

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

Training available in

Initial training

Continuing education

Recognition of prior learning

How to apply :

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

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

- Semester 3: classes from September to December - Semester 4: six-month work placement in France or abroad OR entrepreneurship and incubation (from January)

Contacts :

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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



Institut Francilien d'ingénierie des Services (IFIS)

Master's degree M2

TO GET THERE

- Initial training: First-year Master's in tourism or equivalent (240 credits); admission based on application, career objectives and interview.
For direct entry into the second-year Master's course, experience in the MICE sector is required, as well as solid skills in project management, marketing and customer relations.

- Lifelong learning / validation of acquired experience: admission based on application, experience and career objectives.

ACQUIRED SKILLS

- Analysis of sectoral issues: differentiate the strategies of the actors, identify the societal, technological and economic components of supply and demand.
- Group project work: leading a team, contributing to knowledge creation
- Organise an event from briefing to feedback analysis.

YOUR FUTURE CAREER

Students are trained in project engineering and are able to take on managerial roles in the organisation and management of international events with actors of the international meetings & events value chain: clients and advertisers; agencies specialising in the organisation of conferences, events and incentives; host structures (hotels, châteaux, museums, etc.); venue managers (conference centres, châteaux, etc.) and other service providers (caterers, PR, etc.).

They can also go on to study towards a PhD.

BENEFITS OF THE PROGRAM

- An international perspective on the world and the tourism sector, with strong involvement from professionals. Innovative, student-centred teaching methods that encourage challenges and projects and stimulate independence [e-learning, entrepreneurship, co-working] and creativity. Students can write their assignments in English. - Creation of an e-portfolio of work that provides evidence of achievements and the skills acquired. - Location in Val d'Europe, home to Disneyland Paris.

More information



YEAR

Tourism ecosystem understanding
Crisis Management (ECTS:1)
Geopolitics (ECTS:1)
Mobilities and Tourism (ECTS:1)
Post-Covid Tourism (ECTS:1)
Information, communication, Data
Applied digital communication (ECTS:2)
Data and Tourism (ECTS:2)
Data analyse (ECTS:2)
Generic skills
Seminar and introduction to research (ECTS:1)
General and touristic culture (ECTS:2)
Challenge Crash-test (ECTS:1)
Methodologie du travail universitaire (ECTS:1)
Certification (Langues, informatique,...) (ECTS:1)
Culture and heritage (ECTS:1)
Formation du réseau (ECTS:1)
Event Management
Strategic management of meetings (ECTS:2)
Meeting design by DBS (ECTS:2)
Revenue and sales management (ECTS:2)
Contract law (ECTS:2)
Sites management (ECTS:2)
innovation and technology monitoring applied to meetings (ECTS:2)
Professional competence
e-Portfolio (ECTS:2)
6 months internship (ECTS:10)
Portfolio de compétences (ECTS:10)
Travail d'étude et de recherche (ECTS:10)