

CURRICULUM: TOURISM ENTERPRISE MANAGEMENT

YEAR 1

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
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
	ELECTIVE SUBJECTS AND MODULES	
9	2 nd 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 or - external elective module	9
	TOTAL	60

ELECTIVE SUBJECTS AND MODULES		
	2 nd Foreign language in tourism German I	3
	2 nd Foreign language in tourism Italian I	3
	SOCIAL SCIENCE MODULE	
	Psychology and ethics in tourism	3
	Social science aspects of tourism	6
	MODULE E-TOURISM	
	Basics of information and communication technologies	6
	Management of tourism information systems	3
	LANGUAGE MODULE	
	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
	MANDATORY SUBJECTS	
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 nd Foreign language in tourism II (student continues with selected language from first year of study)	3
11	Professional training I	6
	TOTAL	60

ELECTIVE SUBJECTS		
	2 nd Foreign language in tourism German II	3
	2 nd 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, Events (student selects one)	24
9	Professional training II	15
10	Final Project or additional subject from the elective module, carried out in the current study year	6
	TOTAL	60

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