

## Narxoz-La Rochelle Double Degree program Tourism and Hospitality



### PROGRAM DETAILS AND CURRICULUM

Specific course requirements for the Double Degree program in Tourism and Hospitality program are as follows:

Courses	Credits (ECTS)
Narxoz General Education	60
Narxoz University Core	16
Narxoz Business School Required Core	47
La Rochelle Required Modules	60
Program Specialization Requirements	46
Diploma Project	8
International Internship (La Rochelle)	8
Local Internship (at NBS)	8
<b>PROGRAM TOTAL</b>	<b>253</b>



### General Education Requirements

Course Title	Credits (ECTS)
English	18
Information and Communication Technologies	5
Fundamentals of Applied Mathematics	5
Interdisciplinary Module 1 <i>(academic writing, social-political studies, Russian and Kazakh)</i>	12
Interdisciplinary Module 2 <i>(history of Kazakhstan, social-political studies, Russian and Kazakh)</i>	12
Physical training	8
<b>Total</b>	<b>60</b>



### University Core Courses

Course Title	Credits (ECTS)
Introduction to Macroeconomics	5
Entrepreneurship	6
Ethics	5
<b>Total</b>	<b>16</b>



### Narxoz Business School Required Core

Course Title	Credits (ECTS)
Financial Accounting	5
Management accounting	5
Introduction to Finance	5
Introduction to Management	6
Introduction to Marketing	6
Introduction to Futures and Foresight	5
Data Science and Machine Learning	5
Managing people	6
Research methods	4
<b>Total</b>	<b>47</b>

\*All NBS students receive a minimum of four ACCA exam exemptions for the accounting core courses

## La Rochelle Required Core

Course Title	Credits (ECTS)
Introduction to Travel Industry	3
Introduction to Hospitality Industry	3
Introduction to Leisure and Sport Industries	3
Consumer Behavior in Tourism	3
Marketing Communications in Tourism	3
Fundamentals of Management control	3
Tourism Law	3
Coastal Tourism	6
Introduction to Human Development and Ethics Social Responsibility	3
Language Courses	10
Intercultural Communication for Tourism	2
Business Game	2
Operational Management Internship Report	8
EDP: Grand Oral	2
Humanity Written Report	2
Entrepreneurship Project	2
Citizenship and Solidarity Mission	2
Internship	8
<b>Total</b>	<b>68</b>

## Major Courses

Course Title	Credits (ECTS)
Customer Service	3
Tourism and Gastronomy	3
Event Management in Tourism	3
Tourism Marketing	4
Tour Operations and Travel Agency Management	5
Tourist Product Development, Sale and Promotion	5
Hospitality Marketing	3
Food Industry	3
Standards and Certifications	3
MICE-Tourism (Meetings, Incentives, Conferences and Exhibitions)	3
Geo-politics and Economics of Tourism	5
Tourism Organizations	3
Tourism Destinations and Community Management	3
<b>Total</b>	<b>46</b>

## Internship

All bachelor degree students are required to complete a 6 months Internship at La Rochelle, which will be transferred to Narxoz University as Educational and Professional Internship. In addition students are required to complete a Kazakhstan Internship while at Narxoz University in Kazakhstan in year two and four. Internships give students the opportunity to gain real world global business experience and the chance to apply the knowledge they acquire during their course work.



## Senior Capstone

All students are required to complete and pass a Diploma Project and a defense in Kazakhstan in their fourth year. Senior students have several options to put the skills they have acquired to the test:

Senior students have several options to put the skills they have acquired to the test:

1. Consulting project for startup or tech enterprise
2. Research thesis supervised by experienced mentors at Narxoz and La Rochelle
3. Case study or creative startup project