

Bachelor & Master

84 ECTS
directly offered in
English / German.

IRIARTE
UNIVERSITY COLLEGE

GOBIERNO DE ESPAÑA | MINISTERIO DE UNIVERSIDADES

 **Universidad**
de La Laguna

 **Gobierno**
de Canarias


Erasmus

EUROPEAN
Higher Education Area



Economics

Level / Bachelor

Semester / winter term

Description / An approach to micro and macro models that cover the major economic exchanges. Concepts such as incomes, wealth, money and interests will be analyzed.

Statistical Techniques

Level / Bachelor

Semester / winter term

Description / An introduction to the main tools of measurement. Students will become familiar with different software tools that facilitate the process of quantitative data.

Sociology

Level / Bachelor

Semester / winter term

Description / An approach to the motivations of tourists from the viewpoint of this discipline, researching both the causes and the impacts of tourism on the host society.

Business Management

Level / Bachelor

Semester / winter term

Description / This subject introduces students to concepts such as leadership, the notion of business innovation and the importance of the environment.

Private Law

Level / Bachelor

Semester / winter term

Description / It focuses on the regulations on contracts, property and basic issues about the legal relationships between people, with special emphasis on those involving tourism.

Geography of the Contemporary World

Level / Bachelor

Semester / spring term

Description / Students deal with the main problems related to the territory and its modification by tourism activities.



Antropology and Tourism

Level / Bachelor

Semester / spring term

Description / Tools are given to students to evaluate the interaction between tourists and local communities in order to improve public and business initiatives.

English I

Level / Bachelor

Semester / spring term

Description / The curriculum is designed attending to the different skills to acquire a high level of proficiency in the language as set by the European Framework of Reference for Languages.

Market Structures

Level / Bachelor

Semester / spring term

Description / Conceptual and practical tools are addressed directly to the available statistical data on tourism approach for students to establish relationships between variables.

Commercial / Mercantil and Public Finance Law

Level / Bachelor

Semester / spring term

Description / Students learn the legal framework with regards to the business relations, taxation and economic aspects, with special focus on tourism regulations.

Geographical Heritage and its Interpretation

Level / Bachelor

Semester / winter term

Description / Students learn how to use instruments to detect items of value in the territory, both natural and cultural, to design tourist routes.

German I

Level / Bachelor

Semester / winter term

Description / The curriculum is designed in different skills to acquire a high level of proficiency in the language set by the European Framework of Reference for Languages.



English II

Level / Bachelor

Semester / winter term

Description / The curriculum is designed attending to the different skills to acquire a high level of proficiency in the language as set by the European Framework of Reference for Languages.

Cultural Heritage

Level / Bachelor

Semester / winter term

Description / The goal is to inventory the cultural elements in order to evaluate and to promote innovative tourism initiatives about heritage and potential destinations.

Tourist Marketing

Level / Bachelor

Semester / winter term

Description / It focuses on product management, price, advertising, media, distribution and their relationship according to the needs of tourists.



Financial Accounting

Level / Bachelor

Semester / spring term

Description / It introduces students to the registration skills of economic operations in tourism companies, in order to prepare the financial statements in accordance with regulations.

German II

Level / Bachelor

Semester / spring term

Description / The curriculum is designed in different skills to acquire a high level of proficiency in the language set by the European Framework of Reference for Languages.

English III

Level / Bachelor

Semester / spring term

Description / The curriculum is designed attending to the different skills to acquire a high level of proficiency in the language as set by the European Framework of Reference for Languages.



Business Management

Level / Bachelor

Semester / spring term

Description / Students will tackle problems such as senior management, delegation and the role of management. Financial management of the tourist company will be also analyzed.

Administrative Law Accommodation

Level / Bachelor

Semester / spring term

Description / Tourism regulation in the Canary Islands and Spain will be studied, with a special focus on European standards and the relationships between tourism companies and different public institutions.

Management and Cost Accounting

Level / Bachelor

Semester / winter term

Description / Students will learn how to use accounting techniques for internal management of a company and to settle costs. This is an essential part to assess the efficiency of processes in the tourism business.



German III

Level / Bachelor

Semester / winter term

Description / The curriculum is designed in different skills to acquire a high level of proficiency in the language set by the European Framework of Reference for Languages.

English IV

Level / Bachelor

Semester / winter term

Description / The curriculum is designed in different skills to acquire a high level of proficiency in the language set by the European Framework of Reference for Languages.

Production Processes and Operations

Level / Bachelor

Semester / winter term

Description / Management of transport companies, hotels, mediation and leisure from the perspective of process management and the most relevant quality standards.

Planning and Territorial Management

Level / Bachelor

Semester / spring term

Description / This subject analyzes the process and plans for regional planning in tourist destinations in order to promote innovation in the tourism product.

Human Resources Management

Level / Bachelor

Semester / spring term

Description / It focuses on the study of procedures related to management of people and talent in tourism companies, staff selection, motivation, salary and evaluation of individuals and teams performance.

Public Management of Tourist Resources

Level / Bachelor

Semester / spring term

Description / This course analyzes current models of institutional management in tourist destinations such as the diagnosis and strategic planning from the public sphere, with emphasis on competitiveness and sustainability.



Information Systems for the Management of the Tourist Organization

Level / Bachelor

Semester / spring term

Description / The role of technology and organizational processes used in the tourism business management as the means to achieve efficiency and excellence.

Destination and Tourist Product Promotion

Level / Bachelor

Semester / spring term

Description / It studies how to empower tourism products, using traditional and innovative tools in order to develop a promotion plan of the destination.

Financial Management

Level / Bachelor

Semester / winter term

Description / Students complete their training in financial management, assessing the feasibility of investment projects, assessing financing alternatives and consolidating the use of corporate information for senior management.



Archeological, Historical / Artistic Heritage

Level / Bachelor

Semester / winter term

Description / This course focuses on cultural assets, how to manage them, legal protection and its potential as a tourism resource.

Strategig Management

Level / Bachelor

Semester / winter term

Description / Students will be trained in senior business management in the field of tourism, using skills acquired throughout their studies in order to sustain long term competitive advantage.

Tourists Policies

Level / Bachelor

Semester / winter term

Description / It discusses the role of political activity in the development of a tourist destination, how the main tourism institutions work and the related international prospects.



Sustainable Development

Level / Bachelor

Semester / winter term

Description / Sustainable development supposes the alignment of environmental and social goals with traditional growth with respect to future generations and how it affects public plans and corporate decisions.

Bachelor's Thesis / Research Project

Level / Bachelor

Semester / winter term / spring term

Description / A final research project conducted by a professor at the University, or a business feasibility plan.

Strategic Marketing

Level / Master

Semester / winter term / spring term

Description / Specialization course based on the methodology of analysis and market knowledge, with the aim of helping companies to satisfy consumers needs.



International Marketing

Level / Master

Semester / winter term / spring term

Description / Upgrading knowledge and skills in reference to the internationalization of companies, that want to increase its demand, developing the already used practices.

Digital Marketing

Level / Master

Semester / winter term / spring term

Description / A course to deep into the marketing strategies, through digital media.

Master Thesis

Level / Master

Semester / winter term / spring term

Description / An individual/group final project conducted by a home, and/or host University professor, where the student will be able to develop and put into practice, all the acquired knowledge.





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