

## Concept and content of the study programme: BSc in Tourism

	Methodical Skills	Management Skills	Fundamental Skills	
Year 3: Bachelor's Stage II	<b>Major</b> Leisure Industries / Tourism Marketing Management / Sports Management Sustainable Tourism Management / Transportation			Foreign Languages
	<b>Minors</b> Leisure Industries / Product Development and Management / Sports Event Management / Sustainable Tourism Management / Insights into Transportation / Hospitality Management / Real Estate Development & Management in Tourism / Leadership and Organizational Behaviour / Media and Public Relation			
	Bachelor's Thesis			
		Entrepreneurship in Tourism and Hospitality	Landscape Planning and Architecture	
		Destination Management	International Economics	
Year 2: Bachelor's Stage I			Tourism Law, Constitutional and International Law	Foreign Languages
		Sociology	Environment and Sustainability	
		Psychology	Tourism and Sustainability	
		Human Resource Management	Products in the Tourism and Leisure Industry	
	Empirical Social Research (incl. Research Paper 2)	Tourism Marketing	Project Management in Theory	
	Business Etiquette	Cultural Studies / Art	Project Management in Practice	
	eTourism	Transport Systems and Logistics	Consumer Behaviour	
	Intercultural Management		Service Management	
Year 1: Assessment Stage	Essential aspects of scientific work			Foreign Languages
	Scientific research methodology (incl. Research Paper 1)	Enterprise and Environment		
	Methodology of Decision Making	Strategic Management	Microeconomics	
	Mathematics	Production and Processes	Macroeconomics	
	Applied Statistics	Organisation and Human Resources	Finance and Accounting	
	Presentation and Moderation Techniques	Marketing and Distribution	Financial Management in Tourism	
	Applied Information Technology	Communication	Contract and Company Law	

2 ETCS    
 8 ETCS  
 4 ETCS    
 12 ETCS