

TOURISM & HOSPITALITY MANAGEMENT - Year 1			
Courses code	Courses	Teaching Language	Ects / credits
FALL			
Core courses			
BTH1_2223_LR_CL_ET_FT_S1_A_TRMMKGL1G0006	Customer Service Skills	English	3
Management and Tourism			
BTH1_2223_LR_CL_ET_S1_A_MKGMKGL1G0256	Marketing and Sales in Tourism	English	3
BTH1_2223_LR_CL_ET_S1_A_FINCP1L1G0003	Accounting Fundamentals		3
BTH1_2223_LR_CL_ET_S1_A_FINTM1L1S0002	Business Analysis with Excel		3
BTH1_2223_LR_CL_ET_S1_A_TRMTRML1G0003	Economics of Tourism		3
BTH1_2223_LR_CL_ET_S1_A_MKGMKGL1S0001	Marketing for Sustainable Tourism		3
BTH1_2223_LR_CL_ET_S1_A_TRMTRM00G0032	Tourism and French Gastronomy		4
Culture			
BTH1_2223_LR_CL_ET_S1_A_CLTHUML1S0001	Global Code of Ethics	English	3
Languages			
BTH1_2223_LR_CL_ET_LV1_NATIVE_S1_A_LANANG00G0015	English for Academic Purposes 1	English	2
BTH1_2223_LR_CL_ET_LV1_NATIVE_S1_A_LANANG00G0015	English for Native Speakers		2
BTH1_2223_LR_CL_LV2_S1_F_LANFRA00G0001	French as a Foreign Language 1 (beginner/intermediate)	French	2
BTH1_2223_LR_CL_LV2_S1_F_LANFRA00G0003			
SPRING			
Core courses			
BTH1_2223_LR_CL_ET_FT_S2_A_TRMTRML1G0009	Design Thinking and Creativity	English	3
BTH1_2223_LR_CL_ET_S2_A_MKGMKGL1G0257	Services Marketing in Tourism		3
Management and Tourism			
BTH1_2223_LR_CL_ET_S2_A_DIGDIG1G0017	Web publication	English	3
BTH1_2223_LR_CL_ET_S2_A_FINFIL1G0015	Financial analysis		3
BTH1_2223_LR_CL_ET_S2_A_RHMGRL1G0001	Fundamentals of Human Resources Management		3
BTH1_2223_LR_CL_ET_S2_A_TRMTRML1G0002	Tourism and its Organization		3
BTH1_2223_LR_CL_ET_S2_F_TRMTRML1G0027	Tourism Geography in the World		3
	Innovation Management in Tourism		4
Languages			
BTH1_2223_LR_CL_LV1_FT_S2_A_LANANG00G0020	English for Contemporary Issues	English	2
BTH1_2223_LR_CL_LV2_S2_F_LANFRA00G0002	French as a Foreign Language 2 (beginner/intermediate)	French	2
BTH1_2223_LR_CL_LV2_S2_F_LANFRA00G0004			

TOURISM & HOSPITALITY MANAGEMENT - Year 2				
Courses code	Courses	Teaching Language	Ects / credits	
SPRING				
Management and Tourism				
BTH2_2223_LR_CL_ET_S2_A_TRMTRML2G0003	Introduction to Travel Industry (Professional conference)	English	0	
BTH2_2223_LR_CL_ET_S2_A_TRMTRML2G0002	Introduction to Hospitality Industry (Professional conference)		0	
BTH2_2223_LR_CL_ET_S2_A_TRMTRML2G1205	Introduction aux Industries des Loisirs et du Sport (conference professionnelle)	French	0	
BTH2_2223_LR_CL_ET_S2_A_TRMTRML2G1614	Consumer Behaviour in Tourism	English	3	
BTH2_2223_LR_CL_ET_S2_A_MKGMKGL2G0304	Marketing Communication in Tourism		3	
BTH2_2223_LR_CL_ET_S2_A_FINCP1L2G0002	Fundamentals of Management Control		3	
BTH2_2223_LR_CL_ET_S2_A_DIGDIG2G0025	Community Management		3	
BTH2_2223_LR_CL_ET_S2_A_RHMDRL2S0001	Tourism Law		3	
BTH2_2223_LR_CL_ET_S2_A_RHMANL2G0003	Team Management and Team Conflict		3	
BTH2_2223_LR_CL_ET_S2_A_STRSTR1S0001	Innovation Management in Tourism		5	
Culture				
BTH2_2223_LR_CL_ET_S2_A_CLTHUML2G0124	Introduction to Human Development and CSR		English	2
Language				
BTH2_2223_LR_CL_ET_LV1_S2_A_LANANG00G0027	English for Tourism	English	2	
BTH2_2223_LR_CL_ET_LV2_S2_F_LANFRA00G0001	French as a Foreign Language 1 (beginner)	French	3	

