

Bachelor Management du Tourisme French Track 1st year

MODULE	LANGUAGE	SEM.	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	6
Fondamentaux des ressources humaines	Fra.	S2	3
Analyse financière	Fra.	S2	3
Design thinking and creativity	Ang.	S2	3
Management de l'Innovation touristique	Fra.	S2	5
CULTURE GENERALE			
Global Code of Ethics	Ang.	S1	3
LANGUES			
English for academic purposes	LV	S1	2
French language (beginner/intermediate/advanced)	LV	S1	2
English for academic purposes	LV	S2	2
French language (beginner/intermediate/advanced)	LV	S2	2

Tourism Management English Track 1st year

MODULE	LANGUAGE	SEM.	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
CULTURE GENERALE			
Global Code of Ethics	Ang.	S1	3
LANGUES			
English for academic purposes	LV	S1	2
French Language (beginner/intermediate/advanced)	LV	S1	2
English for Contemporary Issues	LV	S2	2
French Language (beginner/intermediate/advanced)	LV	S2	2

Note : The contents of this document are as far as possible up to date and accurate at the date of publication. Changes and restrictions are made from time to time and the Business School reserves the right to add, to amend or withdraw courses and facilities, to restrict student numbers and to make any other alterations as it may deem necessary.

exams are included in the semester

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

MODULE	LANGUAGE	SEM.	ECTS CREDITS	INFORMATION
Introduction to travel industry	Ang	S1	3	Please choose 1 specialisation only
Introduction to Hospitality industry	Ang	S1		
Introduction aux industries des Loisirs et du Sport	French	S1		
Comportement du consommateur touristique	French	S1	3	
Communication marketing en tourisme	French	S1	3	
Fondement du contrôle de gestion	French	S1	3	
Droit du tourisme	French	S1	3	
Community Management	Ang	S1	2	
WordPress	Ang	S1	2	
Tourism and french gastronomy	Ang	S1	6	
<i>CULTURE GENERALE</i>				
Introduction to Human Development and Ethics Social Responsibility	Ang	S1	2	
<i>LANGUES</i>				
Englis for tourism	LV	S1	1	
French language (beginner/intermediate/advanced)	LV	S1	2	

Bachelor Tourism Management 2nd year English Track- ONLY SPRING SEMESTER

MODULE	LANGUAGE	SEM.	ECTS CREDITS	INFORMATION
Introduction to travel industry	Ang	S2	3	Please choose 1 specialisation only
Introduction to Hospitality industry	Ang	S2		
Introduction to leisure and sport industries	Ang	S2		
Consumer Behaviour in Tourism	Ang	S2	3	
Marketing Communication in Tourism	Ang	S2	3	
Fundamentals of Management Control	Ang	S2	3	
Tourism Law	Ang	S2	3	
Community Management	Ang	S2	2	
WordPress	Ang	S2	2	
Management de l'innovation Tourisque /Innovation Management and tourism	Ang	S2	6	
<i>CULTURE GENERALE</i>				
Introduction to Human Development and Ethics Social Responsibility	Ang	S2	2	
<i>LANGUES</i>				
English for tourism	LV	S2	1	
French Language (beginner/intermediate/advanced)	LV	S2	2	

Beginning of semester	End of semester
Early April	end of June- early July

exams are included in the semester

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Bachelor Tourism Management 3rd Year

MODULE	LANGUAGE	SEM.	ECTS CREDITS	INFORMATION
Management d'un resort Business Game	Ang	S1	2	Commun core
Marketing relationnel et fidélisation client	Fra.	S1	3	
Marketing digital et tourisme	Fra.	S1	3	
Scénographie et méthodologie de projet	Fra.	S1	3	
Tourism and french gastronomy	Ang	S1	6	
Projet événementiel appliqué	Fra.	S1	3	Spé animation
Conception de séjour sportif	Fra.	S1	3	Spé Tourisme Sportif
CCI 5 jours par entreprendre	Fra.	S1	3	Spé entrepreneuriat
Yield Management & Marché	Fra.	S1	3	option marketing et e-tourisme
Marketing stratégique en Tourisme	Fra.	S1	3	
Leadership et Entreprenariat	Fra.	S1	3	option stratégie et entrepreneuriat
Gestion Comptable d'un Centre de Profit	Fra.	S1	3	
SPECIALISATION				
Tourisme Sportif				
Conception d'animation sportive	Fra.	S2	3	Commun core
Droit du sport	Fra.	S2	3	
Conception de séjour sportif	Fra.	S2	3	
Innovation Management and tourism	Ang	S2	6	
Animation				
Conception d'animation	Fra.	S2	3	
MICE	Fra.	S2	3	
Conception événementielle : transformation	Fra.	S2	3	
Entrepreneuriat				
Management de l'innovation	Fra.	S2	3	
Entreprenariat social	Fra.	S2	3	
Eco système d'affaire en tourisme	Fra.	S2	3	
CULTURE GENERALE				
Intercultural communication for Tourism	Ang	S2	2	
LANGUES				
French Language (beginner/intermediate/advanced)		S1 S2	2	

