

Curriculum 2026/2027
Bachelor in Tourism & Hospitality Management
Year 2
PARIS-CACHAN Campus

FALL SEMESTER September 10th, 2026 - December 11th, 2026			
Code	Courses	Teaching Language	ECTS
BTH2_2627_PARIS_CL_ET_S1_A_TRMTRML2S0134	Masterclass : Expert insights (<i>professional conference</i>)	English	0
BTH2_2627_PARIS_CL_ET_S1_A_FINFINL2G0025	Fundamentals of Economics and Financial Performance		5
BTH2_2627_PARIS_CL_ET_S1_A_MKGMKGL2G0063	Community Management and Tourism & Hospitality Marketing		5
BTH2_2627_PARIS_CL_ET_S1_A_CLTCLTL2G0028	Introduction to Human Development and CSR		2
BTH2_2627_PARIS_CL_ET_S1_A_RHMDRTL2S0006	Tourism Law		3
BTH2_2627_PARIS_CL_ET_S1_A_FINSBGL2G0007	Business Game		2
BTH2_2627_PARIS_CL_ET_LV1_S1_A_LANANG00G0027	English for Tourism		1
BTH2_2627_PARIS_CL_ET_S1_A_TRMTRML2G1639	Value Chain in Hospitality		3
BTH2_2627_PARIS_CL_ET_S1_A_TRMTRML2G1640	Introduction to Wine Tourism		2
BTH2_2627_PARIS_CL_ET_S1_A_TRMTRML2G1641	Introduction to Event Management Careers		2
BTH2_2627_PARIS_CL_ET_S1_A_TRMTRML2G1642	Consumer Behavior in Luxury Hotels		3
BTH2_2627_PARIS_CL_ET_LV2_S1_F_LANFRA00G0001 BTH2_2627_PARIS_CL_ET_LV2_S1_F_LANFRA00G0007	French as a Foreign Language (beginner/intermediate/advanced)	French	2
TOTAL ECTS			30

Curriculum 2026/2027
Bachelor in Tourism & Hospitality Management
Year 3
LA ROCHELLE Campus

FALL SEMESTER September 08th, 2026 – December 20th, 2026			
Code	Courses	Teaching Language	ECTS
BTH3_2627_LR_CL_ET_S1_A_TRMTRML3S0114	Yield Management	English	3
BTH3_2627_LR_CL_ET_S1_A_RHMMANL3S0002	Leadership and Entrepreneurship		3
BTH3_2627_LR_CL_ET_S1_A_FINFINL3G0022	Company Finance		3
BTH3_2627_LR_CL_ET_S1_A_MKGMKGL3S0266	Digital Marketing & Tourism		3
BTH3_2627_LR_CL_ET_S1_A_MKGMKGL3G0275	Relational Marketing and Integrated Marketing Communication		3
BTH3_2627_LR_ALT_CL_S1_F_FINSBGL3G0003	Resort Management : Business Game		2
BTH3_2627_LR_CL_ET_SECTEUR_HM_S1_A_TRMTRML3S0142	Standards and Certifications		3
BTH3_2627_LR_CL_ET_SECTEUR_HM_S1_A_TRMTRML3S0143	Food and Beverage		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_S1_A_TRMTRML3G0085	Travel Industry		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_S1_A_TRMTRML3S0150	Negotiation and Purchasing in Tourism		3
BTH3_2627_LR_CL_ET_S1_A_TRMTRML3S0154	Tourism, Disability and Accessibility		0
BTH3_2627_LR_CL_ET_ECHANGE_AST_S1_A_CLTCLTL3G0280	Intercultural Communication for Tourism		2
BTH3_2627_LR_CL_LV2_S1_F_LANFRA00G0001 BTH3_2627_LR_CL_LV2_S1_F_LANFRA00G0003	French as a Foreign Language 1 (beginner, intermediate)	French	2
TOTAL ECTS			33