

# Bachelor Degree

96 ECTS  
directly offered  
in English.

# Master Degree

118 ECTS  
directly offered  
in English.

**IRIARTE**  
UNIVERSITY

GOBIERNO DE ESPAÑA | MINISTERIO DE UNIVERSIDADES

 **Universidad**  
de La Laguna

 **Gobierno**  
de Canarias

  
Erasmus

**EUROPEAN**  
Higher Education Area



## Academic Program > Bachelor Level > Fall Term

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### FALL TERM

Subject	Code	Type	ECTS
Geographical Heritage	509432101	in person	6
German for Tourism I	509432102	in person	6
English for Tourism II	509432103	in person	6
Cultural Heritage	509432104	in person	6
Marketing	509432105	in person	6
Accounting	509433101	in person	6
German for Tourism III	509433102	in person	6
English for Tourism IV	509433103	in person	6
Production Processes and Operations	509433104	in person	6
Commercial Research	509433105	in person	6
Financial Management / SAP	509434102	in person	6
Archaeological Heritage	509434103	in person	6
Strategic Management / Revenue Management	509434104	in person	6
Tourist Policies	509434105	in person	6
Events, Protocol and Public Relations	509430903	in person	6
Sustainable Development in Tourist Destinations	509430901	in person	6
Spanish as a foreign language	509430909	in person	6

**English: all textbook, slides and evaluation.**

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## Academic Program > Bachelor Level > Spring Term

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### SPRING TERM

Subject	Code	Type	ECTS
Financial Accounting	509432201	in person	6
German for Tourism II	509432202	in person	6
English for Tourism III	509432203	in person	6
Tourism Business Management	509432204	in person	6
Administrative Law	509432205	in person	6
Territorial Management of Tourist Destinations	509433201	in person	6
Human Resources Management	509433202	in person	6
Public Management of Tourist Resources	509433203	in person	6
Destination and Tourist Product Promotion	509433205	in person	6
German Language A2/B1 Certificate (Prüfungstraining)	509430907	blended	6
Spanish as a foreign language	509430909	in person	6

**English: all textbook, slides and evaluation.**

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## Academic Program > Master Level > Fall Term & Spring Term

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### FALL TERM & SPRING TERM

Subject	Code	Type	ECTS
Strategic Marketing	509430902	blended	6
Digital Marketing	509430904	blended	9
International Marketing	509430905	blended	6
Strategy for Human Resources	509430910	blended	9
Firm Culture and International Digital Teamwork	509430911	blended	6
Managerial Skills and Negotiation Tools	509430912	blended	6
Spanish as a Foreign Language	509430909	in person	6
Corporate Finance	509430913	blended	9
Financial Technology	509430914	blended	6
Sustainable Finance	509430915	blended	6
Interactive Marketing	509430918	blended	6
Corporate Sustainability	509430919	blended	6
Logistics and Financial Management of Events	509430920	blended	6
Technical and Technological Event Production	509430921	blended	6
Master's Thesis / Research Project	509430906	blended	12

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**English: lectures, textbook, slides, tutoring and evaluation.**

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