



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- MANAGEMENT

1. Courses available in French

Master in Management 1 – Bac + 3 : FOUATION YEAR 				
Modules	Language	Hours	ECTS	Periods
Entrepreneuriat #1	FR	24	3	Semester 1
Marketing stratégique	FR	24	3	Semester 1
Comptabilité générale 1	FR	24	3	Semester 1
Comptabilité générale 2	FR	24	3	Semester 1
Economie des affaires 1	FR	21	2	Semester 1
Sociologie des Organisations 1	FR	24	3	Semester 1
Négociation	FR	24	3	Semester 1
Géopolitique	FR	21	2	Semester 1
Anglais 1	UK	22	3	Semester 1
Langue Etrangère 1	/	22	2	Semester 1
Instruments et marchés financiers	FR	24	3	Semester 1
Marketing opérationnel	FR	24	3	Semester 2
(Analyse financière)	FR	24	3	Semester 2
Digitalisation des entreprises	FR	24	3	Semester 2
Entrepreneuriat #2	FR	21	2	Semester 2
Economie générale	FR	21	2	Semester 2
Responsabilité Sociale et Environnementale	FR	15	2	Semester 2
Anglais 2	UK	22	3	Semester 2
Langue Etrangère 2	/	22	2	Semester 2

**Master in Management 2 – Bac +4 : FINANCE-AUDIT-MANAGEMENT
CONTROL COURSE **

Modules	Language	Hours	ECTS	Periods
<i>Normes internationales</i>	FR	24	3	Semester 3
<i>Evaluation de l'entreprise</i>	FR	24	3	Semester 3
Consolidation 1	FR	24	3	Semester 3
Analyse financière	FR	24	3	Semester 3
Finance entrepreneuriale	FR	24	3	Semester 3
La valeur en finance	FR	24	3	Semester 3
Contrôle de gestion	FR	24	3	Semester 3
Droit des sociétés	FR	21	2	Semester 3
Droit fiscal	FR	21	2	Semester 3
Anglais	UK	22	2	Semester 3
LV2	/	20	1	Semester 3
Analyse et choix stratégiques	FR	24	3	Semester 4
Gestion de trésorerie	FR	24	3	Semester 4
Ingénierie financière	FR	24	3	Semester 4
Consolidation 2	FR	24	3	Semester 4
Modèles d'organisation et Contrôle de Gestion	FR	24	3	Semester 4
Conduite du changement	FR	21	2	Semester 4
Management des Ressources Humaines	FR	21	2	Semester 4
Progiciels de gestion intégrés	FR	24	3	Semester 4
Développement de l'entreprise	FR	24	3	Semester 4
Anglais	UK	22	2	Semester 4
LV2	/	20	1	Semester 4

Master in Management 3 – Bac +5 : FINANCE-AUDIT-MANAGEMENT CONTROL COURSE

Modules	Language	Hours	ECTS	Periods
Contrôle interne et Audit 1	FR	24	3	Semester 5
Investissement et financement	FR	24	3	Semester 5
Contrôle de gestion et processus	FR	24	3	Semester 5
Planification et diagnostic stratégique	FR	24	3	Semester 5
Sécurité des systèmes d'information	FR	21	2	Semester 5
Gouvernance des Systèmes Informations	FR	21	2	Semester 5
Contrôle interne et Audit 2	FR	21	2	Semester 5
Diagnostic financier approfondi	FR	21	2	Semester 5
Excel for finance	FR	21	2	Semester 5
Logiciel comptabilité/audit	FR	21	2	Semester 5
Ethique des affaires	FR	15	2	Semester 6
Méthodologie de la recherche	FR	21	2	Semester 6

Master in Management 2 – Bac +4 : BANKING FOR BUSINESS

Modules	Language	Hours	ECTS	Periods
Analyse financière	FR	24	3	Semester 3/4
Contrôle de gestion	FR	24	3	Semester 3/4
Information systems management 2	FR	24	3	Semester 3/4
Customer Relationship Management (CRM)	FR	21	2	Semester 3/4
Droit fiscal	FR	21	2	Semester 3/4
Droit des sociétés	FR	21	2	Semester 3/4
Accompagner le client	FR	28	3	Semester 3/4

