

# 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



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## Economics

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**Level /** Bachelor

**Semester /** winter term

**Description /** This subject aims to provide students with a solid understanding of basic economic principles and their application in the analysis and resolution of specific business problems. It focuses on how economic conditions affect business management and corporate strategies in a global context and explores fundamental concepts of economics, such as supply and demand, as well as financial and accounting tools essential to economic management.

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## German for Beginners

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**Level /** Bachelor

**Semester /** winter term & spring term

**Description /** This introductory course is designed for students with no previous knowledge of German and focuses on developing basic listening, speaking and writing skills, with special attention to fundamental grammar, essential vocabulary and correct pronunciation. Students will learn to communicate in everyday situations and in basic business contexts, acquiring essential skills to read, write and hold simple conversations in German. Culture and business environment of German-speaking countries will be introduced, paving the way to students for further knowledge in the future.

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## Sociology

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**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.

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## Private Law

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**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.

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## Geography of the Contemporary World

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**Level /** Bachelor

**Semester /** spring term

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

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## Anthropology

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**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.

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## English I

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**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.

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## Market Structures

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**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.

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## Commercial / Mercantil and Public Finance Law

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**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.

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## Geographical Heritage and its Interpretation

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**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.

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## German I

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**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.

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## English II

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**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.

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## Cultural Heritage

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**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.

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## Marketing

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**Level /** Bachelor

**Semester /** winter term

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

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## Financial Accounting

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**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.

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## German II

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**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.

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## English III

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**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.

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## Business Management

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**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.

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## Administrative Law Accommodation

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**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.

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## Management and Cost Accounting

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**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.

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## German III

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**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.

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## English IV

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**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.

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## Production Processes and Operations

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**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.

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## Planning and Territorial Management

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**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.

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## Human Resources Management

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**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.

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## Public Management

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**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.

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## Information Systems for the Management Organizations

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**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.



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## Destination and Product Promotion

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**Level /** Bachelor

**Semester /** spring term

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

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## Financial Management

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**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.

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## Archeological, Historical / Artistic Heritage

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**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.

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## Strategic Management

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**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.

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## Tourists Policies

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**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.

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## Sustainable Development

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**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.

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## Commercial Research

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**Level /** Bachelor

**Semester /** winter term

**Description /** This course introduces students to the fundamentals of commercial research and its role in business decision-making. It covers qualitative and quantitative methods, including questionnaire design, sampling, and data analysis techniques. Students also explore the use of secondary data, online sources, and ethical considerations in market research.

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## Bachelor's Thesis / Research Project

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**Level /** Bachelor

**Semester /** winter term / spring term

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

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## Strategic Marketing

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**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.

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## International Marketing

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**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.

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## Digital Marketing

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**Level /** Master

**Semester /** winter term / spring term

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

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## Strategy For Human Resources

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This course will examine the strategies and tools that human resource professionals use to create organizational excellence by identifying and retaining high quality talent. It will look at the creation of successful strategies to recruit talent and systems of personal/professional development to grow the organization. This course will also explore promotion and cross-functional systems that will strengthen the organization as well as retention strategies to promote and reward high quality talent.

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## Managerial Skills and Negotiation Tools

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This course focuses on equipping students with the capabilities needed to lead teams effectively, make strategic decisions, and negotiate successfully in various business settings. The course integrates both theoretical foundations and practical applications to ensure students can apply these skills in real-world managerial scenarios.

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## Firm Culture and International Digital Teamwork

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**Level /** Master

**Semester /** winter term / spring term

**Description /** We will focus on understanding how organizational culture influences collaboration in a digital environment, especially when teams span different countries and cultures. The course addresses the challenges and opportunities presented by digital collaboration on a global scale and provides insights into building and managing effective international digital teams.

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## Interactive Marketing

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**Level /** Master

**Semester /** winter term / spring term

**Description /** The course involves a lectures and seminar approach, teaching pupils with highly interactive practices about the latest trends and theoretical foundations in Marketing. Besides the theoretical aspects of the topics are discussed, group work and practical exercises are carried out for demonstrating and further understanding the theoretical knowledge students gain throughout the classes. The class requires the full attention and active participation of students. Attendance on the intensive course is highly recommended for the successful completion of the class.

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## Trends in business administration

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**Level /** Master

**Semester /** winter term / spring term

**Description /** The aim of this subject is to focus on key managers that recently developed their roles in modern firms worldwide. The course will involve case studies of real successful career and also failures and scandals and will go in detail on how today's corporations try to prevent them, with special emphasis on the tourist sector.

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## Tourist Corporations

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**Level /** Master

**Semester /** winter term / spring term

**Description /** The course will evolve around case studies of mergers and acquisitions in recent history of tourist corporations at the airline, tourist operators and hotel industries with special attention to those that are present in the Canary Islands.

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## Corporate Finance

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This course is designed to delve into the intricacies of corporate reporting and its intersection with finance in the business environment. The focus will be on understanding how financial information is communicated to internal and external stakeholders and how it influences financial decision-making. The course will cover financial reporting standards, disclosure requirements, and the role of transparency in maintaining trust and credibility.

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## Sustainable Finance

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This course is designed to explore the evolving landscape of sustainable finance, focusing on the integration of environmental, social, and governance (ESG) considerations into financial decision-making. Students will examine the role of finance in promoting sustainability, ethical investment practices, and the growing importance of aligning financial goals with broader social and environmental objectives.

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## Digital Finance

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This course aims to provide a comprehensive understanding of the impact of digital technologies on the financial sector. It explores the transformative effects of digitization on financial services, from payment systems to investment strategies. Students will delve into the opportunities and challenges associated with digital finance, including fintech innovations, blockchain technology, and the evolving regulatory landscape.

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## Master Thesis

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**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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## Technical and Technological Production of Events

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This module covers the design and implementation of environments and stages, including lighting, sound, video, special effects and decoration, as well as the coordination of technical teams. It also explores the latest trends in technology applied to events, such as management software, mobile applications, virtual and augmented reality, live streaming and social networks.

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## Logistics and Financial Management of Events

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This module covers venue selection, supplier management, transport, accommodation, catering, security and customer service for events. It also teaches how to prepare realistic budgets, control costs, manage income and expenses, seek financing and maximise the profitability of the event.

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## Corporate Sustainability

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**Level /** Master

**Semester /** winter term / spring term

**Description /** This module introduces corporate sustainability, addressing its definition and relevance, and the environmental, cultural, social and economic challenges facing business, highlighting its role in the Sustainable Development Goals (SDGs). Business ethics and transparency are also explored, focusing on ethical decision-making, corruption prevention and regulatory compliance. In addition, environmental management and energy efficiency are taught, including environmental impact reduction, waste management, resource efficiency and environmental certifications. Finally, the role of innovation and technology in sustainability is discussed, highlighting emerging trends and technologies.



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