

SCIENCES HUMAINES ET SOCIALES

Parcours international hospitality management

Master | Management sectoriel

- > Composante : Esthua, institut national de tourisme - INNTO France
- > Durée : 2 ans
- > Crédits ECTS : 60 ECTS
- > Ouvert en alternance : Non
- > Lieu d'enseignement : Angers

Présentation

Are you eager to upgrade your knowledge and professional skills in hospitality management? Join this programme, offering a comprehensive view of the industry and preparing you for a career in an international environment. The hospitality industry is focusing on people, empathy and service-minded attitudes. Your job will be to make sure everything runs smoothly, regardless of whether you are managing a hotel, organizing an event or managing a team project. It will never be the same activities from one day to the next.

Marie-Christine Bonneau & Dominique Peyrat-Guillard

Co-directors of the International Hospitality Management track

Objectifs

The programme is fully taught in English in cooperation with our international academic and industry partners.

Teaching and learning methods are designed to address issues with an international focus attracting students from around the world.

You will:

- Develop managerial competencies and critical thinking through problem identification, personal thinking, rigorous research methods and decision making processes;
- Be trained to join, supervise, lead an international team and work internationally by dealing with diverse cultures on an every-day basis, and learn how to manage intercultural situations;
- Understand the current major issues faced by hospitality organizations, in relation with their environment and be able to implement efficient and responsible policies.

Organisation

Stages

Stage : Obligatoire

Durée du stage : 10

Stage à l'étranger : Possible

Admission

Conditions d'admission

A bachelor's degree is required (Tourism Management, Hotel Management, Social Sciences, Management, Economics, Languages...).

Pré-requis obligatoires

You have a great openness, a good command of foreign languages, a sense of hospitality and a real desire to develop your management skills...

Language requirement : minimum level of 750 (TOEIC) or 70-80 (TOEFL) or equivalent.

Et après

Insertion professionnelle

This Masters' programme leads to senior level positions in the international hospitality industry across a range of organizations, from international hotels and restaurants to events companies, cruise ships, airports, casinos, thalassotherapy centres, theme parks...:

Front Office Supervisor, Housekeeping Supervisor, Guest Services Manager, Director of Hotel Operations, Catering Manager, Restaurant Manager, F&B Manager, Events Manager, Executive Conference Manager, Public Relations Coordinator, Sales Manager, Marketing Director, Revenue Manager, HRM Manager, Communication Manager...

Infos pratiques

Contacts

Responsable pédagogique

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Contact administratif

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Lieu(x)

📍 Angers

Programme

MI | Parcours International hospitality management

Semestre 1

	Nature	CM	TD	TP	Crédits
UE 1 : Interpersonal Relationships	UE				5 crédits
Intercultural Management	Matière		16h		1 crédits
Interpersonal Communication	Matière	16h			2 crédits
English for Hospitality	Matière		24h		1 crédits
Spanish	Matière		16h		1 crédits
German	Matière		16h		1 crédits
Italian	Matière		16h		1 crédits
Chinese	Matière		16h		1 crédits
Russian	Matière		16h		1 crédits
FLE	Matière		16h		1 crédits
Other	Matière		16h		1 crédits
UE 2 : Hospitality Stakeholders and Worlds at Stake	UE				4 crédits
Trends and issues in Global Tourism	Matière	16h			2 crédits
Tourism in the European Union	Matière	16h			2 crédits
UE 3 : Hospitality Experience Design and Implementation	UE				4 crédits
Front Office Management	Matière	16h			2 crédits
Market studies	Matière	16h			2 crédits
UE 4 : Strategic Development in Hospitality	UE				8 crédits
Strategic Management for Hospitality Businesses	Matière	16h			2 crédits
Innovation Project in Hospitality	Matière	16h			2 crédits
Localization Strategies for the Hospitality Industry	Matière	16h			2 crédits
International HRM in Hotel Industry	Matière	16h			2 crédits
UE 6 : Research Skills	UE				5 crédits
Research Orientation	Matière		8h		1 crédits
Workshop : from topic choice to research design	Matière		8h		3 crédits
Writing Skills for Research	Matière		12h		1 crédits
UE 7 : Professional Skills	UE				4 crédits
Hospitality Talks	Matière	8h			2 crédits
Information Technology Skills	Matière		16h		2 crédits

