



**Bachelor in Culinary Arts and Restaurant Management**

**Master of Hospitality Management, Luxury and Lifestyle**

**Master of Hospitality Management, Lebanese and Mediterranean Gastronomy and Lifestyle**



**TAKING IT TO A NEW LEVEL**

**BACHELOR IN CULINARY ARTS AND RESTAURANT MANAGEMENT**

The Bachelor of Culinary Arts and Restaurant Management is designed to develop first-rate professionals and is organized to maximize field exposure to master the skills of culinary arts. Students will gain valuable hands-on experience through apprenticeships under the supervision of professionals and dedicated mentors. Kitchen class sizes are limited to a maximum of 12 allowing for closer interaction with the tutors and increasing student confidence and achievement.

Future graduates will become knowledgeable in the most recent techniques and culinary trends enabling them to set new standards and help restaurants and culinary businesses reach new heights.

NEW



**Areas of employment**

include but are not limited to tourism organizations (hotels/resorts, restaurants and catering, sports and leisure parks...), food production, distribution and consultancy.

**Targeted positions**

include Kitchen/Pastry Chef de Partie; Executive Chef; Restaurant Manager or Managing Owner; Food & Beverage Manager; Franchise Manager, Banquet Sales Agent or Manager; Events Manager; Sales Representative and/or Technical Salesperson; Cost Controller; Consultant...

**PEDAGOGICAL KITCHEN**

The USJ-IGE has an extensive kitchen laboratory designed for hands-on practice and demonstration classes. The lab includes a full-fledged kitchen with state of the art equipment, a pastry section as well as a bakery.



**L'ATELIER RESTAURANT**

L'Atelier restaurant is the pedagogical partner of USJ-IGE and serves as a practice and training environment for students. At L'Atelier, students get a real-life experience in operations, guest contact and event organization.



**HORECA INTERNATIONAL JUNIOR COMPETITIONS**

For many years now and with great success, USJ-IGE students have been participating in the HORECA annual competitions. These competitions give them exposure and allow them to develop their technicity and gain feedback from an international jury which consists of Meilleurs Ouvriers de France, chefs and restaurant professionals.



**MASTER OF HOSPITALITY MANAGEMENT, LUXURY AND LIFESTYLE**

The Master of Hospitality Management, Luxury and Lifestyle is aimed at developing luxury hospitality specialists with thorough understanding of the connection that exists between sensorial products and the client experience in the hospitality and leisure industry. Graduates will add a new dimension to the luxury and lifestyle markets by designing and managing products and services that connect with clients in multidimensional environments.

NEW



**Areas of employment**

include but are not limited to luxury tourism organizations (hotels/resorts, restaurants/catering, sports/leisure parks, transport companies...), production and distribution of luxury goods for tourism companies and consultancy.

**Targeted positions**

include General Manager; Director of Sales & Marketing; Brand Manager; Public Relations; Events Manager; Consultant...



**INSTITUT PAUL BOCUSE WORLDWIDE ALLIANCE**

Since May 2016, USJ-IGE has joined the Institut Paul Bocuse Worldwide Alliance, a network of prestigious institutions around the world. These Institutions share the same values and establish exchange programs allowing students to gain international exposure for increased personal development. The alliance students are offered the possibility of spending a term at the Institut Paul Bocuse in Lyon, France.



**MASTER OF HOSPITALITY MANAGEMENT, LEBANESE AND MEDITERRANEAN GASTRONOMY AND LIFESTYLE**

The Master of Hospitality Management, Lebanese and Mediterranean Gastronomy and Lifestyle is the first post graduate curriculum dedicated to Lebanese gastronomy and lifestyle studies. It aims at developing specialists with a thorough understanding of the Lebanese cuisine, pastry, culture and lifestyle. It also covers the interconnection between the Lebanese and Mediterranean cultures. Graduates of this degree will offer new perspectives in the development of Lebanese restaurant concepts, the management of Lebanese restaurant franchises, culinary travel and agritourism businesses.

NEW



**Areas of employment**

include but are not limited to tourism organizations (hotels, restaurants, catering companies), franchising groups, large food distribution companies and companies specializing in Lebanese cuisine and/or products originating from the local agriculture and consultancy.

