



SPECIFIC AGREEMENT MADE AND ENTERED INTO BY THE UNIVERSITY OF COLIMA (MEXICO) AND KHON KAEN UNIVERSITY (THAILAND) FOR THE AWARD OF A **DOUBLE DEGREE** BETWEEN THE BACHELOR'S DEGREE IN MARKETING AT THE UNIVERSITY OF COLIMA SCHOOL OF MARKETING, MEXICO, AND THE BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION IN MARKETING AT KHON KAEN UNIVERSITY, THAILAND.

In the city of Colima, Mexico, on April 27th, in the year 2010, on the one hand, the UNIVERSITY OF COLIMA-MEXICO, hereby represented by President Miguel Ángel Aguayo Lopez, M.Sc., with the participation of the School of Marketing, represented by its Dean, Dr. Félix Rogelio Flores, domiciled in Av. Universidad No. 333, fraccionamiento las víboras, CP.28040, Colima, Col., Mexico, and, on the other hand, KHON KAEN UNIVERSITY, hereby represented by President Honorary Prof. Dr. Sumon Sakolchai, with the participation of the Faculty of Management Sciences, represented by the Dean of the Faculty of Management Sciences, Assoc. Prof. Manthana Samart, domiciled in 123 Mitraparp Highway, Khon Kaen 40002, Thailand; agree to enter into this Specific Cooperation Agreement and hereby agree as follows:

WHEREAS:

1. At **Khon Kaen University** (hereinafter referred to as KKU), the Bachelor's Degree of Business Administration in Marketing is currently being run. It is comprised of 45 courses, 8 semesters, and 135 credit points, which include on-the-job training in professional marketing, the industrial sector, businesses, and commercial services.
2. At the **University of Colima** (hereinafter referred to as UCOL), the Bachelor's Degree in Marketing is currently being run. It is comprised of 8 semesters, 53 courses, and 375 credit points, which include an on-the-job internship to receive training in professional marketing: the industrial sector, businesses, and commercial services.
3. Each of the elements of the curricula of the degrees is remarkably similar, as they share courses. (table 1 of equivalent features)
4. The parties show mutual interest in expanding the scope of their existing relations by means of the mobility program for Asia and the Pacific within the framework of UMAP, a program that is in force.
5. This agreement will give the future graduates of both degrees the chance to receive additional and international training from two degrees run in the cities of Colima, Mexico, and Khon Kaen, Thailand.

*Sum Flores*

6. The senior university officials and the officials of the respective schools are willing to adopt complementary measures designed to implement and properly run this double-degree program.

The parties agree to the wording of the following

## **Clauses**

### **FIRST.**

#### **For the KKU students looking to obtain the degree awarded by UCOL upon the completion of the respective courses of study**

The KKU student that has passed all the courses of his or her Curriculum, at least up to the 4th semester, will be eligible for enrollment at UCOL for one academic year, where he or she may take elective courses in addition to the compulsory ones. They will obtain the double degree after having passed the compulsory courses taken for a year at UCOL and after having passed the compulsory courses required by their own curriculum for the double-degree academic program.

In the event that the KKU students do not complete the academic year corresponding to the exchange and required to obtain the double degree, this shall be considered a student-mobility semester as a result of which UCOL will grant grades for the courses taken, and such grades will be validated by KKU. In addition, the credit points will be transferred to the student's curriculum.

#### **For the UCOL students looking to obtain the degree awarded by KKU upon the completion of the respective courses of study**

The UCOL student that has passed all the courses of his or her Curriculum, at least up to the 4th semester, will be eligible for enrollment at KKU for one academic year, where he or she may take elective courses in addition to the compulsory ones. They will obtain the double degree after having passed the compulsory courses taken for a year at KKU and after having passed the compulsory courses required by their own curriculum for the double-degree academic program.

In the event that the UCOL students do not complete the academic year corresponding to the exchange and required to obtain the double degree, this shall be considered a student-mobility semester as a result of which KKU will grant grades for the courses taken, and such grades will be validated by UCOL. In addition, the credit points will be transferred to the student's curriculum.

#### **Arrangements for the conferment of degrees**

In both cases, in order to obtain the second degree, the student will be required to complete the arrangements for the conferment of degrees at the home university.





