

## CURRICULUM: TOURISM, Second cycle study programme 2014/2015

### YEAR 1

No.	COURSE UNIT	ECTS
MANDATORY SUBJECTS		
1	Economics of tourism	6
2	Social and individual dimensions of tourism	6
3	Spatial impacts of tourism	6
4	Tourism management	6
5	Research methodology in tourism	6
ELECTIVE COURSE		
1	BUSINESS-MANAGEMENT COURSE	30
2	SOCIO-ENVIRONMENTAL COURSE	30
TOTAL		60

BUSINESS-MANAGEMENT COURSE SUBJECTS		
1	Global tourism networks	6
2	Accounting in tourism organisations	6
3	Corporate culture and leadership	6
4	Entrepreneurship in tourism	6
5	Human resources	6

SOCIO-ENVIRONMENTAL COURSE SUBJECTS		
1	Sociology of mobile cultures	6
2	Social networking in tourism	6
3	Tourism and leisure	6
4	Environmental paradigm of sustainable societal development	6
5	Destination management	6

### YEAR 2

No.	COURSE UNIT	ECTS
ELECTIVE SUBJECTS		
1-5	Internal elective (5 subjects): Elective subjects student in principle choose in a set of electives, but he can also choose two optional external subject.	30
6	Master's degree thesis	30
TOTAL		60

ELECTIVE SUBJECTS		
1	Regional planning	6
2	Tourism strategies	6
3	Personnel management methodology in tourism	6
4	Corporate governance	6
5	Security in tourism	6
6	Revenue management	6
7	Project management	6
8	Quality management in tourism	6
9	International Tourism Marketing	6
10	Culture and communication in tourism	6
11	Sport tourism	6
11	External Elective 1	6
12	External Elective 2	6