

Curriculum 2025/2026
Bachelor in Tourism & Hospitality Management
Year 3

LA ROCHELLE Campus

FALL SEMESTER			
September 15th, 2025 – December 15th, 2025			
Code	Courses	Teaching Language	ECTS
BTH3_2526_LR_CL_ET_SI_A_TRMTRML3S0114	Yield Management	English	3
BTH3_2526_LR_CL_ET_SI_A_RHMMANL3S0002	Leadership and Entrepreneurship		3
BTH3_2526_LR_CL_ET_SI_A_FINFINL3G0022	Corporate Finance		3
BTH3_2526_LR_CL_ET_ECHANGE_AST_SI_A_CLTCLTL3G0280	Intercultural Communication for Tourism		2
BTH3_2526_LR_CL_ET_SI_A_MKGMKGL3S0266	Digital Marketing & Tourism		3
BTH3_2526_LR_CL_ET_SECTEUR_HM_SI_A_TRMTRML3S0143	Food and Beverage		3
BTH3_2526_LR_CL_ET_SECTEUR_TM_SI_A_TRMTRML3G0085	Travel Industry		3
BTH3_2526_LR_CL_ET_SECTEUR_TM_SI_A_TRMTRML3S0150	Negotiation and Purchasing in Tourism		3
BTH3_2526_LR_ALT_CL_SI_F_FINSBGL3G0003	Business Game		2
BTH3_2526_LR_CL_ET_SI_A_MKGMKGL3G0275	Relational Marketing and Integrated Marketing Communication		3
	French as a Foreign Language 1	French	2
TOTAL ECTS			30

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SPRING SEMESTER			
January 06th, 20256– April 07th, 2025			
Code	Courses	Teaching Language	ECTS
BTH3_2526_LR_CL_ET_FT_S2_A_STRSTR3S0273	Sustainable Development and CSR in Tourism	English	3
BTH3_2526_LR_CL_ET_ECHANGE_S2_A_TRMTRML3S0157	Innovation Management & Tourism		3
BTH3_2526_LR_CL_ET_SECTEUR_HM_S2_A_TRMTRML3S0141	Marketing Distribution in Hospitality		3
BTH3_2526_LR_CL_ET_SECTEUR_TM_S2_A_TRMTRML3S0144	Destination Management and Creative Tourism		3
BTH3_2526_LR_CL_ET_S2_A_TRMTRML3S0140	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2526_LR_CL_ET_SECTEUR_HM_S2_A_TRMTRML3S0152	Consultancy Project Hospitality		3
BTH3_2526_LR_CL_ET_S2_A_DIGDIGL3G0094	Advanced Community Management		3
BTH3_2526_LR_CL_ECHANGE_S2_A_CLTCLTL3G0283	Intercultural Communication for Tourism		2
BTH3_2526_LR_CL_ECHANGES_S2_A_EDPEDPL3G1332	Trends in the Tourism Sector		2
BTH3_2526_LR_CL_ET_S2_A_RHMGRHL3S0272	Human Resources Management		3
	French as a Foreign Language 2 (Intermediate)	French	2
TOTAL ECTS			30