## **SECOND.**

**KKU** may issue the degree of Bachelor of Business Administration in Marketing to the student who, under this agreement, has both completed the academic year at KKU and has passed all the courses taken at the UCOL School of Marketing, in addition to having met all the requirements laid down by this Mexican institution to obtain such degree, a process that will be certified by the Dean of the School of Marketing by means of an official document. In addition, evidence of this process will have to be shown by the student in the form of an official document issued by the University of Colima, whereby notice of the conferment of the degree is given.

**UCOL** may issue the degree of Bachelor in Marketing to the student who, under this agreement, has both completed the academic year at UCOL and has passed all the courses taken at the KKU, Marketing Program, in addition to having met all the requirements laid down by this Thai higher-education institution to obtain such degree, a process that will be certified by the Dean of the Faculty by means of an official document. In addition, evidence of this process will have to be shown by the student in the form of an official document issued by Khon Kaen University, whereby notice of the conferment of the degree is given.

## **THIRD.**

The students who participate in this Double-Degree program must have paid in full all applicable fees at their home universities, and they will be required to show evidence of this at the time of applying for the Academic Degree at the host University in the form of a document issued by the Dean of the School at the home university respectively.

## **FOURTH.**

The academic activity undertaken by the students participating in this Double-degree program will not require the students to cover any costs connected with tuition, fees, thesis projects, study materials, or certifications. The students who participate in the process will be only required to pay the fees resulting from the arrangements for the conferment of degrees.

1. Tuition will not be charged at the host institution; therefore, the students will be required to pay all applicable fees at their Home University.
2. The students shall be responsible for paying transportation, living expenses, and study materials such as books and other requirements.
3. The host University will provide information and assistance to the students regarding migration affairs and accommodation, so that the exchange develops in a safe place and official information on the location of the place of residence of the student is given.
4. The host University will assign an academic tutor to each student participating in the double-degree program, with the aim of providing help and assistance in their academic life and cultural learning.

*Sun & Ola*

#### **FIFTH.**

The Deans of the respective Academic Units under this agreement must submit reports to their counterpart once every semester on the current scholarly status of the students participating in this Double-Degree Program.

In the event of a student showing behavior that has a negative impact on the academic activity at the host University, the dean of the school shall contact the office of international relations at the host institution, which will have the power to request that the student be sent back to the Home University.

#### **SIXTH.**

The students that will take part in this Double-Degree agreement will be required to enclose the following documentation with their application:

1. A letter issued by the Dean of the School/Faculty at the home institution whereby the candidate is officially introduced to this process before the Office of International Relations at the home institution, which will make the official arrangements in conjunction with its counterpart at the host institution.
2. A health certificate as evidence that the participant is physically and mentally healthy, or as evidence that the participant's health meets the conditions and requirements of the program. If applicable, the existence of chronic diseases, allergies and/or drug intolerance must be specified.
3. International medical insurance.
4. Academic record, including the grades obtained up to the semester immediately preceding the application.
5. A motivation letter written by the student in which he or she explains why he or she wishes to have access to the Double-Degree program.
6. A letter from the coordinator of the degree and another one from a full-time professor assessing the applicant's academic skills.
7. Interinstitutional proof of English proficiency, TOEFL with a minimum score of 500 or IELTS with a minimum score of 5.0.
8. An institutional nomination letter issued by the office of international relations at the home institution.

#### **SEVENTH.**

A student, at least, will travel annually to the host institution, so as to participate in the Double-Degree Program. In the event of a large number of applications, the places available at each institution will be taken into account.

#### **EIGHTH.**

*San Pbla.*



The applications from the candidates for the Double-Degree Program shall be submitted at least six months in advance. The Deans of the parties may, by mutual agreement, consider processing nominations not submitted within the deadline.

**NINTH.**

With regard to the system by means of which the courses of both marketing degrees are found to be equivalent, after having reviewed the content of the curricula at each university and based on the equivalence of training and graduation objectives, the following scheme of equivalent features is agreed upon:

**Table 1: Equivalent features**

UNIVERSITY OF COLIMA	KHON KAEN UNIVERSITY
<b>SEMESTER 1</b>	
International Marketing	Marketing Research
Service Marketing	Quantitative Research in Marketing
Public Relations	Global Marketing
Graphic Design	Product and Price Management
Non-profit Marketing	Marketing Channel Management
Marketing and Tourism Location	Advertising & Sales Promotion
Strategic Management	Hotel Sales & Marketing
Market Research	
<b>SEMESTER 2</b>	
Industrial Marketing	Integrated Marketing Communications
Political Marketing	Service Marketing
Advertising & Promotion	Direct Marketing
IT VI (Web design)	Cooperative Education in Marketing
Audit Marketing Issues	Tourism Management
Media Management	Meeting, Incentive, Convention and Exhibition Management
Research Seminar	
New Product Launching	

In the event of futures changes to the curriculum, the equivalence of the courses will have to be reassessed based on the new content and pertinence of the same. The changes will have to be authorized by the respective representatives of each institution. A full copy of the curriculum from each institution is herein enclosed.

**TENTH.**

**KKU students,**

In order to obtain the Degree of Bachelor in Marketing awarded by UCOL, the students from the KKU , Marketing Program will be required to take and pass at least 4 courses during each of the semesters completed, which may be selected from table 1 of equivalent features. The electives will be additional to the 4 compulsory courses.

**UCOL students,**



In order to obtain the Degree of Bachelor of Business Administration in Marketing awarded by KKU, the students from the UCOL School of Marketing will be required to take and pass at least 4 courses during each of the semesters completed, which may be selected from table 1 of equivalent features. The electives will be additional to the 4 compulsory courses.

**ELEVENTH.**

The parties agree that the matters not set forth herein shall be settled by mutual agreement by the representatives of both Academic Institutions and formalized by means of addenda.

**TWELFTH.**

This agreement shall be valid for five (5) years, and it will enter into force at the time of signing. In addition, it will be tacitly renewed for similar terms. In the event that either of the parties wishes to terminate this agreement, this will have to be expressly reported at least 90 days in advance, and a record expressly stating that the termination will not affect ongoing activities will have to be submitted, thus ensuring that the students enrolled in the Double-Degree Program may continue their studies on equal terms. The Academic Institution being notified shall not have the right to claim compensation of any nature.

In witness thereof, the parties sign 2 Spanish copies and 2 English copies, all being equally valid.

**For the University of Colima**

**Miguel Ángel Aguayo López, M.Sc.**  
President

**For Khon Kaen University**

**Honorary Prof. Dr. Sumon Sakolchai**  
President

**Genoveva Amador Fierros, M.Sc.**  
Technical Secretary for International Relations and Academic Cooperation.

**Assoc. Prof. Dr. Kulthida Tuamsuk**  
Vice President for Academic and International Affairs

**Dr. Felix Rogelio Flores**  
Dean of the School of Marketing

**Assoc. Prof Manthana Samart**  
Dean of the Faculty of management Sciences



## APENDIX I



UNIVERSIDAD DE COLIMA  
Coordinación General de Docencia

### SEMESTER I

Microeconomics  
Management  
Accounting I  
Communication I  
Informatics I  
Law Fundamentals  
Intermediate Algebra  
English I  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER II

Marketing Fundamentals  
Communication II  
Sales Management  
Macroeconomics  
Informatics II  
Decision Making Costs  
Descriptive Statistics  
English II  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER III

Price and Promotion Strategies  
Qualitative Markets Research  
Budgets  
Consumer Psychology  
Commercial Law  
Informatics III  
Inferential Statistics  
English III  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER IV

International Commerce  
Quantitative Market Research  
Graphic Design Fundamentals  
Ethical Sociology  
Decision Making Forecast  
Informatics IV  
Applied Finances for Marketing  
English IV  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER V

International Marketing  
Marketing for Services  
Public Relations  
Applied Graphic Design  
Corporative Law  
Informatics V  
Decision Making Models  
English V  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER VI

Industry Markets  
Human Development Leadership  
Political Marketing  
Advertising and Promotion  
Fiscal Law  
Informatics VI  
Project Creation and Business Development  
English VI  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER VII

Non-Profitable Marketing  
Marketing for Tourism  
Strategic Management  
Project Evaluation  
Elective I  
Research Seminar I  
Universitary Social Service  
Cultural Activities and Sports

### SEMESTER VIII

Negotiation and Management  
Marketing Audit  
Research Seminar II  
Elective II  
Elective III  
English VIII  
Professional Internship  
Universitary Social Service  
Cultural Activities and Sports

*Sumo Polanco*

**ELECTIVE COURSES**

**Marketing Research**

Marketing Research Seminar  
International Marketing Research  
New Products Development

