

Bachelor in Tourism & Hospitality Management - courses 23-24

English Track La Rochelle campus

TOURISM & HOSPITALITY MANAGEMENT - Year 1			
Courses code	Courses	Teaching Language	Ects / credits
FALL			
September 07 th , 2023 - December 09 th , 2023			
Core courses			
BTH1_2324_LR_CL_ET_FT_S1_A_TRMTRML1G0006	Customer Service Skills	English	3
Management and Tourism			
BTH1_2324_LR_CL_ET_S1_A_MKGMKGL1G0256	Marketing and Sales in Tourism	English	3
BTH1_2324_LR_CL_ET_S1_A_FINCPTL1G0003	Accounting Fundamentals		3
BTH1_2324_LR_CL_ET_S1_A_FINTIML1S0002	Business Analysis with Excel		2
BTH1_2324_LR_CL_ET_S1_A_TRMTRML1G0003	Economics of Tourism and Press Review		4
BTH1_2324_LR_CL_ET_S1_A_MKGMKGL1S0001	Marketing for Sustainable Tourism		3
BTH1_2324_LR_CL_ECHANGE_RBT_S1_A_TRMTRM00G0032	Tourism and French Gastronomy		4
Culture			
BTH1_2324_LR_CL_ET_S1_A_CLTCLTL1G0026	Learning to Learn	English	2
BTH1_2324_LR_CL_ET_FT_S1_A_CLTTESL1G0003	the Water Puzzle Workshop		1
Personal Development			
BTH1_2324_LR_CL_ET_FT_S1_A_EDPATEL1G0101	Theater Workshop	English	1
Languages			
BTH1_2324_LR_CL_ET_LV1_S1_A_LANANG00G0015	English for Academic Purposes (Level 1)	English	2
BTH1_2324_LR_CL_LV2_S1_F_LANFRA00G0001	French as a Foreign Language 1 (beginner/intermediate)	French	2
BTH1_2324_LR_CL_LV2_S1_F_LANFRA00G0003			
SPRING			
January 02 nd , 2024 - April 27 th , 2024			
Core courses			
BTH1_2324_LR_CL_ET_FT_S2_A_TRMTRML1G0009	Design Thinking and Creativity	English	3
BTH1_2324_LR_CL_ET_FT_S2_A_MKGMKGL1G0257	Services Marketing in Tourism		3
Management and Tourism			
BTH1_2324_LR_CL_ET_S2_A_DIGDDG00G0002	Digital Communication Tools (level 1)	English	3
BTH1_2324_LR_CL_ET_S2_A_FINFINL1G0015	Financial Analysis		3
BTH1_2324_LR_CL_ET_S2_A_RHMGRHL1G0001	Fundamentals of Human Resources Management		3
BTH1_2324_LR_CL_ET_S2_A_TRMTRML1G0002	Tourism and its Organization		3
BTH1_2324_LR_CL_ET_S2_A_CLTTESL1G0002	Climatology, Water and Environment		3
BTH1_2324_LR_CL_ECHANGE_RBT_S2_A_TRMTRML1G0032	Tourism Innovation Management		4
Languages			
BTH1_2324_LR_CL_ET_LV1_S2_A_LANANG00G0020	English for Contemporary Issues	English	2
BTH1_2324_LR_CL_LV2_S2_F_LANFRA00G0002	French as a Foreign Language 2 (beginner/intermediate)	French	2
BTH1_2324_LR_CL_LV2_S2_F_LANFRA00G0004			

