

# Bachelor / Master

108 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



## Academic Program > Bachelor Level > Fall Term

### FALL TERM

Subject	Code	Type	ECTS
Economics *	509431101	in person	6
Statistical Techniques *	509431102	in person	6
Sociology *	509431103	in person	6
Business Management *	509431104	in person	6
Geographical Heritage and its Interpretation *	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
Tourist Marketing *	509432105	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
Tourist Policies *	509434105	in person	6
Events, Protocol and Public Relations	509430903	online	6
Sustainable Development in Tourist Destinations	509430901	in person	6
Spanish as a foreign language	509430909	in person	6
Bachelor's Thesis / Research Project *	509430908	in person	12

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

## Academic Program > Bachelor Level > Spring Term

### SPRING TERM

Subject	Code	Type	ECTS
Geography of the Contemporary World *	509431201	in person	6
Anthrophology and Tourism *	509431202	in person	6
English for Tourism I *	509431203	in person	6
Market Structures *	509431204	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
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
Bachelor's Thesis / Research Project *	509430908	in person	12

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



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

### FALL TERM & SPRING TERM

Subject	Code	Type	ECTS
Strategic Marketing	509430902	blended	6
Digital Marketing	509430904	blended	9
International Marketing	509430905	blended	6
Strategic 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
Master's Thesis / Research Project	509430906	blended	12

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