

“SILK ROAD” INTERNATIONAL UNIVERSITY OF TOURISM



NEW CURRICULUM

**MASTER'S DEGREE
IN TOURISM, HOSPITALITY AND EVENTS**

Starting from the Academic Year 2020/2021

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General information

This new curriculum of the Master's Degree in Tourism, Hospitality and Events consists of 12 subjects plus an internship and writing diploma = 14 subjects over 2 years.

All courses are conducted in English.

Core Pillars of the new program:

- 1) Management
- 2) Marketing
- 3) Economics
- 4) Geography / Environmental Science
- 5) Social Psychology
- 6) Tourism-related specialty subjects.

Credit system

The Master's Degree study takes two years to complete in full-time mode, or four years part time. All students must earn **120 ECTS credits to graduate**. Upon successful completion of the study programme students are awarded a Master of Arts (MA) degree. The standard duration of the bachelor's programme is four semesters. In the 3rd and 4th semesters students will undertake an internship in a tourism agency or a hotel of their choice and writing a final diploma project to be defended in front of the Exam Commission.

Entry Requirements

Students who wish to gain entry to this degree must have completed a Bachelor's Degree in Tourism or in an associated field of study, with strong written and oral skills in English (IELTS score of 6.0 or higher). If the student is coming from another field of study they are expected to have a background in management, geography as well as some general knowledge about global current affairs. Students may have to undertake a written test before being accepted into the program.

Master of Arts (Advanced)

For those students who successfully complete the Master's Degree and obtain outstanding grades and would like to progress to PhD studies, there is the option of undertaking one further semester to complete a thesis. The topic of the thesis will be chosen by the student and supervised by an academic staff member. The thesis will be submitted for examination at the end of the semester.

Students who successfully pass all components this award will be awarded a Master of Arts (Advanced).

OBLIGATORY COURSES

Code	Course	Credits
TOUR701	Introduction to Tourism, Hospitality and Event Management	4
MAR701	Theory and Practice of Marketing in Tourism, Hospitality and Events	6
MAR702	Research Methods in Tourism, Hospitality and Events	5
GEOG701	Cross Cultural Communication in Global Tourism	5
ECON701	Micro and Macro Economics	6
MAN701	Entrepreneurship in Tourism, Hospitality and Events	5
ECON702	Tourism in Developing Economies	6
TOUR703	Hospitality Operations Management	6
SOC701	Service Leadership in Hospitality	4
SOC704	Customer Behavior and Sales Strategies in Tourism	5
MAN702	Event Planning and Management	4
MAN703	Media Relations, Sponsorship and Fundraising	4
GRAD701	Internship (Semester 3)	15
GRAD702	Diploma project (Semester 3)	15
GRAD701	Internship (Semester 4)	15
GRAD702	Diploma project (Semester 4)	15
	TOTAL	120

FRAME PROGRAM BY SEMESTERS

SEMESTER 1	
TOUR701	Introduction to Tourism, Hospitality and Events
MAR701	Theory and Practice of Marketing in Tourism, Hospitality and Events
ECON701	Micro and Macro Economics
MAN702	Event Planning and Management
GEOG701	Cross Cultural Communication in Global Tourism
SOC704	Customer Behavior and Sales Strategies in Tourism

SEMESTER 2	
MAN701	Entrepreneurship in Tourism, Hospitality and Events
SOC701	Service Leadership in Hospitality
ECON702	Tourism in Developing Economies
TOUR703	Hospitality Operations Management
MAR702	Research Methods in Tourism, Hospitality and Events
MAN703	Media Relations, Sponsorship and Fundraising

SEMESTER 3	
GRAD701	Internship (Semester 3)
GRAD702	Diploma project (Semester 3)

SEMESTER 4	
GRAD701	Internship (Semester 4)
GRAD702	Diploma project (Semester 4)