

FIRST SEMESTER PROGRAMME (AUTUMN SEMESTER)

Bachelor degree in Hospitality and Tourism Management

ACADEMIC YEAR 2019-20

From 30th September 2019 to 1st February 2020

Theoretical classes

Course	Semester	SUBJECT	ECTS	Language
SECOND COURSE	1st	Marketing	6	Spanish
	1st	Organización y Gestión de empresas	6	Spanish
	1st	F&B Process Management	6	Spanish/English
THIRD COURSE	1st	Revenue & Yield Management	4	English
	1st	Human Resources Management	4	English
	1st	Financial Management	4	English
	1st	Administración y control de Food & Beverage	4	Spanish
	1st	Administración y control de alojamientos	4	Spanish
FOURTH COURSE	1st	Strategic Management	4	English
	1st	Commercial Strategies	4	English
	1st	Relaciones públicas	4	Spanish

Remarks:

The student can combine subjects from different courses.

It is recommended to choose more subjects than needed in case that subjects overlap.