

TOURISM MODULES FOR INCOMING STUDENTS

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GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Tourism for the Fall semester Academic Year of 2022/2023. It includes the subject list for BA and MA level students for the Tourism program + Optional subjects.

Incoming students cannot choose courses across all academic areas or levels (exception is optional subjects that can be added to your program).

The maximum number of the ECTS taken by the guest students is 35.

Regarding your Learning Agreement, based on the modules list, you can fill out your Before Mobility LA using the template or [Online Learning Agreement](#) Platform. Still, please be aware that the course registration at METU is competitive, and it can happen that you will have to change it using the During the Mobility section of your LA in case any of the courses fill up or be cancelled.

Please pay attention to the Notes section of the list; it contains information about the level of the subject (BA or MA) and the number of limited places, if any. There is a high probability that subjects with a limited number won't be available for everybody during the registration.

For communication, please use **incoming.erasmus@metropolitan.hu**.





BACHELOR'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Remarks	Notes
BN-AMEXDE-03-EA	Attractions Management and Experience Design	2	0	3	Autumn	The aim of this course is to analyse how attractions are managed and how they design exciting experiences for visitors. The typology of attractions will include museums, heritage sites, arts venues, festivals and events, circuses, zoos and wildlife parks, themed hotels and restaurants, theme parks, spas and waterparks. Students will learn how to create unique and innovative experiences in a range of contexts focusing on the different needs of visitors according to age, gender, lifestage, culture and other factors.	Max 10 Students
BN-CATSTU-03-EA	Catering and Gastronomy Studies	2	0	3	Autumn	Providing basic knowledge about the catering and hospitality businesses, introducing the history and development of Hungarian and international catering, their milestones, definition, content, goals and duties, areas of activities, areas of business inside catering, personal and technical assets, and also the specific features of hospitality and culinary businesses/outlets. Trends in gastronomy, national, fusion and international cuisines and beverages and their future visions. Healthy food and drink concept (also Organic goods), religious requirements and special needs for people with allergies and food sensitivity.	Max 15 Students
BN-FBMAHI-04-EA	Food and Beverage Management in the Hospitality Industry	2	0	4	Autumn	To provide specific knowledge to students about the food and beverage department and its Services in the hospitality industry. To inform them about the place and role of the inside a hotel operation, about the most important activities, personal and asset requirements and also the related responsibilities. Practical sides and samples are in the focus.	
BN-HEDDEM-04-EA	Health Destination Development and Management	2	2	4	Autumn	The course aims to provide essential information on health destinations, covering all aspects of health tourism from product knowledge to management and strategic approaches. Students are expected to attend all lectures and arrive on time. Mobile phones are not permitted in the lectures. Students must pass both written and verbal exams in order to qualify for a successful pass at the end of the course	
BN-INWINS-05-GY	Intermediate level wine and spirit studies	0	2	5	Autumn	Objective of the course is to deliver a general wine culture, wine, and spirit knowledge, according to the international standards.	

Code	Course Name	Lecture	Seminar	Credits	Semester	Remarks	Notes
BN-LETRS1-03-EA	Leisure and Tourism Studies I.	2	0	3	Autumn	The subject provides an overview of the essence of Leisure and Tourism as a socio-economic socio-cultural and environmental phenomenon, and of the system. Completing the course, the student is able to view the tourism market system and see its relationship with the leisure market. The student is capable to interpret tourism statistics and to draw conclusions from them regarding the operation of one's own or another enterprise. He or she understands the processes and positive impacts of tourism on the quality of life, and to consciously increase his/her quality of life. Not only is the student able recognize the types of tourists, but also the motivational factors of their demand, so that he or she is able to offer them tourism products accordingly. Students get an insight into the process of tourism product development (types of resources, attractions, elements of infrastructure and superstructure, and their construction). He or she is able to draw conclusions from the past and present characteristics of the tourism market for the near future, i.e. to recognize trends and adapt to them.	Max 15 Students
BN-TPRHET-04-GY	The Products of Health Tourism	0	2	4	Autumn	The aim of this course is to provide a detailed overview of the different types of Health Tourism products that exist around the world, including their history, contemporary developments, typical markets and destinations. Examples will also be given of some of the evidence or research that has been undertaken to prove the benefits of different types of treatments and therapies.	
BN-TOUGEO-03-EA	Tourism Geography	2	0	3	Autumn	During the course students get acquainted with relationships between tourism and elements of its physical and human environment. Besides recognising the geographical principles of travelling and the spatial distribution of the main sights, tourist activities will also be discussed. The primary objective of the course is to appreciate the role of tourism in the past, the present and the future in terms of its importance to places, countries and individuals. Evaluating the impacts of tourism is a further aim of the course. Students will learn about the physical and human geographical endowments of the world's top tourism destinations, the main outbound markets and Hungary. In addition, focus will be put on constructing and reconstructing tourism places and spaces considering the conditions of supply and demand in the tourism sector.	Max 15 Students

