

## Innovation Project in Hospitality



### SCHOOL

Esthva National Institute of  
Tourism (INNTO France)



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE 4 Strategic Development in Hospitality
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Mr Fabrice TESSIER

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course 16 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

## COURSE DESCRIPTION

Preparation to a complex students challenge  
Based on a process existing in Accor Group  
According to a theme proposed, to build a written description and an oral presentation of a project

## OBJECTIVES

Develop a complete process with different types of exercises, based on real life (pitch: from concept to project)  
It means group work, following a process and managing to present a well built project

## PREREQUISITES

Study of existing students challenges. Knowledge of software tools in order to present the project

## SELECTIVE BIBLIOGRAPHY

<https://accor.agorize.com/en/challenges/challenge-take-off>  
Newton, Richard (2016, 2nd Edition). Project Management Step by Step: How to Plan and Manage a Highly Successful Project, Pearson.