

## Semester 1

### Modules

Management of organizations and human resources

Reading financial statements and decision-making

Service marketing and market research in the digital age

Regulation of hotel activity

Leadership and motivation techniques

Intercultural management

Supply Chain Management (SCM)

Cost control and analysis of costs in hotel and hospitality establishments

Financial management of hotel establishments

CRM, Service quality, and shopping experience

Marketing, Commercial negotiation, and simulation

Hotel marketing

English

Computer science