

Документ подписан простой электронной подписью  
 Информация о владельце:  
 ФИО: Силин Яков Петрович  
 Должность: Ректор  
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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics"

The plan was approved by the Academic Council of the University  
 Protocol No. 6 dated December 22, 2025



Approved

Rector: Silin Ya.P.  
 December 22, 2025

## CURRICULUM

Master-degree Programme

**38.04.02**

Management

Master's program: Management of International Tourism (in English)

Department: Department of Tourism Business and Hospitality

Qualification: Master's degree

The year of the beginning of training (according to the curriculum) 2026

Form of study: Full-time

The Educational Standard (FSES) № 952 date 12.08.2020

Duration of education: 2 years

Code	Areas of professional activity and/or areas of professional activity. Professional standards
04	CULTURE, ART
04.005	TOUR GUIDE (GUIDE)
08	FINANCE AND ECONOMICS
08.039	SPECIALIST IN FOREIGN ECONOMIC ACTIVITY

Types of professional activity tasks

organizational and managerial
scientific research

**AGREED**

Vice-Rector for Educational and Methodological  
 Issues and Quality of Education  
 Head of the Educational and Methodological  
 Department

[Signature] / Karkh D.A./

[Signature] / Ivlieva E.A./

Program Leader

[Signature] / Radygina E.G./

-	-	-	Forms of intermediate certification				credit units		Total academic hours							Course 1		Course 2		Fixed department	
			Exam	Test	Credit with an assessment	CP	expert	actual	expert	according to the plan	contact work	classroom	independent work	control	practical training	term 1	term 2	term 3	term 4	code	Name
<b>Block 1. Disciplines (modules)</b>						60	60	2160	2160	376	376	1568	216		20	11	29				
<b>The required part</b>						15	15	540	540	112	112	374	54		10	5					
+	B1.M.01	<b>Modern strategic analysis and innovation management</b>	12				6	6	216	216	48	48	114	54		3	3				
+	B1.M.01.01	Modern strategic analysis	1				3	3	108	108	28	28	53	27		3			11	Department of Labor Economics and Personnel Management	
+	B1.M.01.02	Innovation Management (advanced level)	2				3	3	108	108	20	20	61	27			3		3	Department of Management and Entrepreneurship	
+	B1.M.02	Methodology and methods of research in management		1			3	3	108	108	20	20	88			3			3	Department of Management and Entrepreneurship	
+	B1.M.03	Organization of scientific research		1			2	2	72	72	12	12	60			2			24	Department of Tourism Business and Hospitality	
+	B1.M.04	Theory and methods of managerial decision-making		2			2	2	72	72	20	20	52				2		3	Department of Management and Entrepreneurship	
+	B1.M.05	Information technology in management		1			2	2	72	72	12	12	60			2			13	Department of World Economy and Foreign Economic Activity	
<b>The part formed by participants in educational relations</b>						45	45	1620	1620	264	264	1194	162		10	6	29				
+	B1.V.01	Professional foreign language		1			2	2	72	72	20	20	52			2			15	Department of Business Foreign Language	
+	B1.V.02	Business communications		1			2	2	72	72	16	16	56			2			15	Department of Business Foreign Language	
+	B1.V.03	Organization and management of the international tourism industry	3	2		3	6	6	216	216	32	32	157	27			2	4	24	Department of Tourism Business and Hospitality	
+	B1.V.04	Regional geography	2	1		2	6	6	216	216	40	40	149	27		2	4		24	Department of Tourism Business and Hospitality	
+	B1.V.05	Tourist and recreational design		3			3	3	108	108	16	16	92					3	24	Department of Tourism Business and Hospitality	
+	B1.V.06	Staffing of the tourism industry	1				4	4	144	144	20	20	97	27		4			24	Department of Tourism Business and Hospitality	
+	B1.V.07	Transport provision in tourism		3			3	3	108	108	16	16	92					3	24	Department of Tourism Business and Hospitality	
+	B1.V.08	Legal regulation and international standards in tourism and hospitality	3				4	4	144	144	12	12	105	27				4	24	Department of Tourism Business and Hospitality	
+	B1.V.09	Economics of international tourism	3				4	4	144	144	16	16	101	27				4	24	Department of Tourism Business and Hospitality	
+	B1.V.EL.01	<b>Elective subjects B1.V.El.01</b