

BACHELOR'S DEGREE IN TOURISM AND HOSPITALITY BUSINESS ADMINISTRATION

YOUR DEGREE

The Bachelor's Degree in Tourism and Hospitality Business Administration covers one of the eight most important fields in modern business: those in which today's companies are founded and by which they formulate their growth and consolidation plans. The following are some details about the degree.

YOUR POSSIBILITIES

You will be able to promote innovative tourism and hospitality business models that contribute to the competitive development of the industry and the progress of the country, which will make you a highly valuable asset to any organization. With you, the business will be able to better compete on the market, to grow and consolidate in an honest and socially responsible manner.

EBC QUALITY ASSURANCE

To strengthen you professionally, the subjects you'll study in the Bachelor's Degree in Tourism and Hospitality Business Administration are divided up into distinct areas of preparation, each of them intended to make sure that the knowledge you acquire becomes, in practice, a way to distinguish yourself in any organization.

PROFESSIONALIZATION

You will develop the knowledge, skills and attitudes specific to managing tourism and hospitality businesses, to participate successfully in the organization.

Tourist operations

You will learn to manage the activities, services and functions that contribute to the sustainable growth of tourism businesses and the overall industry.

Service marketing

You will know how to design marketing strategies that identify business opportunities for the hotel and hospitality industry, and create investment projects that exploit these opportunities.

Hospitality

You will have the capacity to manage the functions, activities and operating aspects that lead to efficiency and effectiveness in the hospitality and

tourism industry, and which guarantee customer satisfaction and quality service.

Hotel management

You will dominate the application of tax, legal and financial provisions in order to help your organization abide by the laws governing the hospitality industry.

Restaurants

You will learn to manage the material, financial and technical resources used in restaurants, depending on the services offered and quality standards prevailing in the industry.

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CURRICULUM

	TOURIST OPERATIONS		SERVICE MARKETING		HOSPITALITY		HOTEL MANAGEMENT		RESTAURANTS	
8	Tourism and hospitality internship									
7	Entrepreneurship lab	Social and responsible tourism	Experiential marketing	Quality management	Human talent in hospitality	Event and meeting organization	Tourism business English	Tourism seminar	Hospitality simulator	
6	Entrepreneurship ecosystem	Tourism products and services	Public relations	Hotel auditing and control	Financial management	Restaurant procurement	Tourism English	Food and beverages lab	Project management	
5	Intra-entrepreneurship	Tourist agency operation	Sales force administration	Hotel organization	Hotel accounting	Restaurant management	Hospitality English	Hospitality lab	Technological management	
4	Communication and persuasion	Tourism environment analysis	Market psychology and segmentation	Hospitality services	Legal aspects of tourism and hospitality	Food and beverage services	Business English IV	Tourism lab		
3	Social and sustainable entrepreneurship	Business finance	Basic costs and budgeting	Labor law	Global business	Business statistics	Business English III	Hospitality lab		
2	Business models	Financial math	Accounting basics	Principles of law	Business economics	Information management	Business English II			
1	People-oriented design	Business math	Financial reporting	Comprehensive marketing	Management basics	Analytical thought	Business English I			
	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7			

- Entrepreneurship preparation
- Professionalization
- Business preparation

- Technology preparation
- English preparation
- School-work transition