

MCT

MANAGEMENT OF NEW COMMUNICATION TECHNOLOGIES AND TOURISM

Master 2 professionnel en APPRENTISSAGE

Double degree Université Paris-Dauphine and Ecole de Management Léonard de Vinci

Apprenticeship paying tuitions and fees + 1.2K€/month average in the following companies :

COMMUNICATION TECHNOLOGIES :



TOURISM :



LUXURY :



GIVENCHY S I S L E Y Lagardère
ACTIVE

www.mct.dauphine.fr

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The tourism, air travel and luxury sectors are undergoing spectacular development, which makes it necessary to train and employ “new profiles” in management who know how to use the potential of communication, leadership and new communication technologies such as the Internet or mobiles.

The Master of Reference for Tourism and Luxury is a taught professional master 2 with alternate periods in industry enabling students to be paid during their studies while working in the major companies in the sector. It trains managers and consultants capable of mastering the new communication technologies in response to the new demands for competencies in the tourism, luxury and air travel professions.

In order to create this master’s course, Université Paris Dauphine and École de Management Léonard de Vinci have pooled their competencies, combining teaching excellence, international research programs, professional expertise, courses in English and immediate integration of students into the job market as a result of their training. The master 2 pro offers students the opportunity of following a high level training course whilst continuing their practical professional experience.

The teaching team at Université Paris Dauphine and École de Management Léonard de Vinci is made up of teachers from the two institutions and international experts, and offers a guarantee of the intended academic excellence.

The major companies in the sector involved with the program offer the professional input needed to acquire the operational competencies and provide assignments enabling the students to experience the most advanced developments within the sector in terms of innovation and internationalisation.

ADMISSION PROCEDURE

This Master’s course is open to students who have earned 240 ECTS credits in a compatible field, or who hold a diploma equivalent to a BA plus one year of postgraduate study.

The applications of candidates who hold a diploma equivalent to a BA plus one year of postgraduate study but no national accreditation are first examined by the equivalence committee (called the “pedagogy committee”).

The eligible candidatures are examined in two steps by a selection committee made up of two lecturer-researchers from Université Paris-Dauphine and Léonard de Vinci Campus. This committee reaches a decision first on the applications with an accompanying letter (admissibility), and then it auditions the accepted candidates (admission).

The application file includes the results of the BA and, if possible, the first 60 credits at MA level, the details of the candidate’s professional experiences, work placements and theses, as well as the career project description.

The selection criteria will include the questionnaire, the accompanying letter, the career project, the international breadth of interest and the potential of the candidate.

The École de Management Léonard de Vinci (EMLV) is one of the three schools of the Pôle Universitaire Léonard de Vinci, an institution of higher education created in 1995.

The founding values which guided the creation of this “university campus” – access to higher education for all, high-level training and natural immersion in the corporate world – have shaped EMLV into a genuine “incubator” of operational and competent young professionals.

The learning model, based on the acquisition of technical skills, personal development, encouraging initiative and pushing back one’s limits through sport, transforms students into balanced and self-confident future executives who find their right place in the firm and in society.

Today EMLV is ready to take up the challenges of European and international higher education, aspiring to answer companies’ needs, to satisfy students’ natural ambition to reach the required level of performance, and to bring its contribution to the advancement of knowledge in business sciences.

Created in 1968, Université Paris-Dauphine enjoys great autonomy in terms of scientific and pedagogical innovation, as a result of which it has developed a strong identity, which today unites teaching staff, researchers, administrative staff and students.

In February 2004, Université Paris-Dauphine became a major higher educational establishment and thus confirmed an ambitious project based on a coherent, selective and professionalised course offering. The University specialises around seven major disciplines (management, economics, mathematics, IT, law, sociology and political sciences).

Its status consolidates it in its essential roles: developing and enhancing the position of research, initial training and continuing education.





Chanchan TANG



Dauphine MCT is very implicated in Project Management. It's a program with international visions. This master helped me find my professional orientation by opening the door to numerous international business opportunities to my career. My apprenticeship in Louis Vuitton Digital Europe Department allows me to be fully involved in various projects which helps me to evolve rapidly. My professional objective is to become a manager in international projects and I sincerely thank MCT program for helping me reach this goal.

Olivia REVOLE

After 4 years of studies in management at University Paris-Dauphine, I have chosen to specialize in IS management for my last year of study and this is why I have chosen the MCT for my masters' degree. I wanted to learn more about project management and to have the chance to develop my skills during a one year apprenticeship. Thanks to the very good networking system between promotions, finding an interesting position in a big company was possible. I have learned so much at LVMH IS department where I found my apprenticeship. This is a unique experience that prepares me for my future career and allows me to take part in very interesting projects. Combining classes and apprenticeship is very challenging and I enjoy it a lot: I can see how the notions we learn during the MCT classes are useful in real concrete projects.



