

MSc STRATEGIC EVENT MANAGEMENT AND TOURISM MANAGEMENT

MARKETING

INTAKES: SEPTEMBER & JANUARY*
CAMPUS: SOPHIA ANTIPOLIS (FRANCE)
TAUGHT IN ENGLISH

* for candidates with at least two years of full time work experience



On the French Riviera, learn by application with the programme's network of local global companies

Career opportunities

Graduates of this MSc find work in a broad range of supervisory, managerial and consulting positions in both public and private sector tourism or event organisations, often with a marketing and sales orientation. Within a relatively short time span after graduating, Event Management alumni can be expected to go on to managerial posts within conference centres, international associations, professional conference organisers, convention bureaux, exhibition organisers etc. Tourism Management graduates can go on to positions in destination, hotel, travel or distribution marketing and sales.

Programme outline

The MSc in Strategic Event Management and Tourism Management gives students the tools, knowledge and attitudes to succeed in business events and leisure tourism- global economic sectors of increasing importance.

- ▶ **The Strategic Event Management** track is tailor-made for the MICE (Meetings, Incentives, Conferences, Exhibitions/Events) or Business Events industry following extensive consultation with leading professionals in the field. The track profiles stakeholders within the industry (corporate, government and association clients, venues and event services and destinations) and follows market trends.
- ▶ **The Strategic Tourism Management** track is multidisciplinary rather than built around specific areas such as travel or hospitality. Global strategic tourism issues and techniques are focused on, producing graduates who are able to choose from a variety of careers in, and related to, tourism management and marketing.

Why choose this programme

- ▶ Students learn from renowned, international faculty with relevant and extensive professional and academic experience, who work using "active learning" methods- the practical application of theory. SKEMA works closely with representatives from major organisations in the field (such as ACTE, MPI, TTRA, SITE and DMAI) and has a successful track record of placing interns within the industry. Students regularly meet, and are taught by, expert practising professionals who work locally and internationally.
- ▶ Nowhere is more appropriate to the study of event or tourism management than on the French Riviera, which has long been one of the world's principal destinations. Students are able to use the location on the French Riviera -La Côte d'Azur- as a living laboratory
- ▶ This MSc is guided by an advisory board of representatives from the following companies or institutions: Accor Hotels, China National Convention Centre, European Society of Cardiology, Hatfield House, HelmsBriscoe, Leading Hotels of the World, MCI, Tourism Australia, Tourism Vancouver, TTC International

Partner/recruiting organisations include:

Amadeus
American Express Business Travel
Palais des Festivals, Cannes
Silversea Cruises
Grimaldi Forum, Monaco
Palais de la Méditerranée, Nice
Tourism Section of the Nice Côte d'Azur Chamber of Commerce

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu

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campuses on four continents

8000
students

120+
nationalities on SKEMA's campuses

42,000
graduates throughout the world in 145 countries

Triple
accreditation



WWW.SKEMA.EDU

skema
BUSINESS SCHOOL

PROGRAMME STRUCTURE - TOURISM TRACK

SEMESTER ONE

Mandatory Courses	Credits
Gaining Insights Through Numbers	3
Contemporary Business Strategy in Events & Tourism: Case studies & site inspections	2
Contemporary Business Strategy: The Global Nature of Tourism & Events	3
Financial Decision Making in Events & Tourism	3
International Accounting & Control in Tourism	2
International Economic Policy for Tourism & Events	3
Preparing Your Career: Skills Set and Environmental Analysis in Events & Tourism	2
Talent Management in Events & Tourism	2
Tourism Destination Management and Marketing	2
Visitor Behaviour	3
Personal and Professional Development	1
Elective courses (choose courses totalling 4 credits)	
Excel for Business	1
Hotel Business Models	1
Scenario Planning in Events and Tourism	1
Team Management	1
The PCO Business	1
The Sharing Economy in Tourism and Events	2
Time Management	1
TOTAL CREDITS SEMESTER ONE	30

SEMESTER TWO

Mandatory Courses	Credits
Advanced Revenue Management	2
Basics of Revenue Management	2
Digital Marketing and Tourism Technology (12 hours shared with Events)	4
Distribution in Tourism	5
Hospitality Business Game	2
Sales & Customer Relationship Marketing	5
Strategic Marketing Projects	5
Personal and Professional Development	1
Elective courses (choose 2 totalling 4 credits)	
Entrepreneurship in Tourism and Events	2
International Risk Management and Crisis Management for Tourism and Events	2
Service Design in Tourism and Events	2
Sports Event Management	2
TOTAL CREDITS SEMESTER TWO	30
Dissertation	30
TOTAL CREDITS	90

