

Study program: **TOURISM**

Duration of the study program: **4 years**

ECTS credit points: **240**

## **GOALS AND JUSTIFICATION FOR THE INTRODUCTION OF THE STUDY PROGRAMME**

Modernization of the study programme Tourism is determined in accordance to the changes and amendments of the Law for Higher Education from 11.02.2011. Changes in this study programme resulted from contemporary global educational and professional processes in the field of tourism.

Tourism, as one of the most dynamic social and economic activities in the world, records continuing increase both in developed and in developing countries. It is supported by the fact

nowadays more that 1.000 billion of tourists take part in international tourism flows, and more than 2,5 billions in domestic tourism. There are evidenced quantitative and qualitative changes in tourist supply, as well as in tourist demand that becomes more sophisticated, Dynamic character of the activities in tourism and hospitality industry is closely related with the process of education of professionals in this field. Therefore, the Faculty of tourism and hospitality –Ohrid follows the changes constantly towards the improvement of educational, teaching and research processes, follows current trends in tourism industry and processes for profiling quality educated professionals. With this suggested study program for Tourism the main accent is put towards education of students through the specific disciplines that will enable recognizable position of this profession, higher practical activity of students and their easier involvement in professional activities after finishing the educational process.

Within the study program Tourism students can upgrade their knowledge on other Universities in the country and abroad thanks to the implementation of European credit transfer system of the programme and possibilities for student mobility Therefore, during the preparation of this programme knowledge and experience from. the European universities with similar programmes were used. The structure of the study programme Tourism enables students individual creation and shaping of their academic education

## **SPECIFIC QUALIFICATION DESCRIPTORS**

### **Knowledge and understanding**

Recognize and remember well established principles in the fields of tourism, hospitality, economic, legal, organizational and social sciences, as well as in the fields of science related to tourism;

- Describes and discusses about key aspects and concepts in the field of tourism;
- Follow the ongoing research and development as well as research in the broader multidisciplinary and interdisciplinary context of tourism.

### **Applying knowledge and understanding**

- Determine and analyze the processes, methods and results in the field of tourism;
- Identify, formulate and solve basic problems in the area of tourism, using already established methods.

### **Making judgment**

- Collect, analyze and present information from the relevant data available in the field of tourism;
- Makes appropriate assessment in applying and evaluating knowledge crucial in the area of tourism, taking into account all relevant personal, social, scientific or ethical issues;
- Combines theory and practice in order to solve problems in the field of tourism, and explain the reasons for the selection of appropriate solutions.

### **Communication skills**

- Communicate effectively through written reports and oral presentations, using appropriate terminology and technical language;
- Shares and discusses concepts and ideas in the field of tourism, as well with the professional community and also with the entire public society;
- He/she is capable for the teamwork and active cooperation within the group, by sharing responsibilities and tasks.

### **Learning skills**

Take initiative to identify needs for further professional advancement with a high degree of autonomy in decision making;

- Regularly follow the latest scientific developments in the field of tourism, such as scientific papers and journals, and participation in seminars and conferences.

## **List of mandatory and elective courses arranged by semester**

### **First semester**

#### **MANDATORY COURSES**

##### *Basics of law with tourist law (6 ECTS)*

Students to know with basic elements and characteristics of law in general, basic law institutes, basic elements of law order, law system of state, subjects of law and things as part of law, with particular accent on tourism law as a separate branch of law, contracts which are used in tourist and hotel industry and its law regulation and particular provisions which are applicable to them, and particular pay instruments in tourism.

### *Sociology of tourism (6 ECTS)*

Students to the essence of the numerous socio-cultural aspects of tourism, tourism to understand how complex sociocultural whole shaped by numerous social and cultural influences and the numerous ways in which tourism through the heads of the tourism process (tourists, the tourist desk, tourist groups, tourist organizations and recipient population impact on shaping and changing social reality.

### *Basics of tourism (6 ECTS)*

The basic objective of this course refers to the students to gain basic knowledge in the field of tourism in order to follow the wider professional and the narrower professional Study programs in the field of tourism.

### *Foreign language 1 (6 ECTS)*

#### *English language A1*

The student acquire with English language at pre-intermediate level.

#### *German language A 1*

Linguistic, intercultural and key competencies for communication with visitors from German-speaking countries.

## ***ELECTIVE COURSES***

### *Elective course (from the list of electives at unit level) (6 ECTS)*

#### *Restaurant management*

Acquiring knowledge of management and its application in the restaurant working.

#### *Basics of Cooking*

Introducing students to the basics and skills of cooking, Identification of the basic cooking equipment, meats, salads, sauces, cereals, grains and preparation of the food. Practical training for familiarization of the students with cooking procedures.

#### *Basis of law*

Objective of this course is for students to have with knowledge for basic institutes of law, studying of law system, fundamental values of constitutional order of Republic of Macedonia, Separation of Powers in Republic of Macedonia, Competencies of most important authorities of the state – Parliament, Government, President of Republic and Judicial authorities in Macedonia, basics acts of law – Constitution, Laws and By-laws, legal principles and state governance.

### *Economics of tourism and catering industry*

The aim of this course is to provide students with knowledge of economics of tourism and catering industry, to learn about the economic aspects of the operation of catering establishments, investment, results and operations.

### *Standardization in tourism and hospitality*

To understand the role and importance of the standards in the hospitality with its specific characteristics.

*Information and communication technologies* Learning of theoretical basis of information technologies, hardware, software, programming languages, computer networks, operating systems, gaining skills for work with applications of MS Office programme package: Word, Excel, Power Point *Business Informatics*

Through the curriculum students acquire necessary computer literacy and culture in the process of application of a computer at work, using, knowledge of the underlying hardware and software skills, and knowledge of telecommunications hardware, software, internet and online services, social networks.

