

Type of Study: Graduate university study

Semesters: 4

ECTS: 120



	COURSE	Student workload (L + S + T)	ECTS credits
1st semester (S)	Macroeconomics 2*	20+20+0	6.0
	Microeconomics 2*	20+2+18	6.0
	Foreign Market Entry Strategy	20+20+0	6.0
	<i>Integrated Marketing Communication*</i>	20+20+0	6.0
	<i>Controlling*</i>	20+20+0	6.0
	<i>Business Ethics*</i>	20+20+0	6.0
2nd semester (W)	Researching Tourist Destinations*	20+20+0	6.0
	Quantitative Methods for Decision Making	20+0+20	6.0
	International Trade	20+20+0	6.0
	International Trade Strategies	20+20+0	6.0
	Safety in Tourism*	20+20+0	6.0
	<i>Economics of Entrepreneurship*</i>	20+20+0	6.0
	<i>Public Relations and Corporate Social Responsibility</i>	20+0+20	6.0
	<i>Managing Business Processes</i>	20+20+0	6.0
3rd semester (S)	Economics and Politics of International Exchange	20+20+0	6.0
	International Marketing*	20+20+0	6.0
	Strategy Management*	20+20+0	6.0
	Tourism, Development and Tourist Politics*	20+20+0	6.0
	<i>Budgeting Capital*</i>	20+20+0	6.0
	<i>Logistics in Tourism*</i>	20+20+0	6.0
	<i>Organization and Organizational Behaviour*</i>	20+20+0	6.0
	<i>Business Communication*</i>	2+0+2	6.0
	<i>Marketing Strategy in Tourism*</i>	20+20+0	6.0

4th semester (W)	Quality Management	20+20+0	6.0
	Introduction to Science and Research Work	20+20+0	6.0

L - LECTURES, S - SEMINARS, T - TUTORIALS

W - WINTER SEMESTER, S - SUMMER SEMESTER

Elective courses in italic

** Courses available in English*