

COURSES TAUGHT IN ENGLISH 2020-21

Faculty of Arts, Tourism and Markets

1st semester

COURSE NAME	ECTS	LEVEL/DEGREE	LECTURER	Lessons
Critical issues in hospitality and tourism Human Resources	6	MASTER HTM	Quarantino	<u>At IULM</u>
Cultural heritage, arts and tourism	9	MASTER HTM	Bellini/MaryFriel/Notti	<u>Blended</u>
Accounting and financial management	6	MASTER HTM	Sainaghi	<u>Online</u>
Managing Hospitality and Guest Services Organizations	6	MASTER HTM	De Carlo/Murphy	<u>Online</u>
Behavioral Economics	6	MASTER AVM	Moderato/Pozzi	<u>Online</u>
Communication Skills: English for business	6	MASTER HTM	Garzone/Re	<u>Online</u>

2nd semester

COURSE NAME	ECTS	LEVEL/DEGREE	LECTURER
Crowdfunding for culture	6	BACHELOR -ASEC	Esposito

English for the Arts	6	BACHELOR -ASEC	Re
General english advanced	6	BACHELOR -ASEC	Harries
Marketing strategies in hospitality and tourism - mod. Introduction to data analysis for marketing research	6	MASTER HTM	Draghi
Strategy of Cultural Events	6	BACHELOR -ASEC	Abis
Innovation for Sustainable Tourism Development	6	MASTER HTM	Maggioli/Peres/Roelofsen
Marketing strategies in hospitality and tourism -Digital marketing for hospitality and tourism	9	MASTER HTM	Murtarelli
Marketing strategies in hospitality and tourism - Strategic marketing in hospitality and tourism	6	MASTER HTM	Mary Friel/Shapoval