PROGRAMME STRUCTURE - EVENT TRACK

SEMESTER ONE

Mandatory Courses	Credits
Budgeting and Sponsorship for Event Projects 2	3
Contemporary Business Strategy in Events & Tourism: Case studies & site inspections 2	2
Contemporary Business Strategy: The Global Nature of Tourism and Events 3	3
Convention Bureau Management and Marketing 2	3
Financial Decision Making in Events & Tourism 3	2
Gaining Insights Through Numbers 3	3
International Economic Policy for Tourism & Events 3	2
MICE - The Business Events Industry Stakeholders 3	2
Preparing Your Career: Skills Set and Environmental Analysis in Events & Tourism 2	2
Talent Management in Events & Tourism 2	3
Personal and Professional Development 1	1
Elective courses (choose courses totalling 4 credits)	
Excel for Business	1
Hotel Business Models	1
Scenario Planning in Events and Tourism	1
Team Management	1
The PCO Business	1
The Sharing Economy in Tourism and Events	2
Time Management	1
TOTAL CREDITS SEMESTER ONE	30

SEMESTER TWO

Mandatory Courses	Credits
Basics of Revenue Management 2	2
Digital Marketing and Event Technology (12 hours shared with Tourism) 4	2
Event Marketing 2	4
Facility Management 2	5
Meeting Essentials 2 5	2
Sales & Customer Relationship Marketing in Events and Tourism 5	5
Strategic Marketing Projects in Tourism and Events 5	5
Personal and Professional Development 1	1
Elective courses (choose 2 totalling 4 credits)	
Entrepreneurship in Tourism and Events 2	2
International Risk Management and Crisis Management for Tourism and Events 2	2
Service Design in Tourism and Events 2	2
Sports Event Management 2	2
TOTAL CREDITS SEMESTER TWO	30
Dissertation	30
TOTAL CREDITS	90

These course details are for information only and may be changed by the school without prior notice.

A WORD FROM STUDENTS

Gizem Tüdes, MSc Strategic Event Management & Tourism Management 2015-16

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This MSc has offered me valuable practical and theoretical knowledge.

The invaluable experience of the professors and the guest lecturers from the industry provided opportunities for widening our network.

The site visits where we had the occasion to visit hotels on the Cote d'Azur and visiting the ITB Berlin have provided a comprehensive insight into the industry.

In addition, the most valuable asset that I have gathered from this year was my increase in emotional knowledge regards to the many group works we had to coordinate throughout the year.”

Hugo Dumurgier, MSc Strategic Event Management & Tourism Management, Class of 2016-17

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I'm very happy with my year on the MSc. I got to know, and worked with, people from different countries, cultures and backgrounds. I loved the international dimension.

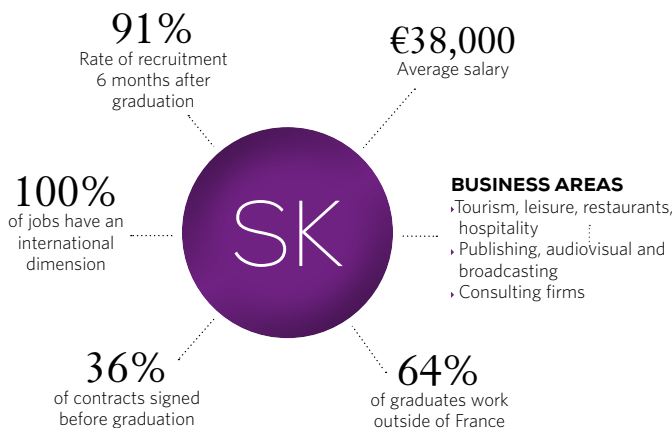
The courses were highly relevant and diversified. I even participated in the management of a hotel during a business game. Teachers were totally committed to students' learning. Another advantage of this MSc is the link with professionals. I worked during group projects with a five-star hotel in Cannes, a DMO in Monaco and more. And I was a volunteer during the 2016 French Riviera Marathon.

The trip to ITB in Berlin was very impressive. We learned how the world's biggest travel trade show is organised. I even got an interview for an internship in a luxurious hotel based in Belgium so it's a great way to develop your network.

Now, I'm doing my internship at American Express Global Business Travel in Paris, in Account Management. The MSc allowed me to gain the knowledge and skills to succeed in my new job.”

SKEMA MSc Employment rate

MSc Strategic Event Management & Tourism Management
SKEMA Careers Service employment survey class of 2016



Programme director

Sophia Antipolis: Christine Chenivresse

Tuition fees

- ▶ One-year MSc: €16,900
- ▶ Two-year MSc option: €28,000
(total fees for two year's tuition)

Recruiting companies

Booking.com, Chao, Club Med, Beijing International Horticultural Exhibition, Elite Tourism Club "The Seventh Heaven", Garden Hotel, Grand Hôtel La Cloche MGallery, Hays, In Extenso Tourisme Culture Hotellerie, Shiliu, Yesvilla, ...