

# KODOLANYI JANOS UNIVERSITY

## PROGRAM DESCRIPTION

### MSC IN TOURISM MANAGEMENT

Approved by KJU Senate decision:

The program description is using the definitions of the European Higher Education Area European Credit Transfer System. The content is based on ECTS Users' Guide, Hungarian HE legislation and FIBAA Accreditation Agency guidelines for Program in Management Studies, Economics, Law and Social Sciences.

#### Program Director:

Dr. Tamara Rátz Ph.D.

#### Basic Data

**Disciplinary Area:** Master of Science, Economics

**Title of qualification:** Economist in Tourism Management

**Duration of education:** min. 1 semester Preparatory course +4 semester in the master program

**Entry requirements:** qualifications obtained in a bachelor program or college degree obtained in an earlier educational system equivalent with a BA degree or university degree or MA degree.

In case of further education within another disciplinary area, the Admission Rules shall prevail.

**ECTS Value:** Preparatory course 20 credits +120 credits

**Program focus:** academic oriented and theory-oriented subjects in a proportion of 60-40 % of the total credits

**Contact lessons defined by the Act on National Higher Education:**

- Full time program: 800 contact lessons
- Part time program: 200 contact lessons

# 1. Objectives- Context, aims and characteristics

## 1.1. Objectives:

### 1.1.1. Quality Aims of European Higher Education

The program reflects the four purposes of Council of Europe: preparing students for their future careers, employability, for active citizenship, supporting their personal development, and creating a broad advanced knowledge base, stimulating research and innovation.

### 1.1.2. Dublin Descriptors of Second Cycle-QF-EHEA

The program's qualification objectives are equivalent to the European Qualification Framework System level 7, and Hungarian National Qualification Framework system 7<sup>th</sup> level programs.

Level	Knowledge	Skills	Competence
Level 7[3] The learning outcomes are relevant to Level 7	Highly specialized knowledge, some of which is at the forefront of knowledge in a field of work or study, as the basis for original thinking and/or research  Critical awareness of knowledge issues in a field and at the interface between different fields	Specialized problem-solving skills required in research and/or innovation to develop new knowledge and procedures and to integrate knowledge from different fields	Manage and transform work or study contexts that are complex, unpredictable and require new strategic approaches; take responsibility for contributing to professional knowledge and practice and/or for reviewing the strategic performance of teams

They comply with the Hungarian subject benchmarks and accredited by the Hungarian Higher Education Accreditation Committee, member of ENQA.

- The Tourism Management master program's function is education of experts for the tourism industry, who are capable of direct planning, analysis and reporting for decision making, and autonomous implementation concerning economic industries.
- They are capable of system level analysis of organizations processes, forming tourist supply side, organization and institution development, planning and programming studies and implementation of development projects for leadership in enterprises and institutions.
- The graduates are capable of working in tourism and other related departments of local governments, ministries, governmental and non-profit professional agencies, in functional governance institutions, organizations of tourism destination management, marketing organizations for tourism, and other non-profit industries for tourism.
- They capable of continuing their studies at Ph.D. level.
- They understand the structures and international finance of the tourism sector, strategic management and operations in global tourism destinations, talent and innovation management in global context, marketing and international commercialization of tourism destinations.

### 1.1.3. European Credit Transfer and Accumulation System

KJU ECTS guidelines comply with the ECTS Users' Guidelines of EHEA

#### 1.1.4. Quality Guidelines and Standards of EHEA 2015

Design and approval of the program, student-centred learning, teaching staff, learning resources, student administration and information management, public information rules.

