



Curriculum 2024/2025
Bachelor in Tourism & Hospitality Management
2nd Year
 Campus LA ROCHELLE or TOURS

SPRING SEMESTER			
April 1st, 2025 - July 5th, 2025			
Code	Courses	Teaching Language	ECTS
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2S0128	Introduction to Destination Management (Professional conference)	English	0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2G1626	Introduction to Hospitality Industry (Professional conference)		0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2G1624	Introduction to Travel Industry (Professional conference)		0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2G1625	Introduction to leisure and sport industries		0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2S0127	Introduction to Wine and Spirits		0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2G1623	Consumer Behaviour in Tourism		3
BTH2_2425_LR_CL_ET_S2_A_MKGMKGL2G0034	Marketing Communication in Tourism		3
BTH2_2425_LR_CL_ET_S2_A_FINCPTL2G0002	Fundamentals of Management Control		3
	Community Management		3
BTH2_2425_LR_CL_ET_S2_A_RHMDRTL2S0003	Tourism Law		3
BTH2_2425_LR_CL_ET_S2_A_RHMGRHL2G0004	Team Management and Team Conflict		3
BTH2_2425_LR_CL_ET_ECHANGE_S2_A_TRMTRML2G1622	Tourism Innovation Management 2		5
BTH2_2425_LR_CL_ET_S2_A_CLTCLTL2G0028	Introduction to Human Development and CSR		2
BTH2_2425_LR_CL_ET_LV1_S2_A_LANANG00G0027	English for Tourism		2
	French as a Foreign Language 1 (beginner)		French
TOTAL ECTS			30



Curriculum 2024/2025
Bachelor in Tourism & Hospitality Management
3rd Year
Campus LA ROCHELLE

FALL SEMESTER							
September 16th, 2024 - December 21st, 2024							
CORE COURSES							
Code		Courses				Teaching Language	ECTS
		Relational Marketing and Integrated Marketing Communication				English	3
BTH3_2425_LR_CL_ET_S1_A_MKGMKGL3S0266		Digital Marketing & Tourism					3
BTH3_2425_LR_CL_ET_S1_A_FINFINL3G0022		Company Finance					3
BTH3_2425_LR_CL_ET_S1_A_TRMTRML3S0114		Yield Management					3
BTH3_2425_LR_CL_ET_S1_A_RHMMANL3S0002		Leadership and Entrepreneurship					3
BTH3_2425_LR_CL_ET_S1_A_TRMTRML3G1212		Tourism and French Gastronomy					5
BTH3_2425_LR_CL_ET_S1_A_CLTCLTL3G0280		Intercultural Communication for Tourism					2
BTH3_2425_LR_ALT_CL_S1_F_FINSBGL3G0003		Resort Management: Business Game					2
		French as a Foreign Language 1 (beginner/intermediate/advanced)				French	1
SPECIALISATION							
(CHOOSE 1)							
Hospitality Specialisation				Travel Specialisation			
Code	Courses	Teaching Language	ECTS	Code	Courses	Teaching Language	ECTS
BTH3_2425_LR_CL_ET_SECTEUR_HM_S1_A_TRMTRML3S0142	Standards and Certifications	English	3	BTH3_2425_LR_CL_ET_TM_S1_A_TRMTRML3G0085	Travel Industry	English	3
BTH3_2425_LR_CL_ET_SECTEUR_HM_S1_A_TRMTRML3S0143	Food and Beverage		3	BTH3_2425_LR_CL_ET_SECTEUR_TM_S1_A_TRMTRML3S0150	Negotiation and Purchasing in Tourism		3
TOTAL ECTS							31

SPRING SEMESTER January 6th, 2025 - April 12th, 2025							
CORE COURSES							
Code		Courses				Teaching Language	ECTS
BTH3_2425_LR_CL_ET_S2_A_RHMGRHL3S0001		Human Resources Management				English	3
BTH3_2425_LR_CL_ET_FT_S2_A_STRSTRL3S0273		Sustainable Development and CSR in Tourism					3
BTH3_2425_LR_CL_ET_S2_A_MKGMKGL3S0268		Community Management					3
BTH3_2425_LR_CL_RBT_ECHANGE_S2_A_TRMTRML3G1210		Tourism Innovation Management 3					5
BTH3_2425_LR_CL_ET_AST_AST2_ECHANGE_S2_A_CLTHUML3S0168		Global Code of Ethics					4
BTH3_2425_LR_CL_ECHANGE_S2_A_CLTCLTL3G0280		Intercultural Communication for Tourism					2
BTH3_2425_LR_CL_ECHANGE_S2_A_TRMTRML3S0149		Resort Management: Business Game (online)					2
		French as a Foreign Language 2 (beginner/intermediate/advanced)				French	1
SPECIALISATION (CHOOSE 1)							
Hospitality Specialisation				Travel Specialisation			
Code	Courses	Teaching Language	ECTS	Code	Courses	Teaching Language	ECTS
BTH3_2425_LR_CL_ET_HM_S2_A_TRMTRML3S0127	Consultancy Project Hospitality	English	3	BTH3_2425_LR_CL_ET_TM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)	English	3
BTH3_2425_LR_CL_ET_HM_S2_A_TRMTRML3S0039	MICE (Meetings, Incentive, Conferences, Exhibitions)		3	BTH3_2425_LR_CL_ET_TM_S2_A_TRMTRML3S0017	Destination Management and Creative Tourism		3
BTH3_2425_LR_CL_ET_HM_S2_A_MKGMKGL3S0042	Marketing Distribution in Hospitality		3	BTH3_2425_LR_CL_ET_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
TOTAL ECTS							32