

## C.I.T.H.E.M.E.

Centre International de Tourisme Hôtellerie Et Management des Evénements  
= Department of Tourism Hospitality Event Management



Languages of Instruction :

- Français
- English

## PRESENTATION

### WHICH DEPARTMENTS AND PROGRAMMES?

- CITHEME = TOURISME HÔTELLERIE EVENEMENTIEL

Licence 3 (THE) = 3rd year Tourism Hospitality Events

Master 1 = 4th year :

- **Tourism**

Management and design of tourism in transitions (MD2T)

International Business Tourism Management (IBTM)

- **Hospitality**

International Hospitality Management (MIH)

Hotel Marketing and Revenue Management (HMRM)

- **Events**

Management et Ingénierie des Événements (MIE)

- INTERNATIONAL MANAGEMENT

Licence 3 (BCI) Business et Commerce International = 3rd year Business & International Trade

Master 1 = 4th year :

- MZE Management des Zones Export =Export Management
- AL Achats & Logistique = Purchasing and Supply Chain Management

## CHOICE OF COURSES:

- All incoming students should take French Language courses (FLE Français Langue Etrangère)
- Be aware that choosing courses from *various* programmes may result in timetable clashes
- Incoming students who can study in French are recommended to choose *one* regular programme (*either* L3 THE *or* M1 Events for example)
- Bachelor students may choose courses from L3 or M1
- M2 courses are for Master students
- The choice of courses can be updated when arriving in Chambéry, as the course schedule will be available just before the semester starts.

## **ACADEMIC CALENDAR**

The French university calendar is divided into two semesters :

- 1st semester : September - December
  - 2nd semester : January – May
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- Vacation periods :
    - “Toussaint” (October/November) : one week
    - Christmas (December) : end of the semester
    - Winter (February/March) : one week
    - Spring (April/May) : one week

## NOMINATION PERIODS

- Autumn Semester : March - April
- Spring Semester : October – November



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<https://www.iae.univ-smb.fr/en/international/studying-iae/exchange-students-chambery-campus>

## Licence 3 (L3) 3rd year

### SEMESTER 5 Autumn Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement
Économie industrielle et théorie des organisations	3	3rd year - L3	GH5TH01
Droit et management des contrats	3	3rd year - L3	GH5TH02
Diagnostic stratégique	2	3rd year - L3	GH5TH04
Marketing fondamental	2	3rd year - L3	GH5TH03
<b>Communication for THE management</b>	<b>2</b>	3rd year - L3	<b>GH5TH05</b>
Economie du tourisme et de l'hôtellerie	1	3rd year - L3	GH5TH06
Monde et histoire du tourisme	1	3rd year - L3	GH5TH07
Comportement du consommateur de THE	2	3rd year - L3	GH5TH08
Méthodologie de l'organisation d'évènements SEQ 1	2	3rd year - L3	GH5TH09
Introduction au Revenue Management	2	3rd year - L3	GH5TH10
Outils informatiques du manager	2	3rd year - L3	GH5TH16
THE responsable et durable	2	3rd year - L3	GH5TH18
<b>Business English</b>	<b>2</b>	3rd year - L3	<b>GH5TH19</b>
Techniques d'enquête	2	3rd year - L3	GH5TH20
<b>FLE (Français Langue Etrangère)</b>	<b>4</b>	All incoming students	DRI ACCENTS