### 1.2. Internationalization of KJU Program

#### 1.2.1. Legal and normative international environment and rules

International orientation of study program design is compulsory for international education programs. They meet the new internationalized standards:

- UN Compact -GLRI50+20 normative prescription for managers as principle for international accreditation in case of EFMD European, and WBSCSB American accreditation agency<sup>1</sup>
- European Parliament criteria for internationalization of HE curricula for international higher education<sup>2</sup>, abroad and at home, credit, staff, student, degree, mobility, cross border delivery, curriculum (IoC), global citizenship, international research communication, international strategic partnerships, accreditation criteria, MOOC and virtual learning rules.
- Erasmus+ Program Guide
- Harmonized with British subject benchmark in British QAA normative models: Event, Hospitality-Leisure-Sport-and Tourism management
- THE-ICE standards of excellence 7. point.<sup>3</sup>

#### 1.2.2. The features of internationalization of KJU programs

The internationalization dimension of study program in case of tourism management consists of the following elements:

- International dimension of content and curricula: to prepare and equip students for challenges of globalization, to prepare graduates for careers in global businesses environment, working in diverse cultural backgrounds, management skills in intercultural communication and meet the standards of different regional regulations and rules. This is formulated in Interdisciplinary Global Management cluster of subjects.
- Adding language courses to curriculum for preparatory and fresh students.
- International Week program, faculty internationalization is part of the curriculum
- International conferences and research projects are part of curriculum
- Pedagogies: inclusive student-centred learning and learning skills development.
- Outcomes: detailly described.
- The program is fully covers the foreign learning programs for the international degree students, incoming mobility, inner mobility and partly the double degree programs.
- Employability of graduates by ILO and UNWTO recommendations:
  - occupations that involve direct contact with visitors
  - occupations found within the tourism industry

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<sup>1</sup> <http://grli.org/wp-content/uploads/2017/12/5020-Agenda-English.pdf>

<sup>2</sup> [http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540370/IPOL\\_STU\(2015\)540370\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540370/IPOL_STU(2015)540370_EN.pdf)

<sup>3</sup> <http://the-ice.org/what-we-do-2/accreditation/the-ice-standards-of-excellence/>

### 1.3. Distinctive premium features of KJU MSc Tourism Management program

#### 1.3.1. The distinctive features of the study program in the global TM programs

- The KJU TM program complies with all global, European and Asian normative professional, global occupational and accreditation rules:
- KJU TM program combines the best elements of business school education, with university academic environment using applied research and third role of universities for social, business and tourism innovation.
- The KJU TM program is distinctive from other universities because it contains a premium element, the so called PIQ & Lead approach: its main philosophy is professionalism in knowledge and skills with service dominant approach with innovation and quality dimensions, and preparing for responsible leadership of units, teams, programs and projects.

#### 1.3.2. Distinctive features for possible careers:

Positions: International (ISCO), European (ESCO) and Hungarian (FEOR) employment Codes:

- ISCO: 14 Hospitality, Retail and Other services managers,
- ESCO code 24, Business and Administration Professionals
- FEOR Code 25

Roles:

- Travel state, business, and non-profit services industry group as executives:
  - Travel agencies: travel agent, tour operator, travel consultant.
  - Tourism public administration: tourism officer, tourism planner, tourism analyst
  - Tourism research and marketing agencies: marketing analyst, business analyst, tourism consultant
  - Tourism destination management agencies: destination managers
  - Tourism as international business manager carrier in for profit, non-profit and global public sectors
  - Working in international IGOs, INGOS, transnational organizations
  - For-profit companies and non-profit organizations: corporate travel coordinator
  - Service firms: guest service coordinators and managers
- Accommodation industry group executives
  - Hospitality - hotels, motels, resorts: accommodation service managers, hotel managers, front office/desk clerks and managers, marketing, housekeeping managers, food and beverage service managers, human resource managers, marketing and communication managers
  - program leaders and instructors in wellness services
  - Event leadership: Event management, event coordination, event marketing
- Food and beverage service industry executives:
  - Restaurants, bars: F&B managers
  - Food service supervisors
  - Delivery and Courier service managers
- Transportation executives:
  - Airline sales and flight attendants
  - Private tour operation managers
  - Hotel's and tour agents elective program managers

### 1.3.3. The KJU MSc in Tourism Management Program's position

- The program is part of the KJU Budapest International Campus program and together with the Hungarian program is sustainably implemented.
- The program is connected to KJU's strategic aims for cooperative education including work-based learning (WBL)
- The program is connected to KJU's strategic aims for entrepreneurship education: to develop students for private, non-profit or social entrepreneurship.

