

# MSc INTERNATIONAL HOSPITALITY MANAGEMENT

Postgraduate > 120 ECTS



em  
lyon  
business  
school

## BECOME A LEADER IN INTERNATIONAL HOSPITALITY

Double qualification - MSc awarded by our partner emlyon business school and RNCP level 7 degree issued by Institut Lyfe

Taught in English by international academic and professional experts, this programme equips you with a global view of the sector as well as management and leadership skills, combining theory, analysis, creativity and projects.

This 1-year programme, complemented by a placement or professional experience

of 4 to 6 months, invites you to discover new trends in the sector, master the complexity of business models and become a leader open to the world. The MSc. in International Hospitality Management also provides solid expertise in the field of management, experience design and innovation.

Each semester is completed on a different campus, in Lyon and Paris in France, and internationally, to give you an understanding of the multicultural dimension of the sector. You will apply the theory through 3 real-life projects: creation and execution of a restaurant concept, development of a hotel brand, and a consulting mission.

A 4-week pre-programme is available if you do not have prior training in hospitality and the culinary industry, to help you master all the complexity of the sector. During the programme, two study paths are set up, depending on your initial training, in order to best cater to your knowledge and skills.

N°.1

in the Tourism  
& Hospitality  
Master's category  
by Eduniversal in 2023



*"This programme has given me all the skills to launch my career and evolve: presence, negotiation, leadership, flexibility and precision. These are undeniable assets for me to develop in the hospitality industry and it is thanks to this qualification that I have acquired and developed them."*

**Kim Mermoz,**  
graduate, Director of Revenue Strategy  
at Marriott International Geneva

SEMESTER 1	INSTITUT LYFE CAMPUS, LYON & EMLYON BUSINESS SCHOOL CAMPUS		
	COURSES	PROJECTS	
	<ul style="list-style-type: none"> <li>• Managing an international Team</li> <li>• Introduction to Digital Marketing</li> <li>• Service experience</li> </ul>	<ul style="list-style-type: none"> <li>• Hospitality entrepreneurship</li> <li>• CSR</li> </ul>	<ul style="list-style-type: none"> <li>• Restaurant Concept Design and Development</li> <li>• Hospitality Week in London</li> </ul>
	<b>TRACK 1</b> <ul style="list-style-type: none"> <li>• The Electronic Marketplace</li> <li>• Hospitality Marketing Management</li> <li>• Interpreting Hospitality Financial Data</li> <li>• Food &amp; Beverage Control</li> </ul>		
<b>TRACK 2</b> <ul style="list-style-type: none"> <li>• Tourism Economics</li> <li>• Strategic Management</li> <li>• Operations Management</li> <li>• Project Management</li> </ul>			

SEMESTER 2	EMLYON BUSINESS SCHOOL CAMPUS, PARIS		
	COURSES	PROJECTS	
	<ul style="list-style-type: none"> <li>• Customer Experience &amp; Service Quality</li> <li>• Service Design</li> <li>• Finance</li> <li>• Innovation Management</li> </ul>	<ul style="list-style-type: none"> <li>• Luxury Management</li> <li>• Lifestyle Hospitality Seminar - Aesthetics &amp; Style</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel Brand Design Project</li> <li>• Hospitality Week in Paris</li> </ul>
	<b>TRACK 1</b> <ul style="list-style-type: none"> <li>• Revenue Management</li> <li>• Meetings and Events Management</li> </ul>		
<b>TRACK 2</b> <ul style="list-style-type: none"> <li>• Relationship Marketing</li> <li>• Talent &amp; Performance Management</li> </ul>			

SEMESTER 3	UNIVERSITY OF NEVADA, LAS VEGAS <sup>1</sup>		
	COURSES	PROJECTS	
	<ul style="list-style-type: none"> <li>• Overview of Casino Management &amp; Operations</li> <li>• Selling and Servicing the Meetings, Incentives, Convention, and Exposition (MICE) Market</li> <li>• The Future of Digital Hospitality</li> <li>• Hospitality Asset Management &amp; Business Models</li> </ul>	<ul style="list-style-type: none"> <li>• Change Management</li> <li>• Environment &amp; Ecotourism</li> <li>• Quality Auditing Methodologies</li> <li>• Hospitality &amp; Tourism Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• In-Company Consulting Project</li> <li>• Hospitality Week in Las Vegas</li> </ul>

## SEMESTER 4

<b>THESIS OR BUSINESS PLAN PLACEMENT (4 TO 6 MONTHS) OR FIRST JOB</b>
<b>CAREER SERVICE &amp; ACCESS TO THE ALUMNI NETWORK</b>

Examples of courses, non-exhaustive list.

<sup>1</sup> Destination subject to change

## WHAT NEXT?

The MSc International Hospitality Management paves the way for multiple international career prospects: general management of an establishment or head office, consulting and brokerage, concept developer, entrepreneur, business creation, support functions, cross-functional and ancillary industries.