

# Sustainable Tourism, Hospitality and Event Management (GEST601\_THECY)



## En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

## Présentation

### Description

3 phases:

o Competition and market analysis 1 o Product development 2 o Financial planning 3

Each phase includes:

- Information dossier

In today's business environment, the information comes under different forms and it will be your task to adapt yourself to the nature of information given and most importantly to find the information you need.

The information helps you analyse the business environment and most importantly gives you the means to act and take appropriate decisions

- Action dossier

The action dossier will display the tasks and the objectives.

### Objectifs

- \* Practice decision making skills in a group setting
- \* Understand a competitive environment and its opportunities and threats

- \* Practice management skills at all levels in a small business
- \* Go through the process of setting up a small business
- \* Think strategically over the first crucial year of your business set up
- \* Establish a viable financial strategy for a start-up company
- \* Create and implement a promotion strategy

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## Heures d'enseignement

TD	Travaux Dirigés	10,5h
CM	Cours Magistral	9h

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## Plan du cours

EN ROUTE BUSINESS MANAGEMENT GAME

CYCLING TOURS DEVELOPMENT

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Schedule

Day 1

Game intro

Market analysis

Competition analysis

Product Development

Day 2

Oral presentation and written work submission

Financial planning

Day 3

Oral presentations

Debriefing

## Infos pratiques

## Contacts

Responsable pédagogique

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## Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

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## Campus

› Chambéry / campus de Jacob-Bellecombette