



An ISO 9001:2015 & ISO 21001:2018 Certified Institute  
Establishment Approved by Federation for Education in Europe  
**European Transcontinental  
Establishment**  
**For Commercial And Scientific Studies**

.....OUR PARTNERS.....



## Post Graduate Diploma in The French Hospitality Management

### PG Diploma in The French Hospitality Management

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 confort / 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 as part of their PGDHM program in the Hospitality sector.



### 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.



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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 840 Hours**

### 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
- Final thesis presentation in front of the Jury

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

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