



CATALOGUE DES COURS 2017-2018

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
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
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