



CANNES

# International Hospitality & Tourism Management

Bachelor with Honours  
Awarded by Coventry University in London





# International Hospitality & Tourism Management

Bac +3 (Diplôme Universitaire britannique)



## Diploma

- Bachelor with Honours aims at a high level of professional integration, at bac +3
- British University post-graduates Diploma (120 ECTS) awarded by Coventry University (in the top 15 out of 121 UK universities)
- Level 6 certification
- The IHTM BA Hons programme is taught entirely in English in the certified site of « Coventry University / Côte d'Azur France »: Institut Supérieur du Tourisme de Cannes
- Since 2012, Coventry University has moved to France to deploy new higher education campuses across the country
- Double graduation as part of a work-study programme

## Bachelor with Honours

Awarded by Coventry University in London

### Entry requirement

- L2 or equivalent
- English level : TOEIC 650

### An academic programme of 2 semesters

Focused on strategic management practices and concepts. You will also have the opportunity of conducting a research project and gaining experience through a work study training.

All seven modules are mandatory.

You will receive up to 25 hours of formal teaching in a typical week of study. These study hours may be made up of a combination of face-to-face teaching, individual and group sessions. You will also be expected to spend a significant amount of time conducting independent study.

### Job ready

This course aims to:

- Provide you with the opportunity to develop industry-specific skills.
- Develop your 'softer' skills - such as self-reliance; interpersonal, leadership and communication skills; logical approaches to work, creative problem-solving; and business acumen. These are highly transferable across all industries and would be useful if you decide to branch out into other sectors upon graduation.
- Give you opportunities for study visits to leading businesses, events and exhibitions in France and overseas.

### Training Options

This course is offered either as an initial or in work-study (*apprentissage*).

The advantages of a work-study training:

- Have a double graduation
- Be able to finance your studies through your host company
- Be paid during your training
- Combine theory and practice in a company
- Acquire skills before joining a company
- Be more competitive in the job market

Modules include				
Terms 1 (30 ECTS)	<b>Developing Business skills</b> <p>The aim of this module is to ensure students have a clear understanding of the requirements of the final year of undergraduate study and provides them with a range of skills that will enable them to navigate their programme of study with the greatest chance of success.</p>	<b>Business Research Methods</b> <p>This module gives students some methods and a methodology for undertaking a piece of research in the business of management fields.</p>	<b>International Business Strategy</b> <p>This module aims to equip you with the knowledge, skills, and competencies to interpret and develop business strategy. You use this skills to assist an organization in creating and capturing value. Through this process, you develop an understanding of the impact of contemporary issues on the development and implementation of international strategy.</p>	<b>International Marketing Strategy</b> <p>Students are introduced to the various aspects for international marketing with the principal objective of developing the skills to identify, analyse and solve problems encountered in the development of international marketing strategy.</p>
Terms 2 (30 ECTS)	<b>Work-based Project</b> <p>We encourage all students to apply for workplace projects which are relevant to their studies and if possible, match their career aspirations.</p>	<b>International Hospitality Operations management</b> <p>Providing students with an understanding of the skills, techniques, technology and management issues involved in hospitality operations.</p>	<b>International Tourism Destination Management</b> <p>Students will develop an understanding of the complex range of business and management strategies for tourism businesses. Students will develop a critical awareness of the need for a holistic approach to tourism destinations and its complexities, whilst making extensive use of international case studies.</p>	

## International experience

Many aspects of your opportunity to learn on this course are intended to be internationalized. You will explore case studies from around the world, and your lecturers may share experiences of their work or research in other countries. There may be optional overseas field trips with visits to different types of events, businesses, and institutions.

You are also encouraged to become autonomous learners whereby you should be developing and practicing your knowledge and skills in management.

Our training unit is accessible to people with disabilities.

## Where our graduates work

When you graduate, you could choose a career pathway in tourism or hospitality, or work for a large organisation which spans both. You might join an independent hotel or a chain (either in France or overseas), on a graduate programme or in a permanent named role. You could work for a tour operator, a travel agency, an airline or a cruise company, or work in incentive or corporate travel. Roles will also be open to you in publishing, journalism, IT or consultancy, for example, where they relate to hospitality and tourism.

Alternatively, you will have a wide range of skills which will appeal to employers in other industries, so you would be free to branch out beyond hospitality and tourism.

## Assessments and accreditation

A group work and a personal work allow the validation of each module.

Upon successful completion of selected modules you will be awarded level 6: Bachelor of Arts with Honours - International Hospitality and Tourism Management.

The course has been designed to have a strong practical element so that, upon successful completion, you should graduate as an experienced, work-ready individual with great employer appeal.

**International Hospitality and Tourism are two of the world's fastest growing industries. This course provides students with a foundation in business and management to succeed in this sector. Exploring the impact of Hospitality and Tourism activities in a range of international contexts, students will develop the knowledge and skills sought by employers in this rapidly evolving industry.**



**IST**  
C A N N E S

#### **How to apply**

**Secrétariat des inscriptions pour l'Enseignement Supérieur**  
Mme Carole Chouzy  
Tél. 04 92 18 85 51  
E-mail : [carole.chouzy@istcannes.org](mailto:carole.chouzy@istcannes.org)

Référent Formation BA Hons  
Mme Bilitis Berthiaume  
E-mail : [bilitis.berthiaume@istcannes.org](mailto:bilitis.berthiaume@istcannes.org)

**Institut Supérieur du Tourisme de Cannes**  
Sainte-Marie de Chavagnes - Institut privé  
4, avenue Windsor  
06400 Cannes – France  
[www.institut-superieur-du-tourisme.com](http://www.institut-superieur-du-tourisme.com)

