



MASTER



Location
ANGERS

Key figures

Programme created in **1999**
Specific Double Degree programme
with Poland (*Nicolaus Copernicus University*)
since **2013** (*Master 1 in Poland, Master 2 in France*)

Outgoing mobility offered (*Semester 2 abroad*):
A large choice among **133** partner
universities in **43** countries and
9 double degree programmes

More than **10** different nationalities among
the students each year (*French and international
students, exchange students and double degree
students from our partner universities*)

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MASTER in Tourism English-taught programme

INTERNATIONAL HOSPITALITY MANAGEMENT

— Presentation

Are you eager to upgrade your knowledge and professional skills in hospitality management? Join this programme focused on international hospitality management, offering a comprehensive view of the hospitality industry and preparing you for a management 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.

A multi-disciplinary approach: Management (marketing, human resources, finance...), business Law, geography, languages and culture are integrated in a balanced programme to give you the opportunity to learn how to manage successful hospitality businesses.

An international qualification: This qualification is designed to meet the growing demand from the hospitality industry through a programme with an international scope. It 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.

— Objectives

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

— Support for success

Teaching is organized especially for small groups of students with an extensive use of case studies, workshops, team projects and meetings with professionals.

— Further learning | Professional integration

For students interested in research, this programme offers the possibility to apply for a PhD in Management or in Geography, depending on their backgrounds. This Master's programme leads to senior level positions in the international hospitality industry across a range of organizations and sectors – 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..

— Targeted students

A Bachelor's Degree is required (it can be in Tourism Management, Hotel Management, Social Sciences, Management, Economics or Languages). Students must download and fill in the application file available on the University website. In this file, applicants must precise if they want to choose the double degree track or the classic track, with or without an outgoing mobility during the second semester (see the section "To note" at the end of this document). Applicants will then be invited for a face-to-face interview. Students are shortlisted for the double degree track and for an outgoing mobility as part of the classic track but please note that the number of places is limited. For the double degree track, recruited applicants will have to enroll in our partner University (Nicolaus Copernicus University, Torun, Poland) before end of May. Tuition fees are waived in the partner Universities. Language requirement: minimum level of 750 (TOEIC) or 70-80 (TOEFL) or equivalent. The recruitment process takes place every year from March.

Programme

Semester 1:

UEF1 Languages

English for Tourism - Second language (to choose between: French, German, Spanish...): large choice of languages available, at different levels)

UEF2 Fundamentals of Management

Strategic management for hospitality businesses - Organizational behavior - Project management - Intercultural management

UEF3 Hospitality Industry Environment

Trends and issues in global tourism - Tourism in the European Union - Transportation issues - International business law

UEF 4 Research project

Applied research project - Writing skills for research

UP1 Employee & Customers interactions

International HRM - Front office management - Interpersonal communication

Semester 2:

UP2 Business, Finance & Marketing

Business plan for hospitality - Hospitality financial management - Marketing for hospitality

US1 Quality, Security, Environment

Quality service management in hospitality - Hotel security & safety management - Corporate social and environmental responsibility

UP3 Internship

4 months (from April)

Semester 3:

UEF 5 Languages

English for Tourism - Second language (to choose between: French, German, Spanish...): large choice of languages available, at different levels)

UEF6 Fundamentals of Management

Yield management - Hospitality technology and innovation management - International team management - E & M hospitality

UEF7 Hospitality Industry Environment

Asian markets - American markets - Russian and Eastern European Markets - Middle Eastern Markets

UEF 8 Research project

Applied research project - Writing skills for research

UP4 Hospitality world

Food services - Theme parks, casinos and cruises - Hotels

Semester 4:

UP5 Meetings, Incentive, Convention & Events

Event management system and evolution of destinations - General public events management - corporate events management

US2 Luxury Management

Introduction to luxury hospitality - Luxury marketing and branding strategy - Customer relationship management and luxury

UP 6 Internship

5 to 6 months (from April)

Internship

— 2 internships (4 months as part of Year One, 5 to 6 months as part of Year Two) in the hospitality industry.

— A large number of internship offers are available on our platform:

<http://ipoline.univ-angers.fr/index.php/fr/>

To note

2 options: double degree track or classic track (with or without an outgoing mobility during semester 2). The Double Degree programme is offered in collaboration with our partner University, Nicolas Copernicus University-NCU. The programme is managed by their Department of Economics and Management, which is **AACSB accredited**. All the students enrolled in this programme (French, Polish, international) get two degrees at the end of the programme: Master's degree of Angers University and Master's degree of NCU University).

