

Bachelor Management du Tourisme French Track 1st year

COURSES	LANGUAGE	SEMESTER	ECTS CREDITS
Customer service skills	Ang	S1	3
Marketing et vente en tourisme	Fra	S1	3
Fondamentaux de la comptabilité	Fra	S1	3
Informatique de Gestion avec Excel	Fra	S1	3
Management de projet écotouristique	Fra	S1	3
Economie du tourisme	Fra	S1	3
Tourism and french gastronomy	Ang	S1	5
Services Marketing in Tourism	Ang	S2	3
WordPress et community management	Fra	S2	3
Approche Géo-Sociale du tourisme	Fra	S2	3
Fondamentaux des ressources humaines	Fra	S2	3
Analyse financière	Fra	S2	3
Approche Géo-Sociale du tourisme	Fra	S2	6
Design thinking and creativity	Ang	S2	3
Coastal Tourism	Ang	S2	5
GENERAL CULTURE			
Global Code of Ethics	Ang	S1	3
LANGUAGE COURSES			
English for academic purposes	LV	S1	2
French language (3 different levels)	LV	S1	2
English for Contemporary Issues	LV	S2	2
French language (3 different levels)	LV	S2	2

Tourism Management English Track 1st year

COURSES	LANGUAGE	SEMESTER	ECTS CREDITS
Customer service skills	Ang	S1	3
Marketing and Sales in tourism	Ang	S1	3
Accounting Fundamentals	Ang	S1	3
Business Analysis with Excel	Ang	S1	3
Economics of tourism	Ang	S1	3
Project Management for responsible tourism	Ang	S1	3
Tourism and french gastronomy	Ang	S1	5
Services Marketing in Tourism	Ang	S2	3
WordPress and community management	Ang	S2	3
Fundamentals of Human Resources Management	Ang	S2	3
Financial Analysis	Ang	S2	3
Geo-politics in tourism	Ang	S2	3
Tourism and its organisations	Ang	S2	3
Design thinking and creativity	Ang	S2	3
Coastal Tourism	Ang	S2	5
GENERAL CULTURE			
Global Code of Ethics	Ang	S1	3
LANGUAGE COURSES			
English for academic purposes	LV	S1	2
French language (3 different levels)	LV	S1	2
English for Contemporary Issues	LV	S2	2
French language (3 different levels)	LV	S2	2

	Orientation days	Beginning of semester	End of semester
1st year of Bachelor Tourism Management	2/09 to 5/09/2020	07/09/2020	28/11/2020

Exams are included in the semester

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Bachelor Tourism Management 2nd Year- French track (Fall semester only)

COURSES	LANGUAGE	ECTS CREDITS	INFORMATION
Introduction to travel industry	Ang	3	Please choose 1 specialisation only
Introduction to Hospitality industry	Ang		
Introduction aux industries des Loisirs et du Sport	Fra		
Comportement du consommateur touristique	Fra	3	
Communication marketing en tourisme	Fra	3	
Fondamentaux du contrôle de gestion	Fra	3	
Community Management	Ang	2	
Digital communication and tools word press	Ang	2	
Droit du tourisme	Fra	3	
Tourism and french gastronomy	Ang	6	
GENERAL CULTURE			
Introduction to Human Development and Ethics Social Responsibility	Ang	2	
LANGUAGE COURSES			
English for tourism	LV	1	
French language (beginner/intermediate/advanced)	LV	2	

Orientation Days	02/09-509/2020
Beginning of semester	10/09/2020
End of semester	12/12/2020

Bachelor Tourism Management 2nd year English Track (Spring semester only)

COURSES	LANGUAGE	ECTS CREDITS	INFORMATION
Introduction to travel industry	Ang	3	Please choose 1 specialisation only
Introduction to Hospitality industry	Ang		
Introduction to leisure and sport industries	Ang		
Consumer Behaviour in Tourism	Ang	3	
Marketing Communication in Tourism	Ang	3	
Community Management	Ang	2	
Digital Community Management	Ang	2	
Fundamentals of Management Control	Ang	3	
Tourism Law	Ang	3	
Coastal tourism	Ang	6	
GENERAL CULTURE			
Introduction to Human Development and Ethics Social Responsibility	Ang	2	
LANGUAGE COURSES			
English for tourism	LV	1	
French Language (beginner/intermediate/advanced)	LV	2	

