

Double Degree in Business Administration and Tourism Structure



Fall term

1st year

Spring term

Introduction to Tourism
Economic Environment
Introduction to Markets and Financial Operations
Geography of Tourism
Mathematics

Territorial Resources
English I
Cultural Heritage Management
Public Law in Tourism
Analysis of Economic Data
Introduction to Business

Fall term

2nd year

Spring term

Econometrics
English II
Financial Economics
Financial Accounting I
French I or German I
Tourism Operations Management

Financial Accounting II
Microeconomic Analysis of Tourism
Design of Organisations
French II or German II
Corporate Investment and Financing Decisions

Fall term

3rd year

Spring term

Taxation System
Tourism Marketing I
Cost Accountancy
Financial Risk Management
English III
French III or German III

Corporate Law
Spanish and World Economics
Tourism Industry Contracts
Industrial Economics
Quality Management and Customer Service

Fall term

4th year

Spring term

Macroeconomics
Tourism Marketing II
Financial and Corporate Accounting
Business Strategy
Economic History of Enterprises

Environmental Economics in Tourist Areas
Market Research and Consumer Behaviour
Account Analysis and Auditing
Management of Human Resources
Financial Management
Tourism Intermediaries

Fall term

5th year

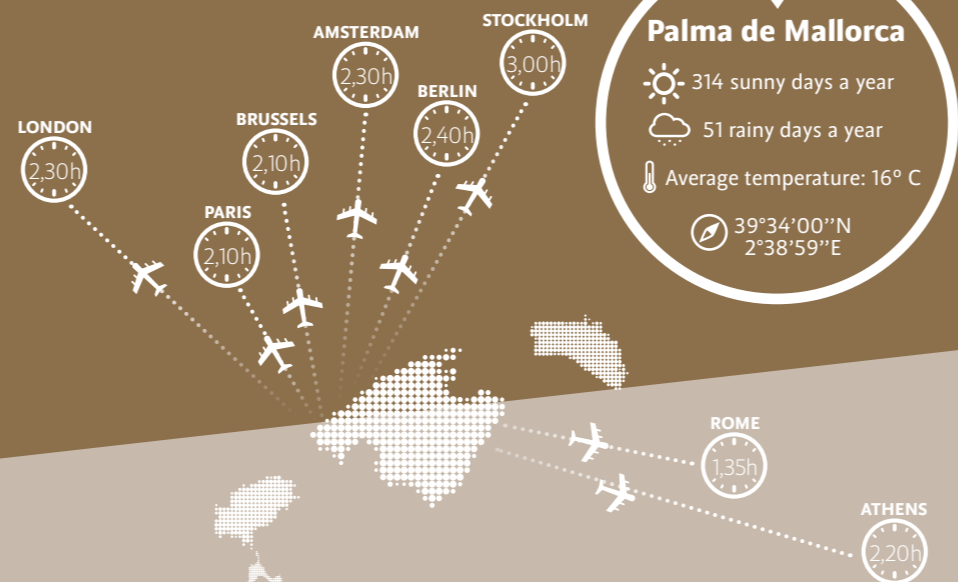
Spring term

Elective subjects
Internship I

Final Degree Project
Prácticas externas II



The UIB: a university that is open to the world



University
of the Balearic Islands

Faculty
of Tourism

FACULTY OF TOURISM LEADERS IN TOURISM:

More than 14 million tourists annually

LEADERS IN TOURISM TRAINING:

Best Bachelor's Degree in Tourism in Spain (El Mundo ranking of the top Spanish universities)

LEADERS IN TOURISM RESEARCH:

Ninth top university in the world



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Universitat
de les Illes Balears

#SOM
UIB



STUDIES OF THE FACULTY OF TOURISM

➔ Bachelor's Degree in **TOURISM**

➔ Double Bachelor's Degree in
**BUSINESS ADMINISTRATION
AND TOURISM**



<http://ftourism.uib.eu>



MISSION, VISION, AND VALUES

Our **mission** is to ensure, promote and support excellence in teaching and research in the field of Tourism, both at undergraduate and postgraduate levels, thus contributing to lifelong training and career development.

Our **vision** is to become an internationally leading institution in training professionals with the potential to add value to the most dynamic and fastest-growing business sector worldwide: the tourism industry. Our programmes rely on three pillars: lecturers and students' commitment to excellence; close interaction with the businesses to facilitate the exchange of knowledge and expertise; and an international approach to our course design.

The core **values** inspiring our actions are engaging in ethical practices, promoting equal opportunities, endorsing transparency, and advocating for sustainability. All of them are essential values to guarantee long-term growth and competitiveness in the sector.