Utiliser l'environnement réglementaire	FR	21	2	Semester 3/4
Développer la vigilance aux risques opérationnels	FR	14	1	Semester 3/4
Développer son portefeuille	FR	14	1	Semester 3/4
Anglais	UK	21	2	Semester 3/4

Master in Management 3 – Bac +5 : BANKING FOR BUSINESS

Modules	Language	Hours	ECTS	Periods
Investissement et Financement	FR	30	3	Semester 5/6
Droit social et du travail	FR	30	3	Semester 5/6
Examen de demande de conseil patrimonial	FR	49	3	Semester 5/6
Conseil d'optimisation matrimoniale et fiscale	FR	42	3	Semester 5/6
Développement de clientèle patrimoniale	FR	49	3	Semester 5/6
Advanced Strategy (Competitive Business Game)	FR	24	2	Semester 5/6
Ethique des affaires	FR	21	2	Semester 5/6
Méthodologie de la recherche	FR	21	2	Semester 5/6

Bachelor en Management – Bac +1

Modules	Language	Hours	ECTS	Periods
Marketing fondamental	FR	24	3	Semestre 1
Comptabilité générale	FR	24	3	Semestre 1
Entrepreneuriat 1 - Esprit d'entreprise	FR	21	2	Semestre 1
Comportement organisationnel	FR	24	3	Semestre 1
Relations commerciales	FR	21	2	Semestre 1
Méthodes qualitatives	FR	21	2	Semestre 1
Conduite de projet	FR	21	2	Semestre 1
Droit des sociétés	FR	21	2	Semestre 1
Communication professionnelle	FR	21	2	Semestre 1
Introduction à l'économie	FR	21	2	Semestre 1
Concepts et outils publicitaires	FR	21	2	Semestre 1
Anglais	UK	22	2	Semestre 1
Marketing opérationnel	FR	24	3	Semestre 2
Etudes de marché	FR	24	3	Semestre 2
Mathématiques financières	FR	24	3	Semestre 2
Introduction aux systèmes d'information	FR	24	3	Semestre 2
Entrepreneuriat 2 - Idéation	FR	21	2	Semestre 2
Responsabilité sociale de l'entreprise	FR	21	2	Semestre 2
e-Business	FR	21	2	Semestre 2
Méthodes quantitatives	FR	21	2	Semestre 2
Communication commerciale	FR	21	2	Semestre 2
Anglais	UK	22	2	Semestre 2

Bachelor en Management – Bac +2

Modules	Language	Heures	ECTS	Périodes
Négociation commerciale	FR	24	3	Semestre 3
Marketing digital	FR	24	3	Semestre 3
Organisation des enseignes et réseaux de distribution	FR	21	2	Semestre 3
Merchandising	FR	24	3	Semestre 4
Comportement du consommateur	FR	24	3	Semestre 3
Analyse financière	FR	24	3	Semestre 3
Plan d'action commercial	FR	21	2	Semestre 3
Gestion des stocks	FR	21	2	Semestre 3
Gestion des ventes	FR	21	2	Semestre 3
Introduction à la gestion des ressources humaines	FR	21	2	Semestre 3
Entrepreneuriat 3 - Design et prototypage	FR	21	2	Semestre 3
Anglais	UK	21	2	Semestre 3

Bachelor en Management – Bac +3 : Marketing et Sport

Modules	Language	Heures	ECTS	Périodes
Marketing B2B	FR	24	3	Semestres 5-6
Ingénierie commerciale	FR	24	3	Semestres 5-6
Contrôle de gestion	FR	24	3	Semestres 5-6
Customer relationship management	FR	24	3	Semestres 5-6
Marketing direct	FR	24	3	Semestres 5-6
Commercialisation de produits	FR	21	2	Semestres 5-6
Ethique des affaires	FR	21	2	Semestres 5-6
Anglais	UK	21	2	Semestres 5-6
Méthodologie de le recherche	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Management évènementiel sportif	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Sponsoring et management de partenariats	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Communication sportive et plan média	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Gestion opérationnelle d'un business unit sportive	FR	15	2	Semestres 5-6
<i>Specialization courses :</i> Economie du sport	FR	15	2	Semestres 5-6

