

CATALOGUE DES COURS
BACHELOR OF BUSINESS MANAGEMENT
4^{ème} ANNEE
CAMPUS DE NICE
2020-2021

Codes cours 2020-2021	Libellés BBA EDHEC 4 Business Management
	HORIZON PROFESSIONNEL
	Cours/Séminaires transversaux
	Horizon Hospitality and Event Management (Nice)
21_EB4_NI_BBM_S1_HEM_MKG_4784	HHEM - BUSINESS LAW
21_EB4_NI_BBM_S1_HEM_MGT_3413	HHEM - CHALLENGE
21_EB4_NI_BBM_S1_HEM_MGT_3416	HHEM - COMMUNICATION AND EVENT MANAGEMENT
21_EB4_NI_BBM_S1_HEM_MGT_3412	HHEM - DIGITAL MARKETING
21_EB4_NI_BBM_S1_HEM_MGT_4825	HHEM - LUXURY HOTELS AND SERVICES
21_EB4_NI_BBM_S1_HEM_MGT_5164	HHEM - MANAGING ART AND CULTURAL DESTINATION
21_EB4_NI_BBM_S1_HEM_MGT_3414	HHEM - MANAGING THE INTERNATIONAL CLIENTELE
21_EB4_NI_BBM_S1_HEM_MGT_4826	HHEM - OPERATIONS MANAGEMENT
21_EB4_NI_BBM_S1_HEM_MGT_3415	HHEM - SERVICES MARKETING AND PERFORMANCE INDICATORS
21_EB4_NI_BBM_S1_HEM_MGT_4827	HHEM - TOURISM MARKETING AND DESTINATION BRANDING
21_EB4_NI_BBM_S1_HEM_MGT_3417	HHEM - YIELD MANAGEMENT
21_EB0_ONL_S0_OPT_HUM_6078	CREATIVITY (ONLINE for visiting only) 5 ECTS

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21_EB4_NI_BBM_S1_HEM_MKG_4784 : BUSINESS LAW

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Dominique SERIO		

COURSE OBJECTIVES

This course introduce how business law could be an opportunity for companies operating in hospitality management sector and introduce main principles of European Business law introducing European strategy for tourism

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 LO1 understand the fundamental mechanisms of European business law for tourism and hospitality management
- LO2 understand how the firms operates within a particular legal environment introducing digital law

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 identify legal opportunities and risks for the hospitality sector
- LO4 address legal issues as they may become relevant for business strategy

PREREQUISITES

European business law

COURSE CONTENT

The course explore the European legal environment for tourism and analyze legal risks for business operations. Introducing digital law, the course analyze legal strategies for tourism and study potential liabilities for business operators

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Class Discussions Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	50%	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	50%	120 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

https://ec.europa.eu/growth/sectors/tourism_en

21_EB4_NI_BBM_S1_HEM_MGT_3413: HHEM - CHALLENGE

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Patrick Longuet/Patrick.LONGUET@edhec.edu		

COURSE OBJECTIVES

The challenge organized during the semester will give to the learner the possibility to implement their knowledge acquired thanks to the other lectures of this program, for a real and specific issue. The goal of this module is to give an operational and pragmatic answer to a specific topic raised by a company from the hospitality industry.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 understand the interaction of all modules taught during the semester
- LO2 measure directly the efficiency of their recommendations and integrate the challenge of managing an innovation or a new marketing strategy and integrating cost, budgeting and forecasting

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 provide students with an opportunity to develop their consultancy skills and apply the knowledge, tools and techniques acquired throughout the program into a real life situation
- LO4 place students in a company environment in order to provide them with the opportunity to apply elements of the theoretical and conceptual knowledge developed within the academic program.

PREREQUISITES

Maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing and strategy are well appreciated. Student have to implement all acquired knowledge in this program for the challenge.

