


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 from 17.8.2019 till 17.8.2024)

 VYSOKÁ ŠKOLA OBCHODNÍ V PRAZE	Semestr					
	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		

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

Obtaining the required number of 168 credits is the prerequisite to admitting the student to sit for the Final State Examination(FSE). During the FSE student defends the thesis and answers questions from specific courses. The FSE is mandatory and it is awarded the total of 12 credits out of which the Bachelor's thesis is worth 4 credits, exam in specific courses (Tourism Economy, Tourism Technique, International Tourism) is worth 4 credits and the exam in the foreign language 4 credits. The Bachelor's thesis is submitted both in the written and the electronic forms, the latter via the University Information System (UIS). A more detailed description of the subjects is available in the public section of the UIS document server: <https://is.vso-praha.eu/katalog/?fakulta=72900;obdobi=154;lang=en>