

Winter Semester 2023/2024
SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

TOURISM, TOURISM RECREATION, CATERING, HOTEL MANAGEMENT, AND MARKETING

Tourism, Tourism Recreation, Catering, Hotel Management, and Marketing					
Code	Subject	ECTS	Year	Cycle	Language
2131018 - GRC	Restaurant Industry Marketing	6	2 nd	1 st	English
8514229 - GE	Human Resources Management	4	3 rd	1 st	English
8514309 - GE	Experience and Creativity in Events	4	3 rd	1 st	English
9207302 - MT	Introduction to Tourism	6	1 st	1 st	English
9207405 - MT	Consumer Behaviour	4	2 nd	1 st	English
9207407 - MT	Marketing Creativity	4	2 nd	1 st	English
9254318 - TUR	Geography of Tourism	5	3 rd	1 st	English
8514201 - GE	English for Events I	4	1 st	1 st	English
8514213 - GE	English III	3	2 nd	1 st	English
9207301 - MT	English for Marketing I	4	1 st	1 st	English
9254345 - TUR	English for Tourism V	4	3 rd	1 st	English
9848435 - AT	English I	4	1 st	1 st	English
2090101 - mSTM	Economics of Tourism	5	1 st	2 nd	English – Online classes (EaD)
2090102 - mSTM	Tourism Strategy and Policy	5	1 st	2 nd	English – Online classes (EaD)
2090103 - mSTM	Quality Management in Tourism	5	1 st	2 nd	English – Online classes (EaD)
2090108 - mSTM	Tourism Products Management	5	1 st	2 nd	English – Online classes (EaD)
9178220 - GTH	Financial Management	6	2 nd	1 st	Portuguese with English support
9178241 - GTH	Food and Beverage management	6	3 rd	1 st	Portuguese with English support
9207303 - MT	Introduction to Marketing	4	1 st	1 st	Portuguese with English support
9254219 - TUR	Environment and Tourism	6	1 st	1 st	Portuguese with English support
9254311 - TUR	Information Systems in Tourism	6	2 nd	1 st	Portuguese with English support
9848302 - AT	German I	3	1 st	1 st	Portuguese with English support
9848305 - AT	Introduction to Tourism	6	1 st	1 st	Portuguese with English support
9848410 - AT	German III	3	2 nd	1 st	Portuguese with English support
2039202 - mMPT	Consumer Behaviour	5	1 st	2 nd	Portuguese with English support - Online classes (EaD)
2039204 - mMPT	Research Methodology	5	1 st	2 nd	Portuguese with English support - Online classes (EaD)
2039205 - mMPT	Digital Communication and Promotion	5	1 st	2 nd	Portuguese with English support - Online classes (EaD)
8514214 - GE	Spanish I	3	2 nd	1 st	Spanish with English support
9848303 - AT	Spanish I	3	1 st	1 st	Spanish with English support
9848411 - AT	Spanish III	3	2 nd	1 st	Spanish with English support

Note:

- 1) Subjects taught in Portuguese/Spanish with English support, depending on each teacher's decision whether to give the class in English or in other language. Students will be given materials in English and evaluation will be in English.
- 2) Subject in Portuguese with English support from 3rd year are condensed and will have classes in the first 7 weeks of the semester.
- 3) All subjects must be approved on the theoretical and on the practical component.
- 4) Tutorial appointments can be scheduled with each teacher.
- 5) Other subjects may be chosen from our [general offer](#) but will have classes entirely in Portuguese.