Bachelor en Management – Bac +3 : Marketing Eco-responsable

Modules	Language	Heures	ECTS	Périodes
Marketing B2B	FR	24	3	Semestres 5-6
Ingénierie commerciale	FR	24	3	Semestres 5-6
Contrôle de gestion	FR	24	3	Semestres 5-6
Customer relationship management	FR	24	3	Semestres 5-6
Marketing direct	FR	24	3	Semestres 5-6
Commercialisation de produits	FR	21	2	Semestres 5-6
Ethique des affaires	FR	21	2	Semestres 5-6
Anglais	UK	21	2	Semestres 5-6
Méthodologie de le recherche	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Culture forestière et connaissance des bois	FR	24	3	Semestres 5-6
<i>Specialization courses :</i> Mise en marché des bois	FR	24	3	Semestres 5-6
<i>Specialization courses :</i> Transformation des bois	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Innovation dans le secteur du bois	FR	21	2	Semestres 5-6

Bachelor en Management – Bac +3 : Marketing Digital et Réseaux Sociaux




Modules	Language	Heures	ECTS	Périodes
Marketing B2B	FR	24	3	Semestres 5-6
Ingénierie commerciale	FR	24	3	Semestres 5-6
Contrôle de gestion	FR	24	3	Semestres 5-6
Customer relationship management	FR	24	3	Semestres 5-6
Marketing direct	FR	24	3	Semestres 5-6
Commercialisation de produits	FR	21	2	Semestres 5-6
Ethique des affaires	FR	21	2	Semestres 5-6
Anglais	UK	21	2	Semestres 5-6
Méthodologie de la recherche	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Brand and community management	FR	21	3	Semestres 5-6
<i>Specialization courses :</i> Digital project management	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> CMS, Wordpress Java Script	FR	21	2	Semestres 5-6
<i>Specialization courses :</i> Website ergonomics & design	FR	21	2	Semestres 5-6

Bachelor en Management – Bac +3 : Développement Commercial -


Modules	Language	Heures	ECTS	Périodes
Marketing B2B	FR	24	3	Semestre 5
Ingénierie commerciale	FR	24	3	Semestre 5
Contrôle de gestion	FR	24	3	Semestre 5
Customer relationship management	FR	24	3	Semestre 5
Marketing direct	FR	24	3	Semestre 5
Entrepreneuriat 4 -	FR	21	2	Semestre 5
Management de la force de vente	FR	24	3	Semestre 5
Marketing des services	FR	24	3	Semestre 5
Commerce international	FR	21	2	Semestre 6
Ethique des affaires	FR	21	2	Semestre 6
Stratégie de communication multicanale	FR	21	2	Semestre 5
Anglais	UK	22	2	Semestre 5
Méthodologie de la recherche	FR	21	2	Semestre 6

2. Courses available in English

Master in Management 2 – Bac +4 : Marketing and Business Development 				
Modules	Language	Hours	ECTS	Periods
Innovation Marketing	UK	24	3	Semester 3
Consumer Behavior	UK	24	3	Semester 3
Distribution & merchandising	UK	24	3	Semester 3
Sales Engineering	UK	24	3	Semester 3
Operations Management	UK	24	3	Semester 3
Information systems management 2	UK	24	3	Semester 3
Finance	UK	21	2	Semester 3
Power BI Software	UK	24	3	Semester 3
Quantitative Analysis	UK	21	2	Semester 3
Brand Management	UK	24	3	Semester 4
Salesforce Management	UK	24	3	Semester 4
Entrepreneurship	UK	24	3	Semester 4
Responsible Marketing	UK	24	3	Semester 4
Customer Relationship Management	UK	21	2	Semester 4
Communication Strategy	UK	24	3	Semester 4
Web design Nocode	UK	21	2	Semester 4
Qualitative Analysis	UK	21	2	Semester 4

