

## Block view of the study programme

Or Th Pr Au Cr

### Bloc 1 du programme de l'année

Informations complémentaires

#### Compulsory courses

SCER0015-1	<i>Advanced states</i> - Serge SCHMITZ	-	-	-	<b>6</b>
SCER0016-1	<i>Personal work including executive summary</i>				<b>14</b>
	- <i>Tourism and environment in Wallonia and internationally : players in Walloon tourism, Belgian and international players, bodies within the context of Walloon tourism, bodies in Belgium and internationally</i> - Serge BRESSERS, Barbara DESTREE	12	-	-	
	- <i>Market analysis : understanding the consumer of tourist and leisure services, market research techniques, monitoring and prospective analysis in tourism, cultural approach of audiences</i> - Alain DECROP, François DESSART, Sabine HENRY, Serge SCHMITZ, Anne VAN COPPENOLLE	36	-	-	
	- <i>Destinations : components of the tourist destination, territorial assessment, landscape analysis, mobility, socioeconomic effect of tourist development</i> - Dimitri BELAYEW, Eric CORNELIS, Guénaël DEVILLET, Serge SCHMITZ	24	-	-	
	- <i>Strategy and marketing : specificities of tourism and leisure marketing, feasibility study, business plan, tourist products, approach to customers with specific needs, service and quality, good governance and CSR</i> - Serge BRESSERS, José CLOSSEN, Jérémy DAGNIES, François DESSART, P. GENARD, Wafa HAMMEDI, Anne VAN COPPENOLLE	42	-	-	
	- <i>HRM : introduction to HRM professions, social relations in the corporate environment, pay policy elements, internal communications policies, recruitment and selection, skills assessment, management and leadership</i> - François COLAS, Christine MATHY, Jocelyne ROBERT, Luc SAUBAIN, Dimitri SIMON	18	-	-	
	- <i>Accounting, financial plan and legal aspects</i> - Olivier BERGER, S. VIEILLETTOILE	24	-	-	
	- <i>Communication and e-tourism : public relations, lobbying with the stakeholders, mediation and relations with the local population, communications plan, online publishing strategy</i> - Céline BRANDT, Serge BRESSERS, Denis GENEVOIS, Philippe LHEUREUX, Benoît PAQUAY	18	-	-	
	- <i>Seminar or field trip</i> - COLLÉGIALITÉ	6	-	-	

#### Notice :

In addition to this program, students will participate in a day of more sectional study which content may vary according to the news or special interests.