



BACHELOR of BUSINESS ADMINISTRATION in TRAVEL and TOURISM MANAGEMENT

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



ACCREDITATION SERVICE
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**European
Council for
Business
Education**



ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION



**BUSINESS
GRADUATES
ASSOCIATION**

MEMBER



RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as INTERNATIONALLY ACCREDITED by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

PROGRAMME OVERVIEW

A **Bachelor of Business Administration (B.B.A.) in Travel and Tourism Management** will open a wide range of international doors for a person's career path. An individual who embarks on a BBA in travel and tourism will be able to choose from a wide range of work-related opportunities from managing a five-star restaurant in Portugal to an operating tour at a sustainable rainforest in Brazil. Travel and tourism is a diverse field that will enable a student to travel and work in different locations throughout the world. This specialization will give the learner meaningful insight and understanding on topics such as travel management, sustainable tourism, tourism development and travel and tourism marketing.

LEARNING OUTCOMES

- Construct a sustainable tourism itinerary
- Assess agencies profit margins
- Develop and integrate a strategic travel management plan
- Develop a Risk Mitigation Plan
- Determine how to allocate corporate funds for travel
- Determine new cost-efficient travel destinations
- Construct a travel communication plan
- Link business strategies and theories to real-life application

MODULES COVERED

1. ACC130: Accounting Principles I
2. ACT210: Accounting Principles II
3. BUS110: Business Communication
4. BUS140: E-Commerce
5. BUS230: Entrepreneurship
6. BUS240: Sustainable Business Practices
7. ECO150: Principles of Economics
8. FIN160: Principles of Finance
9. FIN250: Financial Report
10. HRM180: Human Resource Management
11. MGT120: Management Business
12. MGT220: Operations Management
13. MGT260: Logistics and Supply Chain Management
14. MGT280: Business Information Management
15. MKT170: Principles of Marketing
16. MKT270: Cross-Cultural Marketing
17. TTM310: Sustainable Tourism
18. TTM320: Tourism Marketing
19. TTM330: Strategic Travel Management
20. TTM340: Travel and Tourism Risk Management
21. TTM350: Corporate Travel & Tourism Management
22. TTM360: Trends in Travel and Tourism
23. TTM370: Management of Travel Agency
24. TTM380: Travel and Tourism Management Capstone Project

TUITION FEE

€999.00

DURATION

3-4 YEARS

SAMPLE AWARD



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12th Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

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