

Immerse yourself in a transformative learning experience in France



I.B.T.M. Master's degree

International Business & Tourism Management

Semester 10

FOR INCOMING STUDENTS

*Center for International Tourism Hospitality and Events Management
C.I.T.H.E.M.E.*

WELCOME

TO CHAMBÉRY, SAVOIE (FRANCE)

1 hr from Geneva (CH) by car
3 hrs from Milan (IT) by train
3 hrs from Paris (FR) by train



WHY CHOOSE IBTM ?

at Université Savoie Mont Blanc

STUDY IN ENGLISH AND IMPROVE YOUR FRENCH

Double diploma possibilities / Mix of specialist lectures, interactive seminars and case studies / real-life projects for major tourism operators.

« A-RATED » TEACHING & CONTENT

Highly ranked university and city / A modern balance of academics and skilled professionals, applying management and marketing concepts and practice to Tourism, with particular attention to innovation and recent trends.

QUALITY ACCOMMODATION & ACTIVITIES

USMB's housing office provides help in securing accommodation, either in private lodgings or student apartments, where two students share a kitchen and bathroom and each has a private bedroom. Located between the campus & the city center, both are easily reached on foot or in a few minutes by bus.

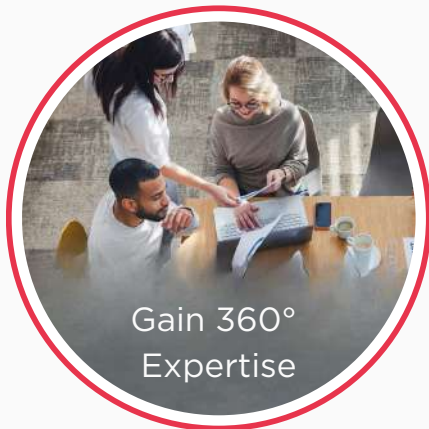
GATEWAY TO THE FRENCH ALPS & LAKES: TOTAL STUDENT EXPERIENCE

Our international office & student associations organize exciting excursions, sports and leisure programs allowing foreign and local students to take every advantage of the extraordinary opportunities offered by our historical and natural area. Theater, art, history, architecture, indoor & outdoor shows, concerts & events, cycling for leisure or sport, vineyard & cheese trails, skiing, and just about every mountain and water sport you can imagine.



IBTM : A MASTER'S DEGREE IN MANAGEMENT

Join us for an unforgettable semester in the International Business & Tourism Management program at the University Savoie Mont-Blanc. This program prepares future executives and managers for international positions in Tourism & Hospitality management. Dive into a transformative and enriching semester and elevate your global career prospects today.



Gain 360°
Expertise

Hone your skills to address the diverse challenges of the tourism and hospitality industry. From hotels & resorts to tour operators, attractions, and event structures, you will gain expertise that spans the entire industry.



Become the Manager
of Tomorrow

Develop a strong profile with project management and team leadership skills gained through innovative management techniques and practical opportunities.



Embody a
Business-Oriented
Vision

Cultivate your business acumen to successfully manage high-level projects sponsored by industry leaders, mastering negotiation, sales, & models of performance.



Shine on the
International
Stage

Develop a truly international profile, with strong language and intercultural skills, experience abroad, and the opportunity to earn a double degree with high market value.

SEMESTER PROGRAMME OVERVIEW

FROM 1ST FEBRUARY

IBTM Semester 10	ECTS	Hours
Hospitality & Resort Business Challenge	4	42
Destination & Tourism Business Challenge	5	36
Consolidate your Sales Force with Revenue Management	4	30
Marketing Strategy for Catering Businesses	4	51
ITB Berlin - The world's leading Travel Trade Show	1	10.5
French FL Tour du Monde Project	2	15
Non Double-degree students only <ul style="list-style-type: none"> • Complete 10 ECTS by selecting elective courses • Selection from a broad list offered by the department (French or English) • Possibility to follow a 100% English track thanks to courses taught in English 	10	Feb-May
Double-degree students only <ul style="list-style-type: none"> • Business internship • Academic dissertation • Thesis defense 	4 3 3	May-Sept

HOSPITALITY & RESORT BUSINESS CHALLENGE

5 ECTS / 36 hours class contact

Embark on an exciting journey where you'll have the unique opportunity to apply your skills in the dynamic field of business. This module is focused on guiding a client in the hospitality sector—including hotels, guesthouses, cottages, and campsites—towards initiating a Corporate Social Responsibility (CSR) initiative.. The ultimate goal is for you to present a comprehensive 3-year implementation plan to the client's management.