COURSE CONTENT

SESSION	TOPIC
1	Market analysis
2	Strategy
3	Implementation 1
4	Implementation 2
5	Presentations

MAIN TEACHING & LEARNING METHODS

Lectures Presentations (oral or group) Case Studies Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20 %	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	20 %	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60%	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Wickham, P. & Wickham, L. (2008). Management Consulting: Delivering an Effective Project; 3rd Edition, Maylor, Harvey & Blackmon, Kate (2005); Researching Business and Management: A Roadmap for Success, Palgrave Macmillan
RULES FOR ABSENCE AND PLAGIARISM

The final grade in a class is affected by attendance (active participation in the class). The final grade in this class will be affected by active participation, including attendance. In case of cheating or plagiarism, students will receive directly a grad of zero on the assignment and will be referred for a disciplinary procedure. Students are expected to be honest and adopt an exemplar behavior towards their professors. In case of violation of this last rule concerning their behavior, students can be referred for disciplinary actions.

21_EB4_NI_BBM_S1_HEM_MGT_3414: HHEM – MANAGING THE INTERNATIONAL CLIENTELE

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	12	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Guillaume Rapin/guillaume.rapin@accor.com		

COURSE OBJECTIVES

This course is a undergraduate level, giving to the learner an overview about the importance of the globalization of the market, creating and opening business opportunities. However, companies are faced with major challenges and if they want to be able to answer to the international demand, firms have to decrypt and understand cultural codes modeling customer expectations and needs. This course explores the key roles that multiculturalism plays in various societies and its impacts on marketing and especially on operational marketing

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Demonstrate and understand the fundamental role of cross-cultural marketing, especially in hospitality industry
- LO2 Identify and debate strategies of internationalization launched by companies around the world and manage multicultural segments of markets

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Understanding Social and cultural differences, helping marketers to plan a decision and business customs and other important cultural features of a country
- LO4 Decrypt cultural codes in order to give a well-adapted answer

PREREQUISITES

Click or tap here to enter text.

COURSE CONTENT

SESSION	TOPIC
1	Introduction
2	Globalization in Tourism - which impact
3	Response from global companies to give a personal experience
4	Group work presentation

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	40 %	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Final Exam	60 %	60 minutes exam Room	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Tap here to enter text.

21_EB4_NI_BBM_S1_HEM_MGT_3415: HHEM - SERVICES MARKETING & PERFORMANCE INDICATORS

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	12	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Cyrille Comole Theveniaud /cyrille.theveniaud.ext@edhec.edu		

COURSE OBJECTIVES

In a world more connected than ever, services marketing is at the core of any business strategy.

Addressing customer needs in some increasingly sophisticated client relations, processing them the right way and with the right tools, and being able to sell the invisible while building customer loyalty are more than ever today critical for any organisation who wants to remain ahead of the curve.

This course is an undergraduate level, and proposes an overview of what services marketing are, their characteristics, specificities and the challenges marketers need to address, especially in the travel and tourism industry.

The course proposes a structured approach to services marketing fundamentals, as well as service processes and quality management through a number of cases and grounded theories.

LEARNING OUTCOMES

At the end of the course, the students will be able to:

- L01: Define what services marketing is
- L02 Understand challenges of service process, quality management and services marketing
- L03 : Understand how firms can use the power of this news tools in order to impact customer behaviours before, during and after the service experience
- L03 Use and manage related key performance indicators
- L04 Define and implement a service marketing plan

PREREQUISITES

Some maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing and strategy are well appreciated but not compulsory.

COURSE CONTENT

SESSION	FORMAT	TOPIC
1	3 hours On site	Introduction to Services Marketing and strategy <ul style="list-style-type: none"> • Key elements of marketing in the digital era • Zoom on services marketing and the services marketing mix • Elements of service strategy and the role of marketing
2	3 hours Collaborate	Defining accurate Services quality <ul style="list-style-type: none"> • Service quality: dimensions, expectations, and management • Customer demand • Services Marketing process • KPI definition, management, and control • Specificities of the hospitality sector
3	3 hours Asynchronous	Case Study: Manage customer expectations in the travel and tourism industry <ul style="list-style-type: none"> • Case study to read and analyse during asynchronous timing • Group work • Hand out to compile and present
4	3 hours Collaborate	Design, implement and Manage a Services Marketing plan <ul style="list-style-type: none"> • Transactional strategies • From the mix to the plan: methodology to develop a successful marketing of services and ensure customer satisfaction and loyalty • Communications and engagement • Zoom on practice and recommendations