### *Economics of Enterprises*

The aim of this course is to familiarize students with the economic aspects of the operation of enterprises.

### *Entrepreneurship*

Students get knowledgeable about basics of Entrepreneurship and importance of venturing for the economy. Students gain competencies for diagnosing and solving business problems in a market environment. Motivating students for entrepreneurship. Students develop their own business ideas, invent and innovate through creating their own business venture.

### *Introduction to Insurance*

Expected objectives of this course are: Understanding the basic concepts of risk and insurance; Understanding the strengths and weaknesses of insurance as a method of risk management; Understanding of the relationship between risk management and insurance; The role and the position of risk management in relation to other business functions in enterprises; The possibility of identifying risk exposures that businesses are faced on; Familiarization to distribution channels and other functions in the insurance industry; Acquiring expertise in reading, analyzing and understanding of the principles and limitations of insurance policies; Development of guidelines on risk management.

### *Insurance law*

Objective of this course is for students to have knowledge of basic components of law aspect of insurance, basic law elements of insurance, characteristics of Insurance law, rights and

obligations which are derived from insurance as contract, also knowledge of damage as a basis for foundation of law-obligation relation, and insurance crimes.

#### *Principles of public administration*

Objective of this course is for students to have with knowledge of basic postulates of public administration in general, with particular accent of the situation in Macedonia, strategic directions for reforming of public administration, state of different institutions, as basic element of public administration in Macedonia, and different examples for models of its transformation.

#### *Customs operations*

Objective of this course is to help students gain theoretical and practical knowledge in the field of customs, use and control of the customs documents for customs procedures.

#### *Customs law*

Objective of this course is to familiarize students with basic legal institutes of customs law, the purpose of their lawful and proper application in practice, the study of the rights and obligations of the entities, the organization and powers of customs administration and customs officials as organs of state administration responsible for the application of customs law which regulates social relationships in the field of customs affairs.

#### *Customs system and policy*

Gaining knowledge on the customs system and policy of the Republic of Macedonia.

## **Second semester**

### **MANDATORY COURSES**

#### *Psychology of tourism (7 ECTS)*

Education and additional education of current and future managers and employees in the catering business. Acquiring knowledge and skills to successfully implement a psychological model of business. Studying the psychology of personality and techniques for motivating employees, business partners and consumers.

#### *Economic and organization of tourism (7 ECTS)*

Study programme objectives (competences): The aim of this course is to provide students with knowledge of economics and organization of catering industry, to learn about the economic and organizational aspects of the operation of catering establishments, investment, results and operations.

#### *Hotel management (7 ECTS)*

Study programme objectives (competences): The main objective is the students to get into the secrets of the hotel business and to learn the basic rules of the modern hotel trade“ game.

## ***ELECTIVE COURSES***

*Elective course (from the list of electives at unit level) (6 ECTS)*

### *Gastronomic tourism*

The course aims to familiarize students with the characteristics that tourism has as a modern phenomenon. This course will enable student to be familiarized to the importance that gastronomic tourism has for a destination, gastronomic events and activities in the tourist destination, promotion of gastronomic tourism, determining the impact of gastronomic tourism for the development of tourism in the destination.

### *Management in service sector*

The aim of this subject is the students of Insurance to learn the fundamental aspects of management as a science for managing with complex organizational systems, getting a knowledge with characteristics, roles and capabilities that the manager should have, and the obligations and responsibilities that he should to retrieve during performing the complex functions of management. Through this program, they should obtain the necessary knowledge about the nature and content of managerial functions-planning, organizing, leading and controlling.

### *Tourism safety*

For students to reinforce the view that sociology is not an abstract science , burdened with scholarship and introversion, but science that leads man to the knowledge of the most essential social pojavi.Osnovna goal is to help students understand the complexity of society as a whole to understand the social role the vocation , profession and area - area in society, and find themselves as individuals in the complex relations of interdependence and conditionality in society.

### *Statistics*

The exposed material in this curriculum will serve to future graduates in successfully performing of their work. They will gain knowledge of tourism statistics, which is actually a part of tourism, and thus they will easier implement themselves as specialists of tourism in practice.

### *The economic mathematics*

Introduction to the basic concepts of economic mathematics.

### *Psychology of hospitality*

Education and additional education of current and future managers and employees in the catering business. Acquiring knowledge and skills to successfully implement a psychological model of business. Studying the psychology of personality and techniques for motivating employees, business partners and consumers.

### *Economics and serving techniques*

Introduction to the basics of the server as a profession, identification of the needs of the guests, serving of food, drinks and basic fundamentals of the cooking. Practical classes.

### *Fundamentals of Marketing*

Objective of this course is to provide students knowledge of marketing that they can use in marketing activities in the foreign - trade operations.

### *Statistical Methods in service sector*

This course helps students to understand statistical concepts and applications of decision methods in tourism. Emphasis is placed on understanding data manipulation techniques and what statistics are appropriate for addressing applied decision-making problems.

### *Banking*

The starting point and goal in the analysis in the curriculum refers to defining the basic concepts of banking such as banks, banking operations, central bank independence and monetary stability, money laundering, related subjects, risks in the banking operations and others. Accepting the fact that banks are financial institutions that are an inevitable requirement for any business of the enterprises in terms of finding funds for the business, the challenge facing the study of this curriculum is to examine a number of existing theoretical research and practical experience in monitoring financial transactions, and propose some theoretical - logical ways to prevent illegal transactions or occurrences of money laundering. So banks are an integral part of life for each individual, element in the operations of each entity, they cannot be avoided, hence the fact that banks act as bridge between the people who save and people who want to borrow i.e., they receives money from those people who want to save as deposits and it lends money to those who want to borrow.