As a participant in this mission, you will:

- Identify a real client and offer them advice on launching a CSR initiative. This can involve initiating, developing, or intensifying their CSR efforts around themes such as procurement policy revision, cost savings through CSR practices, improved management methods, food management from procurement to waste, gender equality in the workplace, diversity and inclusion, employee well-being, or other relevant topics.
- Conduct a thorough diagnostic on the chosen theme, assessing the current situation within the company through potential interviews with staff, suppliers, and/or customers.
- Compare and assess the company against competitors and inspiring businesses to establish benchmark practices.
- Present in front a jury a 3-year implementation plan to the client's management, complete with a budgeted action plan.
- Receive guidance and coaching all along your mission from your teacher, an expert in CSR. They will validate your assignments and provide valuable insights to enhance your understanding and execution.

DESTINATION & TOURISM BUSINESS CHALLENGE

5 ECTS / 36 hours class contact

Embark on an immersive project-based journey that focuses on collaborating with a real international tourist destination to craft targeted marketing strategies for specific international client segments. Students will dive into strategic marketing analysis, harness digital marketing techniques, and employ growth hacking methodologies to effectively promote the destination.



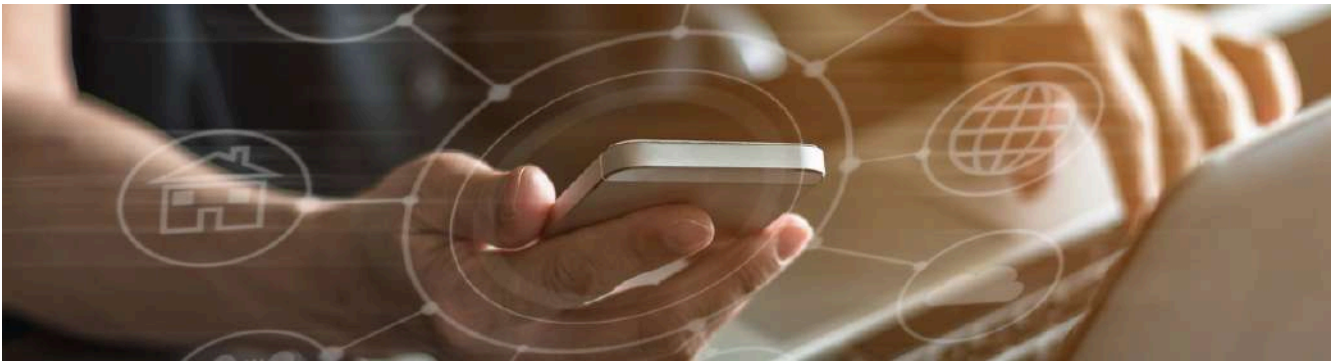
As a participant in this mission, you will:

- Gain understanding of the project's objectives, constraints, and essential academic contributions.
- Conduct an in-depth study of strategic territorial marketing to comprehend the needs, preferences, strengths, and weaknesses of the destination's various international client segments. Additionally, you will leverage the destination's existing branding strategy to create compelling commercial and marketing arguments.
- Develop a client acquisition strategy: Utilizing your analysis, you will devise a comprehensive client acquisition strategy through digital marketing, employing growth hacking methodology and leveraging SEA techniques. This strategy will encompass the development of optimized landing pages and content strategies across various acquisition channels, such as email, social media groups, paid social media advertising, keyword acquisition, and social media page promotion.
- Present and defend your diagnosis and value proposition in front of a jury, showcasing your work and findings.

CONSOLIDATE YOUR SALES FORCE WITH RM TECHNIQUES

4 ECTS / 30 hours class contact

Delve into the realm of Revenue Management (RM) techniques, which form the bedrock of understanding the hotel business, aiding hotels in optimizing their economic and competitive performance. The skills cultivated through RM are highly coveted in the industry, presenting lucrative prospects for a successful career trajectory. RM cultivates and fortifies crucial cross-functional capabilities, encompassing logical, analytical, strategic, and operational skills, essential for stepping into leadership roles with profound responsibilities.



