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UNIVERSITY OF NAPLES
"PARTHENOPE"
Department of
MANAGEMENT, ACCOUNTING AND
ECONOMICS

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WHERE WE ARE

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A.Y. 2015-16



UNIVERSITY OF NAPLES
"PARTHENOPE"

GUIDANCE AND TUTORING

Department of
MANAGEMENT, ACCOUNTING AND
ECONOMICS

First-level Degree Course

Tourism Business Management
(Class L-18)

www.uniparthenope.it

COURSE OVERVIEW

The first-level degree course in Tourism Business Management is intended for students willing to study in depth the sector of tourism. It provides the professional training needed to perform intermediate management and business functions. In particular, graduates will be able to: understand market trends and competition; use a range of communication techniques for the promotion of tourism; develop promotional and commercial tourism campaigns; define business investment costs; find technical solutions for the production of a product/service; develop marketing plans for tourism infrastructures; manage commercial, financial, administrative and control activities and organize the touristic offer.

CAREER PROSPECTS

Graduates in Tourism Business Management can be employed as experts or junior managers, department leaders, or in similar positions, in the sector of tourism and hospitality. They can find work with a number of institutions, agencies and bodies:

- tourism services firms
- tourism companies
- state agencies and tourism research centres
- tourism, travel and promotional agencies
- local bodies and the Public Administration
- consulting companies, Chambers of Commerce, development agencies

SYLLABUS

The curriculum consists of 21 modules (12, 9, 6 and 3 ECTS credits).

Core subjects include tourism business management; quantitative and qualitative analysis of tourism demand and supply; legal aspects of tourism management; quantitative and techno-professional methods for the analysis and critical understanding of the tourism market.

Along with traditional lectures, students can avail themselves of the e-learning platform to complete their study, as well as take part in seminars, workshops and professional testimonies aimed at facilitating their entry into the job market. Students can also benefit from internships and periods of study abroad. The degree course culminates in a final examination (defence).

SYLLABUS

Year I	ECTS
Institutions of Economics and Economic Policy	9
Business economics	9
Methods of Applied Mathematics	9
Institutions of Public Law	6
Private Law and European Law	12
Financial Accounting	9
Foreign Language skills (English/French/Spanish/German)	9
IT skills	3
Year II	
Tourism Economic Policy	9
Tourism Business Management	9
Environmental Protection and Tourism Development	12
Tourism Business Law	6
Tourism Business Administration	12
Tourism and the Agro-food Sector	9
Year III	
English Language	9
Tourism Information Systems	6
Planning and Monitoring for Tourism Businesses	9
Tourism Statistics	9
Final dissertation	3
Internship or alternative activities	3
3 x Elective Modules: 6 (each)	
Not-for-profit Economy	
Cultural Heritage Management and Innovation	
Cultural Heritage Politics and Economics	
Not-for-Profit Law	
Tourism Geography	
Personnel Management	
French Literature and Civilization	
English Literature and Civilization	
IT Law	