



*European Transcontinental Establishment
for Commercial And Scientific Studies*

*(ISO 21001:2018 Certified organization)
Certificate No.: INEOMS2003853/10853*



Agréé par la Fédération des écoles en Europe
MEMBRE FEDE-N° 1394

Dual Certification Program

Applied Sciences in French Hospitality Management (BAC + 3 level) & European Bachelor in Tourism and Hospitality

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Training centre in Arras

CCI Artois - agence d'Arras, 8 Rue du 29 Juillet, 62000 Arras

Training centre in Paris (Cergy)

CCI Val-d'Oise, 35 boulevard du Port - Cap Cergy
Batiment C1 95000 Cergy Pontoise - Paris

France holds its iconic position for hospitality world since the time of its King Lois XIV (1638-1715) who did the foundation of palaces and landscapes which attracts tourists from all over the world.

He also introduced spices, herbs, vegetables and food elements importing from all parts of the world and later cultivating locally which makes today world's gastronomy capital serving with large variety of cuisine with lots of pairing with ingredients.

France is also the world's best wine producer and wine destination recently diversifying its activity to promote wine tourism with its famous castles / chateaux.

The program is destined to both Graduates from Hospitality discipline who would like to study Hospitality at higher level and from other disciplines who would like to enter the domain of hospitality as their future career prospects.

The program will be conducted by making groups of students according to their background and experience

On arrival students from Non-Hospitality background will undergo during first six months « Mise à Niveau » - A program to confort / integrate the students in the domain of Hospitality along with French Language.

For the students having Graduated from Hospitality discipline or having experience will have practical work and case studies along with the French Language. Students will have an opportunity to undergo 6 months company internship or executive his professional project as part of their program in the Hospitality sector.



Applied Sciences in French Hospitality Management (BAC + 3 level)

Duration: 4 years

Eligibility:
Higher Secondary Schooling certification / BAC

Students having past or ongoing work experience in Hospitality Sector.

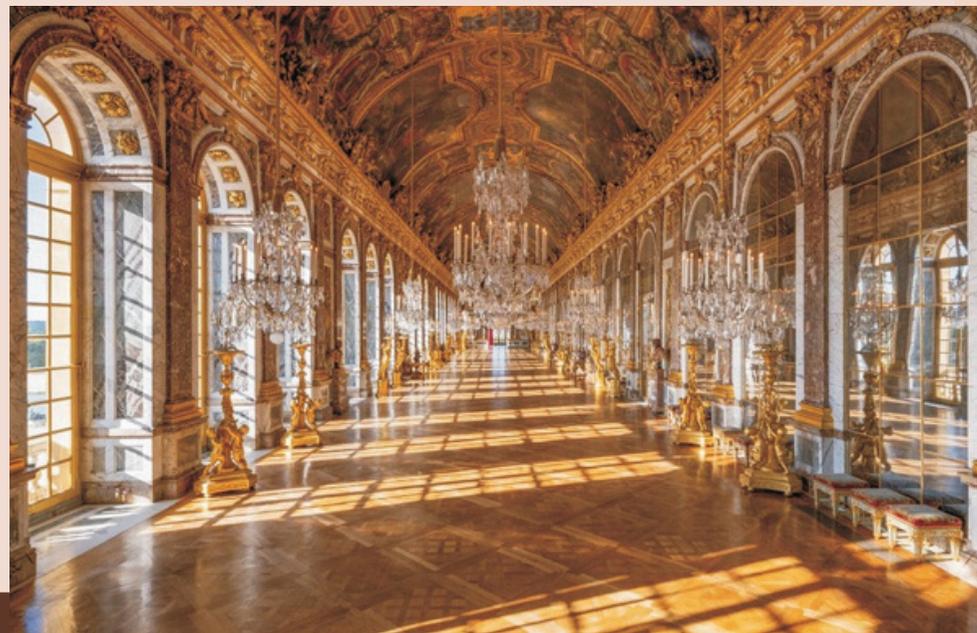
The Program Covers Two Sides To The Hospitality Industry :

The Operational Side

Which includes front-line jobs such as: hotel manager, concierge, casino/gaming supervisor, dietitians and nutritionists, travel agent, chef and head cook, event planner, food critic, restaurant owner/operator, tour manager.

The Corporate Side

Where you'll find positions in finance, human resources, information technology, sales, and marketing such as: customer service manager, human resources officer, investment banker, asset manager, personnel and training officer, digital marketing executive, public relations officer, sales and supply manager and so on.





On analyzing or simply weighing both sides, the opportunities are equally beneficial, so think about the niche that you prefer in this industry and opt accordingly.

Training Period Consist French Language General Management :

- Time Management
- Legal Culture
- Information system on accounting and Finance
- Communication techniques
- Team Management

Marketing of Luxury Hotels :

- Introduction to the French hotels and tourism
- Demand and behavior of high end clients.
- The universe and its codes in luxury hotels
- Positioning, segmenting and classing
- Commercial Management
- Finance and Management
- E-marketing

Fundamental Techniques in French Hotels and Restaurants :

- Regional French cuisine
- Know how of French regional wines and Oenology
- French bakery



Service Quality :

- Expected needs and service behavior
- Client Relations.
- Managing service to the clients.
- Professional communication.
- Consumer behavior.



