

SCIENCES HUMAINES ET SOCIALES

# Parcours international hospitality management

Master | Management sectoriel

- > Composante : ESTHUA, Faculté de tourisme, culture et hospitalité
- > 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

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## Stages

Stage : Obligatoire

Durée du stage : 10

Stage à l'étranger : Possible

## Admission

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### 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

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### 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

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## Contacts

### Responsable pédagogique

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

### Semestre 2

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

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

## M2 | Parcours International hospitality management

### Semestre 3

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

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

## Semestre 4

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