## 2. Admission

### 2.1. Admission requirements:

- Admission by formal learning documents
- Validation of non-formal learning on the principle of European and National Qualification Framework
- EU Skills Profile Tool for Third Country nationals  
<https://ec.europa.eu/migrantskills/#/profile/personal-info/general>
- Recognize qualifications held by refugees – guide for credential evaluators EAR Manual <http://ear.enic-naric.net/emanual/>
- Admission from tourism & catering, hospitality and event management bachelor programs 0 ECTS
- 30 ECTS in case of economic and business, social science programmes
- 60 ECTS in case of other disciplines

### 2.2. Admission exams are annually monitored.

Admission is the responsibility of the Centre for International Education and Development

### 2.3. Counselling for prospective students:

- Online helpdesk
- Counselling during preparatory course

### 2.4. Selection procedure

The selection procedure is transparent, students through language tests approve their learning skills and knowledge base for capability of implementing the study program's objectives.

Selection process has an inclusive element, it reflects on those who have learning difficulties (dyslexia, etc.)

The admission procedure is described, documented and the decision is communicated in writing, reflecting transparent criteria.

The admission criteria contain detailed information on the results of the admission procedure for stakeholders.

## 3. Intended Learning Outcomes in MSc in Tourism Management (ILO)

<b>Outcomes of the Program</b>
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<b>1. Knowledge</b>
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<b>1.1.</b>	Advanced knowledge about international tourism system, operation mechanisms and specific context, tourism environment, drivers.
<b>1.2.</b>	Knowledge and understanding about sustainable development, sustainable and responsible tourism practices.
<b>1.3.</b>	Specialized knowledge concerning catering and hospitality, tour planning and development, Event and conference management, public administration, tourism supporting travel, communication, cultural, sport, health, and life-style services.
<b>1.4.</b>	Knowledge and understanding business organizations, their structure, operations, national and international networks, information aspects, institutional environments.
<b>1.5.</b>	They are familiar with European Union's business environment, institutions, policies and regulations.
<b>1.6.</b>	Degree holders capable of business planning in business organizations, IGOs, INGOs, governmental offices concerning international commerce, financial rules, international development policies.
<b>1.7.</b>	Demonstrate knowledge on global, regional (European), foreign commerce policies, foreign economic relation practices, problems and its impacts. They are familiar with international commercial and financial, legal, regional development terms, resources and rules.
<b>1.7.</b>	Degree holders are familiar and experienced in exploring business problems, gathering information and application of advanced mathematical and statistical methods.
<b>1.8.</b>	Postgraduates are experienced in international project planning, organizing, implementation and monitoring, evaluating processes, ethical behavior practices.
<b>1.9.</b>	They are familiar with business development terms, theories, specialties, context, and scientific problems.
<b>1.10.</b>	They understand business decision-making concerning organizational structures and environment in case of for profit and non-profit organizations.
<b>1.11.</b>	They are familiar with international and national institutions of tourism, global governance and multilevel practices, latest trends in tourist services.
<b>1.12.</b>	They are familiar with tourism language, special legal and professional environment.
<b>1.13.</b>	They are familiar in business financing, evaluation financial resources and returning analyses.
<b>1.14.</b>	They are familiar with latest leadership and management theories and models.
<b>2. Skills</b>	
<b>2.1.</b>	The degree holder is capable of original analysis, problem solution development, modelling in case of complex strategies and problems, in fluid environment and organizational culture.
<b>2.2.</b>	In SMEs, large enterprises are capable of complex unit leadership, for complex planning, governance, and resource management in national, international and multicultural environment.
<b>2.3.</b>	Capable of understanding interdependence and impacts on efficiency and effectiveness exploring environmental factors.
<b>2.4.</b>	Capable of arrangement, allocating data, and resources, critical analysis using IT tools.
<b>2.5.</b>	Capable of using information on business development trends and EU and national policies.
<b>2.6.</b>	Capable of development personal professional views, approaches and discuss them.
<b>2.7.</b>	Capable of leadership of an enterprise, planning, governing operation and supporting processes, allocating resources.
<b>2.8.</b>	Demonstrate knowledge concerning international business, financial, supply chain and logistics processes.
<b>3. Business competencies, behavior and attitudes</b>	
<b>3.1.</b>	Degree holders behave responsibly, critical attitudes, demonstrate innovativeness and proactive behaviors.