MULTIDISCIPLINARY STUDIES

Our **Bachelor's Degree in Tourism** aims to provide specific training for the tourism sector, which is the most relevant economic driver in the Balearic Islands. We offer courses in two shifts: morning and afternoon.

Our syllabus follows a highly multidisciplinary approach and comprises different areas, such as:

- ➔ Tourism business management and tourism economics.
- ➔ Languages applied to the tourism sector (English, French, and German).
- ➔ Tourism law, tourism geography, and cultural heritage management.
- ➔ Four to five month internships at leading enterprises.

COMMITMENT TO QUALITY

Our Bachelor's Degree in Tourism can boast the top position according to the **survey** conducted yearly by the Spanish national quality newspaper **El Mundo**.

Regarding international education rankings, the University of the Balearic Islands stands out among **the top 100 universities worldwide** in the areas of Tourism and Hotel Management, according to the *Shanghai Academic Ranking of World Universities*.

INTERNATIONAL PATHWAY

Our **International pathway**, offered in the morning shift, aims to train professionals with a high command of foreign languages. Up to 75% of the classes are in English language.

The requirements to obtain the International Pathway certificate are the following:

- ➔ Completing a minimum of 30 ECTS credits in lectures in English.
- ➔ Spending a study period at a foreign university.
- ➔ Submitting the Final Degree Project in English.
- ➔ Carrying out their internships in job positions requiring the command of a foreign language, or completing 18 additional ECTS credits in lectures in English.

CAREERS

- ➔ **Accommodation sector:** hotels, hotel chains, boutique hotels, holiday rental companies, etc.
- ➔ **Tourism intermediaries and marketing companies:** online travel agencies, bed banks, tour operators, incoming and destination services agencies, etc.
- ➔ **Events management and MICE business:** Meetings, Incentives, Conventions, and Exhibitions.
- ➔ **Technology business** applied to the tourism sector: channel manager, GDS, CRM, XML, etc.
- ➔ **Transport business:** airlines, cruise ships, car hire, etc.
- ➔ **Public administrations:** tourism departments, tourism boards, city councils, visitor information centres, etc.

INTERNATIONAL STUDENT MOBILITY PROGRAMMES

Doing part of their bachelor's degree in a foreign university is key to enhancing and strengthening the professional and personal profile of any university student. The Faculty of Tourism offers a wide range of **international exchange programmes** (ERASMUS+, CINDA, ISEP USA, and bilateral agreements with universities in the USA, China, Canada, Mexico, Japan, Russia, etc.).

The Faculty of Tourism has signed three double degree agreements with *Heilbronn University of Applied Sciences* (Germany), *Ningbo University* (China), and *Worms University of Applied Sciences* (Germany).

We firmly believe that every student, regardless of her income, must have the opportunity to attend international mobility programmes. To that end, the Faculty of Tourism has created various mobility grants specifically addressed to low-income students.

COMMITMENT TO EXCELLENCE

- ➔ **LOGITRAVEL** Award for the best students of the Bachelor's Degree in Tourism.
- ➔ **Melia Hotels International** grants to carry out internships in their hotels around the world.
- ➔ **Banca March** grants for students for paid-up internships.
- ➔ **Caixa d'Enginyers** grants for international mobility students.
- ➔ **Viva Hotels & Resorts** grants for international mobility students.
- ➔ Double Degree Grants for students enrolled in **international double degrees**.
- ➔ **Other awards and grants.**

In the morning slot of the Degree in Tourism and the Double Degree in Business Administration and Tourism, 75% of the subjects are taught in English (International Pathway)

TOURISM DEGREE STRUCTURE

Fall term

Basic Notions of Law
Introduction to Tourism
Economic Environment
Introduction to Markets and Financial Operations
Geography of Tourism

Fall term

Organisational Design and Human Resources
English II
Tourism Marketing I
Financial Accounting I
French I or German I

Fall term

Tourism Operations Management
English III
Taxation System
French III or German III
Tourism Marketing II

Fall term

Strategic Management
Internship I

1st year

Spring term

Quantitative Analysis of Tourism Activity
English I
Cultural Heritage Management
Public Law in Tourism
Introduction to Business

2nd year

Spring term

Territorial Resources
Financial Accounting II
Microeconomic Analysis of Tourism
Tourism Industry Contracts
French II or German II

3rd year

Spring term

Macroeconomic Analysis of Tourism
Environmental Economics in Tourist Areas
Corporate Finance
Tourism Intermediaries
Quality Management and Customer Service

4th year

Spring term

Final Degree Project
Internship II

Elective subjects