



INSTITUT
PAUL
BOCUSE

École
de Management
Hôtellerie
Restauration
& Arts Culinaires



MASTER'S DEGREE
IN INTERNATIONAL
HOTEL & FOODSERVICE
MANAGEMENT (M.Sc.)

INTAKE JANUARY

In partnership with:

iaelyon
ÉCOLE UNIVERSITAIRE DE MANAGEMENT

UNIVERSITÉ
JEAN MOULIN
1997

Training international managers to make strides in their careers

This **Master's in International Hotel and Restaurant Management (M.Sc.)** is granted by the IAE Lyon at University Jean Moulin in partnership with Institut Paul Bocuse.

It prepares future operational managers in the hotel and restaurant industry by giving them the specific management tools that will enable them to move progressively towards positions in functional and general management. Students are at the heart of our program, which takes into account their ambitions and contributes to the construction of their professional projects.

Resolutely internationally oriented, this program, built on teaching in French and English, is centered on two main axis applied to the hotel and restaurant business:

- **Management specialization in Operations, Financial Management and Strategic Financial Control**, enabling the acquisition of an excellent vision regarding strategic, operational and financial needs in order to optimize results, return on investment and the creation of value.

- **Modules in Marketing and Commercialization, Strategy, Human Resources, New Technologies, Management of teams and Leadership** complete this high-level education.

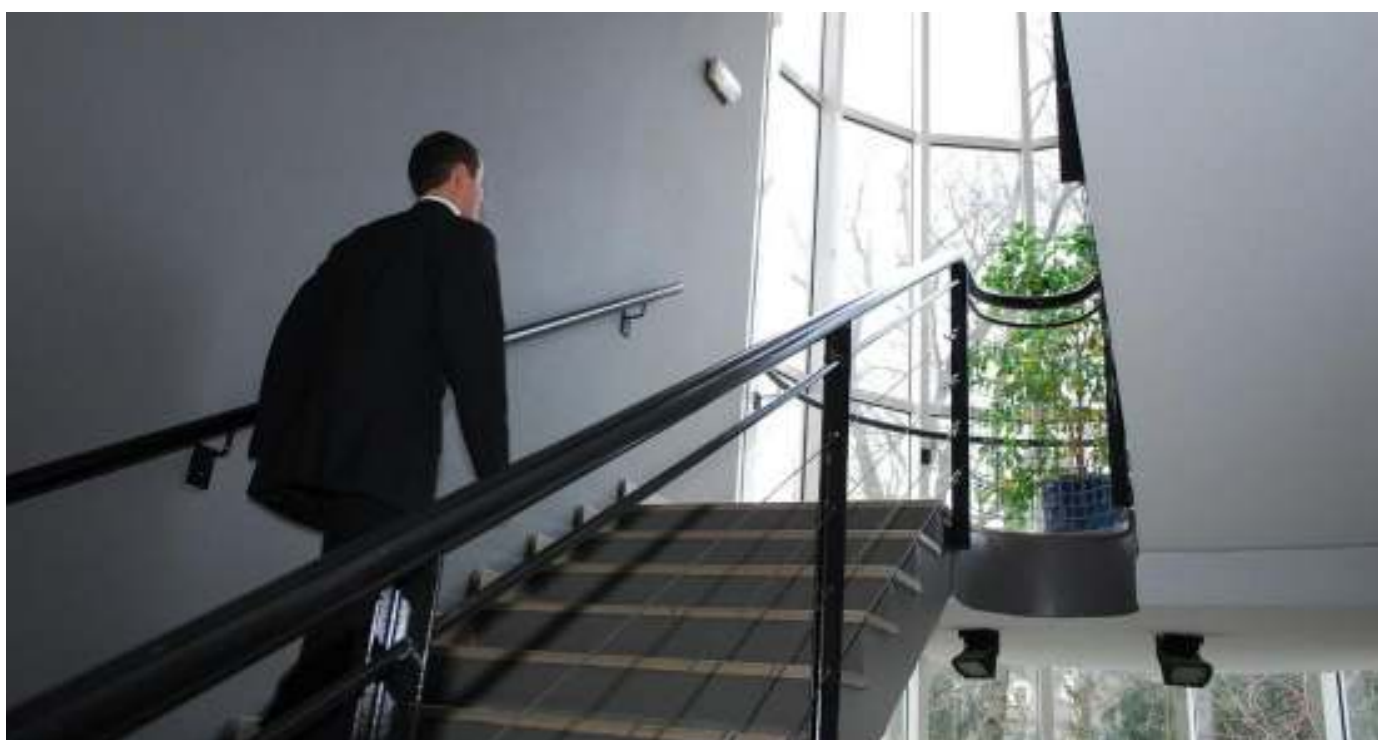
A program fully adapted to the needs of the profession.

This degree integrates the European system of recognition for degrees and continuing education.

High-level teaching ensured by the best international specialists.

Objectives

- **Developing adaptability**, the ability to anticipate and the capacity to make decisions in a role as manager or future manager in the hotel and restaurant industry.
- **Providing tools** and specific management methodologies enabling a conceptual and operational approach to business strategy to be adopted.
- **Enabling mastery of the operational context** first, and then, progressively, moving towards positions and responsibilities of general management.
- **Providing confirmed managers with specific methodologies** allowing them to optimize decision making inside their companies.



Organization of the program

1st year – M1

from January to January

- The fundamentals of management in the hotel and restaurant industry (non compulsory session for students having followed these courses during their initial degree).

72 hours of courses or 6 ECTS.

- General management for hotels and restaurants.
217 hours or 22 ECTS.

- Beginning of classes concerning the Specialization in Financial Management and Cost Accounting applied to the hotel and restaurant industry.

298 hours of face-to-face classes.

