

Bachelor in tourism : full-time programme

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Introduction to tourism 6 ECTS	Tourism products 6 ECTS	Trends in tourism 6 ECTS	Digitalization in Tourism 6 ECTS	School elective 5 ECTS	
Introduction to Management 6 ECTS	Business Organization 6 ECTS	Management and Innovation 6 ECTS	Management, Entrepreneurship and Leadership 6 ECTS	Bachelor dissertation 12 ECTS	
Microeconomics & Accounting 6 ECTS	Macroeconomics & Finance 6 ECTS	Sociopolitical and Financial Analysis 6 ECTS	Forecasting and business modeling 7 ECTS	Institute projects 5 ECTS	
Introduction to marketing 6 ECTS	Field studies and Analysis 6 ECTS	Communication tools 6 ECTS	From Field studies to Strategic proposals 7 ECTS	4 secondary options (5 ECTS each) 20 ECTS (in total)	
Languages and the art of communication 6 ECTS	Languages and written communication 6 ECTS	Open modules 10 ECTS (in total)		1 main option (9 ECTS per semester) 18 ECTS (in total)	
60 ECTS		60 ECTS		60 ECTS	
180 ECTS					

- Foundation modules
- Integrated modules
- Electives