



CATALOGUE DES COURS 2017-2018

Course	Programme	Contact hours	Guided learning hours	Credits ECTS
Emerging issues in the tourism industry	L6 (Bachelor 3)	36	150	15
Strategic impact of the business environment	L6 (Bachelor 3)	36	150	15
Marketing strategies for hospitality and tourism	L6 (Bachelor 3)	36	150	12
Quality management for hospitality and tourism	L6 (Bachelor 3)	36	150	12
Serious game	L6 (Bachelor 3)	36	40	4
Field trip (week in Reims)	L6 (Bachelor 3)	4	20	
Placement - stage	L6 (Bachelor 3)			10
	Total L6 (B3 Top-up)	184	660	68



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Course	Programme	Contact hours	Guided learning hours	Credits ECTS
Contemporary issues	L5 (Bachelor 2)	36	120	8
Customer relationship management	L5 (Bachelor 2)	36	120	8
Facilities management	L5 (Bachelor 2)	36	120	8
Food and beverage management	L5 (Bachelor 2)	36	120	8
Human resource management	L5 (Bachelor 2)	36	120	8
Strategic marketing	L5 (Bachelor 2)	36	120	8
Understanding funding and finance	L5 (Bachelor 2)	36	120	8
Field trip (week in Reims)	L5 (Bachelor 2)	4	20	
Placement - stage	L5 (Bachelor 2)			10
	Total L5 (B2)	256	860	66



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Course	Programme	Contact hours	Guided learning hours	Credits ECTS
Studying for sustainability	L4 (Bachelor 1)	36	120	10
Leisure and consumption	L4 (Bachelor 1)	36	120	10
Management and leadership	L4 (Bachelor 1)	36	120	10
Geographies of tourism	L4 (Bachelor 1)	36	120	10
Fundamentals of hospitality	L4 (Bachelor 1)	36	120	10
Professional development	L4 (Bachelor 1)	36	100	8
Field trip (week in Marseille)	L4 (Bachelor 1)	4	20	
Placement - stage	L4 (Bachelor 1)			10
	Total L4 (B1)	220	720	68



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Course	Programme	Contact hours	Guided learning hours	Credits ECTS
Essentials of human resources and business computing	PREPA	36	100	10
Essentials of marketing and customer relationships	PREPA	36	100	10
Essentials of tourism and hospitality operations	PREPA	36	100	10
Tourism and hospitality industry	PREPA	36	100	10
Food and beverage operations	PREPA	200	100	10
Event management - gala dinner	PREPA	36	50	5
Field trip in Paris	PREPA	20		
Placement - stage	PREPA			10
	Total PREPA	400	550	65