**Advertising**

Advertising Campaigns Development  
Media Management  
New Products Launching

*Sam J. Allen*





SPECIFIC AGREEMENT MADE AND ENTERED INTO BY THE UNIVERSITY OF COLIMA (MEXICO) AND KHON KAEN UNIVERSITY (THAILAND) FOR THE AWARD OF A **DOUBLE DEGREE** BETWEEN THE BACHELOR'S DEGREE IN TOURISM AT THE UNIVERSITY OF COLIMA SCHOOL OF TOURISM, MEXICO, AND THE BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION IN HOTEL & TOURISM MANAGEMENT AT KHON KAEN UNIVERSITY, THAILAND.

In the city of Colima, Mexico, on April 27th, in the year 2010, on the one hand, the UNIVERSITY OF COLIMA-MEXICO, hereby represented by President Miguel Ángel Aguayo Lopez, M.Sc., with the participation of the School of Tourism, Mtro. Salvador Cortés García, domiciled in Josefa Ortiz de Domínguez No.64, Col. La Haciendita, Villa de Alvarez, Colima; C.P.28950, and, on the other hand, KHON KAEN UNIVERSITY, hereby represented by President Honorary Prof. Dr. Sumon Sakolchai, with the participation of the Faculty of Management Sciences, represented by Dean of the Faculty of Management Sciences, Assoc. Prof. Manthana Samart, domiciled in 123 Mitraparp Highway, Khon Kaen 40002, Thailand; agree to enter into this Specific Cooperation Agreement and hereby agree as follows:

WHEREAS:

1. At **Khon Kaen University** (hereinafter referred to as KKU), the Bachelor's Degree of Business Administration in Hotel and Tourism Management is currently being run. It is comprised of 45 courses, 8 semesters, and 135 credit points, which include a professional Internship for the hospitality professional in the hospitality industry.
2. At the **University of Colima** (hereinafter referred to as UCOL), the Bachelor's Degree in Tourism Management is currently being run. It is comprised of 9 semesters, 59 courses, and 346 credit points, which include a professional internship.
3. Each of the elements of the curricula of the degrees is remarkably similar, as they share courses. (table 1 of equivalent features)
4. The parties show mutual interest in expanding the scope of their existing relations by means of the mobility program for Asia and the Pacific within the framework of UMAP, a program that is in force.
5. This agreement will give the future graduates of both degrees the chance to receive additional and international training from two degrees run in the cities of Colima, Mexico, and Khon Kaen, Thailand.
6. The senior university officials and the officials of the respective schools are willing to adopt complementary measures designed to implement and properly run this double-degree program.

The parties agree to the wording of the following

## **Clauses**

### **FIRST.**

#### **For the KKU students looking to obtain the degree awarded by UCOL upon the completion of the respective courses of study**

The KKU student that has passed all the courses of his or her Curriculum, at least up to the 4th semester, will be eligible for enrollment at UCOL for one academic year, where he or she may take elective courses in addition to the compulsory ones. They will obtain the double degree after having passed the compulsory courses taken for a year at UCOL and after having passed the compulsory courses required by their own curriculum for the double-degree academic program.

In the event that the KKU students do not complete the academic year corresponding to the exchange and required to obtain the double degree, this shall be considered a student-mobility semester as a result of which UCOL will grant grades for the courses taken, and such grades will be validated by KKU. In addition, the credit points will be transferred to the student's curriculum.

#### **For the UCOL students looking to obtain the degree awarded by KKU upon the completion of the respective courses of study**

The UCOL student that has passed all the courses of his or her Curriculum, at least up to the 4th semester, will be eligible for enrollment at KKU for one academic year, where he or she may take elective courses in addition to the compulsory ones. They will obtain the double degree after having passed the compulsory courses taken for a year at KKU and after having passed the compulsory courses required by their own curriculum for the double-degree academic program.

In the event that the UCOL students do not complete the academic year corresponding to the exchange and required to obtain the double degree, this shall be considered a student-mobility semester as a result of which KKU will grant grades for the courses taken, and such grades will be validated by UCOL. In addition, the credit points will be transferred to the student's curriculum.

#### **Arrangements for the conferment of degrees**

In both cases, in order to obtain the second degree, the student will be required to complete the arrangements for the conferment of degrees at the home university.

