

Course List Master (2nd year)
International Tourism Management 2019- 2020

Spring Semester (January to May)

| COURSES | ECTS | HOURS |
|--|-------------|--------------|
| Digital strategy and business model canvas in English | 3 | 20 |
| New consumer trends in English | 3 | 20 |
| Stratégie et gouvernance | | 10 |
| Intership and Academic Report | 6 | |
| English project in English | 3 | 20 |
| LV2 project : italien, espagnol, allemande OR Projet LV2 Français langue étrangère: Tour du Monde au Manège | 2 | 20 |
| Event Management Concept in English | 2 | 10 |
| E travel management and marketing in English | 4 | 30 |
| City Tourism Optimization in English | 5 | 40 |
| ITMN Online Management Game in English | 2 | 12 |

Français Langue étrangère : cours USMB

| COURSES | ECTS | HOURS |
|-----------------------------|-------------|--------------|
| Langue et Culture (A1 à B2) | 4 | 45 |

Cours de mention Licence – Tourism and Management



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