

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	At IULM
Cultural heritage, arts and tourism	9	MASTER HTM	Bellini/Friel/Notti	Blended
Accounting and financial management	6	MASTER HTM	Sainaghi	Online
Managing Hospitality and Guest Services Organizations	6	MASTER HTM	De Carlo/Murphy	Online
Behavioral Economics	6	MASTER AVM	Moderato/Pozzi	Online
Communication Skills: English for business	6	MASTER HTM	Garzone/Re	Online
Corporate Social Responsibility and Sustainability	3	MASTER HTM	Bertolini	Online
Revenue Management	3	MASTER HTM	Scauri	Online
Place, Attractiveness and big Events	3	MASTER HTM	Verri	Online

2nd semester

COURSE NAME	ECTS	LEVEL/DEGREE	LECTURER
English for the Arts	6	BACHELOR -ASEC	Re
General english advanced	6	BACHELOR -ASEC	Harries
Marketing strategies in hospitality and tourism- 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	6	MASTER HTM	Murtarelli
Marketing strategies in hospitality and tourism - Strategic marketing in hospitality and tourism	6	MASTER HTM	Friel/Shapoval
Travel: Relativism and Hospitality	3	MASTER HTM	Mazza
Design Thinking for Business	3	MASTER HTM	Baldessarelli
Place Image, Identity, Brand	3	MASTER HTM	Govers
Theme Park and Attractions Management	3	MASTER HTM	Freddi