### *Basis of law*

Objective of this course is for students to have with knowledge for basic institutes of law, studying of law system, fundamental values of constitutional order of Republic of Macedonia, Separation of Powers in Republic of Macedonia, Competencies of most important authorities of the state – Parliament, Government, President of Republic and Judicial authorities in Macedonia, basics acts of law – Constitution, Laws and By-laws, legal principles and state governance.

### *Economics*

The main objective is to master skills for economic thinking and making analyze of economic phenomenon using determined tools and methods. Master the nature of economic reasoning. Building economic glossary and use them to express economic things and activities.

### *Managerial Economics*

The main objective is to master skills for economic thinking and making analyze of economic phenomenon using determined tools and methods by firm"s managers. Master the nature of

economic reasoning. Building economic glossary and use them to express economic things and activities.

### *Principles of Risk Management*

The objective of this course is to provide students with knowledge of risk management and insurance and their position in the system of economic sciences. The course treated theoretical and applied aspects of risks and their management in all types of business entities, with special emphasis on insurance companies and their specificities. Namely, the insurance companies have risk as a subject of their work, resulting in the particular needs for studying of these matters.

The starting point in the analysis of matter that is elaborated concerning the distinction of the basic concepts such as risk, certainty, uncertainty, security, chance, coincidence, probability and the like. But, in trying for their theoretical distinction we are coming to the thesis that their conceptual determination and appropriate classification is absolutely insufficient in overcoming barriers within business operations of the companies and lives of ordinary people arising from uncertainties which the future include inside itself and that the main purpose and the reason for their study is to find ways for their appropriate treatment, i.e. ways to manage them.

Accepting as an axiom the fact that the risk exists, the challenge facing this course is to examine a number of existing theoretical research and practical experiences of risk management, and to propose some theoretically - logical, possible strategies of dealing with the risks.

The focus of interest in the compilation of the studying material is placed on the types of risks that business entities are faced, whose identifying and measuring should create an opportunity for protection of their capital. Risk analysis in the operation of businesses subjects starts by the analysis of the environment in which they operate, and which is becoming more complicated and complex. The development of financial markets requires managing the risks of financial markets and institutions, and the risks of business subjects which invest through them or in them. In this sense, the curriculum is intended to familiarize the students with the basic principles for managing certain types of risks.

### *Microbiology of food and beverages*

Identifying and understanding the importance of microorganisms in food and beverages; useful participating in fermentative processes and waste that cause spoilage of food; causes of diseases that can be transmitted through food. Introduction to the characteristics of major groups of organisms that are related to food, its source, growth and metabolism; Methods for the destruction and prevention of the development of microorganisms, and methods for isolation and identification, with particular reference to pathogens.

### *International Business*

Gaining knowledge of theoretical aspects of international trade - flows and policy and foreign trade operations. Doing business internationally is a very complex activity that exacts a high degree of knowledge and skill in the conclusion of contracts in order to minimize risks.

*Economics in service sector*

The aim of this course is to familiarize students with the economic aspects of the operation of enterprises in service sector.

**PRACTICAL TRAINING**

Practical training (3 ECTS)

**Third semester**

**MANDATORY COURSES**

*Management in tourism and hospitality (6 ECTS)*

Previous knowledge of the field of tourism and management.

*Cultural heritage (6 ECTS)*

Mastering the quantum of knowledge of this course should provide students with substantial knowledge on the complex structure of history of culture and art as one of the most important segments of the tourism offer in every destination. This in turn will allow them to gain the skills for successful tourism valorization of cultural values with the aim of development of tourism in a given region.

*Accountancy (6 ECTS)*

After the studying the subject, student should have a following areas of the knowledge:

- Knowledge in basic accounting categories and how their accounting records
- Understanding to accounting functions and their efficacy
- Learn to method of preparing the financial statements and their purposes
- Learn to appropriate to read financial reports and analyze to situation of companies according to them.

*Knowledge of goods with nutritional science (6 ECTS)*

The aim of the course is for students to gain knowledge about nutrition and technological processes of food products.

*Foreign language 2 (6 ECTS)*

*English language A 2*

The student acquires English Language at intermediate level.

*German language A 2*

Presentation of Macedonia as a tourist destination, natural and cultural monuments, culture, history, offers.

#### **Fourth semester**

#### **MANDATORY COURSES**

##### *Promotional activities in tourism (7 ECTS)*

Students of the tourism department need to acquire knowledge about the forms of promotional activities that hotel companies and travel agencies are taking in the international tourism market as fundamental ways of presenting tourism services in that market, as well as to learn about the process and methods of managing the forms of promotion.

##### *International tourism (7 ECTS)*

Introducing students to the basic features of international tourism, tourist flows, modern trends , volume and dynamics worldwide and in selected regions and developed tourist destinations. Encourage students to think about the future development of international tourism , the challenges and risks faced by , and predictions for the future development of tourism.

##### *Tourism geography (7 ECTS)*

The objectives for learning this course refer to the spatial relations between tourism and environment and the importance of spatial spheres of tourism activity.

#### **ELECTIVE COURSES**

##### *Elective course (from the list of electives at unit level) (6 ECTS)*

##### *Business planning in service sector*

With the curriculum students of the tourism study program should acquire knowledge about the nature and concept of planning and basic elements of the planning process as an essential part of management. With this course students will also gain knowledge of specific aspects of planning in the insurance companies with an emphasis on planning of business areas in these organizations.

