

MSc in HOSPITALITY AND TOURISM MANAGEMENT

Study Plan

| GENERAL INFORMATION | | | |
|---------------------|-----------|------|----------|
| DURATION | LANGUAGES | ECTS | SCHEDULE |
| 2 YEARS | ENGLISH | 120 | DAYTIME |

1st Year

CURRICULAR COURSES

1st Year – 1st Semester

| | | CREDITS |
|--|------------------|---------|
| > Data Analysis in Hospitality and Tourism | Mandatory Course | 6.0 |
| > Managing Hospitality and Guest Service Organizations | Mandatory Course | 6.0 |
| > Strategic Marketing in Hospitality and Tourism | Mandatory Course | 6.0 |
| > Research Methods in Hospitality and Tourism | Mandatory Course | 6.0 |
| > Critical Issues in Hospitality Human Resources | Mandatory Course | 6.0 |
| Total | | 30.0* |

1st Year – 2nd Semester

| | | CREDITS |
|---|--|---------|
| > Free Electives | | |
| Recommended Electives: | | |
| > 02297 Tourism & Urban Worlds | | |
| > 03440 Wine Tourism & Wine Business | | |
| > 03441 Large Events & Event Management | | |
| > 03442 Shopping Tourism & Luxury Retail Management | | |
| > 03444 E-Tourism | | |
| Elective Courses | | 30.0 |
| Total | | 30.0* |

2nd Year

CURRICULAR COURSES

| 2 nd Year – 1 st and 2 nd Semester | CREDITS |
|--|-----------------------|
| > Dissertation or Master Project in HOSPITALITY AND TOURISM MANAGEMENT | Mandatory Course 60.0 |
| | Total 60.0* |
| *120.0 Credits for Approval = 30.0 mandatory courses credits + 30.0 optional course credits + 60.0 Dissertation/Master Project in Hospitality and Tourism Management | Total 120.0 |