Orientation Days	05/04/2021
Beginning of semester	06/04/2021
End of semester	26/06/2021

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Bachelor Tourism Management 3rd Year

COURSES	LANGUAGE	SEM.	ECTS CREDITS	INFORMATIONS
Management d'un resort Business Game	Ang	S1	2	Commun core
Communication Marketing Relationnel intégré	Fra	S1	3	
Projet événementiel appliqué	Fra	S1	3	
Marketing digital et tourisme	Fra	S1	3	
Projet Création d'entreprise	Fra	S1 et S2	3	
Tourism and french gastronomy	Ang	S1	6	option marketing et e-tourisme option stratégie et entrepreneuriat
Yield Management & Marché	Fra	S1	3	
Marketing stratégique en Tourisme	Fra	S1	3	
Leadership et Entreprenariat	Fra	S1	3	
Gestion Comptable d'un Centre de Profit	Fra	S1	3	
Tourisme Sportif				
Conception de séjour sportif	Fra	S1	3	Please choose only 1 specialization
Animation				
Enjeux et organisation d'évènements	Fra	S1	3	
PERSONAL DEVELOPEMENT				
Développer ses aptitudes professionnelles	Fra	S1	2	
Mentorat	Fra	S1		
Resort Management- Business Game	Ang	S2	2	ONLINE
Droit du Travail, de la Concurrence et de la Consommation	Fra	S2	3	Commun core
Sustainable Development and CSR in tourism	Ang	S2	3	
Management de l'innovation touristique	Fra	S2	6	
Intercultural communication for Tourism	Ang	S2	2	
Community Management	Fra	S2	3	Fonction
Tourisme Sportif				
Conception d'animation sportive	Fra	S2	3	Please choose only 1 specialization
Droit du sport	Fra	S2	3	
Gestion d'un centre sportif	Fra	S2	3	
Animation				
Conception d'animation	Fra	S2	3	
MICE	Fra	S2	3	
Scénographie et méthodologie de projet	Fra	S2	3	
LANGUAGE COURSES				
French Language (3 different levels)	Fra	S1 S2	2	

	Orientation days	Beginning of semester	End of semester
3rd year of Bachelor Tourism Management	02/09-05/09/2020	14/09/2020	19/12/2020

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Bachelor Tourism Management 3rd year

COURSE	SEMESTER	ECTS CREDITS	INFORMATIONS	
Management d'un resort Business Game	S1	2	Commum core	
Integrated Relational Marketing in Tourism	S1	3		
Tourism Development: Principles, Processes and	S1	3		
Digital marketing and tourism	S1	3		
Tourism and french gastronomy	S1	6		
Entrepreneurship project	S1 et S2	3		
Develop professional competencies	S1	2		
Mentorat	S1			
Yield Management and market	S1	3		option marketing and e-tourisme
Strategic Marketing in Tourism	S1	3		option strategy and entrepreneurship
Leadership and Entrepreneurship	S1	3		
Accounting Management for Business Unit	S1	3		
TRAVEL				
Travel industry	S1	3	OR	
HOSPITALITY				
Standards and certifications	S1	3		
SPECIALISATIONS				
TRAVEL				
MICE	S2	3		
Destination management and creativ tourism	S2	3		
Negociation and purchasing in Tourism	S2	3		
HOSPITALITY				
MICE	S2	3		
Standards and certifications	S2	3		
Hotel Marketing	S2	3		
GENERAL CULTURE				
Intercultural communication for Tourism	S2	2		
LANGUAGE COURSES				
FLE - French language (3 different levels)	S1 et S2	2		

	Orientation days	Beginning of semester	End of semester
3rd year of Bachelor Tourism Management	02/09-05/09/2020	14/09/2020	19/12/2020

Exams are included in the semester

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Bachelor Tourism & Travel 3rd year- 2020/2021
Double Degree