Master in Management 3 – Bac +5 : Marketing and Business Development 				
Modules	Language	Hours	ECTS	Periods
Geomarketing	UK	24	3	Semester 5
International Negotiation	UK	24	3	Semester 5
International Marketing	UK	24	3	Semester 5
Applied Marketing Studies	UK	24	3	Semester 5
Experiential marketing	UK	24	3	Semester 5
Digital Marketing & Analytics	UK	24	3	Semester 5

International Business Management	UK	21	2	Semester 5
Digital project management	UK	21	2	Semester 5
Product Chief Function	UK	21	2	Semester 5
Advertising	UK	21	2	Semester 5
Advanced strategy - Business Game	UK	24	2	Semester 5
Business ethics	UK	21	2	Semester 5
Méthodologie de la recherche (<i>Research Methodology</i>)	UK / FR	21	2	Semester 5

Master in Management 2 - Bac +4 : Innovation, Digital Transformation 				
Modules	Language	Hours	ECTS	Periods
Financial analysis	UK	24	3	Semester 3
Cost and revenue management	UK	24	3	Semester 3
Trends in Digital Transformation	UK	24	3	Semester 3
Strategy: tools and methods	UK	24	3	Semester 3
Business process management	UK	24	3	Semester 3
Design thinking and innovation	UK	24	3	Semester 3
Digital business strategy	UK	21	2	Semester 3
Project management	UK	21	2	Semester 3
Negotiation and problem solving	UK	21	2	Semester 3
Cross-cultural communication	UK	21	3	Semester 3
Audit and organizational diagnostic	UK	24	3	Semester 3
Knowledge management	UK	24	3	Semester 3
Transforming business Challenge	UK	24	3	Semester 3
Operational excellence	UK	24	3	Semester 3
Legal issues in the digital era	UK	24	3	Semester 3
Quantitative methods for data science	UK	24	3	Semester 3
Brand Management	UK	24	3	Semester 3

Master in Management 2 - Bac +4 : Innovation, Digital Transformation

Modules	Language	Hours	ECTS	Periods
Corporate finance	UK	24	3	Semester 5
Mergers and acquisitions	UK	24	3	Semester 5
Analysis of Big Data	UK	24	3	Semester 5
Leadership change management	UK	24	3	Semester 5
Information security management	UK	24	3	Semester 5
Advanced project management	UK	24	3	Semester 5
Business intelligence	UK	24	3	Semester 5
Digital transformation management	UK	24	3	Semester 5
Business case study	UK	24	3	Semester 5
Méthodologie de la recherche	UK	21	2	Semester 5
Ethique des affaires	UK	21	2	Semester 5
Competitive business game	UK	30	1	Semester 5

Master in Management 2 – Bac +4 : Information System and Operation Management

Modules	Language	Hours	ECTS	Periods
International stock markets	UK	30	3	Semesters 3-4
International business development	UK	30	3	Semesters 3-4
Supply chain fundamentals	UK	30	3	Semesters 3-4
Fundamentals in procurement	UK	30	3	Semesters 3-4
Export-import management	UK	30	3	Semesters 3-4
Multimodal transport	UK	30	3	Semesters 3-4
Digital supply chain management ERP SCP/SCE	UK	30	3	Semesters 3-4
International sourcing	UK	30	3	Semesters 3-4
Sectorial purchasing	UK	30	3	Semesters 3-4
Retail and distribution management	UK	30	3	Semesters 3-4
Financial analysis	UK	30	3	Semesters 3-4
Advanced project management	UK	21	2	Semesters 3-4

Master in Management 3 – Bac +5 : Information system and Operation Management

Modules	Language	Hours	ECTS	Periods
Global sustainable supply-chains	UK	30	3	Semesters 5-6
SAP Software	UK	30	3	Semesters 5-6
Quality management system	UK	30	3	Semesters 5-6
International negotiation	UK	30	3	Semesters 5-6
Public procurement	UK	30	3	Semesters 5-6
Operational procurement	UK	30	3	Semesters 5-6
Strategic Procurement	UK	30	3	Semesters 5-6
Risk and security management	UK	30	3	Semesters 5-6
Operational excellence	UK	30	3	Semesters 5-6
Research methods	UK	21	2	Semesters 5-6

