

# MASTER'S DEGREE IN HOSPITALITY INDUSTRY MANAGEMENT (1<sup>ST</sup> AND 2<sup>ND</sup> YEAR) INTERNATIONAL HOSPITALITY MANAGEMENT

Angers



*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



## OBJECTIVES

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.



## PROFESSIONAL INTEGRATION

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...



## APPLICANT PROFILE

You have a great openness, a good command of foreign languages, a sense of hospitality and a real desire to develop your management skills...

A bachelor's degree is required (Tourism Management, Hotel Management, Social Sciences, Management, Economics, Languages...).

Language requirement: minimum level of 750 (TOEIC) or 70-80 (TOEFL) or equivalent.

## For more information

### Campus Saint-Serge | Angers

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## Gardons le contact



[www.univ-angers.fr/esthua](http://www.univ-angers.fr/esthua)



LinkedIn:  
ESTHUA  
Faculté de Tourisme,  
Culture et Hospitalité.



Instagram:  
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4

month internship  
during Master 1  
(in France or abroad)

6

month internship  
during Master 2  
(in France or abroad)

## MASTER 1\* ↓

### Semester 1

- **Interpersonal Relationships:** English for Hospitality, 2nd Language, Intercultural Management, Interpersonal Communication.
- **Hospitality Stakeholders and Worlds at Stake:** Trends and Issues in Global Tourism, Tourism in the European Union.
- **Hospitality Experience Design and Implementation:** Front Office Management, Market Studies.
- **Strategic Development in Hospitality:** Strategic Management for Hospitality Businesses, Innovation Project in Hospitality, Localization Strategies for the Hospitality Industry, International HRM in Hotel Industry.
- **Research Skills:** Research Orientation, Workshop: From Topic Choice to Research Design, Writing Skills for Research.
- **Professional Skills:** Hospitality Talks, Information Technology Skills.

### Semester 2

- **Interpersonal Relationships:** English for Hospitality, 2nd Language.
- **Hospitality Experience Design and Implementation:** Operational Marketing for Hospitality, Strategic Marketing for Hospitality.
- **Strategic Development in Hospitality:** Business Plan for Hospitality, Hospitality Financial Management.
- **QHSE Management in Hospitality (Quality, Health, Safety and Environment) :** Quality Management in Hospitality, Hotel Security and Safety management, Corporate Social Responsibility in Hospitality.
- **Research Skills:** Research Project.
- **Professional Skills:** Internship.

## MASTER 2\* ↓

### Semester 3

- **Interpersonal Relationships:** English for Hospitality, 2nd Language, International Team Management.
- **Hospitality Stakeholders and Worlds at Stake:** Asian Markets, American Markets, Russian Markets, Middle Eastern Markets.
- **Hospitality Experience Design and Implementation:** Guest Experience Design in Hotel Industry, Customer Relationship Management, Food and Beverage Management, Corporate Event Management, Convention and Exhibition Management.
- **Strategic Development in Hospitality:** Organizational Behavior, Revenue Management, Distribution and Channels In Hospitality, Cruise Industry Development.
- **QHSE Management in Hospitality (Quality, Health, Safety and Environment):** Facility Management, Events Project Management.
- **Research Skills:** Research Talks, Writing Skills for Research, Research Project.
- **Professional Skills:** Hospitality Talks.

### Semester 4

- **Research Skills:** Dissertation – Final Deliverable and Defense.
- **Professional Skills:** Internship Experiential Assessment, Internship.

*\* minor changes may occur*



## ANGERS

Ideally located at the gateway to the Grand Ouest and renowned for its mild climate, Angers is ranked as the leading green city in France. With a young population (48% under 30 years old; 25% are students) and ambitious projects, Angers surprises with its balance and quality of life. Angers is a city where people like to take their time and enjoy every moment. The Saint-Serge Campus, where ESTHUA is located, is very accessible and situated in the heart of Angers.