##### *Human Resources Management in sector of services*

To understand the role and importance of the human resources as a basic competitive advantage in contemporary economic conditions.

##### *Economics and organization of catering industry*

The aim of this course is to provide students with knowledge of economics and organization of catering industry, to learn about the economic and organizational aspects of the operation of catering establishments, investment, results and operations.

### *Communications in tourism*

Students get knowledgeable about structure and function of communication in tourism context. Basics of Communication processes in tourism. Students gain competencies for successful communication and solving business problems in a tourism market environment, gain mass media communication competencies, research and recognize case studies in tourism communicology.

### *Psychology in Hospitality*

Education and additional education of current and future managers and employees in the catering business. Acquiring knowledge and skills to successfully implement a psychological model of business. Studying the psychology of personality and techniques for motivating employees, business partners and consumers.

### *Food and culture*

Mastering the material presented in this course should allow students a sound knowledge of the relations that exists between culture and food with the aim to be able to apply this knowledge in practice, primarily in operations of the restaurant sector. This means that the mastering of this matter by students will allow them to make a successful catering offer, create menus accordingly to the demand, easier coping with various situations arising from differences in cultural behavior and the culture of the guests.

### *National cuisine*

Introduction with the basic and useful fundamentals of the national gastronomy and cuisine, preparation of national dishes.

### *Management Information Systems in hospitality*

Through the curriculum students perceive the direct relationship between information systems and business performance. Namely, by applying information systems and technologies in their work, are accomplished business objectives - operational, tactical and strategic determination, launching new products and services, competitive advantage, sustainability, bringing with customers and suppliers, bringing better decisions, persistence.

### *Food Psychology*

Gaining knowledge of the psychology of individual consumers, general and specific, related to nutrition. Studying the specifics of the nutrition depending on the type of personality and possible destructive forms of behavior as a result of disruption of the consumption of food and beverages. Approximation the global trend for establishing synergies in service businesses and proper nutrition in order to raise quality and standards, among others, and psychological standard.

### *Business Psychology*

Get closer to the trends in the business Psychology , filtering the basic aspect - business psychology , offering tested principles,Managers education for psychological potentijals and productivity. Techniques and strategies of successful operation.

### *International trade*

Gaining knowledge about the functional relationship between international trade and economic growth and development of national economies, in theory and practice, and also for the involvement of the state in the international trade flows.

### *Actuary*

Students will be introduced with calculations for determining premium for life insurance, they will also learn calculations about net technical reserves and gross premium.

### *Fiscal system*

Students would be able to introduce to the basics of public finance and its core elements and functions.

### *Customs Tariff*

The goal of course is to help students gain knowledge of the customs goods, their classification in the harmonized system and the possibility of clearance of the goods according to the Customs Tariff, knowledge of the Customs Tariff Law and its application.

### *Criminal Psychology*

knowledge, methods, techniques and scientifically substantiated interpretation of kriminogenoto behavior. Acquiring knowledge about discovering the causes, course and consequences of a criminal act.

### *Events management*

Introduction to the problem of organizing events , acquiring knowledge about the main carriers of this activity, as well as acquiring specialized knowledge of students in the field of their management.

## **PRACTICAL TRAINING**

*Practical training (3 ECTS)*

## **Fifth semester**

### **ELECTIVE COURSES**

*Elective course (from the list of electives at unit level) (6 ECTS)*

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### *Tourist Destination*

Through this module students get basic knowledge about the phenomenon tourist destination. It is a so-called marketing approach to the study of the geographical area where the borders of the destination and the types of tourism that the destination develops depend strictly from tourists.

### *Organization of meetings and conferences*

Introduction to the problem of organizing congresses conferences and meetings , acquiring knowledge about the main carriers of this activity, as well as acquiring specialized knowledge of students in the field of gastronomy events and their management.

### *Health tourism*

The aim of the course is to familiarize students with the characteristics that health tourism has in the development of certain segments of the industry. This course will enable students to familiarize with the impact that the environment has on human health, the characteristics of tourism supply and tourism demand and its selective features. Health tourism is treated as part of the development features of environment. The attention is put on the ways of nutrition, on the use of nutritious and gastronomic values, as well as on dietary components in the treatment of this type of selectivity.

### *Traffic in tourism*

Recognizing the mutual connection and relations between the tour operators, agencies and traffic activities in tourism. Determining relations and connections of transport of passengers and tourism as activities that have common features (space, means, transport deadlines, organization, development, globalization, etc.). Thus students will gain theoretical basis and practical knowledge of organizational and mediation activities in tourism and transport of passengers with different types of traffic.

### *International passenger flow*

Introducing students to the basic characteristics of international passenger flow , volume , dynamics , trends , regional distribution , structure, outgoing and receptive regions, routes and corridors and regulation of international passenger traffic.

### *Business Communication*

Get closer to the trends in the business , filtering the basic aspect - business communication , offering tested principles, techniques and strategies of successful operation . Communication skills contribute to establishing positive communication climate in the organization, and productive relationships between managers , their associates , business partners and consumers.

### *Strategic management in service sector*

Students of the department Insurance through this course their acquired knowledge of management will build by studying the strategic aspects of management and the process of formulation and selection of general and business strategies as well as the basic conditions for successful implementation of strategies.

### *Channels of distribution*

The objective of this subject is that students will acquire the significance of the modern methods of sale of insurance services and the manner of distributing the product from the insurance company to the final buyer.

### *Enology*

To provide students with basic knowledge of technology of wine producing, sensory evaluation of wine, appropriately combining wine with food (food and wine pairing).

### *Marketing Research*

Objective of this course is to help students gain the knowledge necessary for conducting market research in order to advance the process of making business decisions..

