

MSc – Master of Science

General Objectives

THE MISSION OF INSEEC GRANDE ÉCOLE PROGRAM IS TO PREPARE, IN A 2 YEAR PERIOD, RESPONSIBLE INTERNATIONAL DEVELOPMENT MANAGERS AND INTERNATIONAL BUSINESS CONSULTANT WHO ARE ADAPTABLE TO THE GROWING COMPLEXITY OF ORGANIZATIONS AND ENVIRONMENTS.

INSEEC Grande Ecole has developed an MSc offer which allows students to acquire the skills, aptitudes, and knowledge necessary for the exercise of a trade or activity in an international context, and thus meet the needs of companies oriented towards international in different fields.

Operational and assessable objectives

MSc Sustainable Tourism Management

- Management of tourism projects through territorial and sectoral monitoring to identify new trends in terms of tourism development, the opportunities that the territory has to offer and the challenges of the tourism transition
- Definition of the strategic orientations of a structure in terms of tourism development and attractiveness, considering the constraints and proposal of tourism offers and products that are both innovative and differentiating (customer experience)
- Monitoring the implementation of the launch of new tourism products and services in the territory, advising, and supporting their stakeholders
- Management and implementation of customer experience and innovation management systems
- Definition and implementation of a quality management system
- Support for tourism service providers in their professionalization and ecological transition (awareness-raising information, information sharing, training actions, etc.)

Job Opportunities

- **Management positions:** manager, consultant
- **Business development positions:** international development manager, entrepreneur, consultant
- **International Management positions:** international project manager
- **Marketing positions:** product manager, brand manager, communication manager, sales manager, customer experience manager
- **Digital Management positions:** community manager, traffic manager, digital transformation manager
- **Finance positions:** revenue manager
- **Quality Management positions:** sustainable development manager, CSR manager, quality manager, sustainable development consultant

Diploma equivalence

- ✓ Master Management du tourisme durable
- ✓ MSc – Master of Science Sustainable Tourism & Event management
- ✓ MBA Management écotourisme

MSc – Master of Science

After graduation

Owners of the MSc – Master of Science® degree usually enter the job market and find a position between 2 to 4 months after graduation.

Prerequisites

■ **For non-French-speaking foreign candidates**

CECERL C1 level of French (good command of the French language, understanding of a wide variety of media, understanding of implicit ideas, clear, structured oral expression)

■ **For all candidates**

CECERL B2 – C2 "advanced or independent" level of English, TOEIC 750 – 945 (or equivalent)
Experience in tourism other than hotel and catering

■ **Two-year MSc**

Owning a BAC+3/4 or equivalent degree and,
Validation of 180 ECTS credits in the targeted MSc's domain

■ **One-year MSc**

Validation of 240 ECTS credits or,
Validation of 180 ECTS credits, completed with a professional experience in the target MSc's domain

Diploma validation

- CGE accredited INSEEC Grande Ecole diploma
- Total of ECTS credits obtained upon graduation: 74 ECTS for the one-year program, 122 ECTS for the two-years program
- Degree level: BAC+5
- Courses language: English (100%)

Location

INSEEC Grande Ecole campus Lyon
25, rue de l'Université 69007 LYON

Fees

Program

Two-year MSc

24 950€

One-year MSc

14 950€

MSc – Master of Science

Duration and courses

Program	Two-year MSc	One-year MSc
Duration	748 hrs 24 months	466 hrs 15 months
Intake	September	September
Core courses	<ul style="list-style-type: none"> • Sustainable project management • Sustainable and Ethical Marketing • Institutional Communication and Public Policy • Entrepreneurship (Business) project (Methodology) <ul style="list-style-type: none"> • Entrepreneurship (Business) project • Open Innovation Challenge in the tourism Industry <ul style="list-style-type: none"> • Learning expedition • Research methodology • Internship (4-6 months) compulsory <ul style="list-style-type: none"> • Dissertation 	
Specialization Courses	<ul style="list-style-type: none"> • Business intelligence using Excel • Consumer behaviour in Tourism • Winning Strategy for Market Entry • Sustainable and Ethical brand management • Sustainable week (Seminar) • Change management & Leadership • Budget Strategy and Financial Impact • Organisational management • Sustainable digital marketing strategy 	<ul style="list-style-type: none"> • Innovation Marketing & New Tools of Business Development • Relationship Marketing & CRM • Sustainable development & sustainable management • Growth strategy • New forms of marketing in the tourism & leisure industry • Event Management applied to tourism • Institutional Communication and Public Policy
Optional Courses	<ul style="list-style-type: none"> • <i>Foreign languages</i> • <i>Data mining and decision making applied to tourism</i> • <i>Optional internship</i> (first year in the two-year program) 	
Credits	74 / 76 ECTS ¹	122 / 124 ECTS

¹ Depending on the optional courses