

## OUR SPECIALISATIONS IN THE 4<sup>TH</sup> YEAR

The year that makes the difference by acquiring solid expertise, accessing high value-added roles and boosting your employability by standing out from the crowd.

### LUXURY HOSPITALITY MANAGEMENT

The Luxury Hospitality Management specialisation explores the fundamentals that define and embody luxury. It will prepare you for a career as a manager in an increasingly demanding, high-end professional environment.

In this highly competitive industry, upscale hotels must differentiate themselves to create and deliver unique and exclusive experiences. Our specialisation gives you the keys to understanding, creating and managing value in the luxury hospitality-culinary sector, so you can join the most prestigious establishments in the world.

#### KEY POINTS:

- Socio-psychological approach to luxury
- Luxury Brand Strategy
- Trends in Luxury Hospitality
- Brand Management
- Luxury gastronomy and beverages

### LIFESTYLE HOSPITALITY MANAGEMENT & ENTREPRENEURSHIP

The hospitality industry is entering a new era, one of immediate change, of tailor-made experiences. Design and digital innovations are omnipresent. Lifestyle hospitality calls for a renewed offering, embodied by the new customer expectations placed at the centre of the experience through personalisation, user-friendliness and technology.

As a specialist in Lifestyle Hospitality Management, you will be able to manage and create new products and services that enrich and differentiate the experience of your customers.

#### KEY POINTS:

- Lifestyle Hospitality
- Consumer behaviour trends
- Experience design
- Brand Management
- Multisensory worlds

### REVENUE STRATEGIES IN HOSPITALITY & FOOD SERVICE

Become an expert in pricing strategy, optimisation and profit maximisation in the hospitality-culinary industry. You will learn to master the essential levers to improve the commercial performance and profitability of your future establishment with a global approach that takes into account market trends, customer consumption habits and historical data. You'll explore innovative pricing strategies, advanced analytical tools, and methodologies to maximise revenue while maintaining customer satisfaction.

#### KEY POINTS:

- Multi-hotel management
- Introduction to Asset Management
- Total Revenue Management
- Forecasting methods and algorithms
- Digital Marketing

### JOB FOCUS

#### HOTEL MANAGER

In a small structure, they take on multiple roles: guest reception, booking management, negotiation with suppliers, etc. In a large hotel or a hotel chain, their duties are more focused on management: recruitment, coordination of teams, definition of pricing policy, monitoring of turnover, commercial strategy, etc. A meticulous attitude, sense of responsibility and mastery of foreign languages are essential for this multifaceted position.





## INTERNATIONAL WINE & BEVERAGE MANAGEMENT

A blend of innovation and tradition, wines, spirits and other beverages form an ecosystem that is perpetually transforming and reinventing itself.

Our specialisation in International Wine and Beverage Management allows you to acquire a range of skills focused on both the product and techniques as well as the economic, environmental, commercial and marketing dimension of the sector. It provides an understanding of the cultural dimension of the markets and allows you to develop a global knowledge of the business.

### KEY POINTS:

- Geo-economics of wine
- Consumer behaviour trends
- Experience design
- Strategic Wine & Beverage Marketing
- Brand Management

## STRATEGIC MEETINGS & EVENTS MANAGEMENT

Become a specialist in event design and strategy.

We will train you in planning, event engineering, operational management and communication to successfully run all types of events and happenings such as business meetings, product launches, organisation of conventions, fairs and exhibitions, wedding planning, banqueting, major sporting events, etc.

### KEY POINTS:

- Consumer behaviour trends
- Events Marketing & Promotion
- Trade shows, conventions & sales
- Wedding & party planning
- Virtual events

## RESTAURANT BUSINESS MANAGEMENT & ENTREPRENEURSHIP

Whether you choose to create your own business or manage several foodservice hubs within a large international group, this specialisation will allow you to understand the ecosystems of the industry along with its future challenges related to new business models and the evolution of consumer behaviours, trends and innovations, while guiding you towards responsible management.

You will benefit from personalised support, followed by incubation of your project.

### KEY POINTS:

- Project Management
- Business plan
- Operating license
- Innovation & Strategy
- Responsible Management

## WHAT NEXT?

A wide variety of careers are available to you, in France and abroad: Hotel Manager, Luxury Brand Manager, Guest Relations Manager, Marketing & Sales Manager, F&B Manager, Wine & Spirits Dealer, Meeting Planner, Event Manager, Boutique Hotel Manager, Business Development Manager, Revenue Manager, Lean Manager, Central Reservations Manager.

**Are you dreaming of an incredible future?** Consultant, Trainer, Private Property Manager, Luxury Concept Designer, Wedding Planner, Major Event Organiser, Concept Creator, Trend hunter, etc.

*"The institute enabled me to be extremely flexible, to know how to adapt to any professional situation. I am now able to help out in any department within the hotel and, at the same time, to carry out the tasks entrusted to me on a daily basis impeccably."*

**François Jestin,**  
graduate, Executive Housekeeper  
Opening Team, Oetker Collection, Italy