TOURISM & HOSPITALITY MANAGEMENT - Year 2			
Courses code	Courses	Teaching Language	Ects / credits
SPRING			
April 02nd, 2024 - July 06th, 2024			
Management and Tourism			
BTH2_2324_LR_CL_ET_S2_A_TRMTRML2G0003	Introduction to Travel Industry (<i>Professional conference</i>)	English	0
BTH2_2324_LR_CL_ET_S2_A_TRMTRML2G0002	Introduction to Hospitality Industry (<i>Professional conference</i>)		0
BTH2_2324_LR_CL_ET_S2_A_TRMTRML2G1205	Introduction to Leisure and Sport Industries (<i>Professional conference</i>)		0
BTH2_2324_LR_CL_ET_S2_A_TRMTRML2G1614	Consumer Behaviour in Tourism	English	3
BTH2_2324_LR_CL_ET_S2_A_MKGMKGL2G0034	Marketing Communication in Tourism		3
BTH2_2324_LR_CL_ET_S2_A_FINCPTL2G0002	Fundamentals of Management Control		3
BTH2_2324_LR_CL_ET_S2_A_DIGDIGL2G0025	Community Management		3
BTH2_2324_LR_CL_ET_S2_A_RHMDRTL2S0001	Tourism Law		3
BTH2_2324_LR_CL_ET_S2_A_RHMMANL2G0003	Team Management and Team Conflict		3
BTH2_2324_LR_CL_ET_S2_A_STRSTRL2S0001	Innovation Management in Tourism		5
Culture			
BTH2_2324_LR_CL_ET_S2_A_CLTHUML2G0124	Introduction to Human Development and CSR	English	2
Language			
BTH2_2324_LR_CL_ET_LV1_S2_A_LANANG00G0027	English for Tourism	English	2
BTH2_2324_LR_CL_ET_LV2_S2_F_LANFRA00G0001	French as a Foreign Language 1 (beginner)	French	2

TOURISM & HOSPITALITY MANAGEMENT - Year 3			
Courses code	Courses	Teaching Language	Ects / credits
FALL September 11 th , 2023 - December 23 rd , 2023			
Core courses			
BTH3_2324_LR_CL_ET_S1_A_MKGMKGL3G0252	Relational Marketing and Integrated Marketing Communication	English	3
BTH3_2324_LR_CL_ET_S1_A_MKGMKGL3S0266	Digital Marketing & Tourism		3
BTH3_2324_LR_CL_ET_S1_A_FINFINL3G0022	Company Finance		3
BTH3_2324_LR_CL_ET_S1_A_TRMTRML3S0114	Yield Management		3
BTH3_2324_LR_CL_ET_S1_A_RHMGRHL3S0265	Leadership and Entrepreneurship		3
Management and Tourism (1 specialisation to be chosen)			
Hospitality Specialisation			
BTH3_2324_LR_CL_ET_HM_S1_A_TRMTRML3S0018	Standards and Certifications	English	3
BTH3_2324_LR_CL_ET_HM_S1_A_TRMTRML3S0053	Food and Beverage		3
Travel Specialisation			
BTH3_2324_LR_CL_ET_TM_S1_A_TRMTRML3G0085	Travel Industry	English	3
BTH3_2324_LR_CL_ET_TM_S1_A_TRMTRML3S0059	Negotiation and Purchasing in Tourism		3
Culture			
BTH3_2324_LR_CL_EXCHANGE_RBT_S1_A_TRMTRM00G0032	Tourism and French Gastronomy	English	4
BTH3_2324_LR_CL_ET_EXCHANGE_AST_S1_A_CLTCLTL3S0004	Intercultural Communication for Tourism		2
Professionalisation			
BTH3_2324_LR_ALT_CL_SOMMEL_S1_A_FINSBGL3G0003	Resort Management: Business Game	English	2
Language			
BTH3_2324_LR_CL_LV2_S1_F_LANFRA00G0001 BTH3_2324_LR_CL_LV2_S1_F_LANFRA00G0003 BTH3_2324_LR_CL_LV2_S1_F_LANFRA00G0005	French as a Foreign Language 1 (beginner/intermediate/advanced)	French	2

