

Curriculum for INTERNATIONAL TOURISM MANAGEMENT MASTER WITHOUT THESIS

Course categories: UC = University Core; FC = Faculty Core; AC = Area Core; AE = Area Elective; FAE = Faculty Elective; UE = University Elective.

Semester	Course Code	Full Course Title	Course Category	Hours			Total Credit	ECTS Credits
				Lecture	Tutorial	Lab/Prac.		
1	SOSC501	RESEARCH METHODS FOR SOCIAL SCIENCES	AC	3	0	0	3	8
1	TRHM501	STRATEGIC TOURISM AND HOSPITALITY MANAGEMENT	AC	3	0	0	3	8
1	TRHMXX1	AREA ELECTIVE	AE	3	0	0	3	7
1	TRHMXX2	AREA ELECTIVE	AE	3	0	0	3	7
Total 4 Courses			TOTAL:	12	0	0	12	30
2	TRHM502	ACCOUNTING FOR TOURISM AND HOSPITALITY MANAGEMENT	AC	3	0	0	3	8
2	TRHMXX3	AREA ELECTIVE	AE	3	0	0	3	7
2	TRHMXX4	AREA ELECTIVE	AE	3	0	0	3	7
2	TRHMXX5	AREA ELECTIVE	AE	3	0	0	3	7
Total 4 Courses			TOTAL:	12	0	0	12	29
3	ELEE550	PROJECT	FC	0	0	0	0	17
3	ELEE5X6	AREA ELECTIVE	AE	3	0	0	3	7
3	ELEE5X7	AREA ELECTIVE	AE	3	0	0	3	7
Total 3 Courses			TOTAL:	6	0	0	6	31

Area Elective Courses and Streams

List the area elective courses intended to be offered and the streams (concentrations, tracks or options) in the program.

	Course	Course Title	Credit				ECTS
			Lec	Tut.	Lab/Pr	Total	
1.	TRHM551	TOURISM ECONOMICS FOR MANAGEMENT	3	0	0	3	7
2.	TRHM552	TOURISM AND HOSPITALITY MARKETING	3	0	0	3	7
3.	TRHM553	SUSTAINABLE TOURISM AND ENVIRONMENT	3	0	0	3	7
4.	TRHM554	HOSPITALITY FINANCE	3	0	0	3	7
5.	TRHM555	TOURISM POLICY AND PLANNING	3	0	0	3	7
6.	TRHM556	FRONT OFFICE OPERATIONS	3	0	0	3	7
7.	TRHM557	E-TOURISM MARKETING	3	0	0	3	7
8.	TRHM558	DESTINATION MANAGEMENT	3	0	0	3	7
9.	TRHM559	HOSPITALITY OPERATIONS MANAGEMENT	3	0	0	3	7
10.	TRHM560	FOOD AND BEVERAGE MANAGEMENT	3	0	0	3	7
11.	TRHM561	EVENTS MANAGEMENT	3	0	0	3	7
12.	MGMT505	STATISTICS AND DATA ANALYSIS	3	0	0	3	7
13.	MGMT507	MANAGERIAL COMMUNICATION	3	0	0	3	7
14.	MGMT508	STRATEGIC MANAGEMENT	3	0	0	3	7
15.	MGMT511	INTERNATIONAL BUSINESS MANAGEMENT	3	0	0	3	7
TOPLAM			45	0	0	45	105