



NASTAVNI PLAN I PROGRAM MAGISTARSKIH STUDIJA

Budva, marta 2013 i jul 2014 i septembar 2017 godine

NASTAVNI PLAN

STUDIJSKI PROGRAM:		Menadžment u turizmu i ugostiteljstvu (MTU)				
	MAGISTARSKÉ STUDIJE	MASTER II				
Šifra predmeta		Predmet	Semestar	P	V	Kredit i
FBT48	Upravljanje održivim turizmom	Sustainable Tourism Management	IX	3	2	6
FBT49	Turistička politika i razvoj	Tourism Policy and Development	IX	3	1	6
FBT50	Metodologija marketing istraživanja u turizmu	The methodology of marketing research in tourism	IX	2	3	6
FBT51	Izborni predmet I	Elective course I	IX	3	2	6
FBT52	Izborni predmet II	Elective course II	IX	3	2	6
		<i>Ukupno IX semestar</i>		14	11	30
FBT53	Izborni predmet III	Elective course III	IX	3	2	6
FBT54	MAGISTARSKI RAD	MASTERS II Dissertation				
	Prijava	Entry	X	2	2	2
	Istraživanje	Research	X			20
	Obrana	Defence	X	2	2	2
			X			
		<i>Ukupno X semestar</i>		7	6	30
Šifra	Izborni predmet III	Elective course III				
FBT511	Strateški menadžment u turizmu	Strategic Hospitality Management				
FBT512	Poslovno istraživanje i izvještavanje	Business Research & Report Writing				
FBT513	Upravljanje aktivom (imovinom) u turizmu	Asset management in Hospitality and Tourism				
FBT521	Benchmarking u strategiji marketinga	Benchmarking in marketing strategy				
FBT522	Inovativnost u turizmu	Innovation and Tourism				
FBT523	Ekonomija Evropske Unije	Economics of the European Union				
FBT531	Kultura i turizam	Culture And Heritage Tourism				
FBT532	E Biznis u turizmu	E Business in Tourism				
FBT533	Principi rekreacije i upravljanja rekreativnim parkovima	Principles of recreation and park administration				