### SEMESTER 6 Spring Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement
Économie du travail et GRH (Gestion Ressources Humaines)	3	3rd year - L3	GH6TH01
Analyse financière	3	3rd year - L3	GH6TH02
<b>Business Game</b>	<b>2</b>	3rd year - L3	<b>GH6TH03</b>
<b>International tourism management</b>	<b>2</b>	3rd year - L3	<b>GH6TH04</b>
<b>Services marketing</b>	<b>2</b>	3rd year - L3	<b>GH6TH05</b>
<b>Communication for THE management</b>	<b>2</b>	3rd year - L3	<b>GH6TH06</b>
Marketing du tourisme	2	3rd year - L3	GH6TH08
E-tourisme	2	3rd year - L3	GH6TH09
Hôtellerie et technique d'hébergement	2	3rd year - L3	GH6TH10
Management de l'entreprise hôtelière	2	3rd year - L3	GH6TH11
<b>LV2 FLE "Tour Du Monde au Manège"</b>	<b>2</b>	3rd year - L3	<small>To Be Announced</small>
Management événementiel	2	3rd year - L3	<b>GH6TH12</b>
Méthodologie de l'organisation d'évènements SEQ 2	2	3rd year - L3	GH6TH13
<b>Professional Project (incoming)</b>	<b>2</b>	3rd year - L3	<b>GH6TH14</b>
<b>Local Tourism (incoming)</b>	<b>4</b>	3rd year - L3	<b>GH6TH15</b>
<b>Business English</b>	<b>2</b>	3rd year - L3	<b>GH6TH18</b>
<b>FLE (Français Langue Etrangère)</b>	<b>4</b>	All incoming students	DRI ACCENTS

## MASTER 1 - 4th year

### SEMESTER 7 Autumn Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement
Management de l'innovation	3	MIE HMRM IBTM MIH MD2T	GH7MH01
Project management & Financial Analysis	3	MIE HMRM IBTM MIH MD2T	GH7MH02
Intercultural communication & leadership	3	MIE HMRM IBTM MIH MD2T	GH7MH03
Marketing	1	MIE HMRM IBTM MIH MD2T	GH7MH04
English and culture for event management 1	3	MIE HMRM IBTM MIH MD2T	GH7MH08
FLE du Tourisme Hôtellerie Événementiel 1	2	MIE HMRM IBTM MIH MD2T	GH7MH13
Gestion de projet évènementiel	3	MIE	GH7MI14
Budgétisation et sécurisation de projet évènementiel	2	MIE	GH7MI15
Marketing expérientiel appliqué à l'évènementiel	2	MIE	GH7MI16
Création graphique	2	MIE	GH7MI17
Stratégies RSE gagnantes en évènementiel	2	MIE	GH7MI18
Analyse financière en hôtellerie	2	HMRM MIH	GH7MH14
Fondamentaux du Revenue Management en hôtellerie	1	HMRM MIH	G716RM1C
Parc d'attractions Business Challenge	4	HMRM IBTM	GH7BT15
Master your Brand Positioning & Sales Negotiation 1	2	HMRM IBTM MIH	GH7MH17
Hospitality & Tourism Business Game	2	HMRM IBTM MIH	GH7MH18
Empower through collective intelligence	2	IBTM	GH7BT14
Mettre l'éloquence au service de la prise de parole	1	IBTM	GH7BT16
Planification et impact sur la décision	2	MIH	GH7MH15
Management de l'entreprise hôtelière	1	MIH	GH7MH19
Marketing Environment in the Hotel Business	1	MIH	GH7MH20
Comportement du touriste responsable	3	MD2T	GH7MD14
Management des destinations touristiques durables	3	MD2T	GH7MD15
Analyse d'impacts et éco-certification	2	MD2T	GH7MD16
Principes d'écologie	2	MD2T	GH7MD17
FLE (Français Langue Etrangère)	4	All incoming students	DRI ACCENTS

