

## EDHEC International BBA 4th year \_Sector Specialisation Hospitality & Event Management \_Fall Semester 2020/2021

*Course offer may be subject to change*

**Campus Course code Course title Language of instruction Teaching hours ECTS**

**Students need to take all courses of the sector spezialisation (26 ECTS)**

Campus	Course code	Course title	Language of instruction	Teaching hours	ECTS
NICE	4784	HHEM - BUSINESS LAW	ENGLISH	15	1,5
NICE	3413	HHEM - CHALLENGE	ENGLISH	15	5
NICE	3416	HHEM - COMMUNICATION & EVENT MANAGEMENT	ENGLISH	45	6
NICE	3412	HHEM - DIGITAL MARKETING	ENGLISH	15	2
NICE	4825	HHEM - LUXURY HOTELS & SERVICES	ENGLISH	15	2
NICE	5164	HHEM - MANAGING ART & CULTURAL DESTINATION	ENGLISH	12	1,5
NICE	3414	HHEM - MANAGING THE INTERNATIONAL CLIENTELE	ENGLISH	12	1,5
NICE	3415	HHEM - SERVICES MARKETING & PERFORMANCE INDICATORS	ENGLISH	12	1,5
NICE	4827	HHEM - TOURISM MARKETING & DESTINATION BRANDING	ENGLISH	15	2
NICE	3417	HHEM - YIELD MANAGEMENT	ENGLISH	12	1,5
NICE	4826	HHEM- OPERATIONS MANAGEMENT	ENGLISH	12	1,5
NICE	6078	CREATIVITY SEMINAR ( <b>Online course</b> )	ENGLISH		5