

Level: master				
Course title: Strategic Management of hospitality and tourism enterprises				
Status: obligatory				
ECTS: 6				
Requirements: none				
Learning objectives Students learn to independently select possible strategies, apply methods and techniques of strategic management, strategic planning in hospitality and tourism enterprises.				
Learning outcomes Students master the theoretical and practical knowledge in the field of strategic management in the hospitality and tourism enterprises.				
Syllabus <i>Theoretical instruction</i> Analysis of approaches to strategic management - defining the concept, importance and characteristics of strategic management in general and in tourism. Strategic vision and objectives. Strategic options and their choice. Concept, methods and techniques of strategic management and strategic planning in the hospitality and tourism enterprises. <i>Practical instruction</i> Students are trained to independently select possible strategies, apply methods and techniques of strategic management, strategic planning in hospitality and tourism enterprises by working on concrete examples.				
Weekly teaching load				Other:
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:	