MAIN TEACHING & LEARNING METHODS

Lectures Blended Learning Case Studies Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Final Exam	60%	60 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

-Marketing 4.0: moving from traditional to digital, Kotler P et Al; (2017), Wiley & Sons

-Services Marketing, Integrating customer focus across the firm; Ian Wilson;Valarie A. Zeithaml;Mary Jo Bitner;Dwayne D. Gremler, (2012), Paper Back

21_EB4_NI_BBM_S1_HEM_MGT_3412: HHEM - DIGITAL MARKETING

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Franck Nassiri/franck.nassiri@edhec.edu		

COURSE OBJECTIVES

This course is a review of how digital tools, such as the Internet, smartphones, apps and 3D printing, are radically changing marketing processes and strategy

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 The impact of Digital on Marketing Mix
- LO2 The impact of Digital on specific industries & customer behaviour

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 The use of digital tools in Marketing
- LO4 How the new tech can contribute to the marketing efforts

PREREQUISITES

The knowledge of Marketing Fundamentals are recommended but not compulsory

COURSE CONTENT

SESSION TOPIC

- 1 Impact of Digital on Marketing Mix + Mini-case study
- 2 Impact of Digital on Marketing Mix + Mini-case study
- 3 Web analytics and tools
- 4 Case study: Digital transformation at Accor Hotel
- 5 Students' presentations

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Class Discussions Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	40 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	60 %	90 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Will be communicated during first class if necessary

21_EB4_NI_BBM_S1_HEM_MGT_3416: HHEM - COMMUNICATION & EVENT MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	45	ECTS	6
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Madeleine Belin/madeleine.e.belin@gmail.com – Vanessa Marcie/vanessamarcie@gmail.com		

COURSE OBJECTIVES

This course aims at giving the student an overview about events and communication strategies in the hospitality and tourism sector. It will cover IMC strategies & specific dimensions of Event Management.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Apprehend the IMC process in the private and public sector and know the basics principles of Event Management
- LO2 Understand the links between IMC, event management, tourism and hospitality management

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Create and budget for communication campaigns, events and manage and integrate coordination and overall process for an event and a communication campaign
- LO4 Appreciate effectiveness of marketing communications on different audiences

PREREQUISITES

Click or tap here to enter text.

COURSE CONTENT

The course is split in 2 different modules:

Module 1 Event Management

SESSION TOPIC

- 1 Introduction to Event Management
- 2 Answer to a brief
- 3 Designing an Event
- 4 Managing the Event (before/during/after)
- 5 Promoting the Event

Module 2 Integrated Marketing Communication

SESSION TOPIC

- 1 Remind the main principles of communication marketing
- 2 Introduction to place branding/place marketing strategies
- 3 Build a coherent communication plan
- 4 Focus on press relationships

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Case Studies Lectures Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	40 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	60 %	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Preston C. A. (2012) Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd edition, Wiley

21_EB4_NI_BBM_S1_HEM_MGT_3417: HHEM - YIELD MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	12	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Richard Duvauchelle/richardduvauchelle@yahoo.fr		

COURSE OBJECTIVES

This course will provide students with the essentials and fundamentals elements enabling them to understand what Yield Management means in the hotel industry and how it works. Yield management, revenue management and restaurant revenue management will be covered as well as new trends in the industry namely " Total Revenue Management"- T.R.M

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 The Yield management concept in the hotel industry
- LO2 Yield management components and business practices

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Have a strategic approach to rates setting
- LO4 Master the yield management process making sound economic decision

PREREQUISITES

Maturity and constructive critical mindset in looking carefully at fundamentals issues is also needed for a better understanding of major challenges in the hotel industry. Backgrounding accounting is well appreciated