3.2.	Are open for new scientific and practice results and solutions in tourism discipline.
3.3.	They demonstrate awareness concerning global, regional, local problems, concerning social, environmental, cultural issues, demonstrates transformative activities based on European social values.
3.4.	Are open for life-long learning, for professional development and influence for learning employees.
3.5.	Demonstrate openness for new venture possibilities, and social responsibility.
3.6.	Demonstrate rigor, constructive, cooperative and initiative qualities.
3.7.	
<b>4. Generic competencies</b>	
4.1.	Capable of autonomous decision making in case of organization policy, strategic, operative levels, using relevant leadership, innovation and quality management methods. capable for resolving advising tasks and roles concerning decision-making.
4.2.	Demonstrate autonomy in leadership of enterprises or divisions or units.
4.3.	Take responsibility for their own activity and own units, enterprise activity and for people.
4.4.	Capable of human resource development in own area of responsibility.
4.5.	Capable of strategy development of the whole enterprise or divisions, functional areas, for integrating with operative deployment.

## 4. Structure of the program:

### 4.1. Main clusters of the modules:

- Disciplinary Tourism Studies Module 60 ECTS
- Specialized Tourism Studies Module 20 ECTS
- Global Responsible Leadership Module 60 ECTS
- Free Electives: 10-20 ECTS

### 4.2. Rules of the credit allocation and conversion of grades

**EQF Levels of the subject:** secondary school education (level 4), vocational level of education/short cycle (level 5), bachelor's (level 6), master's (level 7), Doctorate, Ph.D. (level 8)

**Functions of the subject:** I: Introductory, C: Core compulsory, S: specialization, P: preparatory for the Master level

**Types of the subject:** Theoretical- Colloquia: T, Seminar (portfolio task): S, Mixed (colloquia and portfolio task): M; Practice (project/internship: PRI, work-based learning: WBL): PRI, WBL, L-skills-tests, and other measurement): L

**Types of grades of diverse types of subject:** T: 1-5; S 1-5; M: 1-5; PRI/WBL: passed, satisfactory, very good, excellent. S: passed, satisfactory, very good, excellent.

**Transcript of grades:**

Performance in %	Performance by value	Grading Hungarian	ECTS grading	USA grading	China grading	India grading	UK grading
90-100	Excellent	5/A	A	A	A	A	A
81-90	Very Good	4/B	B+	B+	B	B	A/B+

71-80	Satisfactory	3/C	B+	B+	C	C	B
51-70	Passed	2/D	C+	C+	D	D	B-
0-50	Failed	1/F	C	C	E	E	C
0-50	No credit	No credit			F	F	F

1 ECTS= 30 working hours

5 ECTS: 30 academic hours of contact lessons, 120 hours of home working

### 4.3. Module allocation by clusters of modules

Module title	Code of the subject	Title of the subjects	level of the subject	type of the subject <sup>4</sup>	Contact lessons+ working hours	Credits	Semester of education
Preparatory modules 30/30 compulsory ECTS		Business English 1	5th	L-T	30+120	10	0.
		Business English 2	5th	L-T	30+120	10	0, 1-2
		Hungarian as a Foreign Language	5th	L-T	30+120	5	0, 1-2
		EU Studies 1	5th	L-T	30+120	5	0
		EU Studies 2	5th	L-T	30+120	5	0
		English in Use (Grammar and Writing)	5th	L-T	30+120	5	0
		Communication Skills (Oral)	5th	L-T	30+120	5	0
		International Week	6th	PT	30+120	5	
		Free Elective	6th			5	
Global Responsible Leadership module 70/60		Global Future Trend Analysis	6-I	M	30+120	5	1-2
		Global Public Policies	6-I	ST	30+120	5	1-2
		Politics & Comparative Politics	6-7-C	M	30+120	5	1-2
		Global Mobility Landscapes	6-7-C	M	30+120	5	1-2
		Advanced Research and Communication	6-7-C	M	30+120	5	1-2
		Responsible Strategic Leadership & Management	6-I	T-C	30+120	5	1-2
		Innovation Policies & Management	6-I	T-C	30+120	5	1-2
		Comparative Regionalism	6-I	M	30+120	5	1-2
		International Week module	6-S	PT	30+120	5	1-2
	Free Elective module	6-7		30+120	5	1-2	
Tourism Management					3		

