

## EHL launches a revamped Executive MBA to offer 18-month blended program

**Lausanne, Feb 24, 2021.** With a first intake planned in September 2021, EHL has redesigned its EMBA with a clear focus: to learn, to design, and to deliver innovative services by putting customer experience at the core of business strategy.



The state recognized, internationally accredited program will be offered to seasoned professionals who wish to acquire an Executive MBA with strong notions of service excellence and customer-centric business strategies incorporated in the learning experience.

As a global hub for Service Excellence, EHL draws on its extensive experience and unique industry access to explore the future of the customer journey and prepare the leaders of tomorrow to actively shape and create a

service orientation within their business.

“This new program is perfectly aligned with our teaching philosophy and commitment to provide the most impactful programs, always one step ahead. Going beyond a traditional EMBA program, everything around a product that adds value for the customer will be looked at”, explained Dr Achim Schmitt, Dean of the Graduate School ad interim.

The new EMBA by EHL will be offered each fall semester in Singapore, as of 2021, as well as at EHL Campus Lausanne every spring intake, as of 2022. The program includes study trips and visits from international professors, and innovative solutions will be developed to leverage both campus locations throughout the program, if students wish to further broaden their international exposure and the global sanitary conditions allow for it.

Through this part-time program based on a blended approach that can be undertaken in parallel of their jobs, busy Executives will accelerate their careers, having integrated the world’s most influential hospitality alumni network and armed with a fresh global perspective..

To find out more about the program, visit the [dedicated page](#) to download the flyer.

### **About EHL Group**

EHL Group encompasses a portfolio of specialized business units that deliver hospitality management education and innovation worldwide. Headquartered in Lausanne, Switzerland, the Group includes:

[EHL Ecole hôtelière de Lausanne](#) is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and

over 120 nationalities. EHL is the world's first hospitality management school that provides undergraduate and graduate programs at its campuses in Lausanne, Singapore and Chur-Passugg, as well as online learning solutions. The university of applied sciences is ranked n°1 by QS World University Rankings by subject and CEOWorld Magazine, and its gastronomic restaurant is the world's only educational establishment to hold a Michelin Star for a third consecutive year.

[EHL Swiss School of Tourism and Hospitality](#) has been one of the leading hospitality management colleges for hotel specialists for 50 years. The College delivers Swiss-accredited federal diplomas of vocational education and training and of higher education in its 19th century spa-hotel in Chur-Passugg, Graubünden, to Swiss and international students from 20 countries.

[EHL Advisory Services](#) is the largest Swiss hospitality advisory company specializing in service culture implementation, business consulting, as well as the development and quality assurance of learning centers. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi and has delivered mandates in more than 60 countries over the past 40 years.

[www.ehl.edu](http://www.ehl.edu)

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