Please choose only
1 specialisation

SPRING January 08 th , 2024 - April 13 th , 2024			
Core courses			
BTH3_2324_LR_CL_ET_S2_A_RHMGRHL3S0001	Human Resources Management	English	3
BTH3_2324_LR_CL_ET_FT_S2_A_STRSTRL3S0014	Sustainable Development and CSR in Tourism		3
BTH3_2324_LR_CL_ET_S2_A_MKGMKGL3S0268	Community Management		3
BTH3_2223_LR_CL_RBT_ECHANGE_S2_A_STRSTRL3S0037	Innovation Management in Tourism		6
Management and Tourism (1 specialisation to be chosen)			
Hospitality Specialisation			
BTH3_2324_LR_CL_ET_HM_S2_A_TRMTRML3S0127	Consultancy Project Hospitality	English	3
BTH3_2324_LR_CL_ET_HM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2324_LR_CL_ET_HM_S2_A_MKGMKGL3S0042	Marketing Distribution in Hospitality		3
Travel Specialisation			
BTH3_2324_LR_CL_ET_TM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)	English	3
BTH3_2324_LR_CL_ET_TM_S2_A_TRMTRML3S0017	Destination Management and Creative Tourism		3
BTH3_2324_LR_CL_ET_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
Culture			
BTH3_2324_LR_CL_ET_AST_AST2_S2_A_CLTHUML3S0168	Global Code of Ethics	English	4
BTH3_2324_LR_CL_ECHANGE_S2_A_CLTCLTL3S0004	Intercultural Communication for Tourism		2
Professionalisation			
BTH3_2324_LR_CL_ECHANGE_S2_A_TRMTRML3S0111	Resort Management: Business Game (online)	English	2
Language			
BTH3_2324_LR_CL_LV2_S2_F_LANFRA00G0002 BTH3_2324_LR_CL_LV2_S2_F_LANFRA00G0004 BTH3_2324_LR_CL_LV2_S2_F_LANFRA00G0006	French as a Foreign Language 2 (beginner/intermediate/advanced)	French	2

Please choose only 1 specialisation

Bachelor in Tourism & Hospitality Management - courses 23-24

French Track - La Rochelle campus

TOURISM & HOSPITALITY MANAGEMENT - 1ère année			
Code de cours	Cours	Langue d'enseignement	Ects / credits
SEMESTRE D'AUTOMNE 07 Septembre 2023 - 09 Décembre 2023			
TRONC COMMUN			
BTH1_2324_LR_CL_FT_S1_F_FINCPTL1G0003	Fondamentaux de la Comptabilité	Français	3
BTH1_2324_LR_CL_FT_S1_F_FINTIML1S0002	Informatique de Gestion avec Excel		2
BTH1_2324_LR_CL_FT_S1_F_MKGMKGL1G0256	Marketing et Vente en Tourisme		3
BTH1_2324_LR_CL_FT_S1_F_TRMTRML1G0003	Economie du Tourisme et Revue de Presse		4
BTH1_2324_LR_CL_ET_FT_S1_A_TRMTRML1G0006	Customer Service Skills	Anglais	3
BTH1_2324_LR_CL_FT_S1_A_MKGMKGL1S0001	Marketing du Tourisme Durable		3
BTH1_2324_LR_CL_ECHANGE_RBT_S1_A_TRMTRM00G0032	Tourism and French Gastronomy		4
Culture			
BTH1_2324_LR_CL_FT_S1_F_CLTHUML1S0001	Code Mondial d'Ethique	Français	2
BTH1_2324_LR_CL_ET_FT_S1_A_CLTTESL1G0003	Fresque de l'Eau		1
Langues			
BTH1_2324_LR_CL_FT_LV1_S1_A_LANANG00G0015	English for Academic Purposes (level 1)	Anglais	2
BTH1_2324_LR_CL_LV2_S1_F_LANFRA00G0010	Français: Communication Ecrite 1	Français	2
BTH1_2324_LR_CL_LV2_S1_F_LANFRA00G0003	Français Langue Etrangère 1 (Intermédiaire)		2
SEMESTRE DE PRINTEMPS 08 Janvier 2024 - 27 Avril 2024			
TRONC COMMUN			
BTH1_2324_LR_CL_ET_FT_S2_A_TRMTRML1G0009	Design Thinking and Creativity	Anglais	3
BTH1_2324_LR_CL_ET_FT_S2_A_MKGMKGL1G0257	Services Marketing in Tourism		3
Gestion			
BTH1_2324_LR_CL_FT_S2_F_DIGDDG00G0002	Outils de Communication Digitale (niveau 1)	Français	3
BTH1_2324_LR_CL_FT_S2_F_FINFINL1G0015	Analyse Financière		3
BTH1_2324_LR_CL_FT_S2_F_RHMGRHL1G0001	Fondamentaux des Ressources Humaines		3
BTH1_2324_LR_CL_FT_S2_F_TRMTRML1G0002	Organisations et Acteurs du Tourisme		3
BTH1_2324_LR_CL_FT_S2_F_CLTTESL1G0002	Climatologie, Eau et Environnement		3
BTH1_2324_LR_CL_ECHANGE_RBT_S2_A_TRMTRML1G0032	Tourism Innovation Management	Anglais	4
Langues			
BTH1_2324_LR_CL_FT_LV1_S2_A_LANANG00G0020	English for Contemporary Issues	Anglais	2
BTH1_2324_LR_CL_LV2_S2_F_LANFRA00G0004	Français Langue Etrangère (intermédiaire/avancé)	Français	2
BTH1_2324_LR_CL_LV2_S2_F_LANFRA00G0006			

