

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

- 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



Contact : incoming.students@univ-smb.fr



Contact us : international-chy.iae@univ-smb.fr

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
Communication for THE management	2	3rd year - L3	GH5TH05
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
Business English	2	3rd year - L3	GH5TH19
Techniques d'enquête	2	3rd year - L3	GH5TH20
FLE (Français Langue Etrangère)	4	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
Business Game	2	3rd year - L3	GH6TH03
International tourism management	2	3rd year - L3	GH6TH04
Services marketing	2	3rd year - L3	GH6TH05
Communication for THE management	2	3rd year - L3	GH6TH06
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
LV2 FLE "Tour Du Monde au Manège"	2	3rd year - L3	<small>To Be Announced</small>
Management événementiel	2	3rd year - L3	GH6TH12
Méthodologie de l'organisation d'évènements SEQ 2	2	3rd year - L3	GH6TH13
Professional Project (incoming)	2	3rd year - L3	GH6TH14
Local Tourism (incoming)	4	3rd year - L3	GH6TH15
Business English	2	3rd year - L3	GH6TH18
FLE (Français Langue Etrangère)	4	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 managériaux 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)	

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	
Se repérer dans l'entrepreneuriat social	2	MD2T	
Concevoir son projet / revoir le business model	4	MD2T	
Approche pluridisciplinaire du terroir	1	MD2T	
Terroir et comportement du consommateur	1	MD2T	
Stratégie marketing des produits de terroir	1	MD2T	
Structuration et valorisation de l'offre de terroir	1	MD2T	
Visite terrain et conduite de projet	2	MD2T	
Conception d'un site de e-commerce	1	MD2T	
Mkg stratégique et opérationnel d'un site e-commerce	1	MD2T	
Gestion de projets e-commerce	2	MD2T	
Nvx Enjeux de l'industrie / Efficience et Management	2	MD2T	
Leviers de la performance de la Supply Chain	2	MD2T	
Analyse des pratiques managériales lors du stage	2	MD2T	
Transformation et Stratégies d'innovation	3	MD2T	
Management des processus innovants	3	MD2T	
Se manager et se renouveler	2	MD2T	
Manager et développer son équipe	2	MD2T	
Ingénierie de projets touristiques durables	4	MD2T	

ENGLISH TAUGHT COURSES TOURISME 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 Assesment 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