

CAMPUS	COURSE	ECTS	HOURS
TERM 1 (only for students with less than 240 ECTS)			
ONLINE	Economics	5	30
	Accounting & Finance	5	30
	Strategy	5	30
	Marketing	5	30
	Leadership	5	30
	Statistics for Management	5	30
TERM 2 - STINT 1			
ONLINE	Opening module - The F&B Industry Outlook	0	15
TURIN	Strategic marketing and branding in F&B	2	15
	Accounting and reporting in F&B	2	15
	Consumer insights & marketing research in F&B	2	15
	Communication skills and techniques	2	15
	Corporate and business strategy for F&B	2	15
TERM 2 - STINT 2			
TURIN	Economic foundations in F&B	2	15
	Financial challenges in F&B	2	15
	Intra and entrepreneurship in F&B	2	15
	Digital strategy for F&B	2	15
TERM 3 - STINT 1			
	Food regulations and safety	2	15
	Sustainable Agrifood Systems	2	15
	Food waste management	2	15
	AgriFoodTech	2	15
	Food Culture, Communication, and Psychology	2	15
	Learning from F&B successful businesses	2	15
TERM 3 - STINT 2			
TURIN	AI impacting F&B - AI and big data transformation in F&B	2	15
	Major in Marketing and Sales in F&B	6	45
	<i>Communicating in the digital age</i>		
	<i>Expanding your business - Business scale up and development</i>		
	<i>Managing Omnichannel Sales Strategies</i>		
	Major in Entrepreneurship and Innovation in F&B	6	45
	<i>Creating a strong business in F&B</i>		
	<i>Expanding your business - Business scale up and development</i>		
	<i>Innovating with new technologies</i>		
	Major in Restaurant and Gastronomy Management	6	45
	<i>Creating a strong business in F&B</i>		
	<i>Communicating in the digital age</i>		
	<i>Discovering new trends and culinary innovations</i>		
	Capstone Project	4	45
TERM 3 - STINT 3			
PARIS	Supply chain & operations in F&B	2	15
	Negotiations in an intercultural context	2	15
	Project management in practice	2	15
	HR management & cross cultural dynamics in F&B	2	15
	Improbable food - An art thinking workshop	2	15
	Marketing of innovations and new product development	2	15
	Major in Marketing and Sales in F&B	2	15
	<i>Customer value management</i>		
	Major in Entrepreneurship and Innovation in F&B	2	15
	<i>Customer value management</i>		
	Major in Restaurant and Gastronomy Management	2	15
	<i>Profit driven restaurant management</i>		
ONLINE	Research seminar	3	15
	Sustainability Management	3	20
	Gen AI for business and in my studies	1	10
TERM 3 - STINT 3			
ANYWHERE	Master thesis	17	
	Internship	10	