

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

École de Paris des Métiers de la Table - 17 rue Jacques Ibert
75017 Paris

Calendar :

The course combines 2 days at the university with 3 days in a company.

Contacts :

Karim FRAOUA
Academic coordinator
karim.fraoua@univ-eiffel.fr

Mina BOUNOUA
Ingénieur.e Administratif.ve et Pédagogique
mina.bounoua@univ-eiffel.fr
Phone number : 01 60 95 78 19
Office : 123

Isabelle LE GOUILL
Bureau d'Accueil et d'Information des étudiants
contactifis@u-pem.fr
Phone number : 01 60 95 78 14
Office : 111

More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Professional Bachelor Organisation and Management of Hotels and Catering Establishments International Hospitality Management



Institut Francilien d'ingénierie des Services (IFIS)

Professional Bachelor LP

TO GET THERE

Advanced vocational training certificate (tourism), technical university diploma (marketing techniques, company and administrative management), second-year Licence degree (applied foreign languages, foreign languages, literature and civilisations)

ACQUIRED SKILLS

By the end of the course, students are familiar with the hospitality world and the wide range of jobs involved (reception manager, accommodation manager, housekeeper, etc.) and have good knowledge of the clientele, particularly international customers. They are capable of managing a team of staff and are skilled in a wide range of fields of hospitality (digital strategy, revenue management, community management, marketing, etc.).

YOUR FUTURE CAREER

Graduates enter the professional world and can hold the following positions: Customer management director, Marketing assistant, Receptionist/reception manager, Deputy hotel director, Revenue manager, Holiday resort and campsite manager, Accommodation manager.

BENEFITS OF THE PROGRAM

This course is taught in close collaboration with partners who have strong links to the profession. Most of our students study under an apprenticeship or professionalisation contract. Some of them are lifelong learning students and we encourage the validation of acquired experience. The course also receives international speakers from Boston University and Lassell College through a cooperation agreement between the course director and the SHA of Boston University.

More information



YEAR

Enseignements fondamentaux (ECTS:16)

- Company knowledge
- Human Resources Management
- Management
- marketing
- English
- Communication
- Management

Knowledge of the profession (ECTS:14)

- Panorama of Tourism & Hospitality
- Client Sociology and Intercultural Communication
- Innovation and tourism
- Purchasing Management Hospitality / Catering
- Customer Management and Quality
- Profit Center
- Economy and actors of the collaborative economy
- Analysis and predictive tools (SAS, SPSS, BI, ...)
- Community Management
- Health and Safety
- Architecture and Design

In-depth teaching (ECTS:10)

- Management applied to the hotel industry
- Management control applied to the hotel industry
- Revenue and Yield Management
- e-marketing
- data processing

Tutored project (ECTS:8)

- Tutored project
- Conference

Professional education (ECTS:12)

- Traineeship
- Memory