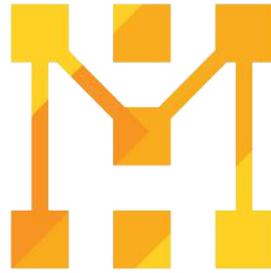


OPTIONAL MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Remarks	Notes
BN-ACADW-03-GY MN-ACADWR-03-GY	Academic Writing	0	2	3	Autumn / Spring	Developing research questions; creating a thesis statement; conducting academic research; outlining research into organized sections; writing an introduction; writing body paragraphs; academic writing strategies and rules; argumentation skills; writing a conclusion; academic paper formatting; properly citing sources	Max 5 Students Bachelor and Master
BN-ADVENG-04-GY	Advanced English	0	4	4	Autumn / Spring	The aim of the subject is to prepare students for the available and approved C1 level English exams, both for the written and oral parts, putting emphasis on incorporating the latest topics/themes. After the so-called intermediate plateau, it is a demanding task for most students to take their knowledge to a higher level, even though nowadays it is a must in an international environment. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent communication and understand even business-related texts and topics. They are also expected to do individual research into certain topics.	Max 7 Students Bachelor and Master
BN-BETWEW-03-GY	Between East and West	0	2	3	Autumn / Spring	East and West as cardinal points, Continents, Europe, Central Europe – a definition; Physical and symbolic geography; Three Historical Regions of Europe; Fault lines in Europe; Debate on an imaginary region; The Ottoman Empire; Austro-Hungary; Cold War; Change of system in 1989; Symbols in public spaces	Max 15 Students Bachelor and Master
BN-BECT1A-07-GY	Business and Economic Terminology I.	0	4	7	Autumn	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic economic and financial issues: services, service activities, characteristics, service quality and management, tourism industry and types of tourism, their effects on the environment, sustainable tourism and further environmental topics.	Max 5 Students Bachelor and Master
BN-BUSNEN-05-GY	Business English	0	4	5	Autumn / Spring	This course is tailored to give insight into the basics of economic and business studies, and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication and understand business-related texts and topics. They are also expected to do individual research into certain topics.	Max 5 Students Bachelor

Code	Course Name	Lecture	Seminar	Credits	Semester	Remarks	Notes
BN-BUPRCO-04-GY	Business Presentation and Correspondence	0	2	4	Autumn	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of presentation techniques and letter writing. We are going to focus on different important topics: the structure and purpose of a talk, how to make an impressive beginning, how to maintain the level of interest of the audience, how to conclude and what techniques to use to deliver a professional presentation, e.g. dramatic language structures, etc. We are going to practice letter writing: language, structure, image and other important things to be able to project a positive image about the writer and the subject.	Max 10 Students Bachelor
BN-HUSLA1-04-GY	Hungarian as a Second Language II.	0	4	4	Autumn / Spring	The main aim of the course is to familiarize students with the principles of the Hungarian language on a higher level, making further progress through the second stage of course I. At the end of the course the students will be able to understand and use phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. basic personal and family information, shopping, local area, employment), make short conversations about the weather, seasons, items of the agenda, clothes, using the three directions by describing places and expressing purposes by using future sentences.	Max 5 Students Bachelor and Master
BN-HUSLA1-04-GY	Hungarian as a Second Language I.	0	4	4	Autumn / Spring	A beginner Hungarian language course for foreigners staying in Hungary for a short period. It introduces basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Introduction, basic activities, numbers, countries, positioning, flat, time.	Max 5 Students Bachelor and Master
BN-INCEUF-04-GY	Intercultural Communication through Central European Film 1957-2010	0	4	4	Autumn / Spring	The aim of this course is awareness raising, identifying sensitive issues, observing and interpreting body language, comparing your culture with others through discussing Central European films, 1957-2018. We will survey major directors and their key films mostly from Hungary but also from Germany, Romania, the former Czechoslovakia and Yugoslavia.	Max 20 Students Bachelor
BN-INTNET-03-GY	International Negotiation Techniques	0	2	3	Autumn / Spring	Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country-specific information about the use and effectiveness of the different techniques.	Bachelor

Code	Course Name	Lecture	Seminar	Credits	Semester	Remarks	Notes
BN-INPROE-04-EA	International Protocol and Etiquette	2	0	4	Autumn / Spring	The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment.	Bachelor
BN-JABUCU-03-GY	Japanese Business and Culture	0	2	3	Autumn / Spring	As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language. This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.	Max 15 Students Bachelor
BN-HIFIMU-03-GY	The History of Film Music	0	2	3	Autumn / Spring	The first two-thirds of the course focuses on Hollywood film scoring ranging from the silent era, the early sound film, the classic studio era up to the 1958 AFM strike. The director's individual style of using film music is shown through the examples of two giants of filmmaking (Hitchcock and Kubrick). Important Hollywood composers of the recent past and present are discussed next. The last few lessons take a look at some films outside Hollywood, including the James Bond films that show the incorporation of pop music into film scores as well as some interesting European tendencies. The last lesson features examples of rejected scores where students must think with the mind of a filmmaker in making the right musical selections. Each lesson is illustrated with a rich selection of film excerpts with isolated scores, unavailable anywhere else	Max 10 Students Bachelor and Master



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