

# Tourism - Study in present form (Full-time form of study Bachelor degree)

Study plan of Bachelor study program at University College of Business in Prague (accreditation is valid till 18.8.2034)



**PAN-EUROPEAN**  
UNIVERSITY

## Semester

1. 2. 3. 4. 5. 6.

### Compulsory subjects (weekly lecture hours + weekly seminar hours; credits).

Microeconomics	X					
Management	X					
Quantitative Methods	X					
Introduction to Law	X					
Macroeconomics		X				
Economy of Enterprise		X				
Modern Trends in Informatics		X				
Finance			X			
Law in Tourism		X				
Tourism Technique - Hospitality Services			X			
Geography of International Tourism			X			
Accounting in Tourism			X			
Tourism Marketing				X		
Tourism Technique - MICE and SPA				X		
Regional Development and Sustainability				X		
Human Resource Management				X		
Internship				X		
Multicultural Communication					X	
Introduction to Economy of Tourism					X	
Tourism Technique - Transportation Services					X	
Economy of Tourism in the Czech Republic						X
Tourism Technique - Tour Operators and Travel Agencies						X
Tourism in EU						X
Foreign Language I	X	X	X	X	X	
Bachelor Thesis Seminar						X
Compulsory Course A	X	X	X	X	X	
Compulsory Course B			X		X	X
Bachelor Thesis Defense						X
State Bachelor's Exam						X

### Compulsory electives subjects A (weekly lecture hours + weekly seminar hours; credits).

Gastronomy Tourism					X	
Sport Tourism	X					
Rural Tourism				X		
Fundamentals of Operational Research		X				
Marketing Communication in Tourism						X

### Compulsory electives subjects B (weekly lecture hours + weekly seminar hours; credits).

History of Culture				X		
Cultural Tourism			X			
New Media and Marketing				X		
Psychology				X		
World and Czech Heritage				X		
Sociology				X		

<b>Foreign Language II</b>				X	X	X
<b>Territorial Aspects of Tourism Development</b>					X	
<b>Leisure Time Management</b>					X	
<b>Social Media Campaigns in Tourism</b>					X	
<b>Literary and Film Induced Tourism</b>						X
<b>Brand Management in Tourism</b>						X
<b>Luxury Tourism</b>						X

A more detailed description of the subjects is available in the public section of the UIS document server: <http://is.vso-praha.eu/katalog/>)