TOURISM & HOSPITALITY MANAGEMENT - 2ème année			
Code de cours	Cours	Langue d'enseignement	Ects / credits
SEMESTRE D'AUTOMNE 14 Septembre 2023 - 16 Décembre 2023			
TRONC COMMUN			
BTH2_2324_LR_CL_FT_S1_A_TRMTRML2G0003	Introduction à l'Industrie du Voyage (conférence professionnelle)	Français	0
BTH2_2324_LR_CL_FT_S1_A_TRMTRML2G0002	Introduction au Secteur Hôtelier (conférence professionnelle)		0
BTH2_2324_LR_CL_FT_S1_F_TRMTRML2G0001	Introduction aux Industries des Loisirs et du Sport (conférence professionnelle)		0
BTH2_2324_LR_CL_FT_S1_F_TRMTRML2G0027	Comportement du Consommateur Touristique	Français	3
BTH2_2324_LR_CL_FT_S1_F_MKGMKGL2G0034	Communication Marketing en Tourisme		3
BTH2_2324_LR_CL_FT_S1_F_FINCPTL2G0002	Fondamentaux du Contrôle de Gestion		3
BTH2_2324_LR_CL_FT_S1_F_RHMDRTL2S0001	Droit du Tourisme		3
BTH2_2324_LR_CL_FT_S1_F_RHMMANL2G0003	Animation d'Equipe et Gestion des Conflits		3
BTH2_2324_LR_CL_FT_S1_F_DIGDIGL2G0025	Community Management		3
BTH2_2324_LR_CL_EXCHANGE_RBT_S1_A_TRMTRML2G1615	Tourism and French Gastronomy	Anglais	5
Culture			
BTH2_2324_LR_CL_FT_S1_A_CLTHUML2G0124	Introduction to Human Development and CSR	Anglais	2
Langues			
BTH2_2324_LR_CL_FT_LV1_S1_A_LANANG00G0027	English for Tourism	Anglais	2
BTH2_2324_LR_CL_FT_LV2_S1_F_LANFRA00G0005	Français Langue Etrangère (avancé)	Français	3