### *Customs knowledge of goods*

The course aims is students to become familiar and learn to manipulate the goods imported and exported from the country. This course will be taught the knowledge of customs goods, their characteristics, their technological process of obtaining, manipulating them, their classification in sections, chapters, headings in the Customs Tariff given by the Law on Customs Tariff.

### *Economics of European Integrations*

The objective of the program for the subject Economics of European integration is to familiarize students with the application and functioning of basic economic categories, principles and rules on the example of the European Union as an economic integration. In this regard, the matter that

is taught should help students to more easily understand the complex economic phenomena, processes and trends in separate economies and in the EU as an integrated whole.

Through the study of the planned program, students need to learn about the economic logic of European integration, history and evolution of integration, as well as macroeconomic management of the integration. Thus realize the intention to foster and develop analytical and critical thinking of the students and to develop the capacity for rational, effective and efficient adoption of economic and business decisions in conditions of dynamic and turbulent

environment, and in order of achieving growth and development of separate economic units, national communities, regional economic areas and beyond.

The study of the economics of European integration provides an opportunity for students to learn about the theoretical foundations of European economic integration, about the EU institutions, about the policies of the Union, the EU common market, enlargement and deepening of the integration, and evolution, core and the challenges of economic integration of Macedonia into the EU. Study of the subject provides the acquisition of knowledge about the conditions for achieving balanced growth of the Union, the processes of market and monetary integration and EU foreign policy.

Getting over the planned program will allow students an understanding of the characteristics of the integration process; consider the position of the European economy in the global economic scene and developing a rational attitude in commenting on current events.

#### *Criminal and detection*

The course objective is for students to gain knowledge in the field of crime and its detection and study of the causes and emerging forms of crime, its etiology and its phenomenology, which have essential meaning for occupations in the area of insurance and in the area of customs. Criminology with criminal and criminal procedures doctrines and practices for the detection of crime..

#### *International Marketing*

The main purpose of this course is to provide students knowledge of international marketing that they can use in marketing activities in their future work in foreign trade and the tourism and hospitality.

#### *Payment systems*

The main objective is to master skills and technics of operation financial transactions (payment operations) as a part of financial system, bath internal and foreign payment operation, respectively payment systems who facilitate its – institutionary and functionally.

#### *Protection of cultural heritage*

Mastering the quantum of knowledge of this course should provide students with substantial knowledge of complex structure of history of culture and art in accordance with the principles of integrated protection of cultural heritage. This in turn will allow them to gain the skills for

successful social and economic valorization of cultural values in the function of protection, achieved through the systems of assessment and insurance of cultural heritage and to prevent their illegal trade.

#### *Nutritional science*

To provide students with basic knowledge of nutrition and how food affects human health.

#### *Management accounting*

After the studying the subject, student should have a following areas of the knowledge:

- Knowledge in basic accounting categories and how their accounting records
- Understanding to accounting functions and their efficacy
- Learn to method of preparing the financial statements and their purposes
- Learn to appropriate to read financial reports and analyze to situation of companies according to them.

#### *Insurance in the tourism and hospitality*

The goal of this course is to enable the students to achieve knowledge from the area of the insurance sector, that is theoretical and applicative aspects of especially complex term- risk as well as the insurance business itself.

#### *Reinsurance*

Theoretical and application review on special technique of pure risk protection, and scientific elaboration of reinsurance and its place in the structure of the economy in the national and international level.

#### *Applied Customs Procedures*

The aim is to provide students and establish the theoretical and practical knowledge of modern customs operations.

#### *Economics of Macedonia*

Gaining knowledge of the economic system , economic policy and economic realities in the country.

#### *Financial markets and institutions*

The starting point and goal in the analysis in the curriculum refers to defining research as financial markets (such as money market, capital market and foreign exchange market) and financial institutions (banks, savings institutions, insurance companies, investment funds, pension funds etc.). Financial markets and institutions not only affect everyday life, but moving large amounts assets, they are a factor that has an impact on the welfare of the national economy.

Students have the opportunity to become familiar with basic principles of the functioning of financial markets, the key techniques used by participants in the financial life in terms of comparing the yields of various financial instruments, portfolio diversification, valuation of

monetary instruments in foreign currencies, as well as assessing risk and the term structure of interest rates. Financial institutions are the key intermediaries in financial markets because they transfer funds from savers to the individuals, firms, or government agencies that need funds. The curriculum describes financial markets and the financial institutions that serve those markets. It provides a conceptual framework that can be used to understand why markets exist. Each type of financial market is analyzed with a focus on the securities that are traded and the participation by financial institutions. Today, many financial institutions offer all types of financial services, such as banking, securities services, mutual fund services, and insurance services. Each type of financial service is unique, however. Therefore, the discussion of financial services in this curriculum is organized by type of financial service that can be offered by financial institutions. Since the credit crisis, regulatory actions have been taken to prevent another crisis in the future. Accordingly, special attention is paid to the impact of financial reform on each type of financial market and financial institution.

#### *Contracts in international turnover*

Objective of this course is for students to have with knowledge of basic postulates for contracts in international turnover, studying of general part of law of contracts in international turnover; basic principles and modes of functioning of arbitrations as efficient system for no judicial solving of disputes, and studying of different types of contracts in international turnover and its main characteristics.

#### *Business planning in service sector*

With the curriculum students of customs and freight should acquire knowledge about the nature and concept of planning and basic elements of the planning process as an essential part of management. With this course students will also gain knowledge of specific aspects of planning in the customs service and freight companies with an emphasis on planning of separate functions in these organizations.