MSc – Bac +4/5 : Innovation, Creativity and Entrepreneurship

Modules	Language	ECTS	ECTS	Periods
Entrepreneurship in start-up companies	UK	12	2	Semesters 1-2
Design thinking	UK	12	2	Semesters 1-2
Lean start-up experience	UK	12	2	Semesters 1-2
Design for social change	UK	12	2	Semesters 1-2
Entrepreneurship, patent and intellectual property	UK	12	2	Semesters 1-2
Confronting business ideas to market	UK	12	2	Semesters 1-2
Building business model	UK	21	3	Semesters 1-2
Entrepreneurial finance	UK	15	2	Semesters 1-2
Crisis Strategy	UK	12	2	Semesters 1-2
Business strategy	UK	12	2	Semesters 1-2
New venture teams' development	UK	12	2	Semesters 1-2
Finance your venture	UK	6	1	Semesters 1-2
Project management	UK	16	2	Semesters 1-2
PLM1: requirements (functional analysis)	UK	14	2	Semesters 1-2
Change management and personal development	UK	14	2	Semesters 1-2
PLM2: modelization and numerical simulation	UK	16	2	Semesters 1-2
PLM3: Internet of things	UK	12	1	Semesters 1-2
Eco-design	UK	14	1	Semesters 1-2
PLM4: 3D printing	UK	14	2	Semesters 1-2
Lean manufacturing and supply-chain	UK	16	1	Semesters 1-2
Business development challenge	UK	12	2	Semesters 1-2
Make or break challenge	UK	12	2	Semesters 1-2
Product development challenge	UK	16	2	Semesters 1-2
Advanced Strategy (Competitive Business Game)	UK	24	3	Semesters 1-2
Successful entrepreneurial teams	UK	21	2	Semesters 1-2

MSc – Bac +4/5 :, FINANCE & INNOVATION FOR A SUSTAINABLE FUTURE

Modules	Language	Hours	ECTS
Financial analysis, risk management	UK	15	2
Investment and financing decisions	UK	15	2
Cash management	UK	15	2
Blockchain and smart contracts	UK	15	2
Cryptocurrencies and Digital Assets	UK	15	2
Blockchain Applications in Corporate Finance	UK	15	2
Regulatory Frameworks and Legal Challenges in Finance	UK	21	3
Green Finance and Carbon Markets	UK	15	2
Foundations of Islamic Finance	UK	15	2
Alternative Finance in Corporate Strategy: Case Studies	UK	21	3
Global Financial Markets: Structure and Dynamics	UK	15	2
Derivative Instruments: Futures, Options, and Swaps	UK	15	2
Risk Management through Financial Derivatives	UK	15	2
Corporate Governance Practices and the Role of Audit Committees	UK	15	2
Financial Strategy and Corporate Objectives	UK	15	2
ESG Integration in Financial Decision-Making	UK	15	2
Mergers and Acquisitions: Processes, Valuation, and Strategy	UK	15	2
Financial Due Diligence and Post-Merger Integration	UK	15	2
Strategic Risks and Opportunities in M&A	UK	15	2
Decentralized Finance (DeFi): Protocol Analysis	UK	15	2
Smart Contracts: Development and Implementation	UK	15	2
Decentralized Financial Services and Innovations	UK	15	2
Sustainable Development and Corporate Finance	UK	15	2
Environmental and Social Impacts of Financial Investments	UK	15	2
Responsible Investment Strategies and ESG Criteria	UK	15	2
FinTech innovation: IA, Big Data, IoT	UK	15	2
Crowdfunding and Peer-to-Peer (P2P) Financial Platforms	UK	15	2
FinTech and Traditional Finance: Comparative Case Studies	UK	15	2