### SEMESTER 8 Spring Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement
Gestion des Ressources Humaines (GRH)	2	MIE HMRM IBTM MD2T	GH8MI01
Méthodes qualitatives et méthodes quantitatives	3	MIE HMRM IBTM MD2T	GH8MI02
English for event/hospitality/tourism management 2	2	MIE HMRM IBTM MD2T	GH8MI04
FLE interculturelité	2	MIE HMRM IBTM MD2T	GH8MI09
Startup business : Emarketing for Growth Hacking	2	MIE HMRM IBTM	GH8MI15
Management stratégique des événements	4	MIE	GH8MI11
Événement digital & commercialisation événementielle	3	MIE	GH8MI12
Événementiel sectoriel	2	MIE	GH8MI14
Strategic Pricing in Hospitality	2	HMRM	GH8RM10
Revenue Management, Advanced Strategies	3	HMRM	GH8RM12
Leadership in hotel operations	2	HMRM	GH8RM13
Distribution Strategies in Hospitality	2	HMRM	GH8RM14
Revenue Mngt Consulting and Services	2	HMRM	GH8RM15
Master your Brand Positioning & Sales Negotiation 2	3	HMRM IBTM	GH8BT16
Managing conflicts	2	IBTM	GH8BT14
Intercultural approaches to diversity/social justice	3	IBTM	GH8BT10
Manager par la CNV et l'intelligence émotionnelle	3	IBTM	GH8BT12
Heritage & interpretation in sustainable destinations	2	IBTM MD2T	GH8MD12
Commercialisation de produits touristiques durables	3	MD2T	GH8MD10
Management du tour operating	3	MD2T	GH8MD11
Tourisme culturel	2	MD2T	GH8MD13
E-marketing appliqué et CRM	3	MD2T	GH8MD14
Business Game - économie circulaire	3	MD2T	GH8MD15
FLE (Français Langue Etrangère)	4	All incoming students	DRI ACCENTS

## Master 2 = 5th year

Advanced level = for postgraduate students = prerequisites must be met

### SEMESTER 9 Autumn Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement <small>To Be Announced</small>
Sales & marketing plan	3	MIH	
Réalisation d'un business plan en hôtellerie	4	MIH	
Advanced English for Tourism, Hospitality & events management	3	MIH HMRM MD2T	
Enjeux manageriaux de la data	2	MIH HMRM MD2T	
Academics Talks	2	MIH HMRM	
Jeu d'entreprise	2	MIH HMRM	
Financial Management	4	MIH HMRM	
Excel pour la gestion d'entreprise	3	MIH HMRM	
Législation et réglementation en hôtellerie	1	MIH HMRM	
Flash RM Audit	2	HMRM	
Deal pilot : contract profitability optimization	3	HMRM	
Revenue Management for Independent Hotels	2	HMRM	
English for hospitality, tourism and events 3	3	MIH HMRM	
Histoire et droit du tourisme	3	MD2T	
Planification stratégique des projets durables	3	MD2T	
Smart tourism et mobilités durables	2	MD2T	
Gouvernance et attractivité des territoires	3	MD2T	
Organisation des incentives	3	MD2T	
Désigne des expériences durables	3	MD2T	
Sustainable experiences design	3	MD2T	
Country Risk Assesment and Management	2	MZE (MI)	
Business differences between emerging and developed markets	2	MZE (MI)	

## Master 2 = 5th year

Advanced level = for postgraduate students = prerequisites must be met

### SEMESTER 10 Spring Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement <small>To Be Announced</small>
Projet LV2 FLE (Tour du monde au Manège)	2	IBTM HMRM MIH MD2T	
City Tourism Business Challenge	5	IBTM	
Hospitality & Resort Business Challenge	5	IBTM	
Consolidate your Sales Force (with optimization techniques)	4	IBTM	
Marketing Strategy for Catering Business	4	IBTM	
ITB Berlin - The world-s leading travel trade show	-	IBTM	
Data Management & Analytics	2	HMRM	
Revenue Management Systems Deep Dive	2	HMRM	
Revenue Optimization - Expert Tactics	2	HMRM	
Revenue and Pricing Performance	4	HMRM	
RMS : Revenue Management game	4	HMRM	
Challenge RM and distribution Accor	4	HMRM	
Consumer behaviors in the hotel business	4	MIH	
Stratégie de développement hôtelier	4	MIH	
Entrepreneuriat et business plan 1	3	MIH	
Entrepreneuriat et business plan 2	1	MIH	
Pratiques RSE gagnantes en hôtellerie	2	MIH	
Hospitality, audit and control	2	MIH	
Management d'équipe en hôtellerie	2	MIH	
Tourism Business Game	5	MD2T	
Entrepreneurship & business plan	3	MD2T	
Ingénierie de projets touristiques durables	4	MD2T	
Labels	6	MD2T	