COURSES	ECTS CREDITS	SEMESTER	INFORMATIONS
Integrated Relational Marketing in Tourism	3	1	Commun core
Tourism Development: Principles, Processes and Policies	3	1	
Digital marketing and tourism	3	1	
Travel industry	3	2	Travel course
Yield Management and market	3	1	option fonction
Strategic Marketing in Tourism	3	1	Marketing
Leadership and Entrepreneurship	3	1	option fonction
Accounting Management for Business Unit	3	1	strategy
Human Resources Management	3	2	Commun core
Sustainable Development and CSR in tourism	3	2	
Innovation Management	3	2	Fonction strategy
Community Management	3	2	Fonction Marketing
MICE	3	2	Travel course
Destination management and creativ tourism	3	2	
Negotiation and purchasing in Tourism	3	2	
Develop professional competencies	2	1	P/F
Mentorat		1	P/F
Global code of ethics	P/F	2	Grade
Accesible Tourism	P/F	1	Grade
Intercultural communication for Tourism	2	2	
Citizenship and solidarity mission	2	1	
Operational management internship report	8	2	
EDP : Grand Oral	2	2	
Business Game	2	1	
Enterpreneurship project	2	1 ET 2	
FLE débutant	4	1 ET 2	
FLE intermédiaire		1 ET 2	
FLE avancé		1 ET 2	
Total ECTS credits	60 ECTS credits		

Choose only 1 option

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Bachelor Tourism & Hospitality 3rd year - 2020/2021

Double Degree

COURSES	ECTS CREDITS	SEMESTER	INFORMATIONS
Integrated Relational Marketing in Tourism	3	1	Commun core
Tourism Development: Principles, Processes and Policies	3	1	
Digital marketing and tourism	3	1	
Standards and certifications	3	1	Hospitality courses
Yield Management and Market	3	1	option fonction
Strategic Marketing in Tourism	3	1	Marketing
Leadership and Entrepreneurship	3	1	option fonction
Accounting Management for Business Unit	3	1	strategy
Human Resources Management	3	2	Commun core
Sustainable Development and CSR in tourism	3	2	
Innovation Management	3	2	Fonction strategy
Community Management	3	2	Focntion Marketing
Food and beverage	3	2	Hospitality courses
MICE	3	2	
Hotel Marketing and distribution	3	2	
Develop professional competencies	2	1	P/F
Mentorat		1	P/F
Global code of ethics	P/F	2	Grade
Accesible Tourism	P/F	1	Grade
Intercultural communication for Tourism	2	2	
Citizenship and solidarity mission	2	1	
Operational management internship report	8	2	
EDP : Grand Oral	2	2	
Business Game	2	1	
Enterpreurship project	2	1 ET 2	
FLE débutant	4	1 ET 2	
FLE intermédiaire		1 ET 2	
FLE avancé		1 ET 2	
Total ECTS credits	60 ECTS credits		

Choose
only 1
option

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Bachelor Tourism Management 3rd year - Animation Double Degree

COURSES	ECTS CREDITS	SEMESTER	INFORMATIONS
Communication Marketing Relationnel intégré	3	1	
Marketing digital et tourisme	3	1	
Projet événementiel appliqué	3	1	
Yield Management & Marché	3	1	option marketing et e-tourisme
Marketing stratégique en Tourisme	3	1	
Community Management	3	1	
Gestion Comptable d'un Centre de Profit	3	1	option stratégie et entrepreneuriat
Management de l'innovation touristique	3	1	
Entrepreneuriat et procesus de création	3	1	
Droit du Travail, de la Concurrence et de la Consommation	3	2	
Sustainable Development and CSR in tourism	3	2	
Conception d'animation	3	2	Cours de spécialisation
Enjeux et Organisation d'évènements	3	2	
MICE	3	2	
Scénographie et méthodologie de projet	3	1	
Développer ses aptitudes professionnelles	2	1	Development Experiential personal
Mentorat		1	
Accesible Tourism	P/F	1	NOTE
Global code of ethics	P/F	2	NOTE
Intercultural communication for Tourism	2	2	
Mission citoyenne et solidaire	2	2	
Rapport de Stage management opérationnel	8	2	
EDP : Grand Oral	2	2	
Business Game	2	1	
Projet création d'entreprise (FT)	2	1 ET 2	
Français débutant	4	1 ET 2	
Français Intermédiaire		1 ET 2	
Français avancé		1 ET 2	
Total ECTS credits	60 ECTS Credits		

Choose only 1 option

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