

Years of Study: 2021/2022 - 2022/2023

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(I) (II)	120	60	60	
1	Block 1. Courses (Modules)	55	37	18	
	Bridging Courses				
1	Applied Statistical Analysis	3	3		-11 -12
2	Marketing	3	3		-12 -13
3	Economics for Managers	3	3		-4
.1	Components of the Field of Study	15	15		
	Basic Components	15	15		
1	Research Methodology in Management	5	5		-1, -4, -1, -3, -7
2	Financial Management: Financial Analysis and New Business Models	5	5		-2, -1, -11, -16, -1, -7
3	Strategic Thinking and Strategic Analysis	5	5		-1, -10, -12, -13, -14, -16, -1, -7
.2	Components of Educational Program/Track	40	22	18	
	Basic Components	20	15	5	
1	Digital Technologies in Hospitality Industry and Tourism (offered in English)	5	5		-1, -13, -15, -16, -17, -1, -7
2	Management in the Hospitality and Tourism	5	5		-1, -10, -11, -1, -7
3	Data Science	5	5		-1, -10, -1
4	Destination Marketing (offered in English)	5	5		-12, -16, -3, -1, -6, -7
	Elective Components (Elective Courses)	20	7	13	
1	University Pool Courses (MAGOLEGO)	3	3		-8, -15, -17, -3, -1, -4
	Interprogram Pool 1 - Operational Management in the Experience Economy	4		4	
1	Event Management (offered in English)	4	4		-1, -10, -11, -1, -7
2	Arts and the City (offered in English)	4	4		-3, -7, -15, -16, -2, -3, -2, -7
	Interprogram Pool 2 - Creating Customer Value in Hospitality and Tourism	5		5	
1	Luxury Management (offered in English)	5	5		-4, -4, -1, -3, -6, -7
2	Fundamentals of Tour Operator Activities and Tourism and Cultural Project Management	5	5		-1, -10, -11, -1, -7
	Interprogram Pool 3 - Soft Skills	4	4		
1	Teambuilding	4	4		-2, -8, -7
2	Design Thinking	4	4		-4, -5, -7
	Interprogram Pool 4 - Advanced Management Skills	4		4	
1	Cross-Cultural Management (offered in English)	4	4		-2, -7, -8
2	Leadership	4	4		-3, -8, -5
2	Block 2. Practice(s), Project and/or Research work	62	23	39	
	Research Work	39	12	27	
1	Term Paper	4	4		-1, -2, -3, -4, -5, -6, -6
2	Graduation Thesis	18		18	-6, -1, -2, -9
3	Research Seminar "Problems of Research in the Field of Hospitality and Tourism"	3	3		-10, -15
4	Research Seminar "Current Problems and Modern Management Practices in the Field of Hospitality and Tourism"	5	5		-1, -2, -3, -5, -1
5	Research Seminar "Methods of Data Collection"	4		4	-1, -6, -17, -2, -3
6	Research Seminar "Analysis, Interpretation and Presentation of Study Results"	5		5	-3, -1, -3, -4, -1, -6
	Project Activity	14	7	7	
1	1 ()	4	4		-4, -3, -4, -6, -7
2	2 ()	3		3	-4, -3, -4, -6, -7
3	Project Seminar	7	3	4	-4, -1
	Internship	9	4	5	
1	Work Experience Internship	4	4		-12, -13, -18, -2, -3, -4, -5, -3, -4, -6, -8, -1, -10
2	Educational Internship	5		5	-8, -3, -4, -6, -8, -1, -10, -12, -13, -18, -2, -3, -4, -5, -6, -7
3	Block 3. Final State Certification	3		3	
1	Graduation Thesis	3		3	-1, -6, -1, -2, -5, -9, -5, -6