

MSc in Tourism Management

Name of degree programme: Tourism Management MSc

Academic level of degree: Masters

Qualification obtained: Economist in Tourism and Management

Duration of degree programme: 4 semesters

Necessary no. credits for degree: 120 credits

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	assessment type	credit points	semester
1	DKNM_KATA022	Business and Competition Law	2	2	f	5	1
2	AKNM_SSTA154	Methodology of Advanced Tourism Research	2	0	v	4	1
3	KGNM_MMTA009	Marketing Management	2	0	v	3	1
4	KGNM_MMTA014	Advanced Strategic Management	2	2	v	6	1
5	KGNM_GETA047	Resources management of not-for-profit sector	2	0	v	4	1
6	KGNM_NETA009	Theories of Economics	2	0	v	4	1
7	KGNM_RKTA023	Regional Tourism Area-development and Management	2	2	v	5	1
8	KGNM_MMTA063	Business Statistics and Data Mining	2	2	v	4	2
9	KGNM_GETA025	Advanced Corporate Finance	0	2	v	4	2
10	KGNM_MMTA012	Process Management	2	0	v	4	2

11	KGNM_TRTA078	Gastronomic management	2	2	v	5	2
12	KGNM_MMTA086	Planning and Resources of Integrated Marketing Communication	2	2	v	6	2
13	KGNM_VKTA003	Leadership and Organizational Communication	2	2	v	5	2
14	KGNM_GETA048	Financial Issues and Entrepreneurial Forms in Tourism	2	0	v	3	3
15	KGNM_TRTA079	International Hotels Management	2	2	f	5	3
16	KGNM_TRTA080	Attraction and Visitor management	0	2	f	4	3
17	KGNM_TRTA081	E-marketing in Tourism	0	2	f	3	3
18	KGNM_TRTA082	Tourist Routes in International Tourism	2	0	v	4	3
19	KGNM_TRTA083	Thesis Consultation I. (Master Programme)	0	0	f	5	3
20	KGNM_TRTA084	Tourism Area-planning and its Institutional and Legal System	2	2	f	5	4
21	KGNM_TRTA085	Tourism-destination Management and Marketing	2	2	f	5	4
22	KGNM_TRTA086	Cultural and Creative Tourism	0	2	f	3	4
23	KGNM_TRTA087	Organising of Regional Tourism Projects	0	2	f	4	4
24	<u>KGNM_TRTA088</u>	Thesis Consultation II. (Master Programme)	0	0	f	10	4

Hungarian Language (compulsory)

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

Free optional courses

10 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
1	ESNM_STTA073	Sport Tourism	1	2	f	6
2	KGNM_TRTA089	Digitalisation in Tourism Industry	1	2	f	6
3	KGNM_TRTA090	Active Tourism	1	2	f	4
4	KGNM_TRTA091	Gastronomic-wellness	1	2	f	4

* 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)

Name of programme supervisor: Dr Éva Happ



Link to the supervisor's CV:

https://idforg.sze.hu/images/1_Munkat%C3%A1rsak/Happ_CV_EN_2020.pdf

Please find details of **thesis** and **final exams** on: http://kgk.sze.hu/en_GB/thesis-final-exam

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