



**THE CURRICULUM OF STUDY PROGRAM: PROFESSIONAL MASTER IN “TOURISM”,
ACADEMIC YEAR 2016-2017**

First year

Nr.	The discipline or the activity title	Activity type	Credits	Classroom hours	Lectures	Seminars	Laboratories	Total	The semester	The professor
1.	Economy and global integration policies	A	6					60	I	Prof. as. dr. Ledina Alolli
2.	Marketing Research and Mass Media	B	6					60	I	Prof. as. dr. Stela Stratoberdha
3.	Brand Management	B	6					60	I	Prof. as. dr. Oriola Theodhori
4.	Ecotourism and sustainable development	B	6					60	I	Prof. as. dr. Esmeralda Shkira
5.	Cultural Tourism and Cultural Heritage	B	6					60	I	Prof. as. dr. Esmeralda Shkira Msc. Gerda Fundo
6.	International Finance	A	6					75	II	Prof. as. dr. Frederik Çuçllari
7.	Tourism geography	B	6					60	II	Dr. Edlira Menkshi
8.	Total Quality in Marketing	B	6					60	II	Prof. as. dr. Mamica Nene
9.	Tourism Planning	B	6					60	II	Prof. as. dr. Eleina Qirici
10.	Environmental Management	B	6					60	II	Prof. dr. Robert Damo
	Total 1st year		60					615		

Second year

Nr.	The discipline or the activity title	Activity type	Credits	Classroom hours	Lectures	Seminars	Laboratories	Total	The semester	The professor
1.	Tourism Legislation / Managerial Decision Making Process	D	6					60	III	Prof. as. dr. Stela Stratoberdha, Msc. Denada Olli/ Prof. as. dr. Mirela Cini
2.	Foreign Language	E	4					40	III	Dr. Alma Karasaliu
3.	Professional Practice	E	6					60		
4.	Micro thesis	F	14					150		
	Total 2nd year		30					310		

* Note: From 2 (two) elective subjects the students should choose 1 (one) of them.

HEAD OF DEPARTMENT
Prof. as. dr. Stella Stratoberdha

DEAN
Prof. as. dr. Frederik Çuçllari