COURSE CONTENT

SESSION	TOPIC
1	Yield management in the hotel industry : concept, components, business practices, rates setting, yield management process. Yield manager and yield action plans.
2	Revenue management definition and fundamentals and introduction to hotel revenue management. An Hotel marketing plan. Case studies to be given by groups
3	Definition and fundamentals of restaurant revenue Management Total Revenue Management. T.R.M. - The Concept of the future"
4	Yield Management Case Studies review

MAIN TEACHING & LEARNING METHODS

Case Studies Class Discussions Collaborative Learning Lectures

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	40 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	60 %	60 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Total Hotel Revenue Management : a strategic profit perspective. Cornell Hospitality Report, 17 (8), 3 – 15 .

21_EB4_NI_BBM_S1_HEM_MGT_4825: HHEM - LUXURY HOTELS & SERVICES

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Marie-Cécile Cervellon /Marie-Cecile.CERVELLON@edhec.edu		

COURSE OBJECTIVES

In a decade, luxury clients have experienced a value shift from having, to being and experiencing. Experiential luxury has emerged as a new trend, based on several convergent economic and social factors. The luxury hospitality and services sector benefits from this trend and enjoys yearly growth (Bain and Company, 2018). This course introduces students to the specificities of a luxury strategy in the hospitality and services sector, with a focus on the creation of a luxury experience.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Understand luxury customer lifestyles and demanding behaviors
- LO2 Analyze the main elements of a luxury strategy and the creation of a luxury experience in the hospitality and service sector (LO2) and Appreciate the evolutions of the LHS sector toward responsible luxury and the coexistence of tradition and innovation(LO3)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Engage in problem solving through cases within a global context
- LO4 Articulate analyses and formulate recommendations to managers regarding their strategy in the Hospitality and Services sector.

PREREQUISITES

Maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing and brand strategy are well appreciated. Some parts of this lecture might be linked to other lectures such as managing the international clientele, operations management etc.

COURSE CONTENT

SESSION	TOPIC
Session 1	Specificities of Luxury Hotels and Services and principles of a luxury strategy
Session 2	The personal nature of service interface
Session 3	The service stage, the creation of a luxmosphere and the luxury experience
Session 4	Responsible LHS
Session 5	From tradition to innovation: the role of influencers and the impact of the digital disruption

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Collaborative Learning Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	40 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	60 %	90 minutes exam Room	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Recommended reading: KAPFERER, J-N, BASTIEN, V., The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands, Kogan Page

21_EB4_NI_BBM_S1_HEM_MGT_4826: HHEM – OPERATION MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	12	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Richard Duvauchelle/richardduvauchelle@yahoo.fr		

COURSE OBJECTIVES

The aim of the course is to attract students' attention to manage efficiently all vital functions in an hotel : from housekeeping to food and beverage by passing by front desk and maintenance. The course will give an overview of Operation Management functions in the hospitality industry. You will examine firms' business model and identify the values that drive luxury, mid-price, budget, traditional brands, franchise or independent hotels . Students will be familiar with strategies used by major actors of the sector. This course will give you the possibility to know how you can examine your hotel profitability .

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 - Global management concept in the hotel industry and various business models.
- LO2 - Food and beverage management and marketing
- LO3 - The Rooms department: Front Office, Housekeeping, as well as the engineering department
- LO4 - Master Hotel Management including Hotel Key Business objectives, the budget and the Business Plan and the evaluation process

In addition, the course will cover: Hotel future and the Hotel Industry outlook after thee Covid 19.

PREREQUISITES

Maturity and constructive critical mindset in looking carefully at fundamentals issues is also needed for a better understanding of major challenges in the hotel industry. No specific background is required but awareness of the Hotel industry fundamentals will be appreciated.

