



estiam
/ MANAGEMENT



**MBA IN
HOSPITALITY
MANAGEMENT**

about us

PARIS INTERNATIONAL COLLEGE OF **MANAGEMENT AND TECHNOLOGY**

Shape your future in the heart of Europe! Paris International College of Management and Technology (PIC MT) is a newly established program from ESTIAM MANAGEMENT, a forward-thinking institution located in the vibrant and iconic city of Paris, France. Designed for the next generation of global leaders, our college specializes in cutting-edge programs in Management and Technology, blending academic excellence with real-world application.

Our programs are tailored for international students seeking a global perspective, world-class education, and unparalleled cultural immersion.

With English as the primary language of instruction, students from around the world can thrive in a diverse and inclusive environment.

Step into a world of opportunity, innovation, and inspiration. Whether you're building the next big tech startup or leading international business ventures, Paris International College of Management and Technology is your launchpad to success.





overview

MBA IN HOSPITALITY MANAGEMENT

The program is designed to provide working professionals with a flexible and convenient way to advance in their careers and gain the skills needed to succeed in a dynamic business environment.

With a comprehensive curriculum covering core business principles and specialized areas such as human resources management, marketing,

communication, finance and leadership, as well as applied technological tools such as Data Science and Process Mining, the program aims to provide candidates with both the technical knowledge and business expertise required for success.

global presence

“A GOOD EDUCATION HAS THE POWER TO CHANGE LIVES, ESPECIALLY WHEN IT BLENDS TECHNOLOGY AND MANAGEMENT”

8 COUNTRIES

Paris, Dubai, Sydney, Athens, Kyoto, Rome, Barcelona and Geneva.



27 NATIONALITIES

A true opportunity to learn from other candidates as much as from professors.

10 LOCAL OFFICES

A worldwide network of accredited admission offices.

58 PARTNER INSTITUTIONS

A wide selection of double degrees and international mobility.

100 COUNTRIES

Global recognition in 100 countries of our degrees from Canada to New Zealand.



features

THIS PROGRAM IS NOT JUST ANOTHER MBA



A NEW CAMPUS IN PARIS

A new 2000 square meters campus in Paris, Feng Shui certified, featuring unique services such as a cafeteria and a restaurant, sports rooms including a full size boxing ring, and even a nap room.

RELEVANCE

This program addresses the evolving demands of the business world by offering specialized modules such as Geopolitics, Sustainability and Energy Transition, AI for Business, and Data Science.



FLEXIBILITY

Because we understand the challenges of balancing work, education, and a rich cultural life.



GLOBAL PERSPECTIVE

In a globalized world that is increasingly interconnected, our program provides candidates with the knowledge and skills to navigate international business landscapes and address global challenges.



pro- gram

TAUGHT IN ENGLISH



TUITION FEES

Program fees
10 000€ per candidate

Admission fee
290€

PROGRAM DURATION

The program's typical timeline allows candidates to complete their studies within **24 months**. It is a **120 ECTS** program.

3 INTAKES PER YEAR

We offer three intakes per year, in **February, June and October**.

ADMISSION

Bachelor or equivalent, complete admission file, online interview with one of our admission officers.



ONLINE COURSES
AVAILABLE



ALL COURSES
DELIVERED IN ENGLISH



3 INTAKES THROUGH-
OUT THE YEAR

admission process

ONLINE APPLICATION



1

Begin your journey by completing a comprehensive online application. This initial step allows you to provide essential information about your academic background, achievements, and aspirations.

Make sure to submit all required documents and details accurately to ensure a smooth evaluation process.

FILE ASSESSMENT

Following the submission of your online application, our admissions team conducts a thorough file assessment. This stage involves a detailed review of your academic transcripts, letters of recommendation, personal statement, and any other relevant documents you have submitted. The objective is to gain a holistic understanding of your qualifications, experiences, and potential contributions to our academic community.



2



3

ADMISSION INTERVIEW

Successful applicants will be invited to participate in a personalized admission interview. This interview serves as an opportunity for you to express your motivations, goals, and any additional information you wish to share. It also allows us to better understand your unique qualities, ensuring a holistic evaluation of your candidacy.

FINAL DECISION

The culmination of the admission process results in our Admission Jury decision. It is communicated to you in a timely manner, providing clarity on your application status.



4

integrated

BUSINESS SIMULATIONS

We believe that "learning by doing" improves student engagement, knowledge-acquisition and develops key employability skills, setting students up for academic and professional success.

Business simulation such as 'Phone Ventures' are used as part of the assessment for 'Business Strategy' courses. In this international business game, student teams manage their own globally-operating smart phone companies. They compete directly against one another aiming to become the global market leader.



