



TOURISM AND HOSPITALITY SECOND DEGREE STUDIES

PROFILE: PRACTICAL | DEGREE: MASTER | PROGRAM FOR 2023/2024 INTAKE: 2023/2024






FULL-TIME STUDIES




2-year studies – 4 semesters



TOTAL NUMBER OF HOURS AND ECTS



ECTS credits: 120
No. of hours: 1563




LEGEND**FORM OF CREDIT: E** – Exam, **ZO** – Graded credit, **Z** – Non-graded credit




  COURSE TITLE	SEMESTER I				
	 FULL-TIME STUDIES				
	ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
Sociology of Leisure	3	30			E
Sustainable Tourism Development	3	30			E
Leisure Time Consumption	3	30			E
Corporate Social Responsibility (CSR) in Tourism & Hospitality	3		15		ZO
Compendium of Tourism Basics/ Volunteering - EC 1	3	45			ZO
Management of Individual Potential II	2		30		ZO
Intercultural Communication	3	10	20		ZO
Standards of Customer Relationship Management	2	30			E
Business Negotiations	2	10	20		E/ZO
Interpersonal Communication/ Teambuilding	3	10	20		E
Foreign Language English 1	3		30		ZO
OSH (Occupational Health and Safety)		4			ZO
Library Instruction		4			ZO
	TOTAL: 30	TOTAL: 203	TOTAL: 135	TOTAL: 0	

  COURSE TITLE	SEMESTER II				
	 FULL-TIME STUDIES				
	ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
Tourism Destination Management	2	20	20		E/ZO
Law in Tourism and Hospitality	2	30			exam
Finances&Managerial Accounting in Tourism and Hospitality	2	20	30		E/ZO
Enterpreneurship	3	20	25		ZO
Theory of Management	2		15		ZO
Marketing Management in Tourism and Hospitality	3	25	25		E/ZO
Managerial Skills	2	20	20		E/ZO
Crisis Management in Tourism and Hospitality	2	20	20		ZO
Specialties, within:					
Compulsory Course 1	3	20	20		ZO
Compulsory Course 2	3	20	20		ZO
Elective Courses 2 (EC 2)	3	10	15		ZO
Foreign Language English 2	3		30		ZO

 COURSE TITLE		SEMESTER II				
		 FULL-TIME STUDIES				
		ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
SPECIALIZATIONS TO CHOOSE						
SPECIALIZATION Tourism Management						
Innovations in Tourism Enterprises	3	20	20		Z0	
Tourism Enterprises Operations Management	3	20	20		Z0	
Elective Courses 2 (EC 2)	3	10	15		Z0	
Air transport	3	10	15		Z0	
E-marketing in Tourism	3	10	15		Z0	
SPECIALIZATION Hospitality and Gastronomy Management						
Hospitality Service Quality Management	3	20	20		Z0	
Hotel Operations Management	3	20	20		Z0	
Elective Courses 2 (EC 2)	3	10	15		Z0	
Regional Cuisines in Hotel Gastronomy	3	10	15		Z0	
Hotel spa and wellness services	3	10	15		Z0	
SPECIALIZATION Event Management						
Innovation in Meetings Industry	3	20	20		Z0	
Online Events Management	3	20	20		Z0	
Elective Courses 2 (EC 2)	3	10	15		Z0	
Sustainable Events and Meetings Planning	3	10	15		Z0	
Cooperation with Suppliers in Meetings Industry	3	10	15		Z0	
		TOTAL: 75	TOTAL: 415	TOTAL: 495	TOTAL: 0	

 COURSE TITLE		SEMESTER III				
		 FULL-TIME STUDIES				
		ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
Tourism Information Technologies	2	15	30		E/Z0	
Business Analytics in Tourism and Hospitality	2	20	20		Z0	
Specialties						
Compulsory Courses 3	2	10	30		Z0	
Compulsory Courses 4	2	10	20		Z0	
Compulsory Courses 5	2	10	20		Z0	
Foreign Language English 3	3		30		Z0	
Proseminar	1			5	Z0	
Diploma Seminar	2			30	Z0	

  COURSE TITLE		SEMESTER III				
		 FULL-TIME STUDIES				
		ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
INTERNSHIP						
Student internship		14		360	Z0	
SPECIALIZATIONS TO CHOOSE						
SPECIALIZATION Tourism Management						
Management Support Systems for Tourism Business		2	10	30	Z0	
Travel Agency Customer Relationship Management		2	10	20	Z0	
Socio-economical Environment of Tourism Enterprises		2	10	20	Z0	
SPECIALIZATION Hospitality and Gastronomy Management						
Management Support Systems for Hospitality		2	10	30	Z0	
Hospitality Customer Relationship Management		2	10	20	Z0	
Advanced Hotel Revenue Management		2	10	20	Z0	
SPECIALIZATION Event Management						
Information Technologies in Event Industry		2	10	30	Z0	
Business Customer Relation Management		2	10	20	Z0	
Event Funding		2	10	20	Z0	
		TOTAL: 48	TOTAL: 155	TOTAL: 720	TOTAL: 35	

  COURSE TITLE		SEMESTER IV				
		 FULL-TIME STUDIES				
		ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
Project Management		4	15	30	E/Z0	
Diploma Seminar		12		30	Z0	
Specialties						
Compulsory Courses 6		6	10	40	Z0	
Elective Course 3 (EC3)		3		15	Z0	
Foreign Language English 4		5		30	E	



COURSE TITLE

SEMESTER IV



FULL-TIME STUDIES

	ECTS	Lecture	Practical classes (eg. workshop)	Seminar	Form of credit
SPECIALIZATIONS TO CHOOSE					
SPECIALIZATION Tourism Management					
Tourism Enterprise Management - Business Project	6		40		Z0
Elective Course 3 (EC 3)	3	10	15		Z0
Selected Forms of Tourism	3	10	15		Z0
Leisure time animation forms	3	10	15		Z0
SPECIALIZATION Hospitality and Gastronomy Management					
Hospitality Management - Business Project	6		40		Z0
Elective Course 3 (EC 3)	3	10	15		Z0
Marketing Strategies in Gastronomy	3	10	15		Z0
Safety Procedures in F&B	3	10	15		Z0
SPECIALIZATION Event Management					
Event Organisation - Business Project	6		40		Z0
Elective Course 3 (EC 3)	3	10	15		Z0
Formal Aspects of Event Management	3	10	15		Z0
Event and Meetings Designing (EventCanvas)	3	10	15		Z0
	TOTAL: 75	TOTAL: 115	TOTAL: 370	TOTAL: 30	



Vistula School of Hospitality
University of global opportunities



vistulahospitality.edu.pl