

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_SI_A_TRMTRML3S0114	Yield Management	English	3
BTH3_2627_LR_CL_ET_SI_A_RHMMANL3S0002	Leadership and Entrepreneurship		3
BTH3_2627_LR_CL_ET_SI_A_FINFINL3G0022	Company Finance		3
BTH3_2627_LR_CL_ET_SI_A_MKGMKGL3S0266	Digital Marketing & Tourism		3
BTH3_2627_LR_CL_ET_SI_A_MKGMKGL3G0275	Relational Marketing and Integrated Marketing Communication		3
BTH3_2627_LR_ALT_CL_SI_F_FINSBGL3G0003	Resort Management : Business Game		2
BTH3_2627_LR_CL_ET_SECTEUR_HM_SI_A_TRMTRML3S0142	Standards and Certifications		3
BTH3_2627_LR_CL_ET_SECTEUR_HM_SI_A_TRMTRML3S0143	Food and Beverage		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_SI_A_TRMTRML3G0085	Travel Industry		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_SI_A_TRMTRML3S0150	Negotiation and Purchasing in Tourism		3
BTH3_2627_LR_CL_ET_SI_A_TRMTRML3S0154	Tourism, Disability and Accessibility		0
BTH3_2627_LR_CL_ET_ECHANGE_AST_SI_A_CLTCLTL3G0280	Intercultural Communication for Tourism		2
BTH3_2627_LR_CL_LV2_SI_F_LANFRA00G0001 BTH3_2627_LR_CL_LV2_SI_F_LANFRA00G0003	French as a Foreign Language 1 (beginner, intermediate)	French	2
TOTAL ECTS			33

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SPRING SEMESTER			
January 06th, 2027 – April 07th, 2027			
Code	Courses	Teaching Language	ECTS
BTH3_2627_LR_CL_ET_S2_A_DIGDIGL3G0094	Community Management	English	3
BTH3_2627_LR_CL_ET_S2_A_RHMGRHL3S0272	Human Resources Management in Tourism		3
BTH3_2627_LR_CL_ET_SECTEUR_HM_S2_A_TRMTRML3S0152	Consultancy Project Hospitality		3
BTH3_2627_LR_CL_ET_SECTEUR_HM_S2_A_TRMTRML3S0141	Marketing Distribution in Hospitality		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_S2_A_TRMTRML3S0144	Destination Management and Creative Tourism		3
BTH3_2627_LR_CL_ET_SECTEUR_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
BTH3_2627_LR_CL_ET_S2_A_TRMTRML3S0140	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2627_LR_CL_ET_FT_S2_A_STRSTR3S0273	Sustainable Development and CSR in Tourism		3
BTH3_2627_LR_CL_ECHANGE_S2_A_CLTCLTL3G0283	Intercultural Communication for Tourism		2
BTH3_2627_LR_CL_ET_LV1_S2_A_LANANG00G0040	Business English for Tourism		1
BTH3_2627_LR_CL_ECHANGES_S2_A_PEPexpl3G0003	Tourism Trends in the World or in the Host Country		2
BTH3_2627_LR_CL_ET_S1_S2_A_STRSTR3S0274	Business Start-up Project		3
BTH3_2627_LR_CL_ECHANGE_S2_A_TRMTRML3S0157	Innovation Management & Tourism		3
BTH3_2627_LR_CL_LV2_S2_F_LANFRA00G0002 BTH3_2627_LR_CL_LV2_S2_F_LANFRA00G0004	French as a Foreign Language 2 (beginner, intermediate)	French	2
TOTAL ECTS			31

You may select 1 or 2 courses from the Hospitality specialization (Blue package) or 1 or 2 courses from the Travel specialization (Green package). Mixing Blue and Green packages courses is not allowed due to overlapping schedules.