The business simulation 'Trainers Start-up' is used as part of the assessment for Marketing and Communication courses. In this international business game students focus on entrepreneurship and start-up business management. Students act as the management board of their own trainers companies, transforming their start-ups into full-scale corporations. They design their own growth strategy, and need to set their own SMART objectives and KPIs.

capstone project

REQUIREMENT

As an integral component of the program, students are required to complete a capstone project in the form of a Professional Thesis that focuses on tackling real-world business challenges and employs qualitative or quantitative techniques to provide comprehensive insights and solutions. Alternatively, the capstone project can also take

the form of a comprehensive Business Plan that focuses on showcasing entrepreneurial acumen and strategic thinking by developing a detailed blueprint for launching a new business venture or expanding an existing one.



curri- culum

MBA YEAR 1



BLOCK 1 COMMERCIAL & BUSINESS STRATEGY IN HOSPITALITY INDUSTRIES	FACE TO FACE HOURS	INDEPENDENT LEARNING HOURS	ECTS
Market Studies and Strategic Surveillance in Hospitality Industries	49	10	5
Competition Analysis and Strategic Positions	42	10	5
Targets identification and Segmentation	31.5	10	3
Commercial Strategy for Hospitality Industries	42	10	5
Multi Canals Approach and Commercial Action Plan	35	10	4
Budgeting and Profitability, Yield Management	28	10	4
Strategic Communication in Hospitality Industries	7	3	1
TOTAL BLOCK 1	234.5	63	27

BLOCK 2 SALES STRATEGY IN HOSPITALITY INDUSTRIES

Prospection Tools	49	10	5
Performance Indicators	24.5	10	3
Commercial Proposals	38.5	10	4
Portfolio Management and Customer Loyalty	38.5	10	4
Communication and Customers Relations	28	10	3
Commercial Offers	31.5	10	3
Negociation techniques	35	10	4
TOTAL BLOCK 2	245	70	26



MBA YEAR 1

BLOCK 3 LANGUAGE SKILLS	FACE TO FACE HOURS	INDEPENDENT LEARNING HOURS	ECTS
French Language	100	50	3
BLOCK 4 ADVANCED TECHNOLOGICAL SKILLS AND TOOLS			
Process Mining	30	10	2
Data Science	30	10	2
TOTAL YEAR 1	639.5	266	60

MBA

YEAR 2

BLOCK 5 TEAM AND NETWORK MANAGEMENT IN HOSPITALITY INDUSTRIES	FACE TO FACE HOURS	INDEPENDENT LEARNING HOURS	ECTS
Leadership and Team Management	38.5	10	4
Coordination of Internal and External Teams	35	10	4
Conflict Management	28	10	3
Competences Management	31.5	10	4
Recruitment and Talent Integration	35	10	4
Indicators & Reporting for Hospitality Industries	42	10	4
TOTAL BLOCK 5	210	60	23

BLOCK 6 PROFIT CENTER MANAGEMENT	FACE TO FACE HOURS	INDEPENDENT LEARNING HOURS	ECTS
Coordination and Resources Management	42	10	4
Regulatory Compliance and administrative Management	42	10	4
Prevention and Management of Litigation	31.5	10	4
Performance Management	31.5	10	4
Results Analysis and Data Visualisation	21	10	3
Crisis Management and Risk Management	28	10	3
TOTAL BLOCK 6	196	60	22

Program accredited under the French RNCP number 40257





MBA YEAR 2

	FACE TO FACE HOURS	INDEPENDENT LEARNING HOURS	ECTS
BLOCK 7 LANGUAGE SKILLS			
Professional French	100	50	3
BLOCK 8 ADVANCED TECHNOLOGICAL SKILLS AND TOOLS			
Professional use of AI	30	10	2
Documents Management and AI	30	10	2
BLOCK 9 CAPSTONE	30	150	8
TOTAL YEAR 2	596	340	60

life in paris

Studying in Paris as an international college student is more than just an academic journey – it is a cultural adventure. Students experience a perfect blend of rigorous education and an enriching lifestyle, attending world-class courses by day and exploring iconic sights like the Eiffel Tower, the Louvre, and Montmartre by night.

The city becomes a classroom of its own – offering lessons in art, fashion, cuisine, and language at every corner. Whether it's sipping coffee by the Seine, shopping at local markets, or joining weekend trips across Europe, every moment is an opportunity to grow, connect, and create unforgettable memories.

Life in Paris is unlike anything else in the world. If you know where to go, living in Paris can be a dream where you can wander down cobbled streets with a baguette sticking out of your bag as you prepare to meet a friend at an art gallery opening.

Like most major metropolitan cities, Paris is hugely multicultural. This means that you'll find people living here full-time from all around the world. Many people move to Paris without speaking a word of French, and they get on just fine.

With that said, learning French will significantly improve your integration and quality of life while living in Paris.



Study
+
Growth
+
Gaining
+
Gaining
+
Gaining

QUESTIONS?

CONTACT US NOW

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PERSONAL ADVICE ?

PLEASE CONTACT

ACADEMICS & PROGRAM CONTENT

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