Inès SADOUK



Project manager junior integrated within Louis Vuitton information system world department front office (retail/CRM/service center), I am currently working on 4 different project of solution oriented in retail field. I have the chance to work with many different professions as : engineers, sales & CRM, department, retail... many partners from different countries and cultures. Great opportunities and responsibilities has been offered to me through this different projects. MCT program offered me the opportunity to integrate one of the most prestigious luxury group of the world but also learning project management basics within a really active and multi cultural class.



Sabah ABADI

« After obtaining an engineering diploma in apprenticeship, I really want to conserve this dynamic for my master degree. In fact, I saw in my previous company, that managerial competencies are welcome in some engineering project. This master is a key, because in my case it provides me additional methods to complete my profile.



The best way I found is MCT degree. It provides me the opportunity to integrate a leader in telecommunication: SFR.

MCT is a catalyst for my professional formation. I profit from the excellence of the Dauphine University and EMLV teaching and from the experience of my manager. This dual training is a key success factor. »

Meriem AKAABOUNE

The MCT program gave us the opportunity to join one of the best universities in France; work in big corporations and in the same time met great people from all over the world. It was quite interesting to understand how important the human factor is in life and business.



MCT is a combination of Knowledge and friendships; I consider it as the best introduction into professional life. Teaching staff is composed of professionals working in worldwide companies and distinguished academics, they shared their knowledge and experience in interactive classes. MCT program is an outstanding experience.

Alison TAILLANDIER



Thanks to the master 2 «Management of New Communication Technologies» you can acquire theoretical and practical knowledges. It allows to obtain more than a diploma and to develop some professional competencies with apprenticeship. You discover a company and the application of your courses in a professional context.

Moreover, the diversity of students in terms of cultures, backgrounds and companies is one of the strength of this master !»

Lisa RAJABO



I'm doing an apprenticeship as a Project Manager Junior in Knowledge Management at SFR. I'm learning a lot about project management techniques thanks to the experience of my Team work and the courses we received in class. Working in a Telecom Company is very interesting because it's a very complex structure with many departments. The more exciting

about managing a project is the fact that each day is different. I learn how to adapt myself to any kind of situations. This apprenticeship helps me to take my responsibilities, to take some important decisions, to collaborate with other people, to propose new ideas. I've also the opportunity to learn from the experiences of my colleagues. It's also interesting to see how works a big company, which kind of technologies are used. To conclude, I would say that this apprenticeship is really challenging.



Justine LARMENIER

After a Business School with “general” courses during four years, I wanted to do a fifth year in order to discover a new area. Indeed, I was interested in the master’s name ‘Management in New Communication Media and Tourism’. The word ‘tourism’ was clear and well known for me, but for the part of ‘management in new communication media’, I didn’t know what kind of courses we could have, to teach us those topics. So, I was really enthusiastic to discover a new domain of competencies. Besides, all the courses were taught in English.



So all the presentations, the assignments or the master thesis have to be done in English, which is really a good thing to improve your level in this language.

Moreover, one of the most important aspect, and which gave me an additional reason to choose this master, was the principle of apprenticeship. Indeed, to be part of an important company for a year, to have responsibilities and to manage a project during this whole period is an amazing opportunity for students like us, who will work next year.

So, the MCT master brought me two things. From the studies point of view, it gave me more knowledge about project management, how to conduct a project from the beginning to the end and which tools can we use to do it and succeed. And it has also permitted me to put in practice, during my year of apprenticeship, all the knowledge that I have learned in my trainee position and company.

Luqian DING

After my study in education area, I would like to enlarge my vision into the world of business and management. I choose MCT because of the reputation of the University Paris-Dauphine, and the course setting which provides me tools to explore a totally new world. It is a very exciting experience to join the MCT, the diversity of the group (French, American, Chinese, Tunisian, Brazilian, Moroccan...), the interesting teachers and the apprenticeship make the program very attractive. Under the big umbrella of University Paris-Dauphine, MCT is quite a key to open many famous enterprises’ door. I believe MCT program will help me to shift my future career greatly.



