

MASTER

IN INNOVATIVE TOURISM MANAGEMENT



ALMA MATER EUROPAEA
ECM

FRANCE - SLOVENIA 2017



MISSION

The **MASTER** in **INNOVATIVE TOURISM MANAGEMENT** has been designed by IEMI and Alma Mater Europaea ECM to answer the needs of a challenging and rapidly growing tourism industry worldwide.

After a close consultation with tourism Professionals and industry and governmental leaders, the program has been defined to enable students leadership position in the tourism industry

PROGRAM OBJECTIVES

The program is designed especially for students wanting to further their studies in the field of Prospective Tourism and aspiring to play a leadership role in a growing service industry.

PUBLIC CONCERNED

Students holding a Bachelor degree in business studies or related disciplines that contain a high number of business subjects. Proficiency in English (TOEFL- TOEIC score) and another foreign language. Native speakers of English are exempt from this requirement in proficiency.

LEARNING ENVIRONMENT

Class teaching and blended learning with Academic lectures, case studies, online courses, teamwork, field trips, guest speakers and / or related applied projects in an international environment.

Language of teaching : English and another foreign language

STRUCTURE

- 2 year program
- 120 credits
- Part-time program





ORGANIZATION OF THE PROGRAM

Semester 1* / 5 Compulsory core courses (from October to February)

Semester 2* / 5 Compulsory core courses + 2 Electives courses + Applied project (from March to May)

Semester 3* / 5 compulsory core courses + Electives courses (from October to February)

Semester 4 /

Methodology workshops

Applied project Thesis related to the applied project

Final thesis presented in front of a jury with members from each Institution.

***Schedule** / part-time program / Blocked days : Monday through Saturday /
Schedule can be changed according to specific planification

COURSE DESCRIPTION

SEMESTER 1 Core Courses 30 Credits

Advanced Management & Marketing Management **6 Credits** / World Economic Geography & Global destinations **6 Credits** / innovative trends in Tourism **6 Credits** / Financial Management for Tourism **6 Credits**
New Technologies and Social Media in Tourism **6 Credits**

SEMESTER 2 Core Courses 24 Credits

Legal aspects in Tourism **4 Credits** / Sustainable Development **4 Credits** / Event Management in Tourism **4 Credits** / Quantitative methods 1 **4 Credits** / Ethical issues in Tourism **4 Credits** / Applied project **4 Credits**

Elective Courses 6 Credits (2 to be selected)

Hotel & Restaurant Industry **3 Credits** / Cultural Tourism in EU and Heritage management **3 Credits** /
Health Recreation & leisure Tourism **3 Credits** / Digital Marketing **3 Credits**

SEMESTER 3 Fixed subjects 24 Credits

Security Management **5 Credits** / CSR- Corporate Social Responsibility **5 Credits** / Cross Cultural Relations **5 Credits** / Entrepreneurial Spirit in Tourism **5 Credits** / Quantitative methods 2 **4 Credits**

Elective Courses 6 Credits (2 to be selected)

Decision making processes in Tourism **3 Credits** / Revenue Management **3 Credits** /
Product and Market innovation **3 Credits** / Niche Tourism **3 Credits**

SEMESTER 4 30 Credits

Methodology Workshops **5 Credits** / Final Master Thesis **25 Credits**

PARTNERS

IEMI the business management educational center located in the heart of Paris offers innovative programs specialized in Business Administration & specialized in International Tourism, Hospitality Management & European Business.

The Mission

Prepare the future professionals for the economic and social changes that are globalizing our world and answer the expectations of companies in their search for talented and experienced business leaders.

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Alma Mater Europaea – ECM is an independent higher education institution that specializes in the provision of career-focused education in career-deficient fields of study. Our study programs are relevant, up-to-date, interdisciplinary and multi-cultural oriented.

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