



LUXURY HOSPITALITY MANAGEMENT
EVENTS DESIGN & MANAGEMENT
FOOD SERVICES MANAGEMENT
WINE BUSINESS MANAGEMENT
REVENUE & DISTRIBUTION MANAGEMENT
HOSPITALITY TALENT MANAGEMENT
MANAGEMENT HÔTELIER & STRATÉGIE DIGITALE
(EN FRANÇAIS)



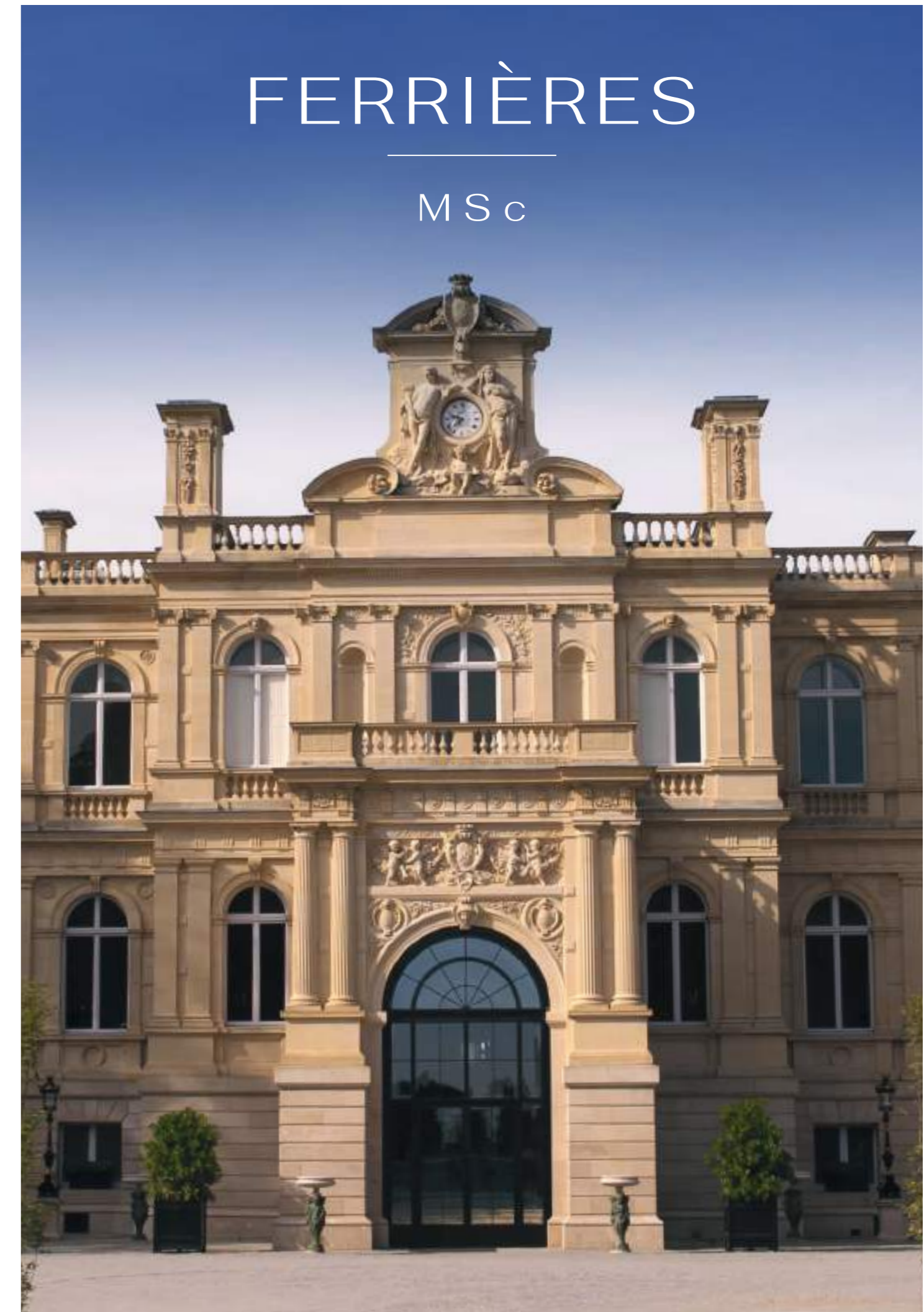
Ferrières

L'ÉCOLE DE L'EXCELLENCE À LA FRANÇAISE
Hôtellerie - Gastronomie - Luxe
PARIS



www.ferrieres-paris.com

Établissement d'enseignement supérieur technique privé – rectorat de Créteil n° 077 2838 S
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Non-binding document, for information only. Course module are review to meet educational and business requirements.



