

**Curriculum 2025/2026**  
**Bachelor in Tourism & Hospitality Management**  
**Year 2**  
LA ROCHELLE Campus

<b>FALL SEMESTER</b>			
September 15th, 2025 - December 09th, 2025			
Courses	Teaching	ECTS	
Introduction to Gastronomy & Wine (Professional conference)	English	0	
Introduction to Destination Management (Professional conference)		0	
Introduction to the Hospitality Industry (Professional conference)		0	
Introduction to the Travel Industry (Professional conference)		0	
Introduction to Leisure & Sports Industry (Professional conference)		0	
Fundamentals of Management Control		3	
Team Management and Team Conflict		3	
Tourism Law		3	
Marketing Communication in Tourism		3	
Consumer Behaviour in Tourism		3	
Analyzing Tourism Sites : Optimizing Visitor Journey		1	
Tourisme, transport et mobilités douces		1	
Chaine de valeurs de l'hébergement		1	
Water & Climate: How to Manage Tomorrow		3	
Introduction to Human Development and CSR		2	
Introduction to Community Management		2	
French Economy & Culture		3	
French as a Foreign Language 1		French	2
<b>TOTAL ECTS</b>		<b>30</b>	



Curriculum 2025/2026

**Bachelor in Tourism & Hospitality Management****Year 3**

LA ROCHELLE Campus

<b>FALL SEMESTER</b>		
September 15th, 2025 - December 15th, 2025		
<b>Courses</b>	<b>Teaching Language</b>	<b>ECTS</b>
Yield Management	English	3
Leadership and Entrepreneurship		3
Corporate Finance - Business Creation Project		3
Intercultural Communication for Tourism		2
Digital Marketing & Tourism		3
Food and Beverage		3
Travel Industry		3
Negotiation and Purchasing in Tourism		3
Business Game		2
French Economy & Culture		3
French as a Foreign Language	French	2
<b>TOTAL ECTS</b>		<b>30</b>



Curriculum 2025/2026  
**Bachelor in Tourism & Hospitality Management**  
**Year 3**  
 LA ROCHELLE Campus

<b>SPRING SEMESTER</b>		
January 06th, 20256- April 07th, 2025		
Courses	Teaching Language	ECTS
Sustainable Development and CSR in Tourism	English	3
Relational Marketing and Integrated Marketing Communication		3
Marketing Distribution in Hospitality		3
Destination Management and Creative Tourism		3
MICE (Meetings, Incentive, Conferences, Exhibitions)		3
Consultancy Project Hospitality		3
Advanced Community Management		3
Intercultural Communication for Tourism		2
Trends in the Tourism Sector		2
Human Resources Management		3
French as a Foreign Language 2	French	2
<b>TOTAL ECTS</b>		<b>30</b>