

France holds its iconic position for hospitality world since the time of its King Lois XIV (1638-1715) who did the foundation of palaces and landscapes which attracts tourists from all over the world.

He also introduced spices, herbs, vegetables and food elements importing from all parts of the world and later cultivating locally which makes today world's gastronomy capital serving with large variety of cuisine with lots of pairing with ingredients.

France is also the world's best wine producer and wine destination recently diversifying its activity to promote wine tourism with its famous castles/ chateaux.

The PGDHM program is destined to both Graduates from Hospitality discipline who would like to study Hospitality at higher level and from other disciplines who would like to enter the domain of hospitality as their future career prospects.

The program will be conducted by making groups of students according to their background and experience

On arrival students from Non-Hospitality background will undergo during first six months « Mise à Niveau » - A program to comfort / integrate the students in the domain of Hospitality along with French Language.

For the students having Graduated from Hospitality discipline or having experience will have practical work and case studies along with the French Language. Students will have an opportunity to undergo 6 months company internship or executive his professional project as part of their PGDHM program in the Hospitality sector.



Post Graduate Diploma in The French Hospitality Management

PG Diploma in The French Hospitality Management



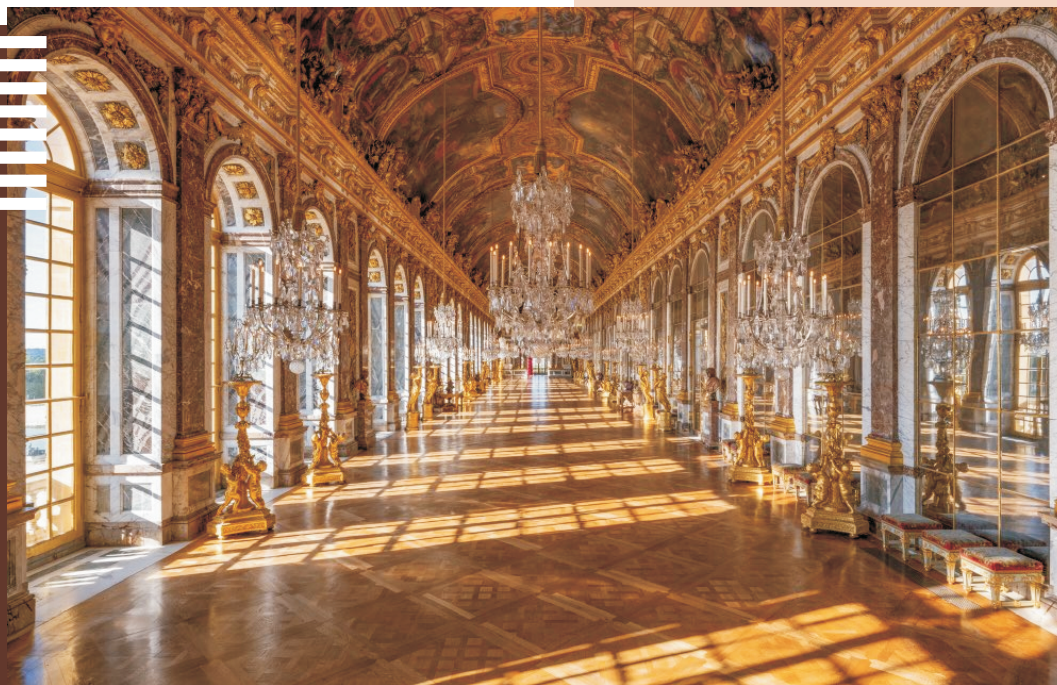
The Program Covers Two Sides To The Hospitality Industry :

The Operational Side

Which includes front-line jobs such as: hotel manager, concierge, casino/gaming supervisor, dietitians and nutritionists, travel agent, chef and head cook, event planner, food critic, restaurant owner/operator, tour manager.

The Corporate Side

Where you'll find positions in finance, human resources, information technology, sales, and marketing such as: customer service manager, human resources officer, investment banker, asset manager, personnel and training officer, digital marketing executive, public relations officer, sales and supply manager and so on.





On analyzing or simply weighing both sides, the opportunities are equally beneficial, so think about the niche that you prefer in this industry and opt accordingly.

6 Months Training of 600 Hours

6 Months Internship or Professional Project of 840 hours



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Training Period Consist French Language General Management :

- Time Management
- Legal Culture
- Information system on accounting and Finance
- Communication techniques
- Team Management

Marketing of Luxury Hotels :

- Introduction to the French hotels and tourism
- Demand and behavior of high end clients.
- The universe and its codes in luxury hotels
- Positioning, segmenting and classing
- Commercial Management
- Finance and Management
- E-marketing

Fundamental Techniques in French Hotels and Restaurants :

- Regional French cuisine
- Know how of French regional wines and Oenology
- French bakery



Service Quality :

- Expected needs and service behavior
- Client Relations.
- Managing service to the clients.
- Professional communication.
- Consumer behavior.





Personal and Professional Projects :

- Group and individual projects on real situation.
- Preparation of professional thesis report.
- 6 months internship / professional project
- Final thesis presentation in front of the Jury



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The career prospects after PGDHM program in a multitude of sectors at a global level, such as

- Hotels And Resorts
- Restaurants And Commercial Food Service
- Food and Beverages Industry
- Meeting and Event Management
- Catering and Event Entrepreneur
- Hospitality Marketing and Media
- Hospitality Real Estate
- Purchasing and Supply Chain
- Finance and Revenue
- Communication and Advertising

