

(*) Indicates that there are additional or special requirements, consult the end of the document



Santa Cruz de Marcenado, 27
28015 Madrid - España.

Tourism

**Integrated Programme in Social Sciences
International offering 2023-2024**

FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Economy applied to the tourism sector *	Spanish
6	1	The Company and its Environment *	Spanish
6	1	Modern Languages I: German I or French I	German/French
6	1	Structure of the tourism offer *	Spanish
6	1	Tourism resources *	Spanish
6	2	Applied Statistics	Spanish
6	2	Cultural heritage I	Spanish
6	2	Planning of tourist destinations	Spanish
6	2	Modern Languages III: German III or French III	German/French
6	2	Modern Languages IV: Chinese I	Chinese
6	3	Modern languages VII: Chinese III	Chinese
6	3	Evaluation of tourism impacts	Spanish
6	3	Management of people and equipment in tourism	Spanish
6	3	Analytical and Management Accounting	Spanish
6	3	Strategic Management	Spanish
6	4	Legal environment in tourism	Spanish
6	4	New Technologies in the Tourism Field	Spanish
6	4	E-commerce in the tourism sector	Spanish
6	4	Operations and Processes in the Hotel Sector	Spanish
6	4	Business and event tourism	Spanish
6	4	Development of Professional Competencies III *	Spanish/English

SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	Technology applied to the company *	Spanish
6	1	Trends in tourism demand *	Spanish
6	1	Modern Languages II: German II	German
6	1	Modern Languages II: French II	French
6	1	Financial Accounting *	Spanish
6	1	Development of Professional Competences I *	Spanish/English
6	2	Market research in tourism	Spanish
6	2	Cultural Heritage II	Spanish
6	2	Modern languages V: Advanced English	English
6	2	Modern Languages VI: Chinese II	Chinese
6	2	Development of Professional Competences II *	Spanish/English
6	3	Tourism marketing	Spanish
6	3	Innovation in tourism products	Spanish

Syllabi:

(*) Indicates that there are additional or special requirements, consult the end of the document

6	3	Internationalization in the tourism sector	Spanish
6	3	Entrepreneurship in tourism	Spanish
6	4	Financial management in tourism companies	Spanish
6	4	Hotel Management	Spanish
6	4	Creation and management of hotel projects	Spanish

*** ANNOTATIONS AND SPECIAL REQUIREMENTS:**

Economy applied to the tourism sector *

Could only be offered in English, but only if there is sufficient interest/registration

The Company and its Environment *

Could only be offered in English, but only if there is sufficient interest/registration

Structure of the tourism offer *

Could only be offered in English, but only if there is sufficient interest/registration

Tourism resources *

Could only be offered in English, but only if there is sufficient interest/registration

Technology applied to the company *

Could only be offered in English, but only if there is sufficient interest/registration

Trends in tourism demand *

Could only be offered in English, but only if there is sufficient interest/registration

Financial Accounting *

Could only be offered in English, but only if there is sufficient interest/registration

Development of Professional Competences I *

Could only be offered in English, but only if there is sufficient interest/registration

Development of Professional Competences II *

Could only be offered in English, but only if there is sufficient interest/registration

Development of Professional Competencies III *

Could only be offered in English, but only if there is sufficient interest/registration