



MASTER'S DEGREE IN BUSINESS ADMINISTRATION HOTEL AND FOODSERVICE MANAGEMENT PROGRAMME

A TAILOR MADE PROGRAMME THAT CORRESPONDS TO THE NEEDS OF THE INDUSTRY

The hotel, foodservice and casino industries have been in constant development for a number of years. The profession constantly seeks better qualified collaborators. A study carried out by APEC in 2004 showed that the recruitment rate of **executives in the hotel and foodservice industries has risen by 46%** when compared with 2003. This is notably higher than the 4% average of other business sectors.

The most sought after positions concern general management functions (56%), administrative and financial management (16%) and sales and marketing management (14%). This master's programme complements perfectly trends within these two careers because it aims to train **future operational executives** for the hotel and foodservice industries whilst equipping them with such tools as will allow them to develop within functional positions and the directorships.

Current market needs demand that executives possess solid general management skills for the hotel, foodservice and casino industries : ***they are the cornerstone of the education we offer you.*** In effect our programme offer a specialization in ***Financial Management and Strategic Management Accounting and Management Control Applied to the Hotel and Foodservice Industries.*** Of course, we know that since we are one of the key actors of the Service industries we also offer along our specialisation a deep core teaching and training in marketing, strategy, information systems and new technologies management .

Our programme is designed to train managers who have an excellent vision of the demands and financial consequences of investments made in the Hotel and Foodservice Industry, control and decision making tools at the strategic and operational level permitting the optimisation of results, a return on investment and the creation, optimisation and maximisation of value for the clients, shareholders, management, employees and all stakeholders within the business environment.

Taking into account that hospitality is above all an international activity, our programme content is delivered in English (65%), and French (35%).

A PROGRAMME DESIGNED TO EDUCATE AND ACCOMPANY HIGH LEVEL EXECUTIVES IN THEIR CAREER

The principle objectives of the programme are as follows:

- To develop flexibility, the ability to anticipate and the capacity to make the decisions that executives and future executives in the hotel and foodservice industry must make by affording them the skills and methodologies specific to general management and in particular to management of the hotel and foodservice industries. The above strategies will allow these future executives to adopt a conceptual and operational approach to business strategy.
- To train future executives and business managers in the sector by allowing them initially to master the operational context and thereafter to move towards posts and responsibilities within general management.
- To deliver the specific tools and methodologies that allow confirmed executives in the sector to consolidate their knowledge and to optimise their decision making within their business.

OPPORTUNITIES IN PHASE WITH MARKET REALITIES

The opportunities are many within this growth sector which requires executives who are able to grasp fully the operational, functional and organisational context of hotel and foodservice activities. Among the businesses that demonstrate such needs, attention should be drawn to the following: the independent hotel trade, hotel chains, leisure and business markets within the hotel trade, casinos, leisure centres and pleasure parks, cruise companies, commercial restaurants, collective organisations, rail and airline catering, sea cruises, etc.

- **Two-year Programme:** Specialisation within the Master's framework and according to the choice of business internship assignment in a strategic and/or operational function: rooms division and lodging operations management, catering management, foodservice operations management, financial management, accounting management, management control, revenue management, training management, etc.
- **One-year Programme:** Specialisation within the Master's framework allowing professionals to develop their management functions:
 - in the hotel industry: revenue and pricing manager, hotel manager, regional manager, operations manager, product manager, brand manager etc.
 - in the foodservice industry: revenue and pricing manager, operations manager, restaurant or catering manager, regional manager, chain manager etc.
 - in casino management: manager of an establishment, administration and finance manager, management controller, risk manager, sales manager, marketing manager, catering manager etc.

OUR ADMISSIONS CRITERIA ARE DEMANDING OWING TO THE HIGHLY SPECIALISED NATURE OF THE PROGRAMME

This Master's is open to students having obtained a degree or 180 university credits corresponding to the European Credit Transfer System (ECTS) in a higher education establishment specialising in this business sector as well as to professionals having three to five years professional experience in operational or functional management within the sector, and also to professionals from other business sectors wishing to change career direction and having at least five years managerial experience further to studies at a minimum level of Master's or other equivalents to the French Bac+4 or +5.

Admission to the first year of the Master's Programme:

- Students holding a Business Management Degree for the Hotel and Restaurant Industries as offered by the IAE of Lyon and the Institut Paul Bocuse on condition of acceptance of their application by the admissions board.
- Students having obtained a business degree or a bachelor's degree specialising in business management for the hotel and Foodservice industries.
- Applicants holding a BTS diploma or Bachelor of Arts in the hotel and foodservice industry and having a minimum three years managerial experience in the sector.

Admission onto the programme will be further to the acceptance of an application by the board of admissions.

Admission to the second year of the Master's Programme:

- Full admission will be granted to holders of the university degree delivered by the IAE-Lyon III and the Institut Paul Bocuse and to applicants having 60 credits in the first year of the Masters for the Hotel and Foodservice Industry.
- Full admission will be granted, further to acceptance of an application by the board of admissions, to professionals from the hotel and restaurant industry and further to validation of their professional experience, and further to their having the equivalent of 60 credits within a Master programme.
- Full admission will be granted, further to validation by the board of admissions, to applicants currently changing profession and holding a Masters Degree.

