



DURATION:	12 months (2 intakes: January / September)
TUITION FEES:	11,500 €
PROGRAM TYPE:	Full-time
LANGUAGE:	English
LOCATION:	Paris
DEGREE:	MBA degree from IESA (Titre I, recognized by the State)

OVERVIEW

The goal of this program is to train students to manage, develop, and promote the tourism industry in particular regions and cultural sites.

Core teaching focuses on a range of skills necessary to become an entrepreneur in the tourism sector: financing, regionally-focused marketing, public policy, targeting your audience, developing community-based strategies, implementing seasonal touristic programs, marketing heritage/tourism products, visitor satisfaction, and sustainable development.

During their training in Paris, students benefit from the experience of specialists from many sectors of the industry (public policy-makers in culture & tourism, retail travel sales directors & operators, managers of operations, public relations managers of touristic groups, sales directors, cultural heritage managers, CEO of private foundations & heritage organizations, prestigious hotel & restaurant managers, hospitality, tourism, cultural, directors of trusts for heritage preservation).

Students will hone the cultural and commercial skills required for developing and managing historical and cultural sites. Workshops, lectures, visits to tourism sites and study trips within France provide students with hands-on experience and networking possibilities.



REQUIREMENTS

Candidates must have obtained a 4-year undergraduate degree (B.A., B.Sc. or equivalent). Students in their final undergraduate year may apply for admission and will be required to provide proof of graduation prior to full registration.

1 year work experience is required for students who completed a B.A. in 3 years

English proficiency IELTS 6.0 required. Students with IELTS 5.5 will have to attend intensive foundation classes (1,450€).



CURRICULUM DETAILS

The academic year is made up of **3 trimesters**: 2 trimesters of coursework and one trimester dedicated to an internship and professional project. During the last two terms, students will work on an individual professional project that they present in front of a jury in validation of their diploma **Titre I: Cultural Project Manager, accredited by the French State.**

Group coaching sessions are organized to accompany students in the development of this professional project. **The academic year consists of 500 hours of classes over a 26-week period and a full-time internship.**



1st Trimester (September – December)

- Cultural Entrepreneurship
- Marketing Tourism/Heritage Products
- Strategic Management
- Business Development Strategies
- Implementing seasonal touristic programs
- Targeting your audience
- Coaching sessions

2nd Trimester (January – March)

- E-communication and e-marketing
- Contract Law
- Finance
- IP Law
- Cultural Heritage Law
- Finance
- Project Management
- Developing a touristic site
- Cultural Policy
- Sustainable Development and Coaching sessions

3rd Trimester (Starting April)

Full-time internship, group mentoring sessions to follow up on personal projects.