TOURISM & HOSPITALITY MANAGEMENT - Year 3			
Courses code	Courses	Teaching Language	Ects / credits
FALL			
Core courses			
BTH3_2223_LR_CL_ET_S1_A_MKGMKGL3G0252	Relational Marketing and Integrated Marketing Communication	English	3
BTH3_2223_LR_CL_ET_S1_A_MKGMKGL3S0266	Digital Marketing & Tourism		3
BTH3_2223_LR_CL_ET_S1_A_FINFIL3G0022	Company Finance		3
BTH3_2223_LR_CL_ET_S1_A_TRMTRML3S0114	Yield Management		3
BTH3_2223_LR_CL_ET_S1_A_RHMGRL3S0265	Leadership and Entrepreneurship		3
Management and Tourism (1 specialisation to be chosen)			
Hospitality Specialisation			
BTH3_2223_LR_CL_ET_HM_S1_A_TRMTRML3S0018	Standards and Certifications	English	3
BTH3_2223_LR_CL_ET_HM_S1_A_TRMTRML3S0053	Food and Beverage		3
Travel Specialisation			
BTH3_2223_LR_CL_ET_TM_S1_A_TRMTRML3G0085	Travel Industry	English	3
BTH3_2223_LR_CL_ET_TM_S1_A_TRMTRML3S0059	Negotiation and Purchasing in Tourism		3
Culture			
BTH3_2223_LR_CL_ET_S1_A_TRMTRM00G0032	Tourism and French Gastronomy	English	4
BTH3_2223_LR_CL_ET_S1_A_TRMTRM00G0004	Intercultural Communication for Tourism		2
Professionalisation			
BTH3_2223_LR_ALT_CL_SOMMEL_S1_A_FINSBGL3G0003	Resort Management: Business Game	English	2
Language			
BTH3_2223_LR_CL_LV2_S1_F_LANFRA00G0001	French as a Foreign Language 1 (beginner/intermediate/advanced)	French	2
BTH3_2223_LR_CL_LV2_S1_F_LANFRA00G0003			
BTH3_2223_LR_CL_LV2_S1_F_LANFRA00G0005			
SPRING			
Core courses			
BTH3_2223_LR_CL_ET_S2_A_RHMGRL3S0001	Human Resources Management	English	3
BTH3_2223_LR_CL_ET_FT_S2_A_STRSTR3S0014	Sustainable Tourism and CSR		3
BTH3_2223_LR_CL_ET_S2_A_MKGMKGL3S0268	Community Management		3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
BTH3_2223_LR_CL_ET_HM_S2_A_TRMTRML3S0127	Consultancy Project Hospitality		3
Management and Tourism (1 specialisation to be chosen)			
Hospitality Specialisation			
BTH3_2223_LR_CL_ET_HM_S2_A_TRMTRML3S0127	Consultancy Project Hospitality	English	3
BTH3_2223_LR_CL_ET_HM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2223_LR_CL_ET_HM_S2_A_MKGMKGL3S0042	Marketing Distribution in Hospitality		3
Travel Specialisation			
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)	English	3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0017	Destination Management and Creative Tourism		3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
Culture			
BTH3_2223_LR_CL_AST_AST2_S2_A_CLTHUML3S0168	Global Code of Ethics	English	4
BTH3_2223_LR_CL_S2_A_STRSTR3S0037	Innovation Management and Tourism		5
Professionalisation			
BTH3_2223_LR_ALT_CL_SOMMEL_S1_A_FINSBGL3G0003	Resort Management: Business Game	English	3
Language			
BTH3_2223_LR_CL_LV2_S2_F_LANFRA00G0002	French as a Foreign Language 2 (beginner/intermediate/advanced)	French	2
BTH3_2223_LR_CL_LV2_S2_F_LANFRA00G0004			
BTH3_2223_LR_CL_LV2_S2_F_LANFRA00G0006			

Please choose only 1 specialisation

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