

Saudi Entertainment Academy 2023 -2024

Course Study Plan

Diploma: Entertainment Centers Management

Specialty: Meet & Greet



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University Côte d'Azur / GIP FCIP Paris

Referents : JC BOISSE / C TACHEFINE

Version 2



UNIVERSITÉ
CÔTE D'AZUR

Saudi Entertainment Academy

Course Study Plan

Diploma: Entertainment Centers Management

Specialty: Meet & Greet

Semester 1:

Certificate delivered: **C1 “Welcome & accompaniment of the public”**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C1U1	Customer relationship & communication	Basics of communication and customer relationship	Ensure the appropriate welcome and care of the visitors ;	Communication and customer relationship technics ;	No	3	3	36
C1U2	Customer welcome	Welcome and information for visitors to a leisure, amusement or cultural park	Ensure the appropriate reception of all audiences ; Inform visitors about the premises, the offer proposed on the site, and the basic safety rules ; Answer simple questions from English-speaking visitors ;	Welcome and customer relationship technics ;	No	3	3	36
C1U3	Visitors guidance and promotion of the site offer	Guide and advise the visitors on a leisure site and promote the site offers	Ensure the appropriate guidance to he visitors ; Promote the different products, services and attractions ;	Leisure site's offer and promotion technics ;	No	3	3	36
C1U4	Participation to the animation of the site attractions	Animation adapted to the various attractions of the site	Ensure the animation of a specific attraction, alone or with a team ;	Actors and show technics ;	No	3	3	36

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Semester 2:

Certificate delivered: **C2 “On-site boutique activities”**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C2U1	Sales technics	Sell products in an in-site boutique	Organize the sale area ; Sell products in a store ;	Sales technics, boutique organization principles (front & back office) ;	No	3	3	36
C2U2	English applied to Meet & Greet activ	Communicate properly in English (oral and written)	Synthesize and reformulate the content of a message ; Write, express and structure an analysis according to an adequate plan ;	Oral expression preparation technics ; Reading and text production technics ;	U01	3	3	36
C2U3	General economics of entertainment	Comprehensive approach of the companies' activity and policy in the economic, financial and sociological environment ;	Analyze economic, financial and sociological news related to the entertainment sector ;	Principles of leisure industry ;	No	3	3	36
C2U4	Boutique organization and animation	Opening, preparation and closure of the point of sale	Prepare the products, the supports and the selling help tools ; Control their trade state (expiry date, good shape of the product or of its packaging...) and the signalling system ; Put up the products in the shelves according to the management indicators ; Modify a window decoration ; Set up appealing merchandising actions ; Monitor and detect malicious acts ; Apply fight rules against mark-down ;	Merchandising technics ; Safety principles (customers, products and premises) ;	No	3	7	84

Diploma: Entertainment Centers Management

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Semester 2:

Certificate delivered: **C2 “On-site boutique activities”**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C2U5	Products selling in a boutique	Sale and management of the cash register	Welcome the customer ; Identify the motivations of the purchase ; Inform and advise ; Sell products with the goal of satisfying customers, according to the sales objectives and company policy ; Propose additional and /or associated services to the purchase ; Manage a cash register ;	Sales technics ; Boutique organization principles (front & back office) ;	No	3	7	84
C2U6	Participate in the boutique managem	Restocking and layout of the sales area	Apply supply procedures according to the distribution channels ; Participate in the preparation and the follow-up of the order up to sale the product ; Receive the products ; Participate in the inventories ;	Principles of stock management ;	No	3	7	84

Diploma: Entertainment Centers Management

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Semester 3:

Certificate delivered: C3 “On-site light catering activities”

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H / Sem
						Cr.	Total H/ week	
C3U1	Light catering basics	Prepare and serve in-site light catering	Prepare, scrupulously respecting the technical sheets, and serve simple cold or hot dishes, mainly by assembly	Food preparation technics, service technics in light catering unit organization (front and back office)	No	3	3	18
C3U2	English applied to Meet & Greet activities	Communicate properly in English (oral and written)	Synthesize and reformulate the content of a message ; Write, express and structure an analysis according to an adequate plan ;	Oral expression preparation technics ; Reading and text production technics ;	U01	3	3	18
C3U3	Light catering production	Realization of hot and cold preparations in large quantities	Organize the workstation and plan for supplies ; Prepare cold or hot sandwiches, salads... ; Return or maintain products or dishes at temperature ; Prepare desserts ; Prepare hot or cold drinks ;	Food preparation technics ; Service technics in light catering unit organization (front and back office) ;	No	3	9	54
C3U4	Light catering service	Distribution of products and prepared meals	Take an order, serve customers and cash ; Sell and offer additional sales ; Ensure about the satisfaction of the customer ;	Customer service in light catering technics (all along the process) ;	No	3	9	54
C3U5	Participation to the organization and	Workstation and point of sale preparation and closure ; Application of the rules of food hygiene and safety of goods and people ;	Prepare the workstation and point of sale ; Manage the stock of raw materials necessary for the service ; Return the workstation and point of sale to the initial state ; Detect anomalies in the operation of equipment ; Proceed with the withdrawal of unusable products ; Apply the rules of hygiene in restaurants ;	Food hygiene rules ; Workstation organization principles ; Materials and equipment functioning principles ;	No	3	6	36

Diploma: Entertainment Centers Management

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Semester 4 :

Certificate delivered: **C4 “Management”**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C4U1	Management basics	Principles of management	Participate to the implementation of management principles in a leisure park ;	Management general technics ;	No	3	10	120
C4U2	Team management	Manage and lead a team of Meet and Greet operators	Identify the performance criteria of a team ; Formulate effective goals ; Guide individual and collective action towards performance ; Adapt the managerial approach taking into account personalities and situations ;	Principles of Human Ressources management ;	No	3	8	96
C4U3	Unit management	Manage a unit of Meet & Greet activities (welcome, shop, catering)	Collect data to fill in the sales monitoring file ; Participate in the analysis of the sales results (permanent, promotions, headings displays...) ; Participate in the financial stock management ; Calculate and analyse the financial, economic significant ratio ; Verify the prices ; Transmit information to the team members ;	Organization principles Financial management	No	3	12	144

Diploma: Entertainment Centers Management

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Semester 5 :

Certificate delivered: **C5** “Advanced Meet & Greet Management”

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C5U1	Management & Technics specific to Meet & Greet	Management applied to Meet & Greet activities Meet & Greet advanced technics	Manage the various Meet & Greet activities ; Apply security and sanitary regulations regards people, products, equipment and premises ; Notice anomalies and dysfunctions linked to the security and transmit them to the person in charge ;	Management applied to Meet & Greet activities Meet & Greet advanced technics	No	3	12	144
C5U2	Business development	Develop the business of a Meet & Greet unit	Contribute to the annual activity report ; Analyze the activity data of the structure, the service and identify areas of development ; Maintain the attractiveness of the unit ; Propose new activities, improvements...; Organize the continuous training of the team ;	Business analyze and development principles	No	3	8	96
C5U3	Project leading	Principles of project management	Analyse the needs and the context ; Design a project and choose the relevant team ; Implement the steps of the project ; Monitor the activities and results (quality control, satisfaction...)	Project management principles, applied to Greet & Meet	No	3	10	120