

(Faculty of Tourism, 3<sup>rd</sup> year)

Semester IV		
	Course	Credits
		ECTS
1	Hotel operations	8
2	Clients Pleasure Management	6
3	Information Systems in Hotel and Management Industry	6
<i>One elective courses from the following group:</i>		
4	Strategic management	5
5	Promotion and marketing in electronic media	5
6	Project Management	5
<i>Elective course from the following elective courses from the University's list of elective courses</i>		
7	Course from UTMS	5
	<b>Total</b>	<b>30</b>

Literature	
Subject	Literature
<b>Hotel operations</b>	<b><i>Hotel management and operations</i></b> , G.Rutherford, Ivar Haglund, and Michael J. O'Fallon, WILEY, John Wiley & Sons, Inc., 2007.
<b>Clients Pleasure Management</b>	<b><i>Clients Pleasure Management</i></b> , B Vlado Galichic, Faculty of Tourism and Hotel Management, 2007.
<b>Information Systems in Hotel and Management Industry</b>	<b><i>Information Systems in Hotel and Management Industry</i></b> , Angelina Njegush, Singidunum University, Belgrade, 2010.
<b>Strategic management</b>	<b><i>Strategic management</i></b> , Branislav Mašić, Singidunum, Belgrade, 2009. <b><i>Strategic management – competitiveness and globalization</i></b> , Michael A. Hitt, R.Duane Ireland, Robert E. Hoskisson, Hampress, 2012
<b>Promotion and marketing in electronic media</b>	<b><i>Promotion and marketing in electronic media</i></b> , Suzan T. Istman, Daglas A. Ferguson , Robert A. Klajn, Klio, Beograd, 2004
<b>Project Management</b>	<b><i>Project Management</i></b> , Aleksandra Stoilkovska,Sreten Miladinovski, UTMS, Skopje, 2015