TOURISM & HOSPITALITY MANAGEMENT - 3ème année			
Code de cours	Cours	Langue d'enseignement	Ects / credits
SEMESTRE D'AUTOMNE 11 Septembre 2023 - 23 Décembre 2023			
TRONC COMMUN			
BTH3_2324_LR_CL_FT_S1_F_MKGMKGL3G0252	Marketing Relationnel et Communication Marketing Intégrée	Français	3
BTH3_2324_LR_CL_FT_S1_F_MKGMKGL3S0266	Marketing Digital et Tourisme		3
BTH3_2324_LR_CL_FT_S1_F_FINFINL3G0022	Finance d'Entreprise		3
BTH3_2324_LR_CL_FT_S1_F_TRMTRML3S0114	Yield Management		3
BTH3_2324_LR_CL_FT_S1_F_RHMGRHL3S0267	Leadership et Entreprenariat		3
BTH3_2324_LR_FT_ALT_TRM_S1_F_TRMTRML3S0043	Projet Événementiel Appliqué		3
BTH3_2324_LR_CL_ECHANGE_RBT_S1_A_TRMTRM00G0032	Tourism and French Gastronomy	Anglais	4
Spécialisation Animation			
BTH3_2324_LR_CL_FT_SECT_ANIM_S1_F_TRMTRML3S0112	Enjeux et Organisation d'Evènements	Français	3
Culture			
BTH3_2324_LR_CL_FT_ECHANGE_AST_S1_A_CLTCLTL3S0004	Intercultural Communication for Tourism	Anglais	2
Professionalisation			
BTH3_2324_LR_ALT_CL_SOMMEL_S1_A_FINSBGL3G0003	Management d'un Resort: Business Game	Anglais	2
Langues			
BTH3_2324_LR_CL_LV2_S1_F_LANFRA00G0005	Français Langue Etrangère 1 (avancé)	Français	1
SEMESTRE DE PRINTEMPS 08 Janvier 2024 - 13 Avril 2024			
TRONC COMMUN			
BTH3_2324_LR_CL_FT_S2_F_MKGMKGL3S0268	Community Management	Français	3
BTH3_2324_LR_CL_FT_S2_F_RHMDRTL3S0004	Droit du Travail, de la Concurrence et de la Consommation		3
BTH3_2223_LR_CL_ET_FT_S2_A_STRSTR3S0014	Sustainable Development and CSR in Tourism	Anglais	3
Spécialisation Animation			
BTH3_2324_LR_CL_FT_SECT_ANIM_S2_F_TRMTRML3S0020	Concept d'Animation	Français	3
BTH3_2324_LR_CL_FT_SECT_ANIM_S2_F_TRMTRML3S0039	MICE (Meetings, Incentives, Conferences, Events)		3
BTH3_2324_LR_ALT_TRM_S1_F_TRMTRML3S0034	Scénographie et Méthodologie de Projet		3
Gestion			
BTH1_2324_LR_CL_ECHANGE_RBT_S2_A_TRMTRML1G0032	Tourism Innovation Management	Anglais	5
Culture			
BTH3_2324_LR_FT_AST_AST2_S2_A_CLTHUML3S0168	Global Code of Ethics	Anglais	4
BTH3_2324_LR_CL_FT_ECHANGE_AST_S1_A_CLTCLTL3S0004	Communication Interculturelle pour le Tourisme		2
Langues			
BTH3_2324_LR_CL_LV2_S2_F_LANFRA00G0006	Français Langue Etrangère (avancé)	Français	1

Bachelor in Tourism & Hospitality Management - courses 23-24
English Track Tours campus

TOURISM & HOSPITALITY MANAGEMENT - Year 1			
Courses code	Courses	Teaching Language	Ects / credits
FALL			
September 11th, 2023 - December 16th, 2023			
Management and Tourism			
BTH1_2324_TOURS_CL_ET_S1_A_TRMTRML1G0006	Customer Service Skills	English	3
BTH1_2324_TOURS_CL_ET_S1_A_MKGMKGL1G0256	Marketing and Sales in Tourism		3
BTH1_2324_TOURS_CL_ET_S1_A_FINCPTL1G0003	Accounting Fundamentals		3
BTH1_2324_TOURS_CL_ET_S1_A_FINTIML1S0002	Business Analysis with Excel		2
BTH1_2324_TOURS_CL_ET_S1_A_TRMTRML1G0003	Economics of Tourism & Press Review		4
BTH1_2324_TOURS_CL_ET_S1_A_MKGMKGL1S0001	Marketing for Sustainable Tourism		3
BTH1_2324_TOURS_CL_ET_ECHANGE_RBT_S1_A_TRMTRM00G0032	Tourism & French Gastronomy		4
Culture			
BTH1_2324_TOURS_CL_ET_S1_A_CLTTESL1G0003	the Water Puzzle Workshop	English	1
BTH1_2324_TOURS_CL_ET_S1_A_CLTHUML1S0001	Global Code of Ethics		2
Personal Development			
BTH1_2324_TOURS_CL_ET_S1_A_EDPATEL1G0101	Theatre Workshop - Water	English	1
Languages			
BTH1_2324_TOURS_CL_ET_LV1_S1_A_LANANG00G0015	English for Academic Purposes 1	English	2
BTH1_2324_TOURS_CL_ET_LV2_S1_F_LANFRA00G0001	French as a Foreign Language 1 (beginner)	French	2
SPRING			
January 08th, 2023 - April 27th, 2023			
Core courses			
BTH1_2324_TOURS_CL_ET_S2_A_TRMTRML1G0009	Design Thinking and Creativity	English	3
BTH1_2324_TOURS_CL_ET_S2_A_MKGMKGL1G0257	Services Marketing in Tourism		3
Management and Tourism			
BTH1_2324_TOURS_CL_ET_S2_A_DIGDDG00G0002	Digital Communication Tools (level 1)	English	3
BTH1_2324_TOURS_CL_ET_S2_A_FINFINL1G0015	Financial Analysis		3
BTH1_2324_TOURS_CL_ET_S2_A_RHMGRHL1G0001	Fundamentals of Human Resources Management		3
BTH1_2324_TOURS_CL_ET_S2_A_TRMTRML1G0002	Tourism and its Organization		3
BTH1_2324_TOURS_CL_ET_S2_A_CLTTESL1G0002	Climatology, Water and Environment		3
BTH1_2324_TOURS_CL_ET_ECHANGE_RBT_S2_A_TRMTRML1G0032	Tourism Innovation Management		4
Languages			
BTH1_2324_TOURS_CL_ET_LV1_S2_A_LANANG00G0020	English for Contemporary Issues	English	2
BTH1_2324_TOURS_CL_ET_LV2_S2_F_LANFRA00G0002	French as a Foreign Language 2 (beginner)	French	2

TOURISM & HOSPITALITY MANAGEMENT - Year 2			
Courses code	Courses	Teaching Language	Ects / credits
FALL September 11 th , 2023 - December 17 th , 2023			
Management and Tourism			
BTH2_2324_TOURS_CL_ET_S1_A_TRMTRML2G0003	Introduction to Travel Industry (<i>professional conference</i>)	English	0
BTH2_2324_TOURS_CL_ET_S1_A_TRMTRML2G0002	Introduction to Hospitality Industry (<i>professional conference</i>)		0
BTH2_2324_TOURS_CL_ET_S1_A_TRMTRML2G1205	Introduction to Leisure and Sport Industries (<i>professional conference</i>)		0
BTH2_2324_TOURS_CL_ET_S1_A_TRMTRML2G1614	Consumer Behaviour in Tourism	English	3
BTH2_2223_TOURS_CL_ET_S1_A_MKGMKGL2G0034	Marketing Communication in Tourism		3
BTH2_2324_TOURS_CL_ET_S1_A_FINCPTL2G0002	Fundamentals of Management Control		3
BTH2_2324_TOURS_CL_ET_S1_A_DIGDIGL2G0025	Word Press & Community Management		3
BTH2_2324_TOURS_CL_ET_S1_A_RHMDRTL2S0001	Tourism Law		3
BTH2_2324_TOURS_CL_ET_S1_A_RHMMANL2G0003	Team Management and Team Conflict		3
Culture			
BTH2_2324_TOURS_CL_ET_S1_A_CLTHUML2G0124	Introduction to Human Development and CSR	English	2
Languages			
BTH2_2324_TOURS_CL_ET_LV1_S1_A_LANANG00G0027	English for Tourism	English	2
BTH2_2324_TOURS_CL_ET_LV2_S1_F_LANFRA00G0002	French as a Foreign Language 1 (beginner)	French	3

Courses may be subject to modifications