

Professional Diploma Study Program in: TOURISM MANAGEMENT AND MARKETING

DURATION/STUDY SYSTEM:
2 ACADEMIC YEARS – FULL TIME

Diploma Designation:
PROFESSIONAL DIPLOMA IN TOURISM MANAGEMENT AND MARKETING

CURRICULA

FIRST-YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Tourism Resources of Albania	6
2	Writing and Communication	6
3	Economy of Tourism	7
4	Informatics	7
5	Foreign Language: English	7
6	Introduction to Management	7
7	Introduction to Tourism Marketing	7
8	Ethics in Tourism	7
9	Elective Courses 1. Business English 2. Basics of Finance	6

SECOND-YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Basics of Law	6
2	Basics of Accounting in Tourism	6
3	Management of Tourist Travel Businesses 1	6
4	IT Systems of the Tourism Sector	7
5	Basics of Human Resources Management	7
6	Consumer Behavior	6
7	Accommodation Management in Tourism	6
8	Management of Tourist Travel Businesses 2	6
9	Practice/Internship	4
10	Final Comprehensive Exam	6

Total of Curricula: 120