<sup>4</sup> Theory (oral/written exam): T  
Seminar (Portfolio tasks): S  
Mixed (oral/written exam and Portfolio tasks):M  
Practice (Projects/Internship): PRI  
Work-based learning: WBL  
Learning-skill-tests and other measurement: L



<b>disciplinary core module 70/60 compulsory</b>							
<b>Industry studies</b>		<b>Policies of the EU</b>	6-I	M	30+120	5	1-2
		<b>Principles of Tourism</b>	6-C	T	30+120	5	1-2
		<b>Introduction to Tourism Management</b>		T	30+120	5	5-6
<b>Organisation leadership</b>		<b>Business and Enterprise Development Theories</b>	6-C	M	30+120	5	3-4
		<b>Leadership, Performance and Risk Management</b>	6-C	M	30+120	5	3-4
		<b>Sustainable Tourism Management</b>	6-C	M	30+120	5	3-4
		<b>Tourism Strategy and Policy</b>					
<b>Tourist service industries</b>		<b>Advanced Service Design &amp; Management</b>	6-C	S, WBL	30+120	5	5-6
		<b>International Hospitality Management</b>	6-C	S, WBL	30+120	5	3-4
		<b>International Event Management</b>	6-C	S, WBL	30+120	5	5-6
			6-C	S, WBL	30+120	5	3-4
			6-C	S, WBL	30+120	5	3-4
			6-C	S, WBL	30+120	5	5-6
<b>Visitor management</b>		<b>Visitor Attraction Management</b>		S, WBL	30+120	5	5-6
<b>Specialised Disciplinary Modules 60/30 compulsory</b>		<b>International Business &amp; Finance</b>	6-M	M	30+120	5	3-4
		<b>European Union Economic Area</b>	6-T	M	30+120	5	3-4
		<b>Business and Marketing Research</b>	6-T	M	30+120	5	5-6
		<b>International Project Management</b>	6-PR	M	30+120	5	5-6
		<b>Current Issues in International Investments</b>	6-7-M	M	30+120	5	5-6
		<b>Business Service Economics</b>	6-7-M	M	30+120	5	5-6
		<b>Strategic and Project Management</b>	6-7-S, WBL	M	30+120	5	5-6
		<b>International Marketing &amp; PR</b>	6-7-S, WBL	M	30+120	5	5-6
		<b>Responsible Hospitality Management</b>	6-S, WBL	M	30+120	5	5-6
		<b>Hospitality Sales &amp; e-commerce</b>	S, WBL	S	30+120	5	5-6
		<b>International Week</b>	S, WBL	S	30+120	5	5-6
		<b>Talent Management</b>	PR	S	30+120	5	5-6
<b>International marketing and cooperation module 30/20 ECTS</b>		<b>Practical Marketing</b>	6-7-M	M	30+120	5	3-4
		<b>Digital Marketing &amp; Social Media</b>	6-7-M	M	30+120	5	3-4
		<b>Etiquette &amp; Protocol</b>	6-7-M	M	30+120	5	5-6
		<b>Multilateral Negotiations and Communications</b>	6-S	S	30+120	5	5-6

		<b>Free Elective</b>			30+120	5	5-6
<b>Compulsory projects</b>		<b>Group project</b>	6-PR	PR	20+40		3-4
		<b>Individual project</b>	6-PR	PR	20+40		5-6
<b>Voluntary service</b>		<b>Individual</b>					3-4-
<b>Sport &amp; cultural well-being for fitness</b>		<b>every semester</b>		PR	20		
<b>Junior year 4-5<sup>th</sup> semesters</b>		<b>interdisciplinary group projects Erasmus+ mobility study tours for extra charges: Silver package - Hungary</b>		PR			
<b>Senior year 6-7<sup>th</sup> semester</b>		<b>Erasmus internship mobility study tours for extra charges: Golden package - Europe</b>		PR			
<b>Alumni program</b>		<b>Alumni CLUB</b>		PR			

