

MSc INTERNATIONAL HOSPITALITY MANAGEMENT

Programme taught in English at the Paris campus

This MSc is accredited by the Conférence des Grandes Ecoles (CGE)

INTAKE: September

*Study in Paris, centre of excellence and prestige in hospitality
Joint degree with Ecole Ferrières, the "School of French Excellence".*

CAREER OPPORTUNITIES

Graduates can seek various managerial positions in the hospitality sector such as guest service manager, front desk manager, communication manager; sales and marketing manager, quality manager, reservations manager, revenue manager, hotel manager, hospitality consultant and analyst, etc. Opportunities also exist in distribution companies such as OTAs, and technology companies.

PROGRAMME OBJECTIVES

To prepare current or future hospitality professionals to management positions.

More specifically:

- Understand the tourism sector and the role of hospitality in this system
- Apply managerial, financial, and marketing knowledge to hospitality projects
- Focus on data analytics, electronic distribution and yield management strategies
- Understand visitor behaviour and their impacts on hospitality management strategies
- Learn sustainable and quality management techniques and certification procedures
- Understand the focus on service attitude, service delivery, quality, and innovation
- Anticipate the upcoming challenges that the hospitality sector faces

WHY CHOOSE THIS PROGRAMME

Hospitality management is a growing sector, making a significant contribution to the economic and social development of regions and countries throughout the world. The hospitality sector requires professional managers who understand the challenges of globalisation, the importance of the visitor experience, and the technical skills and knowledge required to be effective leaders in this industry.

The master programme addresses the hospitality basics (attitude and concern towards clients), the strategic challenges that hotel firms face, and the management of sales, distribution, revenue, people, finance, facilities and operations for hotels and other hospitality businesses through a strategic framework that incorporates culture, globalisation, quality management and environmental sustainability, and innovation.

The programme provides opportunities for students to meet and interact through conferences, site visits, and projects with industry professionals in Paris, the French Riviera, and at the largest tourism trade show in the world, ITB in Berlin.

SKEMA's students of this MSc will have the opportunity of two important seminars developed specifically for them by Ferrières on their magnificent campus at Ferrières-en-Brie.

This provides students with a rare opportunity to establish contacts and build a professional network.

In addition to the MSc degree, students will have the opportunity to obtain the professional Certification in Hotel Industry Analytics (CHIA).

ACTIVE INTERNATIONAL LEARNING:

The programme's pedagogy is based on three main aspects: Lectures; case studies; and professional projects in cooperation with hospitality businesses. In addition, students will conduct an original research study and deliver a final year thesis.

The language of instruction is English, and both academic and professional faculty have international experience and /or background.

COMPANIES AND BRANDS THAT RECRUIT AND PROVIDE INTERNSHIPS

Accor Hotels, Booking.com, Carlson Wagonlit Travel Club Méditerranée, Choice Hotels, Deloitte, Expedia, Fairmont, Hyatt, HRS, IHG, Marriott, Pierre et Vacances, PriceMatch, Relais et Châteaux, Société des Bains de Mer de Monaco, Voyageprive.com ...

Franck Farneti, General Manager, Cap d'Antibes Beach Hotel.



We took Julie Duhez (International Hospitality Management 2012-2013) as an intern in our sales and marketing department following her year in the SKEMA hospitality management programme. After she graduated, we decided to create a position for her. She is now working as a sales assistant, in charge of our new restaurant, Le National."

Benjamin Desvines, V.P. Sales, PriceMatch.



David Rajzman (International Hospitality Management 2013-2014) worked with us as a Revenue Management intern. He was very knowledgeable about the hotel industry, and had a deep understanding of revenue management and of hoteliers' needs. In addition, he has helped us expand internationally thanks to his English fluency. We are so pleased with his work that we decided to employ him at the end of his internship."

ADMISSION CONTACTS

FRENCH STUDENTS

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INTERNATIONAL STUDENTS

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After a bachelor degree (BBA EDHEC) with a major in corporate finance I decided to join SKEMA Business School. During my first year, I studied in the campus of Lille in France and the campus of Raleigh in the USA.

Then I organised my gap year in three experiences:

- A six-month internship in the financial department of the Park Hyatt Paris Vendôme Palace,
- A four-month internship as an auditor of the French government at La Cour des Comptes in Paris,
- A four- / five-month internship as the assistant of the revenue manager of the five-star Barrière Hotel in Lille.

I decided to choose the MSc in International Hospitality Management to discover the different facets of tourism and to get in-depth knowledge on the hospitality field. Through this master I am also meeting many speakers / professionals in the field”

Leopold Bonte, International Hospitality Management 2013-14 - intern at Xhotels, Barcelona

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The international hospitality management programme gives you key academic and operational knowledge in order to respond to hospitality industry needs. We gained a good understanding of the French market, specifically in Paris and Nice, but we also worked with international professors, professionals and students.

This gave us a clear idea of trends and practices in international contexts. We had several different nationalities in my class, and I'm convinced that this helped me a lot to understand what's happening in the global tourism and hospitality sector.”

SKEMA MSc EMPLOYMENT RATE

- Rate of recruitment six months after graduation: 93%.
- Average starting salary: €36,250

Source: SKEMA Career Center 2015 employment survey, 2012-14 classes.

PROGRAMME DIRECTOR

Mady Keup

PROGRAMME STRUCTURE

	Credits
SEMESTER 1	30
Fundamentals of the Events & Tourism Industry	4
Globalisation	3
Hospitality Operations	4
Hospitality Technology	2
Preparing for a Career in Events, Tourism and Hospitality	2
Professional & Personal Development	1
Research Methods and Critical Thinking	2
Visitor Behaviour	4
Visitor Economics	4
SEMESTER 2	30
Distribution and Revenue Management	5
Hospitality Management	5
Hospitality Marketing Strategy	5
Hospitality Metrics – Data Analytics	2,5
Quality Management and Sustainable Performance	5
Sales in Hospitality	2,5
Service Design – Focus on the Customer	5
DISSERTATION	30
TOTAL CREDITS (COURSES: 60 + DISSERTATION: 30)	90

These details are for information only and may be changed by the school without prior notice.



Ferrières

L'ÉCOLE DE L'EXCELLENCE À LA FRANÇAISE
Hôtellerie • Gastronomie • Luxe

PARIS

TWO RESIDENTIAL SEMINARS WILL BE HELD IN AUTUMN 2016 ON THE FERRIÈRES SCHOOL PREMISES IN THE CASTLE OF FERRIÈRES-EN-BRIE (SEINE-ET-MARNE, AT THE GATE OF PARIS)

- The first seminar will cover industry issues with participation from company leaders and HR directors from large institutions.
- The second seminar will be a case study related to the sector
- A business game on innovation in the hotel industry as well as simulated job interviews will complement the seminars.