

## Innovation Project in Hospitality



### SCHOOL

Faculty of Culture, Tourism  
and Hospitality (Esthua)



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

> **Degree course:** International Hospitality

> **Teaching unit:** UE4

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 2

> **Teacher(s):** Fabrice TESSIER and Pierrick LEMASNE

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course 16 hours

Tutorial course hours

Practical work hours

Case study

Project

## COURSE DESCRIPTION

Students will prepare for a complex student challenge:

- Based on a process existing in the Accor group.
- According to a proposed theme, build a written description of a project description.
- Designing the project on a mood board.
- Illustrating via a video the content of the project.
- The end of the project is to pitch and convince a jury about the proposition.

## OBJECTIVES

Students will be able to develop a complete process with different types of exercises and reproduce in real life from a concept to a project as of to build a pitch.

This will be done through group work, by following a process and managing to present something built.

This course is based on practical work with public speaking rehearsals and final presentations.

## PREREQUISITES

Study existing student challenges and know how to use presentation and software tools.

## SELECTIVE BIBLIOGRAPHY

<https://accor.agorize.com/en/challenges/challenge-take-off>

Project Management Step by Step: How to Plan and Manage a Highly Successful Project - Richard Newton, 2016

Project Management For Dummies - Jonathan L. Portny et Stanley E. Portny | 2022