As a participant in this mission, you will:

- Develop a firm theoretical and conceptual foundation to comprehensively grasp the academic fundamentals that enable the optimization of your business's economic and competitive performance.
- Cultivate an acute awareness of RM's impact on daily operations, acknowledging its significance, understanding the key mechanisms, and exploring various optimization levers within the hospitality industry, applying them effectively.
- Assess RM's capacity to bolster various operational and strategic functions within your business, be it management, marketing, finance, accommodations, and beyond.
- Enhance decision-making processes by leveraging new indicators in your business.
- Engage in a captivating simulation game designed to identify optimization opportunities for renegotiating contracts, proposing win-win scenarios to your sales teams for integration into new contractual clauses, and enhancing contract performance through a comprehensive analysis of the top 15 annual performances.
- Master the art of presenting and defending your ideas in front of the top management of your company through this game-based learning experience.

MARKETING STRATEGY FOR CATERING BUSINESSES

4 ECTS / 51 hours class contact

Set off on a journey of innovation and entrepreneurship in the dynamic catering industry! This project-based course empowers students to identify and address pertinent challenges and to innovate & launch a new culinary concept, or even a new business, in response to the industry's pressing needs. This is an exceptional opportunity to develop research, analytical, & business- skills, define strategic marketing perspectives, and ultimately defend their value proposal as future professionals in front of potential investors.



As a participant in this mission, you will:

- Immerse yourself in the global catering industry, gaining insights into its rich history, prominent brands, diverse activities, and industry standards.
- Select a project centered around a real-world catering business, considering the impact of factors such as COVID-19, shifting consumer behaviors, sustainability, and the digital landscape.
- Research, analyze, and defend proposals and marketing perspectives tailored to the chosen project, culminating in a comprehensive plan integrating actionable marketing solutions.
- Cultivate analytical and strategic thinking skills vital for formulating persuasive value propositions, crafting digital strategies, and enhancing customer experiences.
- Enjoy guidance and coaching throughout this transformative journey by a seasoned expert in Restaurant Marketing from the esteemed Paul Bocuse Institute in Lyon, France.

ITB BERLIN ; THE WORLD'S LEADING TRADE SHOW

0 ECTS / Field trip equivalent to 10.5h Class contact

This module offers an unparalleled opportunity for students to immerse themselves in the world's largest international tourism event, ITB Berlin. Students will gain access to a myriad of exclusive benefits and experiences. Still not convinced? Here are three key reasons to embark on this journey:

● Engage with Industry Leaders:

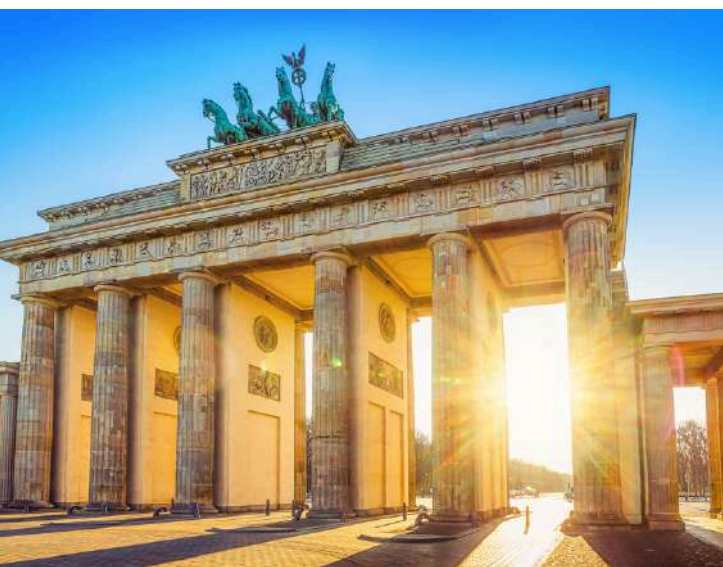
Attend high-level and exclusive lectures and conferences delivered by decision-makers, industry experts, and buyers. This presents an extraordinary chance to absorb valuable insights and diverse perspectives from prominent figures within the tourism industry.

● Academic Empowerment:

Enrich and strengthen academic reports and semester projects through firsthand exposure to the latest trends and developments in the global tourism landscape. This direct engagement will offer students the opportunity to infuse their academic work with real-world knowledge and cutting-edge industry insights.

