



DOUBLE DEGREE

# Tourism Management (Ávila) + Small and Medium-sized Enterprises Management

A double degree that combines the knowledge and skills necessary for effectively managing all areas of a company, with a focus on tourism planning and cultural and leisure management, while at the same time facilitating the development of language skills.

**A UNIQUE DOUBLE DEGREE IN SPAIN FOR A CAREER IN TOURISM.  
A PRACTICAL AND ENTREPRENEURIAL APPROACH BEARING THE USAL SEAL OF QUALITY**

**+400**

**mobility agreements  
between universities**

**+400**

**agreements for internships  
in companies**

**UNIVERSITY EDUCATION FOR THE TOURISM INDUSTRY  
WITH ALL THE GUARANTEES OF SOLID TRAINING IN BUSINESS AND LANGUAGES.**

**42**

language credits

**20**

students per year

**345**

total ECTS credits

Special focus on languages  
5 academic years of specialised training  
Internship agreements with companies and institutions

**CAREER OPPORTUNITIES**

Professionals qualified to undertake work in tourism business management, hotel management, cultural and leisure management, as well as creating their own company or working in any operational area of a tourism company

# COURSE CONTENT

## Distributed in ECTS credits by subject type

Subject Type	Credits
Core [B]	72
Compulsory [O]	171
Electives [Op]	66
External Practice Training (Compulsory) [Pext]	18
End-of-degree Project [TFG]	6 + 12
<b>TOTAL</b>	<b>345</b>

## FIRST YEAR | 66 credits

Subject	Semester	Credits
Fundamentals of Economics [B]	1	6
Fundamentals and Principles of Tourism [B]	1	6
Fundamentals of Tourism Law [B]	1	6
Business Economics [B]	1	6
Fundamentals of Marketing [B]	1	6
English I [O]	1	3
* Foreign Language II [O]	1	3
Tourism Geography [B]	2	6
Cultural Heritage [O]	2	6
Fundamentals of Statistics [O]	2	6
Computer Science Applied to Tourism [B]	2	6
English for Tourism I [O]	2	3
* Foreign Language II [O]	2	3

## SECOND YEAR | 69 credits

Subject	Semester	Credits
Accounting [B]	3	6
Accommodation Management [O]	3	6
Tourism Policy [O]	3	6
English II [O]	3	3
* Foreign Language II [O]	3	3
Research Techniques Applied to Tourism [O]	3	6
Heritage Management and Cultural Tourism [O]	3	6
Distribution and Commercialisation [O]	4	6
Administrative Law for Tourism [O]	4	6
Market Structure [O]	4	6
English for Tourism II [O]	4	3
* Foreign Language II [O]	4	3
* Foreign Language II [O]	4	3
Planning and Land Management [O]	4	6

## THIRD YEAR | 72 credits

Subject	Semester	Credits
Business Mathematics [B]	5	6
Contemporary Economic History [O]	5	3
Fundamentals of Finance [B]	5	6
Management Methods [O]	5	6
Spanish Economy [B]	5	6
Commercial Management of SMEs [O]	5	6
* Foreign Language II [O]	5	3
Fundamentals of Private Property Law [B]	6	6
Accounting for SMEs [O]	6	6
Labour Law [O]	6	3
Financial Mathematics [O]	6	3
Corporate Taxation [O]	6	6
Organisational Structure and Processes [O]	6	6
Financial Management of SMEs [O]	6	6

## FOURTH YEAR | 72 credits

Subject	Semester	Credits
Costs Accounting [O]	7	6
Entrepreneurs and SMEs [O]	7	6
Quality Management [O]	7	3
Risk Management [O]	7	3
Integrated Management Systems [O]	7	6
Management of Business Projects [O]	7	6
E-Commerce [O]	7	6
A Accounting Analysis of Business Management [O]	8	3
Consumer Behaviour [O]	8	3
Business English [Op]	8	6
24 credits during 2nd semester of the 3rd year of the degree in SMEs [Op]	8	24

## FIFTH YEAR | 66 créditos

Subject	Semester	Credits
30 elective credits during 1st semester of the 4th year of the degree in SMEs [Op]	9	30
12 elective credits during 1st semester of the 4th year of the degree in TOURISM [Op]	9	12
Tourism Product Design Workshop [O]	9	6
Quality Management [O]	9	6
English Language and Culture [O]	9	3
* Foreign Language II [O]	9	3
External Practice Training [Pext]	10	18
End-of-degree Project TOURISM [TFG]	10	6
End-of-degree Project SMEs [TFG]	10	12

\* In the case of second language subjects (German or French) students can follow two alternative routes depending on whether or not they have previous knowledge of the chosen language. Students should consult with the coordinator of the double degree to select the specific subjects in which they should enrol.