

# 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



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## Economics

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**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.

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## Statistical Techniques

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**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.

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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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## Business Management

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**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.

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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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## Antropology and Tourism

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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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## Tourist 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 of Tourist Resources

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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 of the Tourist Organization

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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 Tourist Product Promotion

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**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.

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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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## Strategig 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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## 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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## 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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