

## CURRICULUM: TOURISM ENTERPRISE MANAGEMENT 2014/2015

### YEAR 1

No.	COURSE UNIT	ECTS
	<b>MANDATORY SUBJECTS</b>	
1	Management	6
2	Introduction to tourism	6
3	Introduction to research methodology and statistics	6
4	Consumer behaviour in tourism	6
5	English in tourism	6
6	Economics of tourism enterprises	6
7	Basics of information science	6
8	Basics on accounting in tourism	6
	<b>ELECTIVE SUBJECTS AND MODULES</b>	
9	2 <sup>nd</sup> Foreign language in tourism I (student selects one language)	3
10, 11	Elective module (student selects one): - Social science module, - Module E-tourism, - Language module ali - external elective module	9
	<b>TOTAL</b>	<b>60</b>

ELECTIVE SUBJECTS AND MODULES		
	2 <sup>nd</sup> Foreign language in tourism German I	3
	2 <sup>nd</sup> Foreign language in tourism Italian I	3
	<b>SOCIAL SCIENCE MODULE</b>	
	Psychology and ethics in tourism	3
	Social science aspects of tourism	6
	<b>MODULE E-TOURISM</b>	
	Basics of information and communication technologies	6
	Management of tourism information systems	3
	<b>LANGUAGE MODULE</b>	
	Business English for Tourism	6
	Intercultural communication in tourism in German language – elective subject in Language module	3
	Intercultural communication in tourism in Italian language – elective subject in Language module	3

### YEAR 2

No.	COURSE UNIT	ECTS
	<b>MANDATORY SUBJECTS</b>	
1	Business finances	6
2	Communication science and tourism	3
3	Sustainable tourism	6
4	Basics on travel industry	6
5	Marketing in tourism	6
6	Human resources in tourism	6
7	Hotel management and operations	6
8	Management of food and beverage operations	6
9	Project management	6

ELECTIVE SUBJECTS		
10	2 <sup>nd</sup> Foreign language in tourism German II (student continues with selected language from first year of study)	3
11	Professional training I	6
TOTAL		60

ELECTIVE SUBJECTS		
	2 <sup>nd</sup> Foreign language in tourism German II	3
	2 <sup>nd</sup> Foreign language in tourism Italian II	3

### YEAR 3

No.	COURSE UNIT	ECTS
MANDATORY SUBJECTS		
1	Strategic management in tourism	6
2	Administration law in tourism	3
3	Service quality management in tourism	3
4	Accounting for decision making in tourism	3
MANDATORY SUBJECTS IN ELECTIVE MODULES		
5, 6, 7,8	Elective module: Hospitality, Travel industry and nautical tourism, Contemporary trends in tourism , Destination management (student selects one)	24
9	Professional training II	15
10	Final Project	6
TOTAL		60

MANDATORY SUBJECTS IN ELECTIVE MODULES		
<b>ELECTIVE MODULE HOSPITALITY</b>		
	Strategic hotel management	6
	Management of food and beverage operations	6
	Safety and tourism	6
	Congress management	6
<b>ELECTIVE MODULE TRAVEL INDUSTRY AND NAUTICAL TOURISM</b>		
	Management in travel industry	6
	Nautical tourism	6
	E-business	6
	Information systems	6
<b>ELECTIVE MODULE CONTEMPORARY TRENDS IN TOURISM</b>		
	Entrepreneurship in tourism	6
	Innovation and tourism	6
	Revenue management in tourism	6
	Marketing research in tourism	6
<b>ELECTIVE MODULE DESTINATION MANAGEMENT</b>		
	Destination as system	6
	Destination management	6
	Tourism product of Slovenia	6
	Event management	6