

MASTER OF HOSPITALITY MANAGEMENT

A degree issued by the University of Toulouse II-Le Mirail – CETIA Department

DESCRIPTION AND OBJECTIVES

The hospitality industry is currently experiencing an important development in Vietnam, thus the demand for qualified staff is increasing. This Master's program, the only one in Vietnam, aims at training hospitality executives destined for managing hotel departments. The schedule is designed for professionals: all courses are taught during evenings and weekends.

This program is offered by the University of Toulouse-Le Mirail. This university designed the curriculum; seconds its academics and associated industry professionals to teach a majority of the classes; and awards the final certificate, which is a European Master's Degree. The management is the responsibility of the Pôle Universitaire Français in Hanoi, that ensures the day-to-day quality of the program, and a strong link with the local industry, which offers scholarships, internships and employment opportunities.

CURRICULUM

All courses aim at developing middle-management or executive profiles for the local hotel industry. The curriculum is competence-based and directed at management and technical skills. It includes both theoretical and practical courses. A five to six months compulsory internship is to be undergone within an hotel in Vietnam or abroad, and a 100-pages dissertation is required to apply newly-acquired research abilities.

Some relevant courses:

- Wine studies
- Sales and Marketing
- Safety and hygiene (HACCP)
- Hospitality Engineering
- Strategic Human Resources Development
- Intercultural Management
- Business Development for Hotel Properties
- Revenue (or Yield) Management

CAREER PROSPECTS

Graduated students will embark on a career in the hospitality industry. After graduation, students will be employed in hotels in Vietnam and neighboring countries in management positions such as: Front Office and Back Office manager, Food & Beverage manager, Room Division manager, Human Resources manager, Administrative manager.

ADMISSION CRITERIA

This Master's program is open to all applicants fulfilling the following conditions:

- holding a Bachelor degree or equivalent;
- having a good command of English (equiv. TOEFL 500 or IELTS 5.5);
- basic French knowledge and professional backgrounds in hospitality are assets.

PARTNERS

Education and research institutions

- Université Toulouse-Le Mirail
- Center of Tourism, Hospitality and Food Studies (CETIA)
- Univ. of Social Sciences and Humanities, VNU HN

Corporate partners

- Accor Hospitality Group
- HTM Management Consultancy Company Ltd.

SUMMARY

A **French Master's Degree** in hospitality management, of around 800 hours **taught in English**. More than half of them are taught **by French academics and industry professionals**.

Programme duration

18 months

Course schedule

Evenings (6-9 pm) and weekends.

Tuition fees

72.000.000 VND total in 2010-2011
(scholarships will be awarded)

To apply

please contact us or go to puf.edu.vn

Application schedule

- deposit deadline: December 2011
(application form and a fee of 5.000.000 VND, which will not be refunded to accepted applicants)
- selection interviews: January 2012
- academic intake: February 2012

Contact

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