MSc FERRIERES

ENGAGE WITH THE INDUSTRY,
EXPLORE NEW EXPERTISE,
EXPAND YOUR PROFILE AND NETWORK



At Ferrières, we believe that success starts with an intense academic programme that combines both theory and practice as well as specific personal development activities.

The MSc aims to develop top executives and competent and versatile entrepreneurs within the fields of Hospitality, Gastronomy, Event and Luxury Services Management. Executives capable of successfully taking on positions of responsibility and of defining how the profession may evolve.

Objectives

- Manage yourself and lead others as a positive leader and coach
- Master the sectors and the role of hospitality in their systems
- Anticipate consumer behaviour and its impact on business evolution
- Focus on service approach, service delivery, quality and innovation
- Apply managerial, financial, and marketing knowledge to projects in these fields
- Focus on data analytics, electronic distribution, and revenue management strategies
- Apply sustainable and quality management techniques
- Anticipate upcoming challenges that these sectors might face
- Manage complex projects & business development

Structure and career-path

The structure of Ferrières' MSc is unique. In addition to earning 120 European Credits (ECTs), over 4 semesters, the workshops and career advice allow students to strengthen their self-awareness, time and stress management and focus their priorities as outstanding professionals.

The Ferrières methodology incorporates the “learning through project management, based on the real stakes of the industry” or “project-based learning through hands-on business issues”.

This 100% English path is a major asset for successful integration into the labour market and for fast career progression.

THE PROGRAMME YEAR 1 THE ESSENTIALS



Transversal Modules

- Financial Essentials for Non-Financials
- People Management & Intercultural Management
- Marketing & Consumer Behaviour
- Executive Accountability & Business Law
- Revenue Management, Pricing & Distribution
- Strategic Management in Hospitality & Events
- Service Management
- e-Commerce & Online Business
- Restaurant Entrepreneurship
- International Wine Culture
- Innovation & Culinary Trends
- Marketing & Branding in the Luxury Industry
- Luxury Distribution
- Luxury Management
- Leadership & Communication for Entrepreneurs

Expand Your Profile & Network

- Opening Workshop
- Career Center / Professional Development
- Masterclasses
- Conversations with Entrepreneurs
- Site Inspections & Conferences
- Group Projects
- Internship
- Dissertation

THE PROGRAMME YEAR 2 SPECIALISATION

2nd year Specialisations*

- 1 **Luxury Hospitality Management**
- 2 **Events Design & Management**
- 3 **Food Services Management**
- 4 **Wine Business Management**
- 5 **Revenue & Distribution Management**
- 6 **Hospitality Talent Management**
- 7 **Management Hôtelier & Stratégie Digitale (en français)**

Ferrières applies a unique approach allowing students to create an immediate connection between every single course, their chosen specialisation, and their Management or Entrepreneurship project.

50% of all content covered in fundamentals is multi industry oriented and 50% is linked to the specializations.

Double degrees are available with Grenoble School of Management, Skema Business School and 89 Digital Higher Education.



skema
BUSINESS SCHOOL



*Specialisation s Modules details available on our website

Transversal Modules

- Agile Project Management
- Research & Critical Thinking
- Advanced Strategy
- Technology & Technological Convergence (Big Data & Information Systems)
- Introduction to Facilities & Real Estate Management
- Negotiation, Complex Problem Solving & Decision Making
- Piloting & Controlling Performance (Corporate & Project Finance)
- Quality Management inc: Crisis & Disaster Management
- CRM & e-Marketing, Service Marketing
- The Luxury Industry, History, Major Actors & Trends
- Macro Environment & Trends, Tourism & Hospitality Ecosystem
- Leadership & Communication for Entrepreneurs
- People, Teams & Performance, Organisational Behaviour

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