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The career prospects in a multitude of sectors at a global level, such as

- Hotels And Resorts
- Restaurants And Commercial Food Service
- Food and Beverages Industry
- Meeting and Event Management
- Catering and Event Entrepreneur
- Hospitality Marketing and Media
- Hospitality Real Estate
- Purchasing and Supply Chain
- Finance and Revenue
- Communication and Advertising

Personal and Professional Projects :

- Group and individual projects on real situation.
- Preparation of professional thesis report.
- 6 months internship / professional project
- Final thesis presentation in front of the Jury



EUROPEAN BACHELOR TOURISM AND HOSPITALITY



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Tourism is a forward-looking, job-creating engine of the global economy and a major job creator. The ever-increasing numbers illustrate the challenges facing this sector. In order to grow, tourism professionals must be able to offer products and services to trends, regions and consumer habits. The European Bachelor's in Tourism and Hospitality promotes the operational skills that will enable its graduates to occupy positions where a sense of service, responsiveness and versatility. They can work in a variety of sectors travel arrangements, accommodation, transport, leisure activities, etc. leisure activities...

OBJECTIVES AND SKILLS

- Master the tourism sector
- Know the main attractions and sites in different countries
- Draw up a travel program
- Design an itinerary and a program of tours
- Calculate profitability
- Market research
- Implement a 4P policy applied to a tourism product
- Use new technologies to information research

Developed by professionals and experts, this European Bachelor in Tourism and Hospitality stands out for its two aspects: contextual knowledge and operational and operational skills, fully in line with tourism market. This high added value prepares students for real career real prospects for advancement in careers that analytical and action-oriented skills.

ETEC belongs to the FEDE network : more than 500 private higher education and vocational training establishments sharing a common project of high standards, quality and ambition: that of putting the student at the heart of his or her educational project.

These diplomas are internationally recognized by professionals, recruiters and economic players. Adapting to changes in the job market and anticipating the emergence of new needs in companies, FEDE's European diplomas meet students' expectations and prepare them for the jobs of today and tomorrow.

Designed by teams of educators and researchers in compliance with European directives, these diplomas are only awarded by FEDE member schools.

All FEDE degrees are based on the European Credit Transfer and Accumulation System (ECTS) and comply with the standards of the European Higher Education Area (EHEA).

Joining ETEC :

- It is choosing a school that believes in the complementarity between the acquisition of theoretical knowledge, the mastery of professional skills and the opening to the world
- It means acquiring professional codes through immersion in a company
- It means building an ambitious professional project that is resolutely open to the world

EUROPEAN BACHELOR TOURISM AND HOSPITALITY



1 - Tourism market study

This unit enables you to :

- Understand the different types of tourism products, their components and the audiences for whom they are intended.
- Understand the commercial stakes involved in competition between different players
- Be able to analyze the tourism potential of a destination
- Master the notions of heritage (natural, cultural, intangible)
- Know the leading players in the destinations studied essential elements about tourist numbers and any and any imbalances (seasonality, by region, etc.)
- Master the different types of clientele and the criteria for classifying them, as well as their consumer consumption preferences in terms of tourism products
- Conduct market research in the field qualitative and quantitative market research, sampling calculations, survey administration, etc.
- Be able to draw up a coherent Marketing Plan

2 - Tourism product design, communication and distribution

This unit enables you to :

- To be able to propose a coherent product in relation to specific demand
- Understand competitive bidding processes and understand the quality levels of the services
- Set a sales price in line with the market and the market and customer target
- Be able to produce a presentation medium for tourist product
- Be able to manage a tourism product on a website.
- Promotion and referencing, deleting or modifying online products
- Be able to set up a study tour for sales staff or journalists
- Understand the advantages and disadvantages of different distribution methods for tourism products
- Understand the specific nature of service professions
- Keep abreast of developments in the sector in terms of NTIC

3 - Tourism regulations and management

Articulated around two modules, this unit allows:

- To know the different international organizations specialized in tourism law
- To know the different types of contract in the tourism sector
- Master basic hotel regulations
- To identify the different invoices, to search for information on the commercial conditions of providers
- To choose and justify a payment method
- To understand the VAT mechanisms
- To calculate the cost differences and the cost of comes back complete
- To determine a selling price using a rate of margin, a brand rate, a multiplier coefficient
- To determine the break-even point, to calculate the fixed and variable charges, to evaluate the turnover
- To understand the different accounting documents summary: balance sheet and income statement

Prerequisites

The European Bachelor in Tourism and Hospitality is open to :

Students with a level 5 diploma from the of the European Qualifications Framework (EQF), having acquired 120 ECTS credits.

By Validation des Acquis de l'Expérience (VAE), for any candidate with at least one year's experience in a field directly related to the specialization of the European Bachelor's degree.

4 - Professional practice

The strong point of the FEDE European Bachelor is this unit allows: real contact of the student with the world of work in order to deepen his training and his project professional. The student carries out work staff in order to use knowledge and skills acquired during the training. As part of a company internship, he discovered his future professional environment by understanding the realities of the profession. As part of a tutored project, he develops and implements a strategy enabling the effective implementation of a hotel tourism action. This practical module is the subject of the writing of a dissertation or activity report and a defense oral.

5 - European Culture and Citizenship

This unit enables you to :

- To acquire a solid operating culture, the institutions, geographical, geopolitical and economic aspects of Europe
- To understand the European model and its particularities, both from a historical point of view, but also from a regulatory, legal and cultural point of view
- To understand Europe in the broad sense of the term (interculturality, human resources, policies and religions, international trade, taxation European...)
- To acquire a set of tools allowing one to consider the creation of an economic activity in a country of the European Union
- To appropriate certain cultural codes in order to understand their impacts in interpersonal relationships
- To support and promote the mobility of employees and talents to enable them to evolve in an international context

6 - Modern European language

This module allows : - To acquire the B1 level (written and oral) of the CEFR for mastering a modern European language. The validation of this module leads to the delivery of the FEDE language certificate, respecting the recommendations of the CEFR and recognized by the IFEF.



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