### **SECOND.**

**KKU** may issue the degree of Bachelor of Business Administration in Hotel and Tourism Management to the student who, under this agreement, has both completed the academic





year at KKU and has passed all the courses taken at the UCOL Faculty of Tourism, in addition to having met all the requirements laid down by this Mexican institution to obtain such degree, a process that will be certified by the Dean of the Faculty of Tourism by means of an official document. In addition, evidence of this process will have to be shown by the student in the form of an official document issued by the University of Colima, whereby notice of the conferment of the degree is given.

**UCOL** may issue the degree of Bachelor of Arts Tourism Management to the student who, under this agreement, has both completed the academic year at UCOL and has passed all the courses taken at KKU, Hotel & Tourism Academic Program, in addition to having met all the requirements laid down by this Thai higher-education institution to obtain such degree, a process that will be certified by the Dean of the Corresponding Faculty by means of an official document. In addition, evidence of this process will have to be shown by the student in the form of an official document issued by Khon Kaen University, whereby notice of the conferment of the degree is given.

**THIRD.**

The students who participate in this Double-Degree program must have paid in full all applicable fees at their home universities, and they will be required to show evidence of this at the time of applying for the Academic Degree at the host University in the form of a document issued by the Dean of the School at the home university respectively.

**FOURTH.**

The academic activity undertaken by the students participating in this Double-degree program will not require the students to cover any costs connected with tuition, fees, thesis projects, study materials, or certifications. The students who participate in the process will be only required to pay the fees resulting from the arrangements for the conferment of degrees.

1. Tuition will not be charged at the host institution; therefore, the students will be required to pay all applicable fees at their Home University.
2. The students shall be responsible for paying transportation, living expenses, and study materials such as books and other requirements.
3. The host University will provide information and assistance to the students regarding migration affairs and accommodation, so that the exchange develops in a safe place and official information on the location of the place of residence of the student is given.
4. The host University will assign an academic tutor to each student participating in the double-degree program, with the aim of providing help and assistance in their academic life and cultural learning.

**FIFTH.**

The Deans of the respective Academic Units under this agreement must submit reports to their counterpart once every semester on the current scholarly status of the students participating in this Double-Degree Program.



In the event of a student showing behavior that has a negative impact on the academic activity at the host University, the dean of the school shall contact the office of international relations at the host institution, which will have the power to request that the student be sent back to the Home University.

#### **SIXTH.**

The students that will take part in this Double-Degree agreement will be required to enclose the following documentation with their application:

1. A letter issued by the Dean of the School/Faculty at the home institution whereby the candidate is officially introduced to this process before the Office of International Relations at the home institution, which will make the official arrangements in conjunction with its counterpart at the host institution.
2. A health certificate as evidence that the participant is physically and mentally healthy, or as evidence that the participant's health meets the conditions and requirements of the program. If applicable, the existence of chronic diseases, allergies and/or drug intolerance must be specified.
3. International medical insurance.
4. Academic record, including the grades obtained up to the semester immediately preceding the application.
5. A motivation letter written by the student in which he or she explains why he or she wishes to have access to the Double-Degree program.
6. A letter from the coordinator of the degree and another one from a full-time professor assessing the applicant's academic skills.
7. Interinstitutional proof of English proficiency TOEFL with a minimum score of 500 or IELTS with a minimum score of 5.0.
8. An institutional nomination letter issued by the office of international relations at the home institution.

#### **SEVENTH.**

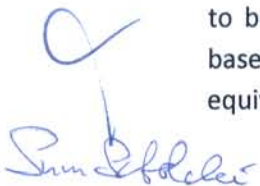
A student, at least, will travel annually to the host institution, so as to participate in the Double-Degree Program. In the event of a large number of applications, the places available at each institution will be taken into account.

#### **EIGHTH.**

The applications from the candidates for the Double-Degree Program shall be submitted at least six months in advance. The Deans of the parties may, by mutual agreement, consider processing nominations not submitted within the deadline.

#### **NINTH.**

With regard to the system by means of which the courses of both Tourism degrees are found to be equivalent, after having reviewed the content of the curricula at each university and based on the equivalence of training and graduation objectives, the following scheme of equivalent features is agreed upon:



Handwritten signature in blue ink, likely of the Dean of the School/Faculty at the home institution, located at the bottom left of the page.