● Build Professional Networks:

Students can develop and expand their professional network by meeting top managers, fostering connections with industry professionals, and identifying potential training and job opportunities. The exposure to a diverse range of professionals creates a platform to establish valuable connections and explore future career paths within the global tourism industry.



All IBTM students are invited to join in this shared experience. During the preparation phase, students receive personalized coaching to optimize their experience, refine career strategies, and validate on-site conference programs.

This approach ensures that participants are well-equipped to make the most of ITB Berlin, preparing them for internships, job opportunities, and professional growth in global tourism.

BUSINESS INTERNSHIP, ACADEMIC REPORT & SKILL PORTFOLIO

Double-degree students only

3 ECTS / Business internship
6 ECTS / Academic report
1 ECTS / Thesis defense

The end-of-study internship lasts a minimum of 5 months, from May 1st to September 30th. Internship missions align with the student's expertise in the tourism field and involve high responsibilities and an international work context.

Students are required to write an academic dissertation in English, using academic research methodology, including a research question, literature review, and original primary sources.

All internships need prior approval from the program director, who will provide professional guidance. While students are responsible for finding their internships, support structures exist such as the university's business club and the department's network of professionals providing job opportunities. The active alumni network also offers guidance and potential opportunities.



It is paramount to emphasize the importance of the end-of-study internship for students, considering the potential career prospects: a focus on securing a high-level position from the start of the career can have long-term benefits.

After the internship, a skill portfolio is organized with the course director to assess the students' development and provide feedback on their evolution throughout the university journey.

*Double-degree students must complete this module to graduate with USMB Master's degree
While Incoming students may replace the summer internship with "French as a Foreign Language »
and « French Culture » courses to complete the 30 EC-semester*

FRENCH F.L. / INTERNATIONAL FAIR

2 ECTS

Event Management Project

Students are responsible for their national stand during the “Tour du Monde au Manège” event. This 2-day fair is organized annually for the general public by the City of Chambéry with Université Savoie Mont Blanc Events Management students, together with International students and associations. More than 4,000 visitors visit the “international village” exhibition and attend the conferences on tourism destinations and experiences.



The international students prepare a creative stand with a limited budget and help organize the event, working to meet the French visitors' expectations.

Students write an analytical report about their experience and the skills needed to manage events in which they:

- Consider the significance of diversity issues in the planning and management of events.
- Develop an ability to problem solve in an ever-changing operational environment.
- Enhance their communication skills.
- Plan and manage time to achieve a specific objective.
- Improve their ability to work as part of a team.



"I.B.T.Master's students benefit from both academic excellence and professional partners. As an associate professor with extensive professional network in the tourism sector I designed this programme to develop an array of skills that are critical for employability and success in international tourism."

*Guilhem LOBRE
IBTM Director - University of Savoie Mont Blanc*

IBTM : A MASTER'S DEGREE IN MANAGEMENT

This program is a transformative experience that allows high-flyers to develop their management talent, soft skills, and agility to become tomorrow's top tourism managers.

- Understand what is at stake and learn how to form efficient partnerships in tourism.
- Bloom internationally and appreciate cultural differences to comprehend the latest trends and turn the multicultural challenges of an ambiguous & changing environment into opportunities.
- Meet & work alongside the industry on real consulting projects and missions, and network efficiently to eventually thrive in the world of tourism in rewarding positions with high responsibilities.
- Carve out an individualized career path, develop work methodology, and think adaptively to gain the expertise and experiences needed to exceed all expectations.

I.B.T.M. graduates become:

**Tourism business opportunities assessment consultants ;
Public and private partnership program managers ;
Worldwide & multicultural team leaders ;
Travel & trade development / marketing managers ;**

**Strategic membership partnership & alliance office managers ;
International meetings, incentives, conferences & exhibition coordinators ;
Cross border tourism project managers ;
Heads of travel innovation, R&D**

HOW TO JOIN US IN CHAMBÉRY

Apply for mobility at your home university

Your university selects and nominates you at
incoming.students@univ-smb.fr

When you receive the link to the application platform
Complete the file and submit it for validation

After validation and acceptance, the university provides assistance for
accommodation

For courses, applications and other information contact Ms Borchio at
international-chy.iae@univ-smb.fr

IMPORTANT DATES

Nomination: before the end of October

Application: Mid-October to Mid-November

Best arrival time: Mid-January

Erasmus Code: FCHAMBER01



work hard,
play hard.

