

Bachelor in tourism 2023 : full-time programme

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Introduction to Tourism 6 ECTS	Tourism Products 6 ECTS	Trends in Tourism 6 ECTS	Digitalization in Tourism 6 ECTS	School choice 5 ECTS	
Introduction to Management 6 ECTS	Business Organization 6 ECTS	Management and Innovation 6 ECTS	Management, Entrepreneurship and Leadership 6 ECTS	Bachelor dissertation 12 ECTS	
Microeconomics & Accounting 6 ECTS	Macroeconomics & Finance 6 ECTS	Sociopolitical and Financial Analysis 6 ECTS	Forecasting and Business Modeling 7 ECTS	Institute projects 5 ECTS	
Introduction to Marketing 6 ECTS	Field studies and Analysis 6 ECTS	Communication Tools 6 ECTS	From Field Studies to Strategic Proposals 7 ECTS	4 secondary electives (5 ECTS each) 20 ECTS (in total)	
Plurilingual Communication I 6 ECTS	Plurilingual Communication II 6 ECTS	Open modules 10 ECTS (in total)		1 main elective 18 ECTS (in total)	
60 ECTS		60 ECTS		60 ECTS	
180 ECTS					