

Curriculum MBA in International Tourism Management

1 st Semester	CP	2 nd Semester	CP	3 rd Semester ¹	CP
1. Introduction The Phenomenon of Tourism and its Systems and Tourism Economics and Industries	6	6. International Legal and Tax Framework International Business Law and Taxation Systems	6	11. Masters' Seminar	6
2. Intercultural Management Culture and Cross-cultural Management and Communication	6	7. Strategic Planning Marketing Research, Development and Implementation of strategy	6	11. Masters' Thesis	6
3. International Financial Management Global Finance and International Accounting	6	8. International Project Management Project Management concepts and Tourism Demand	6	11. Masters' Thesis	6
4. Corporate Social Responsibility Business Ethics/ Sustainable Development, Human Resources and Diversity Management	6	9. Applied Project Management Tourism Case study/Field Research	6	11. Masters' Thesis	6
5. Tourism Marketing Specifics of Tourism Marketing and Marketing Operations	6	10. Elective (Examples) 1. Contemporary Issues in Tourism 2. International Politics and Relations in Tourism 3. Leadership Challenges 4. Applications of Business Strategies in E-Tourism and Tour Operation	6	11. Masters' Thesis	6

