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## English-taught MSc in Tourism Management

**Name of degree programme:** MSc in Tourism Management

**Academic level of degree:** Master

**Qualification obtained:** Economist in Tourism and Management

**Duration of degree programme:** 4 semesters

**Necessary no. credits for degree:** 120 credits (Széchenyi István Egyetem, Győr, Hungary)

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**Curriculum** (beginning in **Autumn** semester) *(For description of courses please click course code)*

**Compulsory courses:**

Neptun code of course	Name of course	lessons / week	seminars / week	Laboratory / week	assessment type	credit points	semester
<a href="#">AKNM_SSTA154</a>	Methodology of Advanced Tourism Research	2	2	0	f	5	1
<a href="#">DKNM_KATA022</a>	Business and Competition Law	2	0	0	v	4	1
<a href="#">KGNM_GETA047</a>	Resources management of nont-for-profit sector	2	0	0	v	3	1
<a href="#">KGNM_MMTA009</a>	Marketing Management	2	2	0	v	6	1
<a href="#">KGNM_MMTA014</a>	Advanced Strategic Management	2	0	0	v	4	1
<a href="#">KGNM_NETA009</a>	Theories of Economics	2	0	0	v	4	1
<a href="#">KGNM_RKTA023</a>	Regional Tourism Area-development and Management	2	2	0	v	4	1

<a href="#">KGNM_GETA025</a>	Advanced Corporate Finance	0	2	0	v	4	2
<a href="#">KGNM_MMTA012</a>	Process Management	2	0	0	v	4	2
<a href="#">KGNM_MMTA063</a>	Business Statistics and Data Mining	2	2	0	v	4	2
<a href="#">KGNM_MMTA086</a>	Planning and Resources of Integrated Marketing Communication	2	2	0	v	6	2
<a href="#">KGNM_TRTA078</a>	Gastronomic management	2	2	0	v	3	2
<a href="#">KGNM_VKTA003</a>	Leadership and Organizational Communication	2	2	0	v	5	2
<a href="#">KGNM_GETA048</a>	Financial Issues and Entrepreneurial Forms in Tourism	2	0	0	v	3	2
<a href="#">KGNM_TRTA079</a>	International Hotels Management	2	2	0	f	5	3
<a href="#">KGNM_TRTA080</a>	Attraction and Visitorsmanagement	0	2	0	f	5	3
<a href="#">KGNM_TRTA081</a>	E-marketing in Tourism	0	2	0	f	5	3
<a href="#">KGNM_TRTA083</a>	Thesis Consultation I. ( Master Programme)	0	0	0	f	15	3
<a href="#">KGNM_TRTA082</a>	Tourist Routes in International Tourism	2	0	0	v	3	4
<a href="#">KGNM_TRTA084</a>	Tourism Area-planning and its Institutional and Legal System	2	2	0	f	4	4

<a href="#">KGNM_TRTA085</a>	Tourism-destination Management and Marketing	2	2	0	f	3	4
<a href="#">KGNM_TRTA086</a>	Cultural and Creative Tourism	0	2	0	f	3	4
<a href="#">KGNM_TRTA087</a>	Organising of Regional Tourism Projects	0	2	0	f	3	4
<a href="#">KGNM_TRTA088</a>	Thesis Consultation II. ( Master Programme)	0	0	0	f	5	4

### Hungarian Language (compulsory)

Nr.	Neptun code of course	Name of course	lessons / week	seminars / week	assessment type *	credit points
1	<a href="#">KGNB_NOKA036</a>	Hungarian Language & Culture 1	0	3	a	0
2	<a href="#">KGNB_NOKA037</a>	Hungarian Language & Culture 2	0	3	a	0

### Free optional courses

**15 credit points** should be obtained from this group of courses.

Nr.	Neptun code of course	Name of course	lessons / week	seminars / week	assessment type *	credit points	
	<a href="#">AKNM_SSTA131</a>	Sociology of the consumption society	1	1	0	v	4
	<a href="#">ESNM_STTA073</a>	Sport Tourism	1	2	0	f	6
	<a href="#">KGNM_MMTA027</a>	International and Intercultural Marketing	1	2	0	v	5
	<a href="#">KGNM_MMTA083</a>	Business Competence Training	0	4	0	f	5
	<a href="#">KGNM_NETA028</a>	Global Economics	2	0	0	v	4

<a href="#">KGNM TRTA089</a>	Digitalisation in Tourism Industry	1	2	0	f	6
<a href="#">KGNM TRTA090</a>	Active Tourism	1	2	0	f	4
<a href="#">KGNM TRTA091</a>	Gastronomic-wellness	1	2	0	f	4
<a href="#">KGNM VKTM020</a>	Innováció- és kutatóskommunikáció I.	0	0	0	f	5
<a href="#">KGNM VKTM021</a>	Innováció- és kutatóskommunikáció II.	0	0	0	f	5

**\* type of assessment**

f - evaluation based on student's performance and work during the semester

v - evaluation based on student's exam grade in a 5-grade system:

excellent (5) – good (4) – satisfactory (3) – passed (2) – fail (1)

Please find details of **thesis** and **final exams** on:

[http://kgk.sze.hu/en\\_GB/thesis-final-exam](http://kgk.sze.hu/en_GB/thesis-final-exam)

**Programme supervisor: Dr Éva Happ**



**CV:** [https://idforg.sze.hu/images/1\\_Munkat%C3%A1rsak/Happ\\_CV\\_EN\\_2020.pdf](https://idforg.sze.hu/images/1_Munkat%C3%A1rsak/Happ_CV_EN_2020.pdf)

Information about **admission procedure:** <http://admissions.sze.hu/>