

Semester VIII		
	Course	Credits ECTS
1	Urban Tourism	8
2	B2B Brand Management	7
3	Дипломски труд	10
Elective Courses (1 out of 2):		
4	Business Negotiation	5
5	Virtual Societies	5
	Total	30

Literature	
Course	Literature
Urban Tourism	URBAN TOURISM AND URBAN CHANGE Cities in a Global Economy. Spirou C. Routledge, New York. 2011.
B2B Brand Management	B2B Brand Management. Kotler, F., Ferc, V. Асее, Нови Сад. 2007.
Business Negotiation	Деловно преговарање. Стоилковска, А. Симјановска, В. УТМС, Скопје. 2009.
Virtual Societies	Modern Macroeconomics: Its Origins, Development and Current State. Snowdown, B., &Wane, H. Wiley. 2006.

Upon completion of the fourth year of studies, students are awarded 240 credits and an academic title of: **Bachelor of Tourism**