Lyndsey WOODMAN

Coming from a Communication background, I was lacking the technical and fundamental managerial skills needed to help me obtain my desired position within the company setting. Thanks to MCT, I have not only obtained skills in both of these areas but have also had the opportunity to learn notable project management methodologies such as PMBOK and Prince 2. Furthermore, this master offered me classes in change management, finance, and consulting - everything needed to succeed in the world of business!



Being American, this masters program has been especially beneficial to me since it is linked to several universities in the USA. This fact, plus the prestige of Dauphine, makes the MCT program highly recognized internationally. It attracts students from all corners of the world, which has introduced me to many new cultures and ways of life.

One of my favorite aspects of MCT and Dauphine is the work that the administration does to help the students form a tight community. To this day, I am still in contact with MCT students from previous years. It is thanks to the kindness of an MCT alumni that I found my internship at the well-known telecommunications company, Orange. The aspect of apprenticeship of this masters program is definitely an added bonus. Not only do students gain practical knowledge, but they gain real-experience too.



Jamaica OBESO



What makes MCT special is its diversity, not only of the students, but also the courses. The diversity of students having different academic and professional backgrounds as well as different nationalities has allowed us to widen our view about the world and more importantly, to share our individual skills and knowledge. The diversity of courses from management to technical to cultural enables us to expand our specialties, facilitating our capability to perform multifarious tasks and our flexibility in the workplace.

Our training at school prepares us to effectively manage the various activities and realities in the professional life. One of the most valuable take-aways from this masters program is Communication skills. In a world where different societies and cultures are losing their barriers, knowing the right way to communicate to different people becomes very essential.

Leva BUCIUTE



MCT students are coming from 5 different continents what makes the study period an exciting opportunity to share knowledge and culture. The courses we had gave a portfolio of skills necessary to manage different kinds of projects in international company. Top ranked university and the diversity of courses initiate companies to give responsibilities for us- their apprentices. I found master MCT as a great kick-off to start and succeed professional life.

Yue Ting LOW

MCT introduced me the horizontal skills and the solutions which are in demand by enterprises these days, such as project management, change management, and management of information systems. There are good professors and interesting lecturers from companies which talk about the reality of the business world. I also appreciate having many international classmates, which gave me a taste of working interculturally on school projects. The best thing about this program is that we get to work and study in this same year. Thanks to its reputation I have the opportunity to do an apprenticeship in Orange even though it is my first time in France. During my apprenticeship I observe that what is taught in class is really relevant to the way businesses operate nowadays. I am glad to have a better vision of the business world through MCT.



Hui ZHAO



The MCT enabled me to have a double experience (academic with the courses and professional in a company). Thanks to the reputation of Dauphine and its partnerships with the best known companies, I got an apprenticeship of one year in the Securities Services of Société Générale. It's not only a professional environment to apply the Project and Information System Management theories that I learned in MCT, but also a precious opportunity for me to observe the fiscal business process of banking industry. As a foreign student in France, without doubt, this education helped me to integrate myself into the French business culture and to have an international vision on my professional career.





Tatyana Elanova

After 5 years of higher education in Moscow, Russia, this master is a great opportunity for me to be integrated in world of European education and business. Study Project Management in one of the strongest university in France is a great chance not least because Project Manager's Skills are in a very strong demand in emerging countries. The classes are in English. The students from all over the world create an international atmosphere which makes this experience very rich. The way of working on business cases in different team is very efficient and develops your communication and personal skills. The classes about Project Management, Change Management, Innovation, and Cross-Cultural Management are very professional, practice oriented and I do not know an analog of these courses in my county except some MBA courses. This master allows me join the first French enterprise in term of capitalization - Total. Work and study at the same time is a very good way to integrate in the world of enterprise. Thank you, MCT!



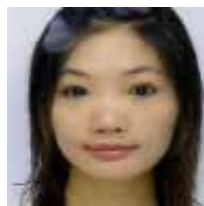
Sabrina DERBALI



I chose the MCT for its professional aspect but also for its quality teachings. This Master's degree allowed me to integrate one of the biggest french group, TOTAL. I am currently in charge of the communication of the documentation department. The MCT is a real

springboard for our future careers. The MCT is internationally oriented and allows to meet students of any origins. It is a real experience not to be missed!

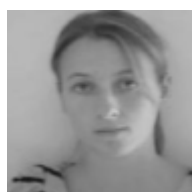
Wenye LIN



MCT comes in complementary to my previous studies (in English and Chinese). It allows me to developing my skills as well as in management and in cross functional skills. In addition, the internationally context of the master is a great opportunity to build

and train my future life in the world of globalized corporations. Otherwise, MCT gives me the opportunity to working inside a large company and to put all my knowledge learned during my training directly on my current apprenticeship.