EDUCATION AND TRAINING IN ACCORDANCE WITH THE SPECIFICATIONS FOR EUROPEAN RECOGNITION (LMD) AND LIFE LONG TRAINING AND DEVELOPMENT

This French/English bilingual programme is organised as a series of thematic seminars delivered by industry specialists: the theoretical approaches and methodologies will be presented and confronted in the context of current practices and according to the current and future demands of the hotel and foodservice industries. The training will take place in its entirety at the Institut Paul Bocuse in Ecully.

The first year – M1 (semesters 7 & 8)

The programme takes place between January and December 2007. After the first sequence of lessons that serve as an induction into hotel and foodservice management (64 hours of lessons or 8 ECTS), starting off the lessons consisting of a common core in general management for the hotel and foodservice industries, 174 hours or 22 ECTS. This first year finishes with a managerial internship assignment of 6 months (August 2006-January 2007) in an hotel, restaurant, foodservice or casino related business.

The Institut Paul Bocuse's prestigious network of partners will help you to secure your internship. Among the companies that recognise the quality of our training and education and the professionalism of our students, one might list :

- ❖ In the hotel sector : Ritz Carlton, Four Seasons, Hyatt, Marriott, Hilton, Accor, Société des Bains de Mer (SBM) Monaco, Groupe Concorde, Relais & Châteaux and others.
- ❖ In the foodservice sector : The Paul Bocuse Group, Groupe Alain Ducasse, Groupe Flo, Groupe Leduff, Sodexo, Lenôtre, Potel et Chabot and others.
- ❖ In casino operations management : Moliflor Loisirs, Groupe Partouche, Groupe Lucien Barrière, Groupe Accor and others.

The second year – M1 (semesters 9 & 10)

The programme runs from January until December 2008 alternating 523 contact-hours between seminars and face to face lessons (common core and specialisation). And a managerial internship assignment of 4 months (mid-May/mid-September 2007) in an hotel, restaurant, foodservice or casino related business. The core course entitled Strategic Brand Management Applied to the Hospitality Industry, delivered in English, is designed in a capstone format where students will gather, integrate and apply - within a strategic context – all the theoretical knowledge gained during two years within both the common core subjects and the specialist programmes. The students are required to work on an analytical project based on strategic brand management and development within the sectors of hotel, foodservice or casino management.

The master's programme will be completed by an entrepreneurial project (business creation) or by a professional dissertation that demonstrates the student's level of expertise in their chosen specialisation and in the sector of their choice. This research and application project will be presented before a jury of professionals and lecturers specialising in the different sectors covered by our Master's programme.

FOCUSSED TEACHING GUARANTEED BY THE BEST SPECIALIST FROM AROUND THE WORLD

Within the range of subjects that we propose as a part of the core training framework, the following deserve mention:

- **Semester 7** : Management and Operations Control in the Hotel and Foodservice Industries, Design in the Hotel and Restaurant Industry, Club Management, Essentials of Managerial Finance (delivered in English), Statistics and Forecasting Applied to the Hotel and Foodservice Industries, Marketing and the Marketing of Service Companies in the Hospitality Industry (delivered in English).
- **Semester 8** : Managerial Accounting Decision Making in the Hospitality Industry (delivered in English), Financial Management in the Hospitality Industry 1 (delivered in English), Casino Operations Management 1 (delivered in English), Intercultural Team Management in the Hotel and Restaurant Industry, Personal and Entrepreneurial Development 1.
- **Semestre 9** : Supply Chain Management in the Hotel and Foodservice Industries : Logistics, purchasing and Efficient Foodservice Response (EFR), Strategic Revenue Management (delivered in English); Casino Operations Management 2 (delivered in English); Leadership and Management in the Hospitality Industry; Financial Management in the Hospitality Industry 2 (delivered in English)
- **Semestre 10** : Risk and Crisis Management in the Hospitality Industry (delivered in English), Budgeting in the Hotel and Restaurant Industry, Decision Engineering, Strategic Project Management Applied to the Hospitality Industry (delivered in English), Personal & Entrepreneurial Development 2, Strategic Marketing in the Hospitality Industry (delivered in English), Strategic Brand Management Applied to the Hospitality Industry (delivered in English).

APPLICATION DOSSIER

Your complete application will comprise the following elements:

- The application folder provided by the IAE Lyon and the Institut Paul Bocuse
- A detailed Curriculum Vitae : Education and professional experience
- A photocopy of your educational and professional qualifications
- Your TOEFL OR TOEIC results
- Your GMAT or TAGE-MAGE results
- 2 letters of recommendation.
 - For applicants in initial training : a letter from an academic authority and a letter from the professional sector
 - For candidates in further education : two professional letters of reference will be accepted
- Your dossier must be accompanied by a cheque or money transfer for €110.00. Under no circumstances will this amount will be reimbursed : not in the event your application being rejected nor in the event of you withdrawing your application for any reason. In the case of approved admission, this amount will be counted as part payment of your academic fees.

TUITION FEES

- €7 900 per year for students taking part in the full two-year programme.
- €15 800 for students entering directly into the second year of the Master's.

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