**Table 1: Equivalent features**

UNIVERSITY OF COLIMA	KHON KAEN UNIVERSITY
(August-January)	(June-September)
Travel Enterprises	Sustainable Tourism Development
Sustainable Tourism	Human Resources Management in the Hospitality Industry
Hospitality Management	Front Office Management
Marketing for Tourism	Hotel Sales and Marketing
Accommodation Techniques	International Hotel Corporation Management
Information Systems for Tourist Enterprises (Hotels, Restaurants, Travel Agencies)	Technology Information for Hotels
Strategic Marketing	
Total Quality Service	
Bar and Restaurant Management	
(February-July)	(November-March)
Managerial Software (Accountancy)	Food and Beverage Management
Travel Enterprises Operation	Convention and Incentive Meeting Management
Human Capital Management	Resorts and Spa Management
Financial Analysis	Housekeeping Department Management
Alternative Tourism Projects	Bar and Restaurant Management
Quality Management	Hotel Management
Accommodation Enterprises Management	Tourism Management
Meetings and Conventions	Airline Business
Tourist Projects Development	
ELECTIVE COURSES	
Spanish for foreign visitors	Thai Language for Foreign Visitors
Professional Internship (4 months) Practice (5 weeks)	Professional Internship (Summer)

In the event of future changes to the curriculum, the equivalence of the courses will have to be reassessed based on the new content and pertinence of the same. The changes will have to be authorized by the respective representatives of each institution. A full copy of the curriculum from each institution is herein enclosed.

**TENTH.**

**KKU students,**

In order to obtain the Degree of Bachelor in Tourism Management awarded by UCOL, the students from the KKU, Hotel and Tourism Program will be required to take and pass at least 4 courses during each of the semesters completed, which may be selected from table 1 of equivalent features. The electives will be additional to the 4 compulsory courses.

**UCOL students,**

In order to obtain the Degree of Bachelor of Business Administration in Hotel and Tourism Management awarded by KKU, the students from the UCOL School of Tourism will be required to take and pass at least 4 courses during each of the semesters completed, which may be selected from table 1 of equivalent features. The electives will be additional to the 4 compulsory courses.

**ELEVENTH.**

The parties agree that the matters not set forth herein shall be settled by mutual agreement by the representatives of both Academic Institutions and formalized by means of addenda.

**TWELFTH.**


This agreement shall be valid for five (5) years, and it will enter into force at the time of signing. In addition, it will be tacitly renewed for similar terms. In the event that either of the parties wishes to terminate this agreement, this will have to be expressly reported at least 90 days in advance, and a record expressly stating that the termination will not affect ongoing activities will have to be submitted, thus ensuring that the students enrolled in the Double-Degree Program may continue their studies on equal terms. The Academic Institution being notified shall not have the right to claim compensation of any nature.

In witness thereof, the parties sign 2 Spanish copies, 2 English copies and two Thai copies, all being equally valid.

**For the University of Colima**



**Miguel Ángel Aguayo López, M.Sc.**  
President



**Genoveva Amador Fierros, M.Sc.**  
Technical Secretary for International  
Relations and Academic Cooperation.



**Dr. José Salvador Cortes García**  
Dean of the Faculty of Tourism

**For Khon Kaen University**



**Honorary Prof. Dr. Sumon Sakolchai**  
President



**Assoc. Prof. Dr. Kulthida Tuamsuk**  
Vice President for Academic and  
International Affairs



**Assoc. Prof. Manthana Samart**  
Dean of the Faculty of management Sciences



APENDIX 1



**UNIVERSIDAD DE COLIMA**  
Coordinación General de Docencia

**FACULTY OF TOURISM**

SEMESTER I	T	P	Tt	Cr
Theory of Tourism and Recreation	2	1	3	5
World Set of Conditions for Tourism	2	1	3	5
Descriptive Statistics	1	2	3	4
Development of Research abilities	2	1	3	5
Basic Software	1	2	3	4
Human Rights	2	2	4	6
English I	1	2	3	4
Sports and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>11</b>	<b>13</b>	<b>24</b>	<b>35</b>

SEMESTER II	T	P	Tt	Cr
Tourism and Environment	2	1	3	5
National Set of conditions for Tourism	2	1	3	5
Inferential Statistics	1	2	3	4
Research methods in Tourism	2	1	3	5
Business and Research Software	1	2	3	4
Basic Accounting	1	3	4	5
Touristic Legislation and Bu business	2	2	4	6
English II	1	2	3	4
Sport s and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>12</b>	<b>16</b>	<b>28</b>	<b>40</b>

