



PRESS RELEASE
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Excelia Group expands its programme offer in Tours

One year after the launch of its Master in Management programme in Tours, Excelia Group continues to expand its range of programmes available on its Loire Valley campus. This is in response to the need of local stakeholders to benefit from the high level of education provided by a School that is a member of the *Conférence des Grandes Ecoles*. For the 2020-2021 academic year, the following programmes will therefore be offered in Tours: the Bachelor in Business programme from La Rochelle Business School, and both the Bachelor and MSc programmes from La Rochelle Tourism & Hospitality School. In addition, all three years of the Master in Management will now be available. By 2025, across all its programmes, Excelia Group aims to welcome more than 1,200 students on its Tour campus.

Master in Management and Bachelor in Business programmes

Following the launch of Year 2 of the **Master in Management (MiM)** programme at the start of the 2019 academic year, students will now be able to carry out the entire programme on the Tours campus, with both Years 1 and 3 being available from the start of the next academic year. Year 3 will include a choice of 3 specialisations which can be undertaken on a work-study track:

- Management Control
- Sales & Marketing
- Digital Transformation of Organisations

For the 2020-2021 academic year, **the MiM** will welcome some 75 students, with a target of 500 students by 2025. The specialisations available in the final year will be further extended over the coming years, to include International Business Management, Purchasing and Supply Chain Management, and Digital Marketing.

The **Bachelor in Business** is the second study programme from La Rochelle Business School to be available in Tours, with the forthcoming academic year seeing the launch of Year 1 of the Bachelor in Business programme in January 2021. The aim is to eventually offer the entire programme in Tours, to enlarge the choice of specialities, and to welcome some 200 students by 2025.

Excelia Group's Tourism and Hospitality School also available in Tours

The 2020-2021 academic year will also see La Rochelle Tourism & Hospitality School respond to a pressing need for tourism management programmes in a region that is culturally rich and has been a UNESCO World Heritage Site since 2000. The uniqueness of the School is that its pedagogy focusses directly on the tourist destinations and heritage sites located along the Paris - Tours - La Rochelle - Cognac - Bordeaux - Périgord route. It will therefore organise 'Best of France' Learning Expeditions

for all its students, with the aim of offering them the opportunity to discover France's heritage and some of the most visited sites in the world such as Paris, the Châteaux of the Loire Valley, various heritage sites, Futuroscope, historical caves, Puy du Fou theme park, etc.

Two programmes will be gradually rolled out:

- **The Bachelor in Tourism & Hospitality Management**, in January 2021, will welcome Year 1 students on a 100% English Track, and Year 3 students as part of a specialisation in Destination Management and Heritage, to be carried out in French.
- **The MSc (Master of Science) in International Tourism & Destination Management** will also welcome Year 1 students as of January 2021.

The goal is to welcome some 50 students on the Bachelor programme and 30 students on the MSc programme.

An expansion in perfect harmony with the needs of the local region

To implement its regional development strategy, Excelia Group works closely with all stakeholders in the local regions who are looking to benefit from the high level of education provided by a School that is both a member of the *Conférence des Grandes Ecoles* and holds international accreditations. The level of the programmes being offered, the choice of specialisations and the format of the programmes (initial or work-study) reflect the professional aspirations of students as well as the skills required by companies. Therefore, launching the programmes in Tours meets the following objectives:

- offering the entire Master in Management programme reflects the demand within the region for high-level management education, provided by a major Business School. The last two years of the programme can be carried out on a work-study track, thereby rapidly meeting the recruitment needs of companies within the region
- offering the Bachelor in Business specialisation in 'Sales Management' has a dual role - to meet the need for middle managers with a business development profile as well as to offer a much-needed 3-year post-High School qualification provided by a major Business School in the region
- opening the tourism management school addresses the lack of tourism programmes currently on offer as well as the substantial need for tourism resources in a region that is rich in culture and heritage

A new stage in Excelia Group's development strategy

In just one year, Excelia Group has launched several of its programmes in the local regions. This further strengthens the Group's regional development strategy which itself meets two of the Group's strategic objectives:

- to diversify its offer with the aim of increasing its appeal as well as strengthening its presence in its local regions
- to strengthen its position in the New Aquitaine region so as to compete with the Bordeaux and Nantes conurbations, and to create a strong network of study locations within the regions



“Excelia Group's study locations in Cognac, Niort, Rochefort and Tours are the realisation of the Group's growth and regional development strategy. The launching of several programmes in Tours marks a new stage in its development. It will enable the City of Tours and its local economy to benefit from the quality and diversity of the educational offer that only a major Business School can provide. It also meets the educational requirements of students within the region, helping them to face the future with confidence, especially given the current health situation that we are experiencing. Enabling young people to continue their professional education is part of our mission as a Higher Education establishment.”

Bruno Neil, CEO and Dean, Excelia Group

About Excelia Group

Created in 1988, Excelia Group (formerly Sup de Co La Rochelle) is one of the leading French Higher Education Groups. With a strong presence in its local region and an international outlook, the Group comprises 5 Schools: La Rochelle Business School, La Rochelle Tourism & Hospitality School, La Rochelle Digital School, La Rochelle Academy, La Rochelle Executive Education. It currently educates some 3,800 students and boasts a global network of 17,500 graduates. The Group holds the following labels and accreditations: EESPIG, AACSB, EPAS and UNWTO.TedQual (United Nations) in the field of tourism.

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