



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 (Professional conference)		0
BTH2_2425_LR_CL_ET_S2_A_TRMTRML2S0130	Introduction to Wine and Spirits (Professional conference)		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
BTH2_2425_LR_CL_ET_S2_A_DIGDIGL2G0025	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			
Code	Courses	Teaching Language	ECTS
BTH3_2425_LR_CL_ET_S1_A_MKGMKGL3G0275	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_SECTEUR_HM_S1_A_TRMTRML3S0142	Standards and Certifications		3
BTH3_2425_LR_CL_ET_SECTEUR_HM_S1_A_TRMTRML3S0143	Food and Beverage		3
BTH3_2425_LR_CL_ET_TM_S1_A_TRMTRML3G0085	Travel Industry		3
BTH3_2425_LR_CL_ET_SECTEUR_TM_S1_A_TRMTRML3S0150	Negotiation and Purchasing in Tourism		3
BTH3_2425_LR_CL_ET_ECHANGE_AST_S1_CLTCLTL3G0283	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
TOTAL ECTS			32

SPRING SEMESTER			
January 6th, 2025 - April 12th, 2025			
Code	Courses	Teaching Language	ECTS
BTH3_2425_LR_CL_ET_S2_A_RHMGRHL3S0272	Human Resources Management	English	3
BTH3_2425_LR_CL_ET_FT_S2_A_STRSTR3S0273	Sustainable Development and CSR in Tourism		3
BTH3_2425_LR_CL_ET_S2_A_DIGDIGL3G0094	Advanced Community Management		3
BTH3_2425_LR_CL_ET_HM_S2_A_TRMTRML3S0152	Consultancy Project Hospitality		3
BTH3_2425_LR_CL_ET_SECTEUR_HM_S2_A_TRMTRML3S0141	Marketing Distribution in Hospitality		3
BTH3_2425_LR_CL_ET_S2_A_TRMTRML3S0140	MICE (Meetings, Incentive, Conferences, Exhibitions)		3
BTH3_2425_LR_CL_ET_SECTEUR_TM_S2_A_TRMTRML3S0144	Destination Management and Creative Tourism		3
BTH3_2425_LR_CL_ET_TM_S2_A_TRMTRML3S0128	Consultancy Project Travel		3
BTH3_2425_LR_ET_S1_S2_A_STRSTR3S0274	Business Start-up Project		3
BTH3_2425_LR_CL_ECHANGE_S2_A_CLTCLTL3G0283	Intercultural Communication for Tourism		2
	French as a Foreign Language 2 (beginner/intermediate/advanced)	French	1
TOTAL ECTS			30