	Orientation days	Beginning of semester	End of semester
3rd year of Bachelor Tourism Management		Mid-September	End of semester

exams are included in the semester

Bachelor Tourism Management 3rd year-

MODULE	SEM.	ECTS CREDITS	information	
Management d'un resort Business Game	S1	2	Commum core	
Relational Marketing in Tourism	S1	3		
Tourism Development: Principles, Processes and Policies	S1	3		
Digital marketing and tourism	S1	3		
Intercultural communication for Tourism	S1	2		
Tourism and french gastronomy	S1	6		
Standards and certifications	S1	3	Specialisation Hospitalit	Please choose only 1 Specialisation
Travel Insdustry	S1	3	Specialisation Travel	
Yield Management and market	S1	3	option marketing	Please choose only 1 option
Strategic Marketing in Tourism	S1	3		
Leadership and Entrepreneurship	S1	3	option strategy	
Accounting Management for Business Unit	S1	3		
SPECIALISATIONS				
TRAVEL				
MICE	S2	3		
Destination management and creativ tourism	S2	3		
Negociation and purchasing in Tourism	S2	3		
HOSPITALITY				
Food and beverage	S2	3		
MICE	S2	3		
Hotel Marketing	S2	3		
CULTURE GENERALE				
Intercultural communication for Tourism	S2	2		
LANGUES				
FLE - French language	S1 S2	2		

	Orientation days	Beginning of semester	End of semester
3rd year of Bachelor Tourism Management		Mid September	End of December

exams are included in the semester

Bachelor Tourism & Travel 3rd year- 2021-2022- Double Degree

Code Module	Course name	ECTS credits	Semester	Informations
MKGMKGL3S0057	Relational Marketing in Tourism	3	1	Commun core
TRMTRML3S0009	Tourism Development: Principles, Processes and Policies	3	1	
MKGMKGL3S0010	Digital marketing and tourism	3	1	
FINFINL3S0007	Yield Management and market	3	1	option fonction Marketing
TRMTRML3G0001	Strategic Marketing in Tourism	3	1	
MKGMKGL3S0060	Community Management	3	1	
RHMMANL3S0002	Leadership and Entrepreneurship	3	1	option fonction strategy
STRSTRL3S0037	Innovation Management	3	1	
FINFINL3S0016	Accounting Management for Business Unit	3	1	
RHMGRHL3S0001	Human Resources Management	3	2	Commun core
STRSTRL3S0014	Sustainable Development and CSR in tourism	3	2	
TRMTRML3E001	Travel industry	3	2	Travel courses
TRMTRML3S0056	MICE	3	2	
TRMTRML3S0017	Destination management and creativ tourism	3	2	
TRMTRML3S0059	Negociation and purchasing in Tourism	3	2	
EDPPPPL3G0183	Identify the types of behaviour which lead to success int the professional environment	2	1	P/F
EDPPPPL3S0184	Assess your own skills for improvement in professional context		1	P/F
EDPPPPL3S0185	Develop a life-long learning approach and make each experience an opportunity to develop yo		1	P/F
EDPPPPL3S0186	Work on your professional identity and communication tools		1	P/F
EDPPPPL3S0187	Make each encounter another chain in your peronal network		1	P/F
EDPPPPL3S0188	Know how to showcase your "offer" in professional contexts and encounters		1	P/F
EDPPPPL3G0175	EDP : Realise your personal and professional project (professional mentor evaluation)		2	P / F
CLTHUML3E168	Global code of ethics	P/F	2	Grade
	Accesible Tourism	P/F	1	Grade
CLTCLTL3E004	Intercultural communication for Tourism	2	2	
	Citizenship and solidarity mission	2	1	
EDPEXPL3E166	Operational management internship report	8	2	
EDPPPPL3E173	EDP : Grand Oral	2	2	
STRSTRL3G0009	Business Game	2	1	
STRSTRL3S0011	Enterpreneurship project	2	1 ET 2	
LANFLEL3F003	FLE débutant	4	1 ET 2	
LANFLEL3F004	FLE intermédiaire		1 ET 2	
LANFLEL3F009	FLE avancé		1 ET 2	

