

# Bachelor Degree

156 ECTS  
directly offered  
in English and German.

# Master Degree

118 ECTS  
directly offered  
in English.

**IRIARTE**  
INTERNATIONAL 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

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### FALL TERM

Subject	Code	Type	ECTS
Economics	509431101	in person	6
Statistics	509431102	in person	6
Sociology *	509431103	in person	6
Business Management *	509431104	in person	6
Private Law	509431105	in person	6
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.**

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

## Academic Program > Bachelor Level > Spring Term

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### SPRING TERM

Subject	Code	Type	ECTS
Geography of the Contemporary World	509431201	in person	6
Anthropology and Tourism *	509431202	in person	6
English for Tourism I *	509431203	in person	6
Market Structures *	509431204	in person	6
Commercial Law	509431205	in person	6
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	in person	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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