



MODULE LEADER

Dr Ray F. Iunius is the author of various academic and professional articles published by journals in the management of services, technology, and innovation. He is also the author of a number of books such as « Industrie de l'accueil », « Hôtellerie de Luxe », « La gestion des spas », "Un Hôtel, un modèle ?" in de Boeck editions and co-author of the "Lausanne Report on the future of Hospitality Industry."

He is the founder of the Ecole hôtelière de Lausanne Institute of Technology and Entrepreneurship (EHLITE), the Institute for Innovation and Entrepreneurship (INTEHL), the Students Business Projects (SBP), the EHLITE magazine, and the Chair of Innovation Paul Dubrue.

Dr Iunius is also Invited Professor at the Faculty of business and Economics (HEC) of the University of Lausanne – Switzerland where he is teaching Strategic Service Operation in the Bachelor and Master programmes. He is also the founder of the Centre for Research and innovation in Services (CRIS) of HEC Lausanne.

Ray earned a BSc, MS and PhD in Technical Sciences from the University of Transylvania Brasov and an MBA and PhD from the Faculty of Business and Economics (HEC) of the Lausanne University. He is currently Director of Business Development at Lausanne Hospitality Consulting, an Ecole hôtelière de Lausanne and Swiss Hotel Association company.

MODULE DESCRIPTION - ENTREPRENEURSHIP

Entrepreneurs require a foundation in several key areas in order to be successful. This module will focus on developing a successful business through using appropriate techniques and anticipating operational complications.

Entrepreneurship introduces you to the entrepreneurial journey, from finding an idea, to gaining traction in the marketplace, to raising capital for your venture. In this module, you will learn an overarching framework—People, Opportunity, Business—to evaluate opportunities, manage start-ups, and finance ventures.

Entrepreneurship explains how entrepreneurs run structured experiments to validate ideas and refine business strategy.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Describe the different opportunities and challenges involved with entrepreneurship
- Convert business ideas into actionable plans
- Define the key elements a business plan
- Evaluate different forms of business financing
- Understand the dynamic role of entrepreneurship and small businesses
- Organize and Manage a Small Business
- Forms of Ownership for Small Business
- New Product or Service Development
- Business Case Creation

Competencies

- Participants develop a working business model and defend their choice
- Analyze the weight of each decision and its operational result
- Practice in pitching a business proposal
- Establish plans to start and manage a business

Mindset

- Balance your proposal's creativity with project sustainability
- Defend your business project with passion and oriented to results

Methodology

- The module combines interactive lectures, case studies, class discussion and hands-on-exercises

MODULE DESCRIPTION – EVENTS MANAGEMENT

This module takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning. This module will be of value to both the professional event planner and to clients who are dealing with planners.

Its comprehensive coverage includes: how to prepare winning proposals, and how to understand them if you are the client; how to determine management fees; negotiating contracts; safety issues; designing events in multicultural settings; and new technology that makes operations more efficient (such as online registration and response management, database project management tools).

The purpose of this module is to enable the participants to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events in the MICE industry.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- To acquire an understanding of the role and purpose(s) of special events in the organizations.
- To acquire an understanding of the techniques and strategies required to plan successful special events.
- To acquire the knowledge and competencies required to promote, implement and conduct special events.
- To acquire the knowledge and competencies required to assess the quality and success of special events.

Competencies

- Identify the centrality of tourism in event management
- Classify the types of events and explain their role in contributing to a destination's sense of place
- Explain the steps necessary to create a successful event Relate current news items and events to course content

Mindset

- Creative, curious of guest perception & behavioral changes that can influence MICE Industry or Events Departments in you companies,
- Ready to contribute actively in workshop & group discussions
- Willing to drive change

Methodology

- The module combines interactive lectures, case studies, class discussion and hands-on-exercises