

Bachelor Management du Tourisme French Track 1st year

COURSE	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	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
CULTURE GENERALE			
Global Code of Ethics	Ang	S1	3
LANGUES			
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

COURSE	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 (3 different levels)	LV	S1	2
English for Contemporary Issues	LV	S2	2
French language (3 different levels)	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.

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

COURSE	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	
CULTURE GENERALE			
Introduction to Human Development and Ethics Social Responsibility	Ang	2	
LANGUES			
English for tourism	LV	1	
French language (beginner/intermediate/advanced)	LV	2	

Beginning of semester	Early september
End of semester	early December

Bachelor Tourism Management 2nd year English Track- Spring semester only

COURSE	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	
CULTURE GENERALE			
Introduction to Human Development and Ethics Social Responsibility	Ang	2	
LANGUES			
English for tourism	LV	1	
French Language (beginner/intermediate/advanced)	LV	2	

Beginning of semester	End of semester
Early April	end of June

exams are included in the semester

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Bachelor Tourism Management 3rd Year

COURSE	LANGUAGE	SEM.	ECTS CREDITS	INFORMATION	
Management d'un resort Business Game	Ang	S1	2	Commun core	
Communication Marketing Relationnel intégré	Fra	S1	3		
Community Management	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		
Yield Management & Marché	Fra	S1	3	option marketing et e-tourisme	Please choose only 1 option
Marketing stratégique en Tourisme	Fra	S1	3		
Leadership et Entreprenariat	Fra	S1	3	option stratégie et entreprenariat	
Gestion Comptable d'un Centre de Profit	Fra	S1	3		
PERSONAL DEVELOPEMENT					
Développer ses aptitudes professionnelles	Fra	S1	2		
Mentorat	Fra	S1			
Management d'un resort 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		
Coastal Tourism	Ang	S2	6		
SPECIALISATION					
Tourisme Sportif					
Conception d'animation sportive	Fra	S2	3	Please choose only 1 specialization	
Droit du sport	Fra	S2	3		
Conception de séjour sportif	Fra	S2	3		
Gestion d'un centre sportif	Fra	S2	3		
Animation					
Conception d'animation	Fra	S2	3	Please choose only 1 specialization	
Enjeux et organisation d'évènements	Fra	S2	3		
MICE	Fra	S2	3		
Scénographie et méthodologie de projet	Fra	S2	3		
CULTURE GENERALE					
Intercultural communication for Tourism	Ang	S2	2		
LANGUES					
French Language (3 different levels)	Fra	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

COURSE	SEM.	ECTS CREDITS	information	
Management d'un resort Business Game	S1	2	Commum core	Only for full year student
Integrated Relational Marketing in Tourism	S1	3		
Tourism Development: Principles, Processes and Polici	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	Please choose only 1 option
Strategic Marketing in Tourism	S1	3		
Community Management	S1	3		
Leadership and Entrepreneurship	S1	3	option strategy and entrepreneurship	
Innovation Management	S1	3		
Accounting Management for Business Unit	S1	3		
Management d'un resort Business Game	S2	2	Commum core (ONLINE)	
Human Resources Management	S2	3	Commum core	
Sustainable Development and CSR in tourism	S2	3	Commum core	
Coastal Tourism	S2	6	Commun core	
SPECIALISATIONS				
TRAVEL				
Travel industry	S2	3		
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		
Standards and certifications	S2	3		
Hotel Marketing	S2	3		
CULTURE GENERALE				
Intercultural communication for Tourism	S2	2		
LANGUES				
FLE - French language (3 different levels)	S1 et 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

COURSE	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	
Yield Management and market	3	1	option fonction Marketing
Strategic Marketing in Tourism	3	1	
Community Management	3	1	
Leadership and Entrepreneurship	3	1	option fonction strategy
Innovation Management	3	1	
Accounting Management for Business Unit	3	1	
Human Resources Management	3	2	Commun core
Sustainable Development and CSR in tourism	3	2	
Travel industry	3	2	Travel courses
MICE	3	2	
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
Accessible 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	
Entrepreneurship project	2	1 ET 2	
FLE débutant	4	1 ET 2	
FLE intermédiaire		1 ET 2	
FLE avancé		1 ET 2	

60 ECTS credits

Choose only 1 option

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

COURSE	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	
Yield Management and Market	3	1	option fonction Marketing
Strategic Marketing in Tourism	3	1	
Community Management	3	1	
Leadership and Entrepreneurship	3	1	option fonction strategy
Innovation Management	3	1	
Accounting Management for Business Unit	3	1	
Human Resources Management	3	2	Commun core
Sustainable Development and CSR in tourism	3	2	
Food and beverage	3	2	Hospitality courses
MICE	3	2	
Standards and certifications	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
Accessible 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	
Entrepreneurship project	2	1 ET 2	
FLE débutant	4	1 ET 2	
FLE Intermédiaire		1 ET 2	
FLE avancé		1 ET 2	

60 ECTS credits

Choose only 1 option

Bachelor Tourism Management 3rd year- Animation- Double Degree

Intitulé du module	Crédits ECTS	Semestre	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 processus 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'événements	3	2	
MICE	3	2	
Scénographie et méthodologie de projet	3	1	
Développer ses aptitudes professionnelles	2	1	Development Experiential personal (compulsory)
Mentorat		1	
Accessible 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	

60 ECTS Credits

Choisir 1 option