dynamics and focused on areas of strong industry demand. While in residence at EHL, courses are designed to hone your analytical skills, particularly in finance and strategic decision-making. In Hong Kong, courses steer toward operations management, focusing on revenue, marketing and service excellence. In Houston, the focus shifts again, this time to innovative hospitality technology, organizational behavior and leadership strategies.

In addition to the MS degree, you’ll also earn three prestigious professional certifications at each campus: *Managing Hotel Demand*, a workshop by Snapshot; *Doing Deals & Valuing Hotels*, a workshop by HVS; and *Industry Analytics Training*, a workshop by STR Global.



## Capstone Consulting Project

The capstone consulting project is the *ultimate* opportunity for you to build relationships with hospitality executives and gain invaluable experience in the industry. During the first semester of the program, you'll be divided into small teams and matched with one of our industry partners. Each team will be assigned a 14-month project and, under the supervision of a faculty coach, tasked with solving a complex and specific business problem for their designated company. You'll work on the project at each campus and also during a three-month residency at your capstone company's headquarters.

Our current capstone partners span all sectors of the global hospitality industry and include:

- Michel Reybier
- Accor
- Servair
- Hyatt
- Hilton Worldwide
- SGS
- Dusit International
- Swissair
- citizenM Hotels

## Endorsement From Industry Leaders

This exclusive degree is widely endorsed by global leaders in the tourism and hospitality industry, such as:

- Accor
- American Liberty Hospitality
- Bench Events
- citizenM Hotels
- Dorchester Collection
- Dusit International
- Fairmont Raffles Hotels International
- Four Seasons Hotels & Resorts
- Groupe Laurent-Perrier
- Harilela Group
- Hilton Worldwide
- Hong Kong Convention & Exhibition Centre
- Hong Thai Travel Services
- Hyatt
- Jumeirah Group
- Marco Polo Hotels
- Mövenpick Hotels & Resorts
- On-Site Partners
- Pacific Asia Travel Association
- Regal Hotels International
- Rhombus International Hotels Group
- Servair
- Spectrum Catering, Concessions & Events
- STR Global
- Swiss International Air Lines
- Swissôtel Hotels & Resorts
- The Indian Hotels Company
- Travel Industry Council of Hong Kong
- Worldhotels
- Yue Hwa Chinese Products Emporium Ltd.



## *About Houston*

Houston is the fourth-largest city in the United States. A diverse, international community with strong historical ties to the oil and gas industry, Houston has undergone an urban renaissance in the past decade, now known as much for its vibrant cultural and culinary scenes as for its thriving business and economic opportunities. Home to world-class shopping, four major professional sports franchises, dozens of beautiful public parks and biking trails, art and music festivals, parades and the famous Houston Livestock Show and Rodeo, it's a young, bustling, exciting city with something to offer everyone.

## *About Conrad N. Hilton College*

The Conrad N. Hilton College of Hotel and Restaurant Management was established by iconic hotelier Conrad N. Hilton in 1969. Located at the University of Houston, one of only three Carnegie-designated Tier One research universities in Texas, Hilton College is consistently ranked among the top hospitality programs in the world and is known for producing business-minded hospitality leaders who make an immediate impact on the industry. With industry partnerships nearly 50 years in the making, bi-annual career fairs and a global network of more than 7,300 successful alumni, Hilton College is the *ideal* place to launch your hospitality career in the United States.

**FOR MORE INFORMATION** about the MS in Global Hospitality Business, contact:

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