

Recommended Curriculum for Academic Year 2023/2024					
Tourism and Catering BSc					
Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
Calculus for Business and Economics	-	2	2	E+P	7
Informatics I.	-	0	2	P	3
Microeconomics	-	2	0	E	3
Basics of Law	-	2	0	E	3
Principles of Marketing	-	2	0	E	3
Leisure and Tourism Studies I.	-	2	0	E	3
Tourism Geography	-	2	0	E	3
Start My Brand	-	0	1	tr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
Total		12,0	7,0		27
Semester 2					
Statistics	Calculus for Business and Economics	2	2	E+P	7
Macroeconomics	-	2	2	E+P	7
Informatics II.	Informatics I.	0	2	P	3
Business Economics	Microeconomics	2	2	E+P	7
Business Law	Basics of Law	2	0	E	3
Leisure and Tourism Studies II.	Leisure and Tourism Studies I.	2	0	E	3
Tourism Marketing	Principles of Marketing	0	2	P	3
Frame of optional subjects					0
Total		10,0	10,0		33
Semester 3 / Semester recommended for study abroad programmes					
Business Statistics	Statistics	2	2	E+P	6
International Economics	Macroeconomics	2	0	E	3
Finance I. (Introduction to Finance)	-	2	0	E	3
Management and Organization	-	2	0	E	3
Principles of Accounting	-	2	2	E+P	7
Social History	-	2	0	E	3
Attractions Management and Experience Design	-	2	0	E	3
Catering and Gastronomy Studies	-	2	0	E	3
Frame of elective subjects - Training (1)	Start My Brand	0	1	tr	2

Tour Operations Management	-	2	2	E+P	6
International Negotiation Techniques	-	0	2	P	3
Degree thesis forum	-	0	1	ws	1
Specialization-specific subjects		6,0	4,0		15
Frame of optional subjects		0,0	2,0		2
Total		8,0	11,0		27
International Hotel Management specialization	Hotel Management				
Food and Beverage Management in the Hospitality Industry	-	2	0	E	3
Revenue Management	-	0	2	P	3
Hotel Front Office Operations	-	2	2	E + P	6
The International Hotel Industry		2	0	E	3
Total (on average)		6,0	4,0		15
Health Tourism specialization	Introduction to Health Tourism				
The Products of Health Tourism		0	2	P	4
Operation and HR Management in Health Tourism		2	2	E+P	7
Health Destination Development and Management		2	0	E	4
Total (on average)		4,0	4,0		15
Semester 6					
Introduction to EU Integration	-	2	0	E	3
Degree Research Methodology Forum		0	2	ws	2
Specialization-specific subjects		4,0	6,0		15
Frame of elective subjects - Training (4)	Start My Brand	0	1	tr	2
Frame of optional subjects		2,0	2,0		5
Total		8,0	11,0		27
International Hotel Management specialization	Hotel Management				

Hospitality Sales and Marketing	Hotel Front Office Operations	2	2	E+P	6
Managing Hospitality Operations and Development	Revenue Management	2	2	E+P	6
Innovative Technology in the Hotel Industry		0	2	P	3
Total (on average)		4,0	6,0		15
Health Tourism specialization	Introduction to Health Tourism				
Sales and Marketing in Health Tourism	The Products of Health Tourism	2	2	E + P	6
Experience and Service Design in Health Tourism	The Products of Health Tourism	2	2	E + P	6
Spa Management	-	0	2	P	3
Total (on average)		4,0	6,0		15
Semester 7					
Degree thesis consultation I.	Degree thesis forum	0	2	P	3
Internship I.		0	35	P	30
Total		0,0	37,0		33
Semester 8					
Degree thesis consultation II.	Degree thesis consultation I.	0	2	P	3
Degree thesis	Degree thesis consultation I. and Degree thesis consultation II. (simultaneously)	-	-		10
Internship II.		0	35	P	20
Total		0,0	37,0		33
Total		60,0	130		240