

(*) 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 2024-2025

FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Modern Languages I: German I *	German
6	1	Modern Languages I: French I *	French
6	1	Economy applied to the tourism sector *	Spanish
6	1	The Company and its Environment *	Spanish
6	1	Structure of the tourism offer *	Spanish
6	1	Tourism resources *	Spanish
6	2	Modern Languages III: German III	German
6	2	Modern Languages III: French III	French
6	2	Modern Languages IV: Chinese I	Chinese
6	2	Applied Statistics	Spanish
6	2	Cultural heritage I	Spanish
6	2	Planning of tourist destinations	Spanish
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	Modern Languages II: German II *	German
6	1	Financial Accounting *	Spanish
6	1	Technology applied to the company *	Spanish
6	1	Trends in tourism demand *	Spanish
6	1	Development of Professional Competences I *	Spanish / English
6	1	Modern Languages II: French II *	French
6	2	Modern Languages VI: Chinese II	Chinese
6	2	Market research in tourism	Spanish
6	2	Cultural Heritage II	Spanish
6	2	Development of Professional Competences II *	Spanish / English
6	2	Modern languages V: Advanced English	English
6	3	Entrepreneurship in tourism	Spanish

Syllabi:

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6	3 Innovation in tourism products	Spanish
6	3 Internationalization in the tourism sector	Spanish
6	3 Tourism marketing	Spanish
6	4 Creation and management of hotel projects	Spanish
6	4 Hotel Management	Spanish
6	4 Financial management in tourism companies	Spanish

*** ANNOTATIONS AND SPECIAL REQUIREMENTS:**

Modern Languages I: German I

IMPORTANT: It is possible that this course might not be offered in the end

Modern Languages I: French I

IMPORTANT: It is possible that this course might not be offered in the end

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

If the new study plan is approved, this course will be substituted for a new and similar one called "Fundamentals of tourism companies"

Structure of the tourism offer

If the new study plan is approved, this course will be substituted for a new and similar one called "Tourism Ecosystem I"

Tourism resources

If the new study plan is approved, this course will be substituted for a new and similar one called "Tourism and Territory"

Modern Languages II: German II

IMPORTANT: It is possible that this course might not be offered in the end

Financial Accounting

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

If the new study plan is approved, this course will be substituted for a new and similar one called "Tourism markets and consumer behaviour"

Development of Professional Competences I

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

Modern Languages II: French II

IMPORTANT: It is possible that this course might not be offered in the end

Development of Professional Competences II

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