

THE SELECTION AND ENROLLMENT PROCEDURE

> FROM JANUARY 15, 2018 - INFORMATION MEETING

During this meeting, your School's Academic Dean will give you this information document and explain the procedure to be followed.

Your choice consists in deciding:

- to continue in the M5 "International Hotel Management" program in your current School
- or
- to choose an M5 specialization program.

> JANUARY 2018 – M5 CANDIDATE FILES ARE GIVEN OUT

All M4 students receive an M5 candidate file.

> FEBRUARY 5, 2018 – M5 CANDIDATE FILES MUST BE TURNED IN

Whatever program you have decided upon, you must fill in the M5 candidate file and turn it in to your School's Academic Dean by february 5th at the latest. Students who have decided to enroll in a different course than "International Hotel and Tourism Management" must also join the **file that explains in detail what motivated this choice, as well as their career projects and goals.**

> MID-MARCH 2018 - CONFIRMATION OF DESIRED CHOICE

The head of studies will inform you by mail regarding the outcome given by the hosting school. Documents to be filled in are attached to this letter to complete your enrollment.

> FROM MARCH 26 TO APRIL 7 – ENROLLMENT

You have an individual interview with the Academic Dean. During this interview, you must turn in the completed and signed enrollment document, and pay enrollment fees due to the School where you will be doing your M5 year. Your enrollment becomes definitive when you have paid your enrollment fees.



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MBA in International Hotel Management

Which program should you chose for your M5 year, the last year of the Vatel curriculum?

You are a fourth year student in the Vatel curriculum and during the 2018/2019 academic year, you will be taking exams for the MBA in International Hotel Management, a National Directory of Professional Certification (RNCP) level I degree. With your new diploma, the international hospitality industry will open a vast career outlook for you, as soon as you begin working.

INTERNATIONAL HOTEL MANAGEMENT - Program given in your School

We opened our *M5 program* several years ago in order to meet expectations in the International Hospitality Industry, a competitive and structured field that includes many large international groups constantly seeking senior executives who are apt to meet their requirements.

This program not only prepares students to work as true "Orchestra Conductors" who perfectly understand all the mechanics going into a company in Hospitality, but also teaches them how to manage in a complex, international and global framework.

Enrollment expenses: included
Tuition fees: unchanged

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

However, today there are many new fields of activity and emerging sectors due to changes in the International Hospitality Industry. In the light of this fact, that is true all over the world, in their International Convention that took place in May, 2012, Vatel School Directors made the decision to open new streams, to increase their fields of guidance and design programs that would prepare second cycle students for these new types of jobs.

Today, you perhaps have a very precise idea of what you would like to do. This is the reason why Vatel Group is giving you the possibility of choosing an M5 program with a specific theme.

The 8 following programs are given only in one Vatel School. Should you choose one of these programs, you will have to enroll in the School giving it, in accordance with the procedure explained on page 4 of this document.

LUXURY BRAND MANAGEMENT - Paris (France) • Courses in French

Luxury brand management is becoming more demanding as time goes by, though it remains an extremely buoyant economic sector. This profession is looking for newly graduated students, who are attracted by this demanding universe, where know-how and people-oriented skills are key components to success. The *Luxury Brand Management* major trains future managers who will be ready to take over complete departments, who will be in charge of pathbreaking services, exclusive products and profitable markets for key clients and the privileged few in this area of the Hospitality Industry. Taking this into account, the M5 year studies current and future trends, and of course does not neglect international management strategies.

Enrollment expenses: € 350
Tuition fees: € 8.500

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

REVENUE MANAGEMENT - Lyon (France) • Courses in French

Revenue Management, essential in the hospitality industry, consists in developing strategies that exploit on one hand, all the turnover development opportunities and on the other hand, profitability. Marketing, communication and management skills are particularly required to be involved in the RM specialization. Ubiquitous in hotel trades, it helps to develop the business on ultra-competitive markets and requires a daily reappraisal for the hotels to remain leaders. The anticipation and responsiveness are essential qualities for the future Revenue Manager. These skills allow him to develop sales strategies tailored to the moment while being changed depending on market reactions.

Enrollment expenses: € 350
Tuition fees: € 8.000

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

EVENTS MANAGEMENT - Nimes (France) • Courses in French

The *Events Management* major targets students who are extremely motivated by communication and marketing, who are able not only to be creative, but also to do precise and exacting work when managing a team. When choosing this major, they will be able to schedule, organize, lead and manage all activities linked to special events, however small or large they may be. They will acquire knowledge in management, finance, marketing and human resources in order to analyze and propose a product that is perfectly in line with the event taking place.