### M2 IBTM semester10 (ITM-Network & Double Master degrees)

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement <small>To Be Announced</small>
City Tourism Business Challenge	5		
Hospitality & Resort Business Challenge	5		
Consolidate your Sales Force (with optimization techniques)	4		
Marketing Strategy for Catering Business	4		
ITB Berlin - The world-s leading travel trade show	-		
Foreign Languages Project	2		
Spanish/ German / Italian / French FL Tour du Monde Project	2		
Business internship	3		
Accademic dissertation	6		
Professional skill defense	1		

Informations non contractuelles

## ENGLISH TAUGHT COURSES TOURISM AND INTERNATIONAL MANAGEMENT

### SEMESTER Autumn Semester

COURSE TITLE	ECTS	Programme	CODE for Learning Agreement
Communication for THE management	2	3rd year- L3 THE	GH5TH05
Business English	2	3rd year- L3 THE	GH5TH19
Project management & Financial Analysis	3	4th year- MIE HMRM IBTM MIH MD2T	GH7RM02
Intercultural communication & leadership	3	4th year- MIE HMRM IBTM MIH MD2T	GH7RM03
Marketing	1	4th year- MIE HMRM IBTM MIH MD2T	GH7RM04
English and culture for event management 1	3	4th year- MIE HMRM IBTM MIH MD2T	GH7RM08
Master your Brand Positioning & Sales Negotiation 1	2	4th year- HMRM IBTM MIH	GH7RM17
Hospitality & Tourism Business Game	2	4th year- HMRM IBTM MIH	GH7RM18
Empower through collective intelligence	2	4th year- IBTM	GH7BT14
Marketing Environment in the Hotel Business	1	4th year- MIH	GH7MH20
International Marketing	2	3rd year - L3 BCI	GH5BC06
Soft skills	3	3rd year - L3 BCI	GH5BC12
Country Risk Assessment and Management	2	5th year - M2 MZE (MI)	GEST904_MZEZY
Business differences between emerging and developed markets	2	5th year - M2 MZE (MI)	

### SEMESTER Spring Semester

COURSE TITLE	ECTS	Programme	CODE please put this code on your LA
Business Game	2	3rd year - L3 THE	GH6TH03
International tourism management	2	3rd year - L3 THE	GH6TH04
Services marketing	2	3rd year - L3 THE	GH6TH05
Communication for THE management	2	3rd year - L3 THE	GH6TH06
Project LV2 FLE Tour Du Monde au Manège	2	3rd year - L3 THE	
Professionnal Project (réservé incoming)	2	3rd year - L3 THE	GH6TH14 <small>not available yet</small>
Local Tourism (réservé Incoming)	4	3rd year - L3 THE	GH6TH15
Business English	2	3rd year - L3 THE	GH6TH18
Strategic Pricing in Hospitality	2	4th year -HMRM	GH8RM10
Startup business : Emarketing for Growth Hacking	2	4th year - HMRM IBTM MIE	GH8RM11
Revenue Management, Advanced Strategies	3	4th year - HMRM	GH8RM12
Leadership in hotel operations	2	4th year - HMRM	GH8RM13
Distribution Strategies in Hospitality	2	4th year - HMRM	GH8RM14
RM Consulting and Services	2	4th year - HMRM	GH8RM15
Master your Brand Positioning & Sales Negotiation 2	3	4th year - HMRM IBTM	GH8RM16
Managing conflicts	2	4th year - IBTM	GH8BT14
Intercultural approaches to diversity/social justice	3	4th year - IBTM	GH8BT10
Heritage & interpretation in sustainable destination	2	4th year - IBTM MD2T	GH8BT13
Projets	3	3rd year - L3 BCI	GH6BC05
Stage - Soutenance orale (selon conditions)	6	3rd year - L3 BCI	GH6BC10
Cultural differences in business	2	4th year - Supply chain (MI)	GH8AL07
Purchasing management	2	4th year - Supply chain (MI)	GH8AL08
International logistics	2	4th year - Supply chain (MI)	GH8AL10
Warehouse management	2	4th year - Supply chain (MI)	GH8AL11