

Strategic Management for Hospitality Businesses



SCHOOL

Esthua 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):** Dr Andrzej LIS (Invited Professor)

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

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

- Case study
- Project

COURSE DESCRIPTION

The course is focused on theory and business practice of strategic management in the context of the hospitality related industries. The classes incorporate the Content and Language Integrated Learning (CLIL) philosophy aimed at developing language skills when learning and teaching content knowledge and skills. The emphasis is placed on developing the following academic English skills: listening to the lectures and note taking, extensive reading, presentation skills, participating in discussions. The scope of the course covers the following topics:

1. Introduction to Strategic Management (Strategy & Strategic Management; Corporate Level Strategies; Business Level Strategies; Strategic Management Process)
2. Strategic Analysis (Macro-environment Analysis; Industry Analysis; Company Analysis; Strategy Development)
3. Competing in Generic Industry Environments (Competitive Strategy in Emerging Industries; The Transition to Industry Maturity; Competitive Strategy in Declining Industries; Competitive Strategy in Fragmented Industries; Competition in Global Industries)
4. International Strategic Management (Multinational Corporations; Industry Globalisation Drivers; Transnational Strategies; Market Entry Strategies; Organisational Structures of MNEs)

OBJECTIVES

To learn about the fundamentals of strategic management in the context of the hospitality related industries. To learn basic skills in strategic analysis and how to employ methods of strategic analysis in the context of hospitality related industries. To learn about the specific aspects of competing in various types of generic industries. To learn about key issues of international strategic management.

PREREQUISITES

None

SELECTIVE BIBLIOGRAPHY

- De Wit B., Meyer R., Strategy: Process, Content, Context and International Perspective, CENGAGE Learning, Andover 2010.
- Evans N., Strategic Management for Tourism, Hospitality and Events, London 2015.
- Griffin R.W., Management, Houghton Mifflin Company, Boston ; New York 2008.
- Kotler Ph., Armstrong G., Principles of Marketing, Pearson, Upper Saddle River 2010.
- Olsen M., Zhao J. (eds.), Handbook of Hospitality Strategic Management, Elsevier, Oxford 2008.
- Porter M.E., Competitive Strategy, Free Press, New York 2004.
- Rozkwitalska M., Zarzdzanie midzynarodowe, Difin, Warszawa 2007.
- Rugman A.M., Brewer T.L. (Eds.), The Oxford Handbook of International Business, OUP, Oxford 2001.
- Sabourin, V., Strategic Management for the Hospitality and Tourism Industry: Developing a Competitive Advantage, Apple Academic Press, Palm Bay 2022.
- Wheelen T.L., Hunger J.D. (eds.), Strategic Management and Business Policy: Toward Global Sustainability, Pearson, Upper Saddle River 2012.
- Yip G.S., Global Strategy - In a World of Nations, Sloan Management Review, 1989, Vol. 31(1), p. 29-41.

OTHER INFORMATION
