

COURSES FOR INTERNATIONAL STUDENTS

2025/2026

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** Semesters 1/3/5/7 correspond to the winter semester*

** Semesters 2/4/6 correspond to the summer semester*



I- TOURISM

1. Courses available in French

Bachelor en Tourisme – Bac +1:

Modules	Language	Heures	ECTS	Périodes
Acteurs et évolution de l'industrie du tourisme	FR	30	5	Semestre 1
Géographie du tourisme en France	FR	24	3	Semestre 1
Economie du tourisme	FR	24	3	Semestre 1
Droit du tourisme	FR	24	3	Semestre 1
Les fondamentaux du marketing	FR	24	3	Semestre 1
Les fondamentaux de la comptabilité	FR	24	3	Semestre 1
Conception et vente de produits touristiques	FR	24	3	Semestre 1
Codes et culture du monde professionnel	FR	9	1	Semestre 1
Learning expedition	FR	20	1	Semestre 1
Anglais	UK	30	2	Semestre 1
LV2	/	20	1	Semestre 1
Géographie du tourisme en Europe	FR	24	3	Semestre 2
Tourisme durable et responsable	FR	25	3	Semestre 2
Amadeus	FR	15	1	Semestre 2
Narration, histoire et scénario	FR	15	1	Semestre 2
Conception et gestion d'événements	FR	21	2	Semestre 2
<i>Digital marketing for tourism</i>	UK	24	3	Semestre 2
<i>Les fondamentaux de la gestion de projet</i>	FR	21	2	Semestre 2
<i>Costing and pricing</i>	UK	24	3	Semestre 2
Eloquence et prise de parole en public	FR	12	1	Semestre 2
PPT/Prezi/Genially/Canva	FR	24	1	Semestre 2
Anglais	UK	30	2	Semestre 2
LV2	/	20	1	Semestre 2

Bachelor en Tourisme – Bac +2:

Modules	Language	Heures	ECTS	Periods
World geography	UK	21		Semestre 3
Introduction à l'hospitality	FR	24		Semestre 3
Règlementation du tourisme	FR	21		Semestre 3
Analyse financière	FR	24		Semestre 3
Marketing expérientiel	FR	24		Semestre 3
Sustainable destination management	UK	24		Semestre 3
Principles of customer service in tourism	UK			Semestre 3
Community management	FR	24		Semestre 3
Revenue Management	UK	24		Semestre 3
Web mastering	FR	15		Semestre 3
Anglais	UK	30		Semestre 3
LV2	/	20		Semestre 3

Bachelor en Tourisme – Bac +3 : Hospitality et stratégies expérientielles -Alternance

Modules	Languages	Heures	ECTS	Periods
International hospitality operations management	FR	24	2	Semester 5
Food culture and travel	FR	24	2	Semester 5
Event planning and execution	FR	24	2	Semester 5
Relations publiques et Storytelling dans le tourisme	UK	24	2	Semester 5
Gestion de crise et médiation	UK	24	2	Semester 5
Total quality management	FR	24	2	Semester 5
Gestion de projet appliquée à l'hospitality	UK	24	2	Semester 5

2. Courses available in English

Bachelor en Tourisme – Bac +3: 				
Modules	Language	Heures	ECTS	Periods
Labour law	UK	18	1	Semestre 5
Cost control	UK	21	2	Semestre 5
HR and team management	UK	21	2	Semestre 5
AI - Entrepreneurship et Innovation in tourism	UK	24	3	Semestre 5
CSR & Business Ethics	UK	21	2	Semestre 5
Airport management & Logistics	UK	18	1	Semestre 5
Research methodology	UK	21	2	Semestre 5
Hotel management simulation	UK	24	2	Semestre 5
Anglais	UK	24	1	Semestre 5
LV2	/	20	0	Semestre 5

Bachelor en Tourisme – Bac +3: Hospitality et stratégies expérientielle 				
Modules	Languages	Heures	ECTS	Periods
International hospitality operations management	UK	24	2	Semestre 5
Food culture and travel	UK	24	2	Semestre 5
Event planning and execution	UK	24	2	Semestre 5
Public relations and storytelling in tourism	UK	24	2	Semestre 5
Crisis management and mediation	UK	24	2	Semestre 5
Total quality management	UK	24	2	Semestre 5
Applied hospitality project	UK	24	2	Semestre 5

Master in Management 2 – Bac +4 : Innovation in Tourism

Modules	Language	Hours	ECTS	Periods
Design thinking & innovation	UK	24	3	Semester 3
Financial Analysis	UK	24	3	Semester 3
Trends in Digital Transformation	UK	24	3	Semester 3
Project management	UK	21	2	Semester 3
Marketing strategy in a digital world	UK	24	3	Semester 3
Social and corporate entrepreneurship	UK	24	3	Semester 3
Family and small businesses transition	UK	21	2	Semester 3
Sales strategy	UK	24	3	Semester 3
Multicultural human resources management	UK	24	3	Semester 3
Cross cultural communication	UK	21	2	Semester 3
Negotiation, problem solving and cultural awareness	UK	21	2	Semester 3

Master in Management 3 - Bac +5 : Innovation in Tourism

Modules	Language	Hours	ECTS	Periods
Learning Expedition	UK	12	1	Semester 5
Tourism Planning and Development	UK	24	3	Semester 5
Feasibility Study for Tourism and Hospitality	UK	24	3	Semester 5
Innovation in sustainable Tourism	UK	24	3	Semester 5
Value Creation in experience-based Tourism	UK	15	1	Semester 5
Innovative and Responsible Event Management	UK	21	2	Semester 5
Data Science for Tourism Operations	UK	24	3	Semester 5
Tourism Law and Intellectual Property	UK	21	2	Semester 5
Crisis & Disaster Management	UK	21	2	Semester 5
Strategic Management for Tourism and Hospitality	UK	24	3	Semester 5
Advanced revenue management	UK	21	2	Semester 5
Fundraising and Financial Strategies	UK	15	1	Semester 5
Leadership	UK	15	1	Semester 5
Advanced Public Speaking and personal branding	UK	15	1	Semester 5
Research Methodology	UK	24	2	Semester 5