#### *Applied methods in customs operations*

Objective of this course is to help students gain practical knowledge in the field of customs, clearance of the goods, control of the customs documents.

#### *Criminal and detection*

The course objective is for students to gain knowledge in the field of crime and its detection and study of the causes and emerging forms of crime , its etiology and its phenomenology, which have essential meaning for occupations in the area of insurance and in the area of customs. Criminology with criminal and criminal procedures doctrines and practices for the detection of crime.

#### *English Language B 2*

The student acquires English Language at intermediate level.

## *German language B2*

Linguistic, intercultural and key competencies for presentation of tourist destination Macedonia.

### **Sixth semester**

#### **MANDATORY COURSES**

##### *Marketing in tourism (7 ECTS)*

Objective of this course is to provide students knowledge of marketing that they can use in marketing activities in the foreign - trade operations.

##### *Travel agencies (7 ECTS)*

The aim of this course is to provide students with knowledge of the mediating activities in tourism, the specifics of the work of travel agencies, creation and marketing of package tours.

##### *Tourism Information systems (7 ECTS)*

Through the curriculum students perceive the direct relationship between information systems and business performance. Namely, by applying information systems and technologies in their work, are accomplished business objectives - operational, tactical and strategic determination, launching new products and services, competitive advantage, sustainability, bringing with customers and suppliers, bringing better decisions, persistence.

#### **ELECTIVE COURSES**

##### *Elective course (from the list of electives at unit level) (6 ECTS)*

##### *Tourism Animation*

To identify and acquire knowledge about the meaning, role and place of animations within the structure and content of tourist offer; to define the animation as activity that has important role in the creation of the content of tourist offer; to identify the min principles of tourist animation and to enable applicability of theoretical knowledge into practical work.

##### *Hotel Animation*

To identify and acquire knowledge about the meaning, role and place of animations within the structure and content of hotel offer; to define the animation as activity that has important role in the creation of the content of hotel offer; to identify the min principles of hotel animation and to enable applicability of theoretical knowledge into practical work.

## *Controlling*

After the studying the subject, student should have a following areas of the knowledge:

- Knowledge basic on management control
- To understand the functions of the main types of management control
- To learn ways of analyzing the operations of enterprises..

## *Management of food production in hospitality*

Acquiring knowledge of management and its application in hospitality food production.

## *Marketing of food and beverages*

Objective of this course is to provide students knowledge of marketing of foods and beverages that they can use in marketing activities in their future work in the tourism and hospitality.

## *Environment and Tourism*

Through this basic module students will achieve basic knowledge of tourism and its sustainable development. The first part covers the basic principles of environmental, socio-cultural and economic sustainability, their application in the field of tourism, and the complex interdependence of tourism with other systems in nature and society.

The second part of the module is devoted to ecology in the attractive tourist area. Students will become familiar with the tourist environment, and the possible impact that environment submits and certain natural resources and ecosystems in terms of accelerated tourism development.

The last section provides information about the patterns of integrated protection of the environment, spatial planning, and tools to reduce the consequences of the impact of tourism on the environment.

## *Bar and bar operations*

Students to have knowledge from this area of expertise, to get to know the key terms and concepts for the bar, as well as to understand the goals of this subject. Practical classes will be conducted so that they get familiarized with them.

## *International management in service sector*

Students of the first cycle program in custom will be able to deepen their knowledge through learning the unique characteristics of management in terms of globalization and other challenges in macro-environment that managers are facing in the companies from the tourism industry with focus on the international market. They will gain knowledge about the features and capabilities that need managers to have the conduct of their activities internationally.

## *Financial Management*

- To learn about the role and place of the financial manager in the insurance companies, as well as his/her liability in respect of the company, shareholders and the community;

- To analyze the financial position of insurance companies and interpret basic financial indicators;
- To be able to prepare and use the basic financial planning documents;
- To understand the time value of money as the primary and most important concept within the financial management, which includes the basics of interest calculation and discounting;
- To learn different methods of calculating the value of long-term securities;
- To learn about the companies sources of funding and their characteristics and to acquire abilities to make a choice of the optimal capital structure.

### *Life and health insurance*

The goal of this course is to enable the students to gain theoretical and practical knowledge from the area of life and health insurance.

### *Pension and Social Insurance Institutions*

Study programme objectives (competences): The objective is to familiarize students and get specific information and knowledge about the functioning of the system of pension and social security both in the world and in Macedonia.

### *Transport & insurance in international trade*

Students would be able to introduce to the basics of international transport & insurance in international trade.

### *Customs Criminal law*

The course objective is for students to gain the necessary theoretical and applied knowledge in the field of customs criminal law. Will elaborate the general institutes of criminal and misdemeanor law will be an analysis of customs penalties ( under criminal law terminology) es and other penalties on perpetrators of offenses and the role of customs in criminal proceedings.

### *Fixed Income Securities*

The objective of studying the subject "Fixed Income Securities" is that the students to acquire basic knowledge about the investments in debt securities, as one of the potential investment opportunities. It is about investments that bring fixed income, so in that sense the content of the course which is a part of the investment management puts an emphasis of the study on the incomes (which are fixed) and on the types of risks arising from this form of investments. In modern dynamic and turbulent changes in the financial markets intermittently occurring processes of regulation and deregulation, and from such processes arise increasingly more derivative securities that complicate models for determining their value. Within the course are taught usually represented securities which bring fixed income (Treasury bonds, Municipality bonds, corporate bonds and basic types of forward contracts and derivative securities). Determining the price of listed securities and the potential income from from investments in them requires study of maturity, duration, gap analysis, ALM concept and similar models that confront the expected returns and potential risks of investing in securities with fixed income.