#### 4.3.1. Curriculum Overview for the Spring Semester Start

<b>Tourism Management MSc</b>					
<b>Contact lessons 5 credits</b>	<b>Preparatory 30 credits</b>	<b>1st</b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>
<b>30</b>	Business English 1, 2	<b>Global Future Trend Analysis</b>	<b>Advanced Research and Communication</b>	<b>Practical Marketing</b>	<b>Etiquette &amp; Protocol</b>
<b>30</b>	EU Studies 1,2	<b>Global Public Policies</b>	<b>Responsible Strategic Leadership &amp; Management</b>	<b>Digital Marketing &amp; Social Media</b>	<b>Multilateral Negotiations and Communications</b>
<b>30</b>	Communication Skills (Oral)	<b>Politics &amp; Comparative Politics</b>	<b>Innovation Policies &amp; Management</b>	<b>Leadership, performance &amp; risk management</b>	<b>Tourism Strategy and Policy</b>
<b>30</b>	English in Use (Grammar and Writing)	<b>Global Mobility Landscapes</b>	<b>Comparative regionalism</b>	<b>Quality, Innovation policies and Tools in MLE</b>	<b>Tourism Social Science</b>
<b>30</b>	Hungarian as a Foreign Language	<b>EU Policies</b>	<b>Business &amp; enterprise development theories</b>	<b>International Hospitality Management</b>	<b>International Event Management</b>
<b>30</b>		<b>Introduction to Tourism Management</b>	<b>Sustainable Tourism Management</b>	<b>Advanced Service Design &amp; Management</b>	<b>Visitor Attraction Management</b>
<b>Internship</b>		<b>Interim Internship</b>	<b>Interim Internship</b>	<b>Interim Internship</b>	<b>Interim Internship</b>
<b>Indirect Curriculum</b>		<b>Well-being Services</b>	<b>Well-being Services</b>	<b>Well-being Services</b>	<b>Well-being Services</b>

#### 4.3.2. Curriculum Overview for the Autumn Semester Start

<b>Tourism Management MSc</b>					
<b>Contact lessons 5 credits</b>	<b>Preparatory 30 credits</b>	<b>1st</b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>
<b>30</b>	Business English 1, 2	<b>Advanced Research and Communication</b>	<b>Global Future Trend Analysis</b>	<b>Etiquette &amp; Protocol</b>	<b>Practical Marketing</b>
<b>30</b>	EU Studies 1,2	<b>Responsible Strategic Leadership &amp; Management</b>	<b>Global Public Policies</b>	<b>Multilateral Negotiations and Communications</b>	<b>Digital Marketing &amp; Social Media</b>
<b>30</b>	Communication Skills (Oral)	<b>Innovation Policies &amp; Management</b>	<b>Politics &amp; Comparative Politics</b>	<b>Tourism Strategy and Policy</b>	<b>Leadership, Performance &amp; Risk management</b>
<b>30</b>	English in Use (Grammar and Writing)	<b>Comparative Regionalism</b>	<b>Global Mobility Landscapes</b>	<b>Tourism Social Science</b>	<b>Quality, Innovation Policies and Tools in MLE</b>
<b>30</b>	Hungarian as a Foreign Language	<b>Business &amp; Enterprise Development Theories</b>	<b>EU Policies</b>	<b>International Event Management</b>	<b>International Hospitality Management</b>
<b>30</b>		<b>Sustainable Tourism Management</b>	<b>Introduction to Tourism Management</b>	<b>Visitor Attraction Management</b>	<b>Advanced Service Design &amp; Management</b>
<b>Internship</b>		<b>Interim Internship</b>	<b>Interim Internship</b>	<b>Interim Internship</b>	<b>Interim Internship</b>
<b>Indirect Curriculum</b>		<b>Well-being Services</b>	<b>Well-being Services</b>	<b>Well-being Services</b>	<b>Well-being Services</b>