COURSE CONTENT

SESSION	TOPIC
1	Global management concept, organization chart, and key job descriptions, various types of hotels, various management contracts.
2	The F & B department: definition and fundamentals and introduction to F& B Marketing. . Case studies to be given by groups
3	The Rooms Department : definition and fundamentals of Rooms department operation : Front Office, Housekeeping, Engineering and Security
4	Hotel Management : overview of managing a hotel. Hotel Key Business objectives setting, How to develop a Business Plan, Hotel Industry Key Indicators, and the reporting process, hotel sustainability concept and the Social Responsibility reporting . At the end of the course, we will cover the Hotel future and the Post Covid 19 Hotel Industry Outlook .

MAIN TEACHING & LEARNING METHODS

Case Studies Class Discussions Collaborative Learning Lectures

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	50 %	60 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Continuous Assessment Group	40 %	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Daniel Foster, Eric Ricaurte,Lindy Farrar (10-2019) – Calculating Hotel Industry Impact : The Case of Hilton Lighstay - Cornell Hospitality Report, (C.H.R)
Elisabeth Martyn, Chris K. Anderson (12 – 2018) – Customer Satisfaction through Service Excellence – Cornell Hospitality Report (C.H.R)

21_EB4_NI_BBM_S1_HEM_MGT_4827: HHEM - TOURISM MARKETING & DESTINATION BRANDING

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Patrick Longuet/Patrick.LONGUET@edhec.edu		

COURSE OBJECTIVES

The goal of this course is to identify marketing actions having an impact on the customer engagement toward an recreational offer, a service experience or to build a brand destination. Thanks to marketing concepts students will be able to design offers and packages to a various range of customers. During this course, students will investigate new trends and strategies develop and created in the tourism sector.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Analyze the tourism marketing opportunities and strategies
- LO2 Understand the hospitality and tourism marketing process

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Develop an adapted mix marketing for brand destination and identify new trends in tourism
- LO4 Appreciate customer behavior and the role of brand destination

PREREQUISITES

Maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing is well appreciated. This course can refer to the course managing and dealing with the international clientele and luxury hotels and services. Marketing management is well appreciated as a prerequisite

COURSE CONTENT

SESSION	TOPIC
1	Fundamentals elements of HEM & Trends
2	Destination Branding strategies
3	Destination Branding tactics
4	Crisis management & DB
5	DB Cases

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Group Work Case Studies Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20 %	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continous Assessment Individual	20 %	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60%	90 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Rainisto, S. & Moilanen, T., (2009). How to Brand Nations, Cities and Destinations, Wiltshire, UK: Palgrave Macmillan
Morgan, N., Pritchard, A., Pride, R. (2010) Destination branding: creating the unique destination proposition. Butterworth-Heinemann. Amsterdam

RULES FOR ABSENCE AND PLAGIARISM

The final grade in a class is affected by attendance (active participation in the class). The final grade in this class will be affected by active participation, including attendance. In case of cheating or plagiarism, students will receive directly a grad of zero on the assignment and will be referred for a disciplinary procedure. Students are expected to be honest and adopt an exemplar behavior towards their professors. In case of violation of this last rule concerning their behavior, students can be referred for disciplinary actions.

21_EB4_NI_BBM_S1_HEM_MGT_5164: HHEM – MANAGING ART & CULTURAL DESTINATION

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	12	ECTS	1.5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Guergana Guintcheva/Guergana.GUINTCHEVA@edhec.edu		

COURSE OBJECTIVES

The course introduces several issues related to art recreational activities and vacation occupations (art tourism management, cultural destination branding, etc.). It emphasizes the changing patterns of leisure time and their consequences on how consumers represent themselves art activities.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Understand the specificities of art products & activities and their marketing
- LO2 Analyze the context of cultural destination management

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Apply marketing plan techniques to a specific case study
- LO4 Create marketing strategy for a specific art activity

