

Year 3: Bachelor International Hospitality Management	January - May.
Semestre 6	30 ECTS
UE 1: Language and communication	6
French Culture	2
French language	2
Interculturel Project	1
Visiting Professors	1
UE2: Management	9
Strategic Hotel Management	2
Leadership & Team Management	2
Cross cultural comm. & commercial negotiation	2
Pricing & Revenue Management	2
Marketing and communication	1
UE 3: Tourism Studies	9
Getting to know a tourism destination	2
Tourism and transports	2
History of Tourism in Europe.	1
Sports and Tourism	2
Tourism in the European Union	2
UE 4: Heritage Studies	6
The Loire Valley castles	2
Food Culture & Destination Management	1
Marketing wine and wine tourism	2
Global Trends	1