

Tourism and Business Administration



STUDY MODE: IN-PERSON / SEMI-PRESENTIAL

► ► LEVELS OF ACHIEVEMENT ■■■■■■■■ 1 = BEGINNER ■■■■■■■■ 2 = INTERMEDIATE ■■■■■■■■ 3 = ADVANCED

► ► CORE CREDITS 35 ► ► MANDATORY PROGRAM CREDITS 135 ► ► ELECTIVE CREDITS 30

CODE	COURSE NAME	CREDITS				TYPE OF COURSE	GENERAL COMPETENCES										REQUIREMENTS			
		IN-PERSON FORMAT	BLENDED FORMAT	VIRTUAL FORMAT	CP- In-Person Credits CV- Virtual Credits		Citizenship	Communication	Use of Information for Critical Thinking	Innovative Thinking	Quantitative Reasoning	Operational Management	Tourism Management	Communication Skill	Decision making	Leadership				
► ► CYCLE 9		22																		
TU73	TOURISM DESTINATIONS DEVELOPMENT	3	3			3	PROGRAM									3	3	3	TU78 DESIGN OF TOURISM PRODUCTS	
HO156	BUSINESS PLAN FORMULATION	3	3			3	PROGRAM				3	3	3	3					TU81 COSTS AND BUDGETS ; HO177 HOSPITALITY AND TOURISM MARKETING	
AD2509	STRATEGIC MANAGEMENT OF CONSCIOUS ORGANIZATIONS	4	4			4	PROGRAM	3										3	140 approved credits	
AD2459	INNOVATION, TRANSFORMATION AND ENTREPRENEURSHIP	3	3			3	PROGRAM		3		3								140 approved credits	
HO169	RESEARCH METHODOLOGY	3		2	1		PROGRAM	3	3										HU318 FUNDAMENTALS OF ACADEMIC RESEARCH y 140 créditos aprobados	
	ELECTIVE VII	3					ELECTIVE													
	ELECTIVE VIII	3					ELECTIVE													
► ► CYCLE 10		18																		
TU79	TOURISM CONSULTING METHODOLOGY	3	3			3	PROGRAM				3						3	3	160 approved credits	
TU66	ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	3	3			3	PROGRAM	3								3			140 approved credits	
HO157	BUSINESS PLAN IMPLEMENTATION	3	3			3	PROGRAM				3				3		3		HO156 BUSINESS PLAN FORMULATION	
HO189	APPLIED RESEARCH	3	3			3	PROGRAM		3	3							3		HO169 RESEARCH METHODOLOGY	
	ELECTIVE IX	3					ELECTIVE													
	ELECTIVE X	3					ELECTIVE													
► ► COURSES 62 ► ► TOTAL CREDIT 200																				

* Subject to change

Approval date: 06/12/2022

