

Executive Master of Science in Hospitality Management

Part-time program

TYPE OF DIPLOMA

Executive Master of Science (MSc)

PARTNER

ESCP Business School

DURATION

MSc two-year program
or MSc one-year program

FORMAT

Blended learning with online and face-to-face courses.

One or two evenings a week and one Saturday per month on site;

3 weekend study trips during the year

LOCATION

Paris Campus

ACCESSIBILITY

The campus is accessible to people with reduced mobility

REQUIREMENTS

- **MSc 1st year** : three-year university degree or equivalent (180 ECTS) or two years university degree or equivalent (120 ECTS or equivalent) with 2 to 5 years of professional experience in Hospitality or F&B Industry
- **MSc 2nd year** : four-year university degree or equivalent (240 ECTS)

INTAKE

September 2023

APPLICATION

Online application form and documents

Interview with a jury of experts and academics

TRACKS :

English track : 1st and 2nd year taught in English

Bilingual track : 1st year taught in French, 2nd year in English

TRAINING OBJECTIVES

Define the policy and organization of a hotel unit or establishment

Develop a medium and long-term strategic plan and define a customer-oriented project

Manage the economic and financial performance of a hotel unit or establishment

Understand the global environment issues and know how to integrate them into a strategy

Contextualize the offer to different cultures

Analyze the productivity and operation performance

Implement an eco-responsible management style that contributes to the entire staff of the establishment

Manage and supervise all stages of the project implementation by coordinating the actions of the various players and creating customer paths and experiences

Develop a customer loyalty policy contributing to the enhancement of the establishment's brand image and by standing out in a highly competitive environment

Designing new offers and concepts integrating digitalization

LEARNING CONTENT

Brand Management Strategies
Business Development
Change Management
Corporate Governance and Ethics
Developing and Managing human-digital relationships
Finance, strategic and operational management
Hospitality Workshops
Hotel Operations Management
International Hospitality Business
Leading Hotel Transformation
Luxury Services Management
Management & Leadership
Performance & Business
Tourism, Travel & Entertainment Business

Specialization tracks focused on professional expertise:

Digital Leadership
E-marketing, E-business and Data Analytics
Geopolitics and Emerging Country Trends
Hotel Asset Management
Hotel Revenue Management
Lean Management in Hotel Industry
Sustainability in Hospitality and Food and Beverage
Trends in Hospitality Food & Beverage

METHODS AND IMPLEMENTATION

- Alternating tutorials, fundamental courses and professional experience
- Quizz, role-playing games, challenges, group projects, personal research...
- Company visits, meetings with experts from the Hospitality industry...

EVALUATION

- Continuous assessment and Final exams at the end of each semester
- Writing, oral and practical exams
- Projects
- Oral defense for Thesis Master
- Project defense

OVERVIEW OF THE FULL-TIME MSC RESULTS

97%

Exams success rate in 2021

100%

Employability rate within 7 months of Graduation in 2020

96.8%

Global satisfaction rate of graduated students in 2020

(unprepared survey, full-time education)

CAREER OBJECTIVES

With an executive MSc, you could apply to one of the following job positions in the Hospitality Industry : Event manager, food and beverage manager, revenue manager, hospitality manager, general manager of a hotel, project manager in hotel development and all cross-functional positions applied to the hospitality industry (finance, HR, marketing, communication, etc.). You will be able to work in France or abroad.

TUITION FEES

MSc 1st year : 13 500 €

MSc 2nd year: 20 000 €

(15 000 € for enrollment in 2nd year following the 1st year)

Regarding additional costs, please refer to the 2023 recruitment terms and conditions (application fees : 150€)

ACADEMIC PURSUIT

DBA, PhD

CONTACT

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For informational purposes only.

Update:

11/17/2022

PARIS

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une école de la

 CCI PARIS ILE-DE-FRANCE