



# **INSTITUT LYFE COURSE CATALOGUE**

**BACHELOR IN INTERNATIONAL  
HOSPITALITY & RESTAURANT MANAGEMENT**

**2026-2027**



# HOSPITALITY & RESTAURANT MANAGEMENT

## SEMESTER 3 / FALL TERM 2026

*PLEASE NOTE THAT THIS DOCUMENT MAY BE SUBJECT TO CHANGES.*

FALL SEMESTER 2026	HOURS	CREDITS
<b>OFFERING AN OPERATIONAL STRATEGY</b>	<b>72</b>	<b>8</b>
Operations Management	18	
Quality Control	18	
Consumer Behaviour	18	
Hospitality Responsible	18	
<b>MANAGING HR</b>	<b>36</b>	<b>2</b>
HR Management	18	
Managerial Communication	18	
<b>COMMUNICATING IN AN INTERNATIONAL CONTEXT 3</b>	<b>36</b>	<b>2</b>
French as a Foreign Language 3	18	
Intensive French Workshop	18	
<b>PERFORMING WITH YOUR TEAM</b>	<b>140</b>	<b>9</b>
Hotel Management	70	
Restaurant Management	70	
<b>EXPERIMENTING H&amp;R OPERATIONS 3</b>	<b>88</b>	<b>7</b>
Tasting Protocoles	18	
Sommellerie	70	
<b>DEVELOPING A CREATIVE PROJECT</b>	<b>21</b>	<b>2</b>
STEP	21	
<b>TOTAL</b>	<b>375</b>	<b>30</b>

# HOSPITALITY & RESTAURANT MANAGEMENT

## SEMESTER 5 / FALL TERM 2026

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FALL SEMESTER 2026	HOURS	CREDITS
<b>DEVisING A BUSINESS STRATEGY</b>	<b>60</b>	<b>6</b>
Strategic Management	24	
Change Management	18	
Leadership and Empowerment	18	
<b>ANALYSING ECONOMIC PERFORMANCE 2</b>	<b>48</b>	<b>5</b>
Revenue Management	24	
Financial Analysis	24	
<b>INNOVATING CUSTOMER EXPERIENCE</b>	<b>36</b>	<b>3</b>
Experiential Marketing	18	
Influence Marketing	18	
<b>COMMUNICATING IN AN INTERNATIONAL CONTEXT 5</b>	<b>48</b>	<b>4</b>
French as a Foreign Language 5	24	
Intensive French Workshop	24	
<b>RESPONDING TO A REAL PROJECT</b>	<b>66</b>	<b>6</b>
Capstone	66	
<b>ELECTIVES (3 of your choice*, subject to availability)</b>	<b>72</b>	<b>3</b>
Introduction to Hospitality Business Plan	24	
Digital Campaign	24	
Introduction to Franchising	24	
Introduction to Luxury	24	
History and Culture of Beverages	24	
Introduction to Event Management	24	
Explore different types of events	24	
Financial Forecasting	24	
Tourism Dynamics and Impacts	24	
<b>DEVELOPING RESEARCH SKILLS</b>	<b>30</b>	<b>3</b>
<b>TOTAL</b>	<b>330</b>	<b>30</b>

*\*Choice will be made on arrival.*

# HOSPITALITY & RESTAURANT MANAGEMENT

## SEMESTER 7 / FALL TERM 2026

### SPECIALISATION EVENTCOM

#### Strategic Events Management & Communication

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FALL SEMESTER 2026	HOURS	ECTS
<b>OPERATIONAL MANAGEMENT &amp; MARKETING</b>	<b>135</b>	<b>9</b>
Strategic Event Project Management	30	
Events Marketing and Promotion	15	
Risk and Security Management for Events	15	
Financial Strategy for Events	30	
Event Venue Selection and Event Bidding	15	
Legal & Administrative Aspects of Events	15	
Negotiation and Contracts	15	
<b>SECTOR EXPERTISE</b>	<b>114</b>	<b>6</b>
Experience Design for Events	15	
Emerging Trends in Hospitality Events	15	
Future Scenarios in Event Management	30	
Event Formats and Concepts	30	
Neurocognitive Science and Emotions in Events	12	
Sustainability in Hospitality Events	12	
<b>PRACTICAL EXPERIENCE &amp; RESEARCH</b>	<b>42</b>	<b>15</b>
Methodology & Management of a Research Project	15	
Industry Research Project	N/A	
Industry Research Project Management	15	
Hackathon	12	
<b>TOTAL</b>	<b>291</b>	<b>30</b>

# HOSPITALITY & RESTAURANT MANAGEMENT

## SEMESTER 7 / FALL TERM 2026

### SPECIALISATION HOTELOP Hotel Management & Operational Management

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FALL SEMESTER 2026	HOURS	ECTS
<b>OPERATIONAL MANAGEMENT &amp; MARKETING</b>	<b>150</b>	<b>9</b>
Strategic Human Resource Management	30	
Hotel Financial Management	30	
Advanced Operational Management	30	
Strategic Planning and Business Development	30	
Analysis of KPIs and Development Management	15	
Communication and Negotiation	15	
<b>SECTOR EXPERTISE</b>	<b>99</b>	<b>6</b>
Performance-Driven Marketing	30	
Operational Resilience and Crisis Management in Hospitality	12	
AI, Systems and Managerial Decision-Making	12	
Regenerative Hospitality	15	
Leadership, Change and Governance in Hospitality	15	
Quality Management and Service Standards in Hotels	15	
<b>PRACTICAL EXPERIENCE &amp; RESEARCH</b>	<b>42</b>	<b>15</b>
Methodology and Management of a Research Project	15	
Industry Research Project	N/A	
Industry Research Project Management	15	
Hackathon	12	
<b>TOTAL</b>	<b>291</b>	<b>30</b>

# HOSPITALITY & RESTAURANT MANAGEMENT

## SEMESTER 7 / FALL TERM 2026

### SPECIALISATION STRAFIN Financial & Strategic Analysis of the International Hospitality Industry

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FALL SEMESTER 2026	HOURS	ECTS
<b>OPERATIONAL MANAGEMENT &amp; MARKETING</b>	<b>165</b>	<b>10</b>
Hotel Financial Analysis	30	
Total Revenue Management	30	
Financial Risk Management	15	
Financing Strategies	30	
Hospitality Data Analytics	30	
Development Strategies and Financing	15	
Strategic Marketing	15	
<b>SECTOR EXPERTISE</b>	<b>93</b>	<b>5</b>
Hospitality Business Plan	30	
Operator – Owner – Brand Dynamics	15	
OTA Partnerships and Digital Distribution Strategy	15	
AI-Driven Financial Analysis in Hospitality	15	
Future Profitability Models in Global Hospitality	6	
Executive Financial Storytelling	12	
<b>PRACTICAL EXPERIENCE &amp; RESEARCH</b>	<b>42</b>	<b>15</b>
Methodology & Management of a Research Project	15	
Industry Research Project	N/A	
Industry Research Project Management	15	
Inter-School Hotel Challenge Project	12	
<b>TOTAL</b>	<b>300</b>	<b>30</b>