Marion PERRISSIN-FABERT



I am doing my apprenticeship at PSA. This is my first real professional experience. So far, I can say that it is an extremely enriching opportunity.

It enables me to widen my competences but also to open my mind in front of an environment which I did not know before : the sector of industry and especially the car industry. I already acquired new knowledge about company's rules, professional behaviour and the use of new tools. Today I feel perfectly integrated in my service and I hope to still acquire new knowledge, more autonomy and new operational skills in order to carry out new projects within my team.



Edwin DIAZ



My name is Edwin DIAZ, I am from Colombia and I integrated MCT Master Program last year. Before of being at Dauphine, I did a master degree in International Business Management and at the end of M1, I decided to change a little bit and to focus in something that I am really passionate about "New Technologies", that is why today I am here.

Being part of MCT has been a great journey; I had the opportunity to meet great people from all over the world and to take courses with professionals who are experts in new technologies. The courses given in MCT are very interesting not only because of their content and the fact that are all in English, but also because they are very practical so you can apply them to business world.

The master program is organised in apprenticeship, which allow us having an excellent theoretical base and at the same time a valuable work experience. Currently I am working for BNP Paribas Cardif as Strategic Analyst and from the very first day I have learned so many things that I am sure are going to be very useful for my professional career. In few words, Dauphine and MCT my best decision.

Sirivanh VENEVONGSOS

After a graduation in a business school, I wanted to specialize in an omnipresent field in our way of life, our way of work which is the New Communication Technology field. The MCT program is the ideal combination between the deepening of knowledge in management, the comprehension of the importance and the stakes of New Communication Technology, and the acquisition of a worthwhile experience in a company. This master, which is ensured, for a large part, by participants, recognized in the field of New Communication Technology, is unique, and allowed me to develop my skills in communication and management of projects. Thanks to the very large network (companies, but also students) of MCT, I had the chance to integrate a worldwide company with high standards of requirements, at the image of the master program.



Marie OQUET



After having studying law and hospitality management, MCT gave me the opportunity to move to news technologies. Nowadays, companies look for people managing this field. That is why I found a great apprenticeship in revenue management in SNCF, where I can apply the

lessons provided by the master. Moreover, MCT allows improving communication and project management skills. Courses are based on real case and there are many opportunities to practices with group work. Finally, because student are coming from everywhere in the world, there is great ambiance and a word wild network opportunity. Now, I know that MCT bring a real leverage effect for my future career.



Caroline DE MELO

My apprenticeship in the e-commerce department fits perfectly with the courses at the MCT Master. I've already had few experiences in Web Marketing, but now I am in full time and I am still learning everyday. I am in charge of the international coordination, that's mean to deal with partners in Italy, Scandinavia, Belgium...and as well, with big affiliation platforms. The master gave me this opportunity to enter in Pierre & Vacances which is the Europe's leading holiday rental company.

Pierre & Vacances



Fella HOCINI



AIRFRANCE

The Master 2 Management of New Technologies Communication allows me to discover some new ways to communicate. I find an apprenticeship at Air France-KLM, at the Orly Airport. In my daily job, I work in the team of Ressources Management, and I am using with a lot of informatical tools which bring informations so interesting for this management. I know that without all the courses that we have in NTIC, I will not be able so easily to master these tools. All the professors are really involved in our studies, and the courses are interesting and pratical. We learn a lot and all the stuff that we learn we practice it in groups. Moreover, my company appreciates the fact that I am in full time from December to November, by this way I could follow every project that the team puts in place. This year is really rewarding humanly and professionally. I realise that every day, and I know also that it thanks to this Master that I could develop my skills and learn more and more.



COURSES

- New Communication Media in tourism and luxury
- E-commerce and e-marketing in tourism and luxury
- E-commerce and e-marketing in tourism and luxury
- Change Management in New Communication Media
- International Management and negotiation
- Project Management in New Communication Media
- Competition, Structures and CRM
- Finance and control applied to project management
- Legal issues in New Communication Media, tourism and Luxury
- Management Consulting and New Communication Technologies



CAREERS

- E-marketing manager in new communication media, tourism and luxury
- Multi-channel marketing manager in new communication media, tourism and luxury
- CRM manager in new communication media, tourism and luxury
- E-commerce manager in new communication media, tourism and luxury
- "Assistance à maîtrise d'ouvrage" in projects regarding new communication media, tourism and luxury
- Consultant in new media in mobile telecom companies
- Consultant in new communication technologies in the industries of tourism and luxury