By studying of the subject "Fixed Income Securities" students will acquire the following competencies:

- Introduction to the most prevalent securities with fixed income;
- Distinguishing the advantages and disadvantages of investing in securities with fixed income in respect of investments that bring variable income;
- Determining factors based on which decisions about the types of investment are made;
- Developing skills and knowledge for the quantification of the risk – return ratio;
- Developing skills for managing with a portfolio of securities.

### *Customs administrative procedure*

Objective of this course is to study issue of administrative procedure, and with that also customs administrative procedure, as a particular obligatory for performing of customs authorities, and competencies for performing of customs administrative and customs tortious and criminal procedure.

### *Treatment and liquidation of damage*

Theoretical and applicative review of a special technique of processing and solving the damage, in other words scientific explanation of the complex process of liquidation of the damage and its place and role in the national economy.

## **PRACTICAL TRAINING**

*Practical training (3 ECTS)*

## **Seventh semester**

### **MANDATORY COURSES**

#### *Business planning in tourism (7 ECTS)*

With the curriculum students of the tourism study program should acquire knowledge about the nature and concept of planning and basic elements of the planning process as an essential part of management. With this course students will also gain knowledge of specific aspects of planning in the insurance companies with an emphasis on planning of business areas in these organizations.

#### *Sustainable tourism development (7 ECTS)*

The aim of this course is getting knowledge about the sustainable development of tourism as the only and best solution for the development of tourism in the future by maximizing economic effects, in the same time preserving the environment and cultural heritage of tourist destinations, as the current (conventional) tourism development which is characterized by massive seasonal concentration and unplanned development, despite small economic effects irreversibly destroys resources of which it depends.

### **ELECTIVE COURSES**

#### *Elective course (from the list of electives at unit level) (6 ECTS)*

#### *Elective course (from the list of electives at unit level) (6 ECTS)*

#### *Valorization of tourism resources*

The objective of this course is to provide knowledge to the students about the tourist valorization as one of the most important and most complex issues in the theory and practice of tourism, given that it involves a qualitative and quantitative assessment of the values of tourism resources.

#### *Catering*

Students to gain knowledge needed for the catering and services as well.

#### *Administrative Law*

Objective of this course is for students to have with knowledge of basis of administrative law, its definition and place in law system of Macedonia, defining of basic principles of administrative law, principles of organization, work and competences of administrative bodies, basic activities of administrative function, acts of administrative bodies and relations between citizens and

administration, and contemporary trends in reform of administrative bodies and its features, and administrative reform in Macedonia.

### *English Language B1*

The student acquires English Language at upper- intermediate level.

### *German language B1*

Expanding and developing language, intercultural communicational and key competences for marketing.

### *Corporate Finance Management*

The starting point and goal in the analysis in the curriculum refers to defining the concept of corporate financial management, accountability and managerial components of corporate financial management. Students have the opportunity to learn about the types of corporate finance, the basic principles of corporate financial management, key techniques used by participants in the planning and implementation of the plan for corporate finance as well as consideration of the conditions and the process of establishing corporate financial management.

Particular attention is given to the participants in the process of corporate financial management responsible for its functioning.

Upon attendance at classes and exercises, students will be able to:

- to understand the process of corporate financial management in relation to planning, programming, budgeting, reporting and monitoring.
- to gain a deeper knowledge of the types of corporate finance, to adopt modern methods of financial management and to acquire the ability to apply the principles of corporate financial management.
- to understand and critically analyze the fundamental issues of the components of corporate financial management, ie the basic principles based on well-established techniques and practices.
- to gain deeper knowledge of the implementation of corporate financial management where the costs for the operation do not exceed the benefits. It is necessary to strength the awareness of all entities, and especially the awareness of the heads of corporations.
- to help students in understanding the role of board of directors as participants in the process of corporate financial management, in terms of identifying the conditions and the need to redesign the role of the board of directors, operation and organization of participants in the process.
- to adopt the vocabulary related to the regulation of corporate financial management.

### *Investment Management*

The objective of the study the material on the subject Investment Management is to familiarize students with the basic aspects of investments, their importance as a factor for the development of economic entities and the wider community, the types of investments, investment policy, and the criteria and methods for assessing the economic effects of investments. The need for investment requires distinguishing the real from the financial assets, in order to understand the investment in financial instruments and effective diversification of economic entities portfolio. The study of investments necessary requires consideration of the ratio and the correlation between the undertaken risk and the expected return on investments as one of the criteria for assessing the investments efficiency. Regardless of the form of long-term investments, it is a necessary for their planning and evaluation of the effects of the investments. In this regard, the material provides elaboration of the basic methods and criteria for the investments financial effects assessment, in direction of correct project selection.

By the studying of the Investment Management, students will acquire the following competencies:

- Distinguishing of the long-term investments in real assets in and long term securities;
- Setting the factors which determine the investments efficiency;
- Developing skills and knowledge for the quantification of the risk – return ratio;
- Developing skills for portfolio management of long term securities;
- Gaining practical and applicable knowledge for the preparation of investment programs, studies, elaborates and investment analysis.

### *Insurance in the agriculture*

Goals of the subject program: Introducing the students the problems of insurance in the agriculture.

### *Business law*

Objective of this course is to help students gain theoretical knowledge of business law.

### *Constitutional Law*

The main purpose is to provide necessary legal education to the students of the department customs and shipping. Students should be trained and learn how the institutions of the system, law is created and how it should be applied practice. Thus all students successfully master study program after completing their studies will be prepared to exercise the profession, which will deal in future.

### *Hotel engineering*

The main objective is the getting knowledge about the functioning of the hotel as expedient and efficient system (on the micro level).

