

CYCLE EUROPEAN BACHELOR

PROGRAM FIRST YEAR 1

EUROPEAN BACHELOR IN HOTEL and TOURISM MANAGEMENT ECBE Accredited

- Marketing I
- Management I
- Accounting I
- Economies
- Hospitality techniques
- European culture
- Introduction to the Hospitality Industry
- Housekeeping
- Front Office Management
- Enology I
- Art de la table
- Hospitality Law
- Marketing in International Hotel Management
- Written expression techniques
- Food and beverage service
- Tourism Industry
- Guest lectures
- Tourism Industry
- Computer Sciences
- Tourism Industry
- Technical English
- TOEFL and ESOL
- Foreign Languages : German, Italian, Spanish, Russian, Chinese and Japanese.

INTERNSHIP FRANCE/EUROPE 3 TO 4 MONTHS

PROGRAM SECOND YEAR 2

EUROPEAN BACHELOR IN HOTEL and TOURISM MANAGEMENT ECBE Accredited

- Management II
- Marketing II
- Skills II
- Banquets and Seminar
- Public Relations
- Human Resources management
- Purchasing
- International Hotel Management
- Hospitality financial accounting
- European Business Law
- International Restaurant Business
- Computer Science
- Convention Management Services
- International Travel
- Managerial Accounting II
- Food and beverage management
- Enology II
- European strategies
- European Tourism Industry
- Psychology
- Business English
- TOEFL - ESOL
- Foreign Languages : German, Italian, Spanish, Russian, Chinese and Japanese.

PART TIME PLACEMENT

INTERNSHIP EU/USA 4 MONTHS

PROGRAM THIRD YEAR 3

EUROPEAN BACHELOR IN HOTEL and TOURISM MANAGEMENT ECBE Accredited

- Consumer behavior
- Intercultural Management
- Nutrition and Hygiene in the restaurant business
- International Management
- International Rights
- Managerial accounting
- Corporate Economy and Strategy
- Setting up a hotel and hotel related services in a foreign market
- Restaurant Management
- Organizational behavior
- Advertising
- Hospitality Sales
- Operations Management
- Hospitality Technology
- Catering management
- International tourism industry
- Human resources
- E-Business
- Financial accounting
- Strategy and environment of the Americas
- Business Game
- Yield Mangement
- Languages : German, Italian, Spanish, Russian, Chinese and Japanese.

SPECIALISATIONS

PART TIME PLACEMENT

EUROPEAN MANAGEMENT SEMINAR LEVEL 1 BRUSSELS

INTERNSHIP AND PERSONAL PROJECT ACCORDING TO MAJOR EU / AMERICA 6 MONTHS



EUROPEAN BACHELOR IN HOTEL and TOURISM MANAGEMENT ECBE Accredited

CYCLE Bs / MBA

PROGRAM FOURTH YEAR 4

Bs BACHELOR OF SCIENCE IN INTERNATIONAL HOSPITALANAGEMENT PREPA MBA Bs / MBA Pre-Requis ACBSP Accredited

- Consumer Behavior
- Yield Management
- Restaurant Marketing Techniques
- Communication skills
- Case study methodology
- Group dynamics and human resource management
- International law II
- Advanced hospitality sales
- Hotel appraisal
- Training in interpersonal skills
- Corporate finance
- Ethics Management
- Implication of International Tourism
- Franchising
- International marketing
- Casino & Club Management
- Hospitality law
- Nutrition & Diet -Thalasso / Balneo-therapy Industry
- Personnel Management
- Strategy and Environment of Eastern Europe and Asia
- Negotiation strategy
- E-Commerce II
- Languages : German, Italian, Spanish, Russian, Chinese and Japanese.
- GMAT

SPECIALISATIONS

PART TIME PLACEMENT

EUROPEAN MANAGEMENT SEMINAR LEVEL 2 BRUSSELS

INTERNSHIP AND PERSONAL PROJECT ACCORDING TO MAJOR EU / AMERICA 6 MONTHS



Bs BACHELOR OF SCIENCE IN INTERNATIONAL HOSPITALITY MANAGEMENT PREPA MBA Bs / MBA Pre-Requis ACBSP Accredited

PROGRAM FIFTH YEAR 5

MBA

- International Marketing
- Advanced Management
- Human resources in Management
- Managerial Accounting
- Financial Accounting
- International Law
- Information System Management
- PROFESSIONAL CONCENTRATIONS
- European Union
- Eastern Countries
- Asia
- United States / Canada
- South and Central America
- Restaurant Business
- International Recreation and Leisure Industry
- Entertainment and Events Management
- Communication and Public Relations
- Luxury Brands Management
- Sports and Leisure Management
- Entrepreneurship
- Lobbying / Public Affairs in the hotel and luxury industry business.

PART TIME PLACEMENT

EUROPEAN MANAGEMENT SEMINAR LEVEL 3 BRUSSELS

CONSULTING PROJECT AND THESIS

Possibilité de double diplôme avec les universités partenaires



MBA IEMI IN INTERNATIONAL HOSPITALITY and LUXURY BRANDS MANAGEMENT ACBSP Accredited