

**Cycle view of the study programme**

B1 Or Th Pr Au Cr

**Compulsory courses (B1 : 20Cr)**

		B1	Or	Th	Pr	Au	Cr
SCER0015-1	<i>Advanced states - COLLÉGIALITÉ</i>	B1	-	-	-	-	<b>6</b>
SCER0016-1	<i>Personal work including executive summary</i>	B1					<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 - Vanessa GRANDGAGNAGE, Philippe LHEUREUX</i>		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 - Alain DECROP, Philippe LHEUREUX, Serge SCHMITZ</i>		30	-	-		
	- <i>Destinations: components of the tourist destination, territorial assessment, landscape analysis, mobility, socioeconomic effect of tourist development - Dimitri BELAYEW, Guénaël DEVILLET, Serge SCHMITZ</i>		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 - Alain DECROP, Pierre GENARD, Philippe LHEUREUX, Delphine MAROT, Laurent SMOLDERS</i>		36	-	-		
	- <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 - Carole DEMOULIN, Sophie HOLEMANS, Jocelyne ROBERT</i>		24	-	-		
	- <i>Accounting, financial plan and legal aspects - Alain DUBOIS, Eric JURDANT</i>		30	-	-		
	- <i>Communication and e-tourism : public relations, lobbying with the stakeholders, mediation and relations with the local population, communications plan, online publishing strategy - Isabelle BÂLON, Philippe LHEUREUX, N..., Benoît PAQUAY</i>		18	-	-		
	- <i>Seminar or field trip - COLLÉGIALITÉ</i>		6	-	-		