### *Non-life Insurance*

Students would be able to intoruce to the basic terms in non-life insurance..

### *International Freight Forwarding*

Acquiring knowledge in the field of international freight forwarding and logistics operations, organization of freight forwarding operators, and all the activities and services that are essential to facilitate international trade and to improve competitiveness of domestic companies.

### *Organizational learning*

Competence building and acquiring theoretical knowledge about organizational learning processes. Applying different paradigms and intervention at different organizational learning levels.

## **PRACTICAL TRAINING**

*Practical training (3 ECTS)*

## **Eighth semester**

### **MANDATORY COURSES**

*Tourism development policy (7 ECTS)*

Acquiring knowledge from the tourism politic field, development of the contemporary tourism in the world, tourism organizations.

### **ELECTIVE COURSES**

*Elective course (from the list of electives at unit level (6 ECTS)*

*Elective course (from the list of electives at University level) (6 ECTS)*

*Elective course (from the list of electives at University level) (6 ECTS)*

### *Trade Logistics*

Main objective of the subjects is students to acquire knowledge for trade logistics as a one of the most important link in the system of social reproduction and its essence in realizing international trade flows. The material covers economic, legal and technical aspects of trade logistics and addresses the governmental policies in creation of the competitiveness of the logistic services sector.

### *International economic relations*

The main objective is to master skills for economic thinking and making analyze of economic phenomenon in international community and international economy, using determined tools and methods. Master the economic reasoning making relation with foreign countries. Building international economic glossary and use them to express economic things and activities in the international economic environment.

### *English Language B2*

The student acquires English language at advanced level.

### *German language B2*

Expanding and developing language, intercultural communicational and key competences for business communication.

### *Development Economics*

The aim of this course is gaining knowledge about the sustainable development of tourism as the only and best solution for the development of tourism in the future by maximizing economic effects in the same time preserving the environment and cultural heritage of tourist destinations, because the current (conventional) tourism development which is characterized by massive seasonal concentration and unplanned development, despite small economic effects irreversibly destroys resources of which it depends.

### *Techniques for Measuring the Effectiveness of Propaganda*

The objective of the curriculum on the subject Techniques for Measuring the Effectiveness of Propaganda is to familiarize students with the methods and techniques of measurement of the effectiveness of propaganda. Propaganda can usually hire a large volume of financial assets, and in this respect it's planning and implementation must be directed towards achieving the goals and increasing the profitability of businesses. The success and results of any propaganda campaign is the final output that justifies the money invested in it. The business entity must measure the effects of propaganda in terms of increased production and sales, expansion of the markets and the interest of the potential buyers. The success of the propaganda campaign being tested even before its official start in sense of selecting the most effective means, media and parts of the propaganda message that will be used. Also can be used sophisticated quantitative techniques for measurement of all elements of propaganda, in order to quantify its effects on sales and ROI indicator of propaganda.

Measuring the effectiveness of propaganda activities is one of the key steps in the implementation of propaganda. It provides an opportunity to assess the effectiveness of propaganda efforts, to demonstrate the effects prior management team and provides input for the forthcoming planning process of propaganda. Measuring the effectiveness of current propaganda provides an opportunity to adjust the tactics used in the ongoing propaganda campaigns. This means that the final effect of the measurement of the effectiveness of propaganda is to gain an

understanding of the importance of propaganda in order to raise the financial effects, ratings and credibility of the business entity.

By mastering the planned program students will be trained:

- To discuss about the need for measuring the effectiveness of propaganda;
- To understand the mutual relations of the standards used in assessing the effectiveness of propaganda;
- To perform the correct selection of alternative methods for measurement of the effectiveness of propaganda;
- To understand the specific requirements for the implementation of qualitative research of the effectiveness of the propaganda process.

### *Applied Freight Forwarding Operations*

Acquiring applicative knowledge of freight forwarding operations, organizing delivery and reception of goods in international trade and representing the clients in customs operations.

### *Law on obligations*

Objective of this course is for students to have with knowledge with basics elements and characteristics of law on obligations, its place in law system of Macedonia, principles of law on obligations as fundamental element, term and types of obligation relations, its occurrence, activity, content and its ending. Particular accent is pointing on different types of contracts, as basic instrument in law on obligations, also studying of other types of obligation relations, and damage as well.

### *Commercial law*

Objective of this course is to help students gain theoretical knowledge of commercial law.

### *Risk analysis in insurance*

Introduction to basic concepts of risk.

### *Dietetics*

To provide students with basic knowledge about concepts of diet, dietotherapy, dietetic cooking. Educating the students to the etiology of certain diseases and how to treat using nutritional therapy is essential for making a quality staff that the process of cooking a wider dimension, including the scientific segment will be based on principles of proper and adequate nutrition.

Simultaneously, they will be prepared to develop special types of menus will be available in some restaurants that will greatly improve conditions of professional service in this very important tourist segment.

### *Knowledge management*

Competence building and acquiring theoretical knowledge about individual, group, and organizational learning, and their role in knowledge management process in tourism organization.

### *Sociopathology*

Study of the subject Social pathology will enable students to gain the scientific, technical and practical knowledge that treats all types of destructive human behaviors. Through familiarity with factors for antisocial behavior : internal and external, particularity in criminal justice treatment , and other specifics of this area , they will be trained for detecting, monitoring, preventing and combating juvenile delinquency, to establish a timely and appropriate communications with the other participants in the process of socialization of the person. Knowledge in this area have a humanistic dimension, humanize complex processes of personality. Modern bailiff to this issue in the state and wider society, would mean reducing the volume of delinquent category of minors.

## **DIPLOMA WORK**

*Diploma paper (6 ECTS)*