- A 6-month managerial mission in hotel, restaurant or casino management.

2nd year – M2

from February to December

- Alternating seminars and face-to-face classes.

584 hours.

- 4 months doing in-company managerial missions.

- Thesis or case study:

The master's program is concluded by a thesis or the defense of a case study demonstrating the student's level of expertise in the chosen specialization and business sector before a jury made up of faculty and professionals from the sector.

Missions in companies

Each student benefits from personalized counseling in the framework of seeking out and following up on managerial missions.

A prestigious network of Institut Paul Bocuse partners facilitates the obtaining of your missions in companies:

- in hotels: Ritz Carlton, Four Seasons, Hyatt, Marriott, Hilton, Accor, Société des Bains de Mer Monaco, Relais & Châteaux Groupe Concorde...
- in restaurants: Groupe Paul Bocuse, Groupe Alain Ducasse, Groupe Flo, Groupe Leduff, Sodexo, Lenôtre, Potel et Chabot...
- in casino management: JoaGroupe, Groupe Partouche, Groupe Lucien Barrière, Groupe Accor...

Program contents

Semester 7

Food and Beverage Management, Revenue Management, Management and Operations Control in the Hotel and Foodservice Industries, Design in the Hotel and Restaurant Industry, Club Operations Management, Essentials of Managerial Finance, Statistics and Forecasting Applied to the Hotel and Foodservice Industries, Marketing and the Marketing of Service Companies in the Hospitality Industry.

Semester 8

Managerial Accounting Decision Making in the Hospitality Industry, Financial Management in the Hospitality Industry 1, Casino Operations Management 1, Club Operations Management, Intercultural Team Management in the Hotel and Restaurant Industry, Personal and Entrepreneurial Development 1.

Semester 9

Supply Chain Management in the Hotel and Foodservice Industries: Logistics, Purchasing and Efficient Foodservice Response (EFR), Strategic Revenue Management; Casino Operations Management 2; Leadership and Management in the Hospitality Industry; Financial Management in the Hospitality Industry 2.

Semester 10

Risk and Crisis Management in the Hospitality Industry, Budgeting in the Hotel and Restaurant Industry, Decision Engineering, Strategic Project Management Applied to the Hospitality Industry, Personal & Entrepreneurial Development 2, Strategic Marketing in the Hospitality Industry, Asset Management in Hospitality, Mergers and Acquisitions in Hospitality, Strategic Brand Management Applied to the Hospitality Industry, Performance Measurement and ROI Marketing in Hospitality.

Strategic Brand Management

The Strategic Brand Management course applied to the Hospitality Industry has the objective of gathering and applying all of the theoretical and practical knowledge acquired over the two years of study in a strategic context. Students are led to work on a project of analysis, brand development and enhancement in the management of casinos, hotels and restaurants.

- **10 months of managerial missions spread over two years**
- **Case studies of companies and the application of their projects**
- **Talks by recognized professionals from the sector**

Excellent prospects for the future job market

The professions in the hotel and restaurant industry are enjoying strong growth and undergoing constant change. Companies need specialized managers who master the operational, functional and organizational context of the activities specific to these sectors.

These include: independent hotels, hotel chains, leisure and business hotels, casinos, leisure centers and centers of attraction, cruise lines, commercial restaurants, group food service, airline, railway and maritime catering, etc...

The positions in greatest demand include positions in general management, project management, administrative and financial management and marketing and sales management.

Towards managerial performance

- **Strategic and/or operational functions:** Accommodation management, management of project development, restaurant management, head of operations, financial management, head of accounting and cost accounting, management of marketing, sales, logistics, purchasing, management of training...
- **Progression in positions of management:** **hotels** (hotel director, regional director, director of operations, product manager, brand manager, director of project development...), **restaurants** (director of operations, restaurant manager, regional manager, head of a chain, director of project development...) **or casino management** (Casino director, director of finance and administration, chief controller, risk manager, head of sales and commercialization, director of marketing, restaurant manager, business analyst...)

PORTRAITS OF GRADUATES



Jérémy Fiffre
Class of 2010,
Assistant director for revenue
and distribution in Dubai

" This Master's degree was the perfect combination between the study of operations and a theoretical viewpoint and a clear asset for my future career. It is really enjoyable to work in such good conditions (low number of students per class, a conducive and studious environment).

I'll especially remember a school where the passion for service and the food profession reigned in the noble sense of the term.

Today, I am the assistant director for revenue and distribution for 7 properties in Dubai (3 Ibis, 1 Novotel, 1 Suite Novotel and 2 Pullman). I participate in the pricing and positioning strategies for these brands on the local market and I develop tools allowing an analysis of the competition "



Charlotte Pedersen,
Head of strategic development
at the Center of innovation,
management and entrepreneurship
at Institut Paul Bocuse

" During my studies in the Master's program at the Institut and IAE-Lyon, I put into practice my strategic and operational competencies at the Jumeirah Group in Dubai for one year. I also participated this year as a facilitator at Institut Paul Bocuse in the "Culinary Management Workshop" led for the executive chefs at Hilton Europe with the objective of defining the brand strategy and the identity of the group's restaurant offering "

ÉCOLE DE MANAGEMENT HÔTELLERIE RESTAURATION & ARTS CULINAIRES

FOOD & HOSPITALITY RESEARCH

CONSEIL & FORMATION

L'ÉCOLE DE CUISINE

The Institut Paul Bocuse trains the professionals of tomorrow for Hotel, Restaurant and Culinary Arts careers. This prestigious institute offers a unique blend of refined tradition, contemporary quality and cutting-edge innovation. It teaches time-honored techniques and modern management skills to meet the current and future needs of the foodservice and the hospitality industry around the world.

www.institutpaulbocuse.com