## 5. Specialized focus areas:

A specialized module cluster starts with a minimum of 6 students

- International Marketing and Collaboration
- Global Responsible Leadership

## 6. Validation of former certifications from EQFS short cycle or diploma or non -diploma degrees

- Enterprise and business development: 60 ECTS
- International Relations: 60 ECTS

## 7. Internship rules

- As defined by the KJU Information on Practical Placement

## 8. Final thesis:

**Students are capable of working autonomously on a** tourism related project or issue proving theoretical knowledge and practice skills using relevant analytical and practice methods, reflecting the knowledge area knowledge base and practice standards. In case of innovative projects, the thesis must reflect the project specific knowledge, innovation process management and reflections.

**Themes, and issues concerning Tourism Management thesis's and portfolios (in case of double degrees):**

- The thesis must reflect the 7th level of capabilities in EQFS description:
- Analytical framework- economics and social sciences (geography, sociology, psychology, anthropology, food science and dietetics)
- Reflecting professional skills: a concrete problem analyses with empirical research, using statistical or other databases
- Critical approach concerning tourism problems connecting with quality and innovation, improvement suggestions.
- The thesis cannot be accepted in case of comprehensive and elementary description type of explanation or copying recent or well-known literature.

## 9. Conditions for the degree awarding final exam:

- Accumulation of 120 ECTS
- Accepted final thesis with passing grade

## 10. Final exam:

- Approving capabilities for the profession reporting the research process and results of final thesis
- Explaining analytical and practice models, methods and tools for complex professional exam questions
- Knowledge areas of professional exams:

- Understanding tourism industry – international, European and national environments
  - Understanding subfields of tourism industry trends: tourism, hospitality, catering and event management
  - Understanding tourism organizations, and its management areas in different subfields
  - Understanding touristic service approaches and demonstrating capabilities of main subfields
  - Understanding users, tourist communication, customer management, stakeholder management in different tourism subfields.
- The valuation of the final exam:
    - Thesis: evaluation made by a mentor, an opponent, and the result of oral presentation: summation = x
    - valuation of the professional exam: y
    - Average of X+Y

## 11. Qualification of the Diploma:

The qualification of the diploma is the rounded average of the following grades:

- the grade of the Complex Oral Examination
- grade point average of the per-semester-average (as shown in the Transcript).

## 12. Foreign language requirement for graduates

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Act of National Higher Education 51 paragraph (2) In (1) with the exception of the final exam does not need to be applied if the language of instruction is not Hungarian.

## 13. Official EUROPASS CV

- European mobility framework
  - Erasmus+ mobility study exchange in the European Union countries after 2 completed semesters accumulating 60 credits), -possible for 1-or 2 semester-period
  - Internship for a semester
- Diploma Supplement (full description of completed subjects, practice, internship)
- Other Certificates: KJU offers life-long learning special programs

## 14. Information concerning the learning process:

- The entire process of learning administration uses NEPTUN higher education software and student/teacher interface
- Program description: provided by Student Communication Office
- Subject learning process: Moodle interface
- Individual problems: International Student Office
- Information for prospective students: English language home page

## 15. Student well-being services:

- Immigration matters - International Student Office
- Health related Issues: International Student Office
- Religious services: only for personal activities, official religious services are available in Budapest for most religions
- Cultural programs: integrated into general campus services
- Sport services: only for occasional personal fitness
- Carrier services: Office of Carrier Services with student job opportunities

## 16. Evaluation of course performance and quality management procedures

- Student satisfaction surveys concerning subjects yearly/10 subjects
- Student well-being survey 2 times for program
- Student satisfaction with program once for the program cycle
- Teacher satisfaction survey once for the education cycle
- Program performance evaluation: every year
- Institutional performance once for the accreditation cycle
- Program renewal possible after a completed cycle, changes in subjects is possible for 15 % all of credits
- Subject inner renewal possible after a completed cycle
- Involvement of students in quality matters with appointing a student self-government representative