

On average, 92% of graduating students found jobs within six months after receiving their diploma*

PROFESSIONAL OPPORTUNITIES

This program prepares students for jobs as hotel directors for national, international, and independent hotel chains; upper managers for hotel groups; consultants, and more, including designers, managers, and controllers for national and international hospitality and tourism projects (conception, financial and legal planning, project management, sales, operation, and auditing).

OVERVIEW

As part of the Bachelor's-Master's-PhD cycle, this Tourism & Hospitality Management option is offered in the 3rd year Management program as a pre-specialization curriculum for the Master's degree in Tourism & Hospitality Management. **This track features specialized teaching to prepare students effectively for their transition to the professional world.** It includes internships of at least 2 months in year 3 of the Bachelor's program and year 1 of the Master's, plus at least 4 months in year 2 of the Master's.

The Bachelor's and Master 1 degrees are available via online e-learning.

PROGRAM GOALS

The goal of this track is to **provide students with key management tools enhanced by reinforced specialization in the hospitality management field** and to prepare students for the real-world requirements of the professional sphere. The program has been refocused to prepare students for professions involving management of hotel establishments and tourism complexes in an international context.

The Master's program gives students the skills need to design, audit, implement, commercialize, and operate projects in the field of tourism and hospitality, both within France and internationally.



* Average of past three graduating classes

With that goal, some courses are taught in English each semester starting in the Bachelor's program, and student mobility during their Tourism & Hospitality Management curriculum is amplified by partnership agreements with establishments offering Management diplomas in the hospitality and tourism sector in Europe, Latin America, North America, Middle and Near East, and Asia. These study-abroad opportunities may be accompanied by internships at international branches in the sector. Students are also prepared for the TOEIC exam.

ADMISSION

INITIAL EDUCATION

Applications will be available on:

<http://www.umontpellier.fr/formation/admission-et-inscription/>, starting in late April.

> Bachelor's 3 ("License 3"):

- 1 - Pre-selection based on application.
- 2 - Final section (late June), with interview.

> Master's 1: (for students without a Bachelor's in Tourism & Hospitality Management).

- 1 - Pre-selection based on application, consideration for other diplomas and university or professional experience.
- 2 - Final section (July), with interview.

> Master's 2: (for students with a Master 1 in Management, Economics, and Law; or with an internationally-oriented Master's degree and motivation and knowledge regarding the hospitality and tourism sector).

- 1 - School year may be taken via apprenticeship or continued education. Pre-selection based on application, consideration for other diplomas and university or professional experience.
- 2 - Final section (June-July), with interview.



Union de l'ISEM et de l'IAES

MAIN TOPICS

BACHELOR'S 3:

SEMESTER 5

> **Fundamentals of management science:**

• Management control • Mathematics 3 • Organizational analysis • Corporate law

> **Related disciplines:**

• English • Computer science 3 • Discovering the professional environment

> **Tourism & Hospitality Management:**

• Management accounting • Advanced Hospitality-Tourism accounting • Hospitality and restaurant industry study • Tourism sector study • Team management

> **Optional credits:**

• Modern language 2 (Spanish and/or Chinese) • Sports

SEMESTER 6

> **Fundamentals of management science:**

• Management control 2 • Statistics 3

> **Related disciplines:**

• English • 2/6-month internship

> **Tourism & Hospitality Management:**

• Business taxation • Hospitality-tourism project engineering • Audit of hospitality-tourism standards • Hospitality-tourism contract law • Customer Satisfaction Studies • Financial analysis

> **Optional credits:**

• Modern language 2 (Spanish and/or Chinese) • Sports

BACHELOR'S 1

SEMESTER 1

> **Required classes:**

• Strategic management • Information system management • Marketing • Human resource management • Management accounting • Statistics • Finance • Labor law • English

> **Optional:**

• Modern language 2 (Spanish and/or Chinese)

SEMESTER 2

> **Required classes:**

• Advanced hospitality-tourism marketing • Hospitality-tourism financial accounting • International development in hospitality management • Financial management • Service quality management -

E-Tourism • Hospitality-tourism business models • English • 2/6-month internship with report

> **Optional:**

• Modern language 2 (Spanish and/or Chinese)

BACHELOR'S 2

SEMESTER 3

• Implementation strategy • Financial engineering • Legal engineering • Project management • Quality Management • Hospitality-restaurant product marketing • Tourism product marketing • Revenue Management • E-Marketing • Team management • Communication • Internal control and auditing • Cost control • Financial reporting for HT groups • Budget and financial control • Social management control • Oral presentation

SEMESTER 4

4/6-month internship • Dissertation preparation and defense

SOME OF OUR PARTNERS

- > Regional and national auditing firms
- > Tourism operators and specialists
- > Hotel groups
- > CNED (National Center for Distance Education)
- > Francophone University Association

**Bachelor's 3 and Master's 1
also available via e-learning**



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CONTACTS

INITIAL EDUCATION:

BACHELOR'S 3 AND MASTER'S 1 ACADEMIC DIRECTOR: Hervé CHAPPERT - herve.chappert@umontpellier.fr

MASTER'S 2 ACADEMIC DIRECTOR: Françoise PIERROT - francoise.pierrot@umontpellier.fr

MANAGER: Laurent REVEL - Tel. /Fax: +33 (0)4 66 31 93 17 - moma-mht@umontpellier.fr

COMPANY RELATIONS AND PROFESSIONALIZATION DEPARTMENT

(Work-study, apprenticeships, and continued education)

Laetitia Bonfill - Tel.: +33 (0)4 34 43 20 17 - moma-pro@umontpellier.fr

E-LEARNING DEPARTMENT:

BACHELOR'S 3: moma-elearning@umontpellier.fr

Espace Richter
Rue Vendémiaire
Bât. B - CS 19519
34960 Montpellier Cedex 2, France
Tel.: +33 (0)4 34 43 20 00

INSTITUT-MONTPELLIER-MANAGEMENT.FR

2018/2019 SCHOOL YEAR