SEMESTER III	T	P	Tt	Cr
Sustainable Tourism	2	1	3	5
Travel Distributors	2	2	4	6
Data Base Designing for Tourism	1	2	3	4
Touristic Enterprises Accounting	1	3	4	5
Tourist Economics I	2	1	3	5
Tourism Management	2	1	3	5
English III	1	2	3	4
Sports and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>11</b>	<b>14</b>	<b>25</b>	<b>36</b>

SEMESTER IV	T	P	Tt	Cr
Travel Distributors Management/ Operation	2	2	4	6
Accomodation	2	3	5	7
Management Software	1	2	3	4
Costs Accounting	1	3	4	5
Tourist Economics II Economics I	2	1	3	5
Human Resources Management	2	1	3	5
English IV	1	2	3	4
Sport s and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>11</b>	<b>16</b>	<b>27</b>	<b>38</b>

SEMESTER V	T	P	Tt	Cr
Food and Beverage Laboratory	2	3	5	7
Accomodation Techniques	2	3	5	7
Printed Publishing Software	1	2	3	4
Financial Mathematics	2	2	4	6
Marketing for Tourism	2	2	4	6
Strategic Planning and Management	2	1	3	5
English V	1	2	3	4
Optative I Elective I	2	2	4	6
Sports and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>14</b>	<b>19</b>	<b>33</b>	<b>47</b>

SEMESTER VI	T	P	Tt	Cr
Food and Beverage	2	3	5	7
Accomodation Enterprises Management	2	2	4	6
Web Publishing Software	1	2	3	4
Financial Analysis	2	2	4	6
Tourist Services Promotion	2	2	4	6
Quality Management	2	1	3	5
English VI	1	2	3	4
Optative II Elective II	2	2	4	6
Sport sand Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>14</b>	<b>18</b>	<b>32</b>	<b>46</b>

*San Gabriel*

SEMESTER VII	T	P	Tt	Cr
Bar and Restaurant Management	2	3	5	7
Research Seminar I	1	2	3	4
Information Systems for Tourist Enterprises	1	2	3	4
Finance for Tourist Enterprises	2	2	4	6
Strategic Marketing	2	2	4	6
Total Quality Service	2	1	3	5
English VII	1	2	3	4
Otp Elective III	2	2	4	6
Sports and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
Constitutional Social Service	0	0	0	0
<b>Total</b>	<b>13</b>	<b>18</b>	<b>31</b>	<b>44</b>

SEMESTER VIII	T	P	Tt	Cr
Gastronomy	1	3	4	5
Meetings/ Congresses and Conventions	1	2	3	4
Research Seminar II	1	2	3	4
Office Automation for touristic Projects.	1	2	3	4
Tourist projects Formulation	2	2	4	6
Tourist Management Seminar	1	2	3	4
English VIII	1	2	3	4
Sports and Cultural Institutional Program	0	2	2	2
Universitary Social Service	0	0	0	0
<b>Total</b>	<b>8</b>	<b>17</b>	<b>25</b>	<b>33</b>

SEMESTER IX	T	P	Tt	Cr
Profesional Internship	0	25	25	25
Profesional Practice	0	0	0	0
Sport and Cultural Institutional Program	0	2	2	2
<b>Total</b>	<b>0</b>	<b>27</b>	<b>27</b>	<b>27</b>

TOTAL OF CREDITS: 346

### *Elective Courses*

Sem.	Courses	T	P	Tt	Cr	Courses	T	P	Tt	Cr
5º	Alternative Tourism	2	2	4	6	Tourist Guides Seminar	2	2	4	6
6º	Alternative Tourism Projects	2	2	4	6	History of culture	2	2	4	6
7º	Recreation Management	2	2	4	6	Enology and beverage preparation	2	2	4	6
	<b>Total:</b>	<b>6</b>	<b>6</b>	<b>12</b>	<b>18</b>	<b>Total:</b>	<b>6</b>	<b>6</b>	<b>12</b>	<b>18</b>

T: Theoretical Hours

P: Practical Hours

Tt: Total Hours

Cr: Credits per course

*Sun & Blue*