

BA in Tourism and Hospitality Management

Course Code	First Semester	Credits	Hours
ADN23101	Principles of administration	5.62	60
FIN23102	Finance information workshop	5.62	60
MAT23103	Mathematics for business	5.62	60
DER23104	General notions in law	5.62	60
MER23105	Marketing	5.62	60
MER23106	Design thinking	5.62	60
LEX23107	English I	12.62	135
Course Code	Second Semester	Credits	Hours
ADN23201	Entrepreneurial dynamic	5.62	60
SIS23202	Technology for business	5.62	60
MAT23203	Financial mathematics workshop	5.62	60
FIN23204	Corporate finance	5.62	60
ECO23205	Business economics	5.62	60
ADN23206	Business and culture	5.62	60
LEX23207	English II	12.62	135
Course Code	Third Semester	Credits	Hours
MER23301	Market structure analysis	5.62	60
ADN23302	Human and executive skills	5.62	60
ADN23303	Global business	5.62	60
HOT23308	Hospitality services	5.62	60
HOT23309	Hotel organization	5.62	60
HOT23310	Food and beverage services protocol	5.62	60
HOT23311	Hospitality lab I	6.37	30
LEX23304	English III	12.62	135
Course Code	Fourth Semester	Credits	Hours
ADN23401	Business model and commercialization	5.62	60
MER23402	Communication and professional image	5.62	60
MER23408	Promotion and sales	5.62	60
HOT23409	Quality management	5.62	60
HOT23410	Legal basis of hotel operations	5.62	60
HOT23411	Hotel management control	5.62	60
HOT23412	Hospitality lab II	6.37	30
LEX23403	English IV	12.62	135
Course Code	Fifth Semester	Credits	Hours
ADN23501	Business feasibility	5.06	54
HOT23536	Competitiveness in hospitality	6.75	72
HOT23537	Hotel accounting and auditing	5.06	54
HOT23538	Restaurant management	5.06	54
HOT23539	Restaurant supply	5.06	54
HOT23540	Restaurants and marketing services lab	15.00	60
Course Code	Sixth Semester	Credits	Hours
ADN23601	Leadership and negotiation skills	5.06	54
MER23512	Public relations	5.06	54
HOT23607	Events and meetings organization	6.75	72
HOT23608	Tourism environment analysis	5.06	54
HOT23609	Tourism products and services	5.06	54
HOT23610	Tourism lab	15.00	60

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Course Code	Seventh Semester	Credits	Hours
ADN23701	Strategic planning and thinking	5.06	54
ADN23801	Values in business	5.06	54
ADN23707	Professional management seminar	5.06	54
HOT23708	Credit and investment for tourism businesses	6.75	72
HOT23709	Talent management	5.06	54
HOT23710	Administrative management lab	15.00	180
Course Code	Eight Semester	Credits	Hours
ADN23827	Professional practices	39.37	90