Choose only 1 option

60 ECTS credits

Bachelor Tourism & Hospitality 3rd year- 2019-2020 - Double Degree

Code Module	Course name	ECTS credits	Semester	Informations
MKGMKGL3S0057	Relational Marketing in Tourism	3	1	Commun core
TRMTRML3S0009	Tourism Development: Principles, Processes and Policies	3	1	
MKGMKGL3S0010	Digital marketing and tourism	3	1	
FINFINL3S0007	Yield Management and Market	3	1	option fonction Marketing
TRMTRML3G0001	Strategic Marketing in Tourism	3	1	
MKGMKGL3S0060	Community Management	3	1	
RHMMANL3S0002	Leadership and Entrepreneurship	3	1	option fonction strategy
STRSTRL3S0037	Innovation Management	3	1	
FINFINL3S0016	Accounting Management for Business Unit	3	1	
RHMGRHL3S0001	Human Resources Management	3	2	Commun core
STRSTRL3S0014	Sustainable Development and CSR in tourism	3	2	
TRMTRML3S0053	Food and beverage	3	2	Hospitality courses
TRMTRML3S0056	MICE	3	2	
TRMTRML3S0018	Standards and certifications	3	2	
TRMTRML3S0058	Hotel Marketing and distribution	3	2	
EDPPPPL3G0183	Identify the types of behaviour which lead to success in the professional environment	2	1	P/F
EDPPPPL3S0184	Assess your own skills for improvement in professional context		1	P/F
EDPPPPL3S0185	Develop a life-long learning approach and make each experience an opportunity to develop you		1	P/F
EDPPPPL3S0186	Work on your professional identity and communication tools		1	P/F
EDPPPPL3S0187	Make each encounter another chain in your personal network		1	P/F
EDPPPPL3S0188	Know how to showcase your "offer" in professional contexts and encounters		1	P/F
EDPPPPL3G0175	EDP : Realise your personal and professional project (professional mentor evaluation)		2	P / F
CLTHUML3E168	Global code of ethics	P/F	2	Grade
	Accesible Tourism	P/F	1	Grade
CLTCLTL3E004	Intercultural communication for Tourism	2	2	
	Citizenship and solidarity mission	2	1	
EDPEXPL3E166	Operational management internship report	8	2	
EDPPPPL3E173	EDP : Grand Oral	2	2	
STRSTRL3G0009	Business Game	2	1	
STRSTRL3S0011	Enterpreneurship project	2	1 ET 2	
LANFLEL3F003	FLE débutant	4	1 ET 2	
LANFLEL3F004	FLE intermédiaire		1 ET 2	
LANFLEL3F009	FLE avancé		1 ET 2	

Choose only 1 option

60 ECTS credits

Bachelor Tourism Management 3rd year- Animation- Double Degree

Code Module	Intitulé du module	Crédits ECTS	Semestre	Informations
TRMTRML3S0055	Marketing relationnel et fidélisation client	3	1	
MKGMKGL3S0018	Marketing digital et tourisme	3	1	
TRMTRML3S0043	Projet événementiel appliqué	3	1	
FINFINL3S0005	Yield Management & Marché	3	1	option marketing et e-tourisme
MKGMKGL3S0041	Marketing stratégique en Tourisme	3	1	
MKGMKGL3S0061	Community Management	3	1	
CPTCPTL3S0001	Gestion Comptable d'un Centre de Profit	3	1	option stratégie et entrepreneuriat
STRSTRL3S0037	Management de l'innovation touristique	3	1	
STRSTRL3S0012	Entrepreneuriat et procesus de création	3	1	
CPTDRTL3S0002	Droit du Travail, de la Concurrence et de la Consommation	3	2	
STRSTRL3S0014	Sustainable Development and CSR in tourism	3	2	
TRMTRML3S0020	Conception d'animation	3	2	Cours de spécialisation
TRMTRML3S0112	Enjeux et Organisation d'événements	3	2	
TRMTRML3S0039	MICE	3	2	
TRMTRML3S0034	Scénographie et méthodologie de projet	3	1	
EDPPPPL3F212	Identifier les comportements gagnants dans l'univers professionnel	2	1	Development Experiential personal (compulsory)
EDPPPPL3F207	Evaluer ses aisances et ses zones de progrès en situation professionnelle		1	
EDPPPPL3F208	Intégrer une logique d'apprentissage permanent		1	
EDPPPPL3F209	Travailler son identité professionnelle et ses outils de communication		1	
EDPPPPL3F210	Faire de chaque rencontre un maillon supplémentaire dans son réseau professionnel		1	
EDPPPPL3F211	Savoir valoriser et présenter son "offre" lors des rencontres professionnelles		1	
EDPPPPL3F101	EDP : Concrétiser son projet personnel et professionnel (évaluation mentor professionnel)	2		
	Accesible Tourism	P/F	1	NOTE
CLTHUML3E168	Global code of ethics	P/F	2	NOTE
CLTCLTL3E004	Intercultural communication for Tourism	2	2	
	Mission citoyenne et solidaire	2	2	
EDPEXPL3G0244	Rapport de Stage management opérationnel	8	2	
EDPEXPL3G0243	EDP : Grand Oral	2	2	
STRSTRL3G0009	Business Game	2	1	
STRSTRL3S0039	Projet création d'entreprise (FT)	2	1 ET 2	
LANFLEL3F003	Français débutant	4	1 ET 2	
LANFLEL3F004	Français Intermédiaire		1 ET 2	
LANFLEL3F009	Français avancé		1 ET 2	

Choisir 1 option

60 ECTS Credits

