

TOURISM & HOSPITALITY MANAGEMENT -Year 1			
Courses code	Courses	Teaching Language	Ects / credits
<b>FALL</b>			
<b>Core courses</b>			
BTH1_2223_LR_CL_ET_FT_S1_A_TRMMKGL1G0006	Customer Service Skills	English	3
<b>Management and Tourism</b>			
BTH1_2223_LR_CL_ET_S1_A_MKGMKGL1G0256	Marketing and Sales in Tourism	English	3
BTH1_2223_LR_CL_ET_S1_A_FINFNL1G0003	Accounting Fundamentals		3
BTH1_2223_LR_CL_ET_S1_A_FINTML1G0002	Business Analysis with Excel		3
BTH1_2223_LR_CL_ET_S1_A_TRMTRML1G0003	Economics of Tourism		3
BTH1_2223_LR_CL_ET_S1_A_TRMTRML1G0002	Marketing for Sustainable Tourism		3
BTH1_2223_LR_CL_EXCHANGE_RBT_S1_A_TRMTRM0G0032	Tourism and French Gastronomy		4
<b>Culture</b>			
BTH1_2223_LR_CL_ET_S1_A_CLTHUML1S0001	Global Code of Ethics	English	3
<b>Languages</b>			
	English for academic purposes 1	English	2
	English for native speakers		2
	French 1 (beginner/intermediate)	French	2
<b>SPRING</b>			
<b>Core courses</b>			
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
<b>Management and Tourism</b>			
BTH1_2223_LR_CL_ET_S2_A_DIGDIG1G0017	Web publication	English	3
BTH1_2223_LR_CL_ET_S2_A_FINFNL1G0015	Financial analysis		3
BTH1_2223_LR_CL_ET_S2_A_RHMGRHL1G0001	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_A_TRMTRML1G0004	Geo-politics in Tourism		3
	Innovation Management in Tourism		4
<b>Languages</b>			
	English for Contemporary Issues	English	2
	French 2 (beginner/intermediate)	French	2

TOURISM & HOSPITALITY MANAGEMENT -Year 2			
Courses code	Courses	Teaching Language	Ects / credits
<b>SPRING</b>			
<b>Management and Tourism</b>			
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 (conférence professionnelle)	French	0
BTH2_2223_LR_CL_ET_S2_A_TRMTRML2G1614	Consumer Behaviour in Tourism	English	3
BTH2_2223_LR_CL_ET_S2_A_MKGMKGL2G0034	Marketing Communication in Tourism		3
BTH2_2223_LR_CL_ET_S2_A_FINFNL2G0002	Fundamentals of Management Control		3
BTH2_2223_LR_CL_ET_S2_A_DIGDIG2G0025	Community Management		3
BTH2_2223_LR_CL_ET_S2_A_RHMDRT1ZS0001	Tourism Law		3
BTH2_2223_LR_CL_ET_S2_A_RHMMANL2G0003	Team Management and Team Conflict		3
BTH2_2223_LR_CL_ET_S2_A_STRSTR1ZS0001	Innovation Management in Tourism		5
<b>Culture</b>			
BTH2_2223_LR_CL_ET_S2_A_CLTHUML2G0124	Introduction to Human Development and CSR	English	2
<b>Language</b>			
	English for Tourism	English	2
	French 1 (beginner/intermediate)	French	3

TOURISM & HOSPITALITY MANAGEMENT -Year 3			
Courses code	Courses	Teaching Language	Ects / credits
<b>FALL</b>			
<b>Core courses</b>			
BTH3_2223_LR_CL_ET_S1_A_MKGMKGL3G0252	Relational Marketing and Integrated Marketing Communication	English	3
	Community Platform and Distribution		3
	Cost and Budget Management		3
BTH3_2223_LR_CL_ET_S1_A_TRMTRML3S0114	Yield Management	English	3
BTH3_2223_LR_CL_ET_S1_A_RHMGRHL3S0265	Leadership and Entrepreneurship		3
	Consultancy Project Travel and Consultancy Hospitality		3
<b>Management and Tourism (1 specialisation to be chosen)</b>			
<b>Hospitality Specialisation</b>			
BTH3_2223_LR_CL_ET_HM_S1_A_TRMTRML3S0018	Standards and Certifications	English	3
<b>Travel Specialisation</b>			
BTH3_2223_LR_CL_ET_TM_S1_A_TRMTRML3G0085	Travel Industry	English	3
<b>Culture</b>			
BTH3_2223_LR_CL_EXCHANGE_RBT_S1_A_TRMTRM0G0032	Tourism and French Gastronomy	English	4
BTH3_2223_LR_CL_ET_EXCHANGE_AST_S1_A_CLTCL1S0004	Intercultural Communication for Tourism	English	2
<b>Professionalisation</b>			
BTH3_2223_LR_ALT_CL_SOMMEL_S1_A_FINSBGL3G0003	Business Game	English	2
<b>Language</b>			
	French 1 (beginner/intermediate/advanced)	French	1
<b>SPRING</b>			
<b>Core courses</b>			
BTH3_2223_LR_CL_ET_S2_A_RHMGRHL3S0001	Human Resources Management	English	3
BTH3_2223_LR_CL_ET_FT_S2_A_STRSTR1S0014	Sustainable Tourism and CSR		3
BTH3_2223_LR_CL_ET_S2_A_MKGMKGL3S0268	Community Management		3
<b>Management and Tourism (1 specialisation to be chosen)</b>			
<b>Hospitality Specialisation</b>			
BTH3_2223_LR_CL_ET_HM_S2_A_TRMTRML3S0053	Food and Beverage	English	3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2223_LR_CL_ET_HM_S2_A_MKGMKGL3S0042	Marketing Distribution in Hospitality		3
<b>Travel Specialisation</b>			
BTH3_2223_LR_CL_ET_HM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)	English	3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0017	Creative and Destination Tourism		3
BTH3_2223_LR_CL_ET_TM_S2_A_TRMTRML3S0059	Negotiation and Purchasing in Tourism		3
<b>Culture</b>			
BTH3_2223_LR_CL_RBT_EXCHANGE_S2_A_STRSTR1S0037	Innovation Management in Tourism		5
BTH3_2223_LR_CL_AST_AST2_S2_A_CLTHUML3S0168	Global Code of Ethics		4
BTH3_2223_LR_CL_EXCHANGE_RD_S2_A_CLTCL1S0004	Intercultural Communication for Tourism	English	2
<b>Professionalisation</b>			
BTH3_2223_LR_CL_ET_S2_A_STRSTR1S0039	Business Creation	English	3
<b>Language</b>			
	French 2 (beginner/intermediate/advanced)	French	1

Please choose only 1 specialisation

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