PREREQUISITES

None

COURSE CONTENT

Understand the scope of management of a cultural destination as a business opportunity	Analyse financial aspect of cultural destination management	Manage Audience engagement & loyalty management	Apply : Group presentations & Case debrief
Duration : 3 hours 60' Reading /90' Webinar or presential/ 30' Q&A	Duration : 3 hours 60' Reading /90' Webinar or presential/ 30' Q&A	Duration : 3 hours 60' Reading /90' Webinar or presential/ 30' Q&A	Duration : 3 hours 150' Group presentations/ 30' Final wrap-up
<ul style="list-style-type: none"> • Traveling as an Entertainment activity; • Motivations and expectations from traveling as a recreational activity; • Main key success factors; Case brief. 	<ul style="list-style-type: none"> • Business model in museum collection management; • Resources/costs; Pricing strategies 	<ul style="list-style-type: none"> • Specificities of cultural audiences; • Expectancy-disconfirmation model; • Satisfaction & loyalty management; Re-visit behaviour in cultural destination management.	<ul style="list-style-type: none"> • Case Group Presentations; • Final debrief • Conclusion

MAIN TEACHING & LEARNING METHODS

Lectures/webinars

Case Studies

Group Work

Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	40 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50 %	60 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Aurier, Ph., G. Guintcheva & J. Passebois (2019), The Decision to Purchase a Bundled Cultural Pass: The Role of Pre-existing Attitudinal and Behavioural Relationships with One Network Member, *International Journal of Arts Management*, Special issue: CRM.vol. 21, n°2, pp. 70-82.

Aurier, Ph. & G. Guintcheva (2015), The Dynamics of Emotions in Movie Consumption: A Spectator-Centered Approach, *International Journal of Arts Management*, Special issue: Worldwide Film Industry: Issues and Challenges, vol. 17, n° 2, pp. 5-18.

Aurier, Ph. & G. Guintcheva (2014), Using Affect-Expectations Theory to Explain the Direction of the Impact of Experiential Emotions on Satisfaction, *Psychology & Marketing*, vol.31, n°10, pp. 900-913.

Botti S. (2000). What role for marketing in the arts? An analysis of arts consumption and artistic value, *International Journal of Arts Management*, 2 (3), 14-27. Compulsory cases and papers will be delivered to the students during the sessions.

Guintcheva G. & J. Passebois (2009), Exploring the place of museums in European leisure markets: an approach based on consumer values, *International Journal of Arts Management*, vol.11, n°2, pp. 4- 19.

21_EBO_LI_ALL_SO_OPT_HUM_6078: CREATIVITY SEMINAR (online)

DEGREE	BBA	LEVEL	Bachelor 1
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Marjorie THOMPSON – marjorie.thompson@edhec.com		

COURSE OBJECTIVES

In today's very rapidly changing environment, creative approaches will need to be taken to adapt, modify and adjust plans, approaches and ways of doing business. The aim of this course is to help students develop the mindset, approaches and tools to use to help navigate future.

This course also contributes towards helping EDHEC achieve one of its goals to "unlock the innovative talents of students and develop their ability to lead projects and people in today's global economy".

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Understand the connection between mindset, attitudes and behaviours and their influence on creativity.
- LO2 Recognize how creativity influences, and is used, in business and everyday life.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Apply a variety of ideation tools to help solve business problems.
- LO4 Develop creative approaches to business scenarios.

PREREQUISITES

There are no pre-requisites for this course

COURSE CONTENT

1. Creativity and Self

Introduction - Creativity and Personal Development - Creativity and High Performing Teams - Creativity and Decision Making Process - Assessment 1 – Reflective Report and Career Plan

2. Creativity and Tools

Creativity and Ideation Sessions - Creativity and New Ideas - Creativity and Different Perspectives - Creativity and Innovation - Assessment 2 – Application of tools

3. Creativity and Application

Creativity, New Businesses and Adaptation in the Environment - Creativity, products/services and gamification - Creativity, Planning and Marketing - Creativity and Human Resources - Assessment 3 – Applying Creativity to a Business Scenario

MAIN TEACHING & LEARNING METHODS

Distance Learning [Choose an item.] [Choose an item.] [Choose an item.]

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	25%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continous Assessment Individual	25%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Continous Assessment Individual	50%	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

There is a list of References and a Bibliography in the student support manual.