**Targeted positions**

include General Manager; Director of F&B; Corporate Executive Chef; Brand Manager; Manager of agri-tourism properties, Consultant...

**FOR INFO**

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**ADMISSION REQUIREMENTS**

Bachelor in Culinary Arts and Restaurant Management

- Lebanese Baccalaureate (or equivalent)
- English language assessment
- Motivation letter
- Interview

Master of Hospitality Management (2 options)

- Bachelor degree, all disciplines\*
- Motivation letter
- Interview

\* Candidates for the Master of Hospitality Management, Lebanese and Mediterranean Gastronomy and Lifestyle may be required to take preparatory courses in kitchen level I and a training in partnering restaurants.



# BACHELOR IN CULINARY ARTS AND RESTAURANT MANAGEMENT

## Kitchen Courses

- Food Preparation I
- Food Preparation II
- Food Preparation III
- Lebanese Cuisine
- Cooking from Around the World
- Dietetic Cooking
- Gastronomic and A La Carte Cuisine
- Vacuum Cuisine
- Pastry I
- Pastry II
- Pastry III
- Bread Baking

**+ 1700 hours  
Kitchen  
Apprenticeship**

**+ 20 weeks  
Specialization  
Internship**

## Management Courses

- Banquet and Catering Operations and Management
- Business Communication
- Business Etiquette and Protocol
- Cost Control
- Dietetics
- Financial Accounting
- Food and Beverage Tasting and Pairing
- Fundamentals of Hospitality Managerial Accounting
- Hygiene and Safety
- Introduction to Food Design for Restaurants
- Introduction to Hospitality and Food and Beverage Industries
- Introduction to Marketing
- Introduction to Mixology and Cocktails
- Kitchen and Restaurant Infrastructure Design
- Labor Law and Social Security
- Management I & II
- Oenology
- Office Automation
- Operational Management in Food and Beverage
- Probability and Statistics
- Product Knowledge
- Purchasing and Procurement Management
- Sales and Communication Skills
- Sales Forecasting
- Spirits and Cigars
- The Art of Service

# MASTER OF HOSPITALITY MANAGEMENT

## Luxury Specific Courses

- Architecture and Design in Luxury Hospitality
- Concierge and Customer Relationship Management
- Luxury and Lifestyle Sensorial Branding
- Luxury Bar Management
- Luxury Communication and Media Planning
- Luxury Customer Behavior
- Luxury Event Management
- Luxury Hospitality Industry and Competitive Analysis
- Luxury Hospitality Operations Management
- Luxury Hospitality Quality Control Systems
- Luxury Service Audit and Performance Indicators
- Luxury Spa and Wellness Management
- Management of Luxury Brands Identity
- Pricing & Yield in the Luxury Hospitality Industry
- Showcase and Lobby Decoration

## Gastronomy Specific Courses

- Culinary Trends in Lebanese and Mediterranean Cuisine I & II
- Delivery Management
- Food Blogging Environment in Lebanon and the Middle East
- Food Design for Restaurants
- Fundamentals of Food Culture and Culinary Evolution
- Lebanese and Mediterranean Food Culture
- Lebanese and Mediterranean Forestry, Agriculture and Landscaping
- The Lebanese "Mune" and Various Preservation Techniques
- The Lebanese Diet
- The Lebanese Wine Trail
- The Mediterranean Diet
- Traditional and Contemporary Lebanese Pastry Techniques I & II
- Traditional Lebanese and Mediterranean Architectures

## Common Management Courses

- Contemporary Lebanese and Mediterranean Art and Design
- Contemporary Mixology
- Corporate Finance and Financial Analysis
- Distribution Management in the Hospitality Industry
- Hospitality Management Simulation Exercises
- Human Resource Management
- Managerial Accounting in the Hospitality Industry
- Marketing and Selling Wines, Spirits and Cigars
- Packaging and Merchandizing in the Hospitality Industry
- Sensorial Analysis in the Hospitality Industry
- Strategic Food and Beverage Management
- Strategic Marketing of Services
- Sustainable Tourism and Destination Management