Semestre 2

	Nature	CM	TD	TP	Crédits
UE 3 : Hospitality Experience Design and Implementation	UE				4 crédits
Operational Marketing for Hospitality	Matière	12h			2 crédits

Strategic Marketing for Hospitality	Matière	12h		2 crédits
UE 4 : Strategic Development in Hospitality	UE			5 crédits
Business Plan for Hospitality	Matière	16h		2 crédits
Hospitality Financial Management	Matière	16h		3 crédits
UE 5 : QHSE Management in Hospitality	UE			6 crédits
Quality Management in Hospitality	Matière	16h		2 crédits
Hotel Security and Safety management	Matière	16h		2 crédits
Corporate Social Responsibility in Hospitality	Matière	16h		2 crédits
UE 6 : Research Skills	UE			8 crédits
Research Project	Matière		1h	8 crédits
UE 7 : Professional Skills	UE			7 crédits
Internship report	Matière			5 crédits
Internship grade	Matière			2 crédits
Suivi de stage	Matière			

M2 | Parcours International hospitality management

Semestre 3

	Nature	CM	TD	TP	Crédits
UE 1 : Interpersonal Relationships	UE				3 crédits
International Team Management	Matière	16h			1 crédits
English for Hospitality	Matière		24h		1 crédits
Spanish	Matière		16h		1 crédits
German	Matière		16h		1 crédits
Italian	Matière		16h		1 crédits
Chinese	Matière		16h		1 crédits
Russian	Matière		16h		1 crédits
FLE	Matière		16h		1 crédits
Other	Matière		16h		1 crédits
UE 2 : Hospitality Stakeholders and Worlds at Stake	UE				4 crédits
Asian Markets	Matière	16h			1 crédits
American Markets	Matière	16h			1 crédits
Russian Markets	Matière	16h			1 crédits
Middle Eastern Markets	Matière	16h			1 crédits
UE 3 : Hospitality Experience Design and Implementation	UE				7 crédits
Guest Experience Design in Hotel Industry	Matière	16h			1 crédits
Customer Relationship Management	Matière	16h			1 crédits
Food and Beverage Management	Matière	16h			2 crédits
Corporate Event Management	Matière	16h			1 crédits
Convention and Exhibition Management	Matière	16h			2 crédits
UE 4 : Strategic Development in Hospitality	UE				6 crédits
Organizational Behavior	Matière	16h			2 crédits

Revenue Management	Matière	16h		2 crédits
Distribution and Channels in Hospitality	Matière	16h		1 crédits
Cruise Industry Development	Matière	16h		1 crédits
UE 5 : QHSE Management in Hospitality	UE			4 crédits
Facility Management	Matière	16h		2 crédits
Events Project Management	Matière	16h	12h	2 crédits
UE 6 : Research Skills	UE			5 crédits
Research Talks	Matière	8h		1 crédits
Writing Skills for Research	Matière		12h	1 crédits
Research project	Matière		1h	3 crédits
UE 7 : Professional Skills	UE			1 crédits
Hospitality Talks	Matière	8h		1 crédits

Semestre 4

	Nature	CM	TD	TP	Crédits
UE 6 : Research Skills	UE				17 crédits
Dissertation : Final Deliverable and Defense	Matière		2h		17 crédits
UE 7 : Professional Skills	UE				13 crédits
Internship Experiential Assessment	Matière				7 crédits
Internship	Matière				6 crédits
Suivi de stage	Matière				