

PROFESSIONAL DIPLOMA: TOURISM

LEARNING OUTCOMES

Students upon completion of the Study Programme will be able to:

- Recognize, interpret and apply their knowledge on main concepts of tourism and hospitality;
- Identify and explain economic, social and environmental impact of tourism, actors and different components of tourism, their importance as well as their functions to work together in creating a positive travelling experience.
- Use and interpret knowledge on the natural and cultural legacy;
- Apply knowledge and demonstrate competence in destination management for a sustainable and successful tourism development;
- Organize and develop a menu, monitor daily operations, be able to serve and oversee the restaurant as well as the hotel.
- Identify and evaluate factors that dictate organization, financing, leadership, administration and development of the enterprise in the free market.
- Analyze and evaluate functioning of the hospitality industry, reciprocal dependence and influence on political, economic and social factors.

CURRICULA

PROFESSIONAL DIPLOMA: TOURISM				
No.	Year	Term	Subjects	ECTS
A - GENERAL SUBJECTS 10-15%/ 17 ECTS				
1	I	1	Introduction to Sociology	5
2	II	2	Projects Design and Management	4
3	I	1	Academic Writing	4
4	I	2	Applied Statistics	4
				17
B - CHARACTERIZING SUBJECTS 45-55%/ 66 ECTS				
1	II	1	Principles of Accounting	6
2	II	2	Cost Accounting	6
3	I	1	Introduction to Business Administration	6
4	I	2	Introduction to finance	6
5	I	1	Mathematics 1	6
6	I	1	Principles of Marketing	6
7	I	2	Principles of Tourism	6
8	I	2	Introduction to Cultural Heritage	6



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No.	Year	Term	Subjects	ECTS
9	II	1	Intercultural Communication	6
10	II	1	Organizational Behavior	6
11	I	2	Consumer Behavior	6
				66
C - INTERDISCIPLINARY/ELECTIVE SUBJECTS 5-15%/24 ECTS (choose 3 courses)				
1	I	2	Art History	6
2	II	1	Introduction to Hospitality Industry	6
3	II	1	Product and Price Management	6
4	II	1	Advertising	6
5	II	1	Ethics	6
6	II	1-2	Honors course	6
				18
D - ADDITIONAL SUBJECTS/ 10-15%/ 14 ECTS				
1	II	1	English	5
2	I	1	Basics of informatics	4
3	II	2	Internship and Career Development	5
				14
E - FINAL OBLIGATIONS 3-5%/ 5 ECTS				
1	II	2	Diploma Thesis/Final Comprehensive Exam	5
			TOTAL	120