

Recommended Curriculum for Academic Year 2024/2025

Tourism Management MSc

| Course-unit | Prerequisites | Lecture | Practical class/seminar | Requirements | Credit points |
|--|---------------|-------------|-------------------------|--------------|---------------|
| Semester 1 | | | | | |
| Economic Policy | | 2 | 0 | E | 3 |
| Research Methodology | | 2 | 2 | E+P | 6 |
| Managerial (Business) Economics | | 2 | 2 | E+P | 6 |
| Cultural, Creative and Heritage Tourism | | 2 | 0 | E | 3 |
| Marketing and Communication Management | | 2 | 0 | E | 3 |
| Creative Experience Design | | 0 | 2 | P | 3 |
| Tourism Legislation and Institutions | | 2 | 0 | E | 3 |
| University Seminar | - | 0 | 2 | P | 0 |
| Frame of optional subjects | | 2,0 | 0,0 | | 3 |
| Total | | 14,0 | 8,0 | | 30 |
| Semester 2 | | | | | |
| Strategic Management | | 2 | 2 | E+P | 6 |
| Corporate Finance and Financial Strategy | | 2 | 2 | E+P | 6 |
| Tourism Destination Management | | 2 | 2 | E+P | 6 |
| Creative Industries | | 2 | 2 | E+P | 6 |
| Health Tourism: wellness and spas | | 0 | 2 | P | 3 |
| | | | | | |
| | | | | | |
| | | | | | |
| Frame of optional subjects | | 0,0 | 2,0 | | 3 |
| Total | | 8,0 | 12,0 | | 30 |
| Semester 3 | | | | | |
| Controlling Systems | | 2 | 2 | E+P | 6 |
| Coorporate Decision Support Systems | | 2 | 2 | E+P | 6 |
| Trends in Tourism Product Development | | 2 | 2 | E+P | 6 |
| Heritage Management | | 0 | 2 | P | 3 |
| ICT and Creative Media | | 2 | 2 | E+P | 6 |
| Creative City Development | | 2 | 0 | E | 3 |
| Degree Forum | | 0 | 1 | P | 0 |
| | | | | | |
| Frame of optional subjects | | | | | 0 |
| Total | | 10,0 | 11,0 | | 30 |