MSc – Bac +4/5 : MARKETING EXPERT IN LUXURY AND SUSTAINABLE ENVIRONMENT

Modules	Language	Heures	ECTS
Stratégie Marketing Globale	*to be confirmed	21	2
Comportement du Consommateur International	*to be confirmed	21	2
Marketing Digital et Stratégies Multicanaux	*to be confirmed	24	3
Gestion de Marque et Image Internationale	*to be confirmed	24	3
Analyse des Données et Intelligence Marketing	*to be confirmed	24	3
Responsabilité Sociétale des Entreprises et Marketing Durable	*to be confirmed	24	3
Stratégie et Gestion des Marques de Luxe	*to be confirmed	24	3
Comportement du Consommateur de Luxe	*to be confirmed	24	3
Innovation et Digital dans le Luxe	*to be confirmed	24	3
Expérience Client et CRM dans le Luxe	*to be confirmed	24	3
Marketing Durable et Éthique dans le Luxe	*to be confirmed	24	3
Communication et Relations Publiques dans le Luxe	*to be confirmed	24	3
Leadership et Management Interculturel	*to be confirmed	30	4
Gestion de Projets Marketing Globaux	*to be confirmed	36	5
Intrapreneuriat et Innovation	*to be confirmed	36	5

BBA International – Bac +1

Modules	Language	Hours	ECTS	Periods
Principles of accounting	UK	24	3	Semester 1
Principles of marketing	UK	24	3	Semester 1
Principles of finance	UK	24	3	Semester 1
Principles of management	UK	24	3	Semester 1
International business law	UK	21	2	Semester 1
International economics	UK	21	2	Semester 1
Cultural studies - Europe in global context	UK	21	2	Semester 1
Regional institutions and European business environment	UK	21	2	Semester 1
Quantitative methods	UK	21	2	Semester 1
Entrepreneurship	UK	21	2	Semester 1
English 1	UK	22	2	Semester 1
Foreign Language 1	/	20	1	Semester 1
Principles of global business	UK	24	3	Semester 2
Principles of managerial economics	UK	24	3	Semester 2
Global marketing management	UK	24	3	Semester 2
Global human resources management	UK	24	3	Semester 2
Contemporary history and emerging debates	UK	21	2	Semester 2
Hazards, disasters and human experience	UK	21	2	Semester 2
Regional institutions and African business environment	UK	21	2	Semester 2
Business information systems	UK	21	2	Semester 2
Project management	UK	21	2	Semester 2
English 2	UK	22	2	Semester 2
Foreign Language 1	/	20	1	Semester 2

BBA International – Bac +2

Modules	Language	Hours	ECTS	Periods
Financial markets and institutions	UK	24	3	Semester 3
Global business development	UK	24	3	Semester 3
Corporate finance	UK	24	3	Semester 3
Global operational marketing	UK	24	3	Semester 3
Global organizations (GO and NGO)	UK	21	2	Semester 3
International relations: soft powers	UK	21	2	Semester 3
Cultural studies - MENA in global context	UK	21	2	Semester 3
Regional institutions and MENA business environment	UK	21	2	Semester 3
Operations management	UK	21	2	Semester 3
Data analytics <small>Google Coursera</small>	UK	21	2	Semester 3
English 3	UK	22	2	Semester 3
Foreign Language 1	/	20	1	Semester 3
Financial analysis	UK	21	2	Semester 4
Cultural studies - Asia in global context	UK	21	2	Semester 4
Regional institutions and Asian business environment	UK	21	2	Semester 4
English 4	UK	22	2	Semester 4
Foreign Language 1	/	20	2	Semester 4

BBA International – Bac +3 

Modules	Language	Hours	ECTS	Periods
International financial management	UK	24	3	Semester 7
Crisis management	UK	24	3	Semester 7
Global strategy	UK	24	3	Semester 7
Digital marketing	UK	24	3	Semester 7
Remote teams' management and leadership	UK	21	2	Semester 7
International project management	UK	21	2	Semester 7
Environment and social responsibility	UK	21	2	Semester 7
Global sourcing and responsible supply chain management	UK	21	2	Semester 7
Cultural studies - Americas in global context	UK	21	2	Semester 7
Regional institutions and American business environment	UK	21	2	Semester 7
Research methods	UK	22	2	Semester 7



II- 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