Enrollment expenses: € 350
Tuition fees: € 7.900

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

RESORTS MANAGEMENT - Mauritius • Courses in French and in English

The *Resort Management* major trains senior executives in the international hospitality industry to work in companies that include, outside of traditional hotels and restaurants: spas, golf courses, leisure activities, theme parks, etc. Managing a resort means understanding and controlling a highly complex organization whose constraints are often heightened by its location (in a desert, a savanna, on an island, in the heart of a big city, etc.). This major teaches students to understand operational, financial and strategic logic pertaining to each type of entity. They will be required to work in a "hands-on" way for marketing or human resource missions with professional partners.

Enrollment expenses: € 350
Tuition fees: € 7.100

The study cycle process:

Management 4	Academic semester Internship
Management 5	Academic semester Management Training

AMERICAN HOSPITALITY MANAGEMENT AND INTERNATIONAL BUSINESS - Los Angeles (USA) • Courses in English

The *American Hospitality Management* specialization allows students to extend their French hospitality know-how and learn the U.S. management style used by hotel groups' leaders worldwide. Students are trained to think outside of the box, they learn managerial skills and develop their own management style. Organizational Behavior and Global Leadership, Strategic Management, New trends in Hospitality and many other innovative classes are an integral part of this program. The MBA degree at Vatel USA is recognized by the U.S. Department of Education and is accredited by WASC, one of the most recognized accreditation agency in the U.S. and in the world. All our professors are experts and hold a PhD. Professors work hand in hand with students to develop their hard and soft skills. Finally, this specialization includes a managerial paid internship in Vatel USA partner hotels such as the Waldorf Astoria Beverly Hills, The Peninsula Beverly Hills and other 5 star hotels.

Enrollment expenses: US\$ 250
Tuition fees: US\$ 18.225

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

INTERNATIONAL WINE & SPIRIT MANAGEMENT - Bordeaux (France) • Courses in English

The *International Wine & Spirits Management* specialization targets students aiming to work in senior management in hotels and gourmet restaurants, where a great wine list can really make a difference, as well as those who want to work in wine and spirits management, without forgetting those who want to complete their knowledge for personal reasons.

This specialization is divided into three main axes:

- Technical knowledge of wine and spirits: oenology courses leading to levels 2 and 3 of the WSET diploma
- Wine-related management activities: sales and marketing for wines and spirits,
- Strong relationships with professional fields.

Enrollment expenses: € 350
Tuition fees: € 9.000

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

INTERNATIONAL HOSPITALITY FINANCIAL MANAGEMENT - Martigny (Switzerland) • Courses in English

Switzerland and its institutions are recognized worldwide for their wealth in global finance and hotel management training. The Hotel & Tourism Business School in Vatel Martigny has decided to combine these two historical specialties in an MBA Program for "International Hospitality Financial Management"

Finance is the principal element in the success of any hotel business today as well as the key to the success of a company of any size. Specialists, who are able to analyze a company's financial statements, identify opportunities, validate investment needs, anticipate future commitments, find and negotiate sources of financing, etc. are urgently searched for in order to meet the needs of today's operations in hotels and restaurants.

The MBA Program in International Hotel Finance is the perfect balance between theoretical courses and practical experiences supported by group projects, case studies and testimonials of highly qualified professionals, putting into practice the knowledge acquired. This MBA Program is given in English and allows students to learn how to carry out financial analyzes, to control and manage budgets, compare different financing sources in order to choose the most optimal possibility and to assimilate various Revenue Management techniques. Students must address various financial issues through entrepreneurship projects linked with hotel finance.

Enrollment expenses: CHF 380
Tuition fees for Swiss & E.U. students: CHF 14.000
Tuition fees for non E.U. residents: CHF 22.000

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training

SALES & E-MARKETING MANAGEMENT - Brussels (Belgium) • Courses in English

In the past ten years, changes in new technologies have impacted consumers' purchasing habits as well as the way they see brands. The hospitality and tourism fields are no exception to this rule and hotel and tourism managers have to take another look at their marketing strategies, brand name targets and distribution of their products and services through today's new medias. This specialization allows students to pinpoint and adapt to current trends, to anticipate new ones using different themes: e-marketing, negotiations and promotional announcements, new media management and social networking... applied not only to the hospitality industry but also to tourism.

Enrollment expenses: € 350
Tuition fees: € 8.500

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester Management Training