

Curriculum 2025/2026
Bachelor in Tourism & Hospitality Management
Year 3
LA ROCHELLE Campus

FALL SEMESTER		
September 15th, 2025 - December 15th, 2025		
Courses	Teaching Language	ECTS
Yield Management	English	3
Leadership and Entrepreneurship		3
Corporate Finance		3
Intercultural Communication for Tourism		2
Digital Marketing & Tourism		3
Food and Beverage		3
Travel Industry		3
Negotiation and Purchasing in Tourism		3
Business Game		2
Innovation Management & Tourism		3
French as a Foreign Language 1		French
TOTAL ECTS		30

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SPRING SEMESTER

January 06th, 2025- April 07th, 2025

Courses	Teaching Language	ECTS
Sustainable Development and CSR in Tourism	English	3
Relational Marketing and Integrated Marketing Communication		3
Marketing Distribution in Hospitality		3
Destination Management and Creative Tourism		3
MICE (Meetings, Incentive, Conferences, Exhibitions)		3
Consultancy Project Hospitality		3
Advanced Community Management		3
Intercultural Communication for Tourism		2
Trends in the Tourism Sector		2
Human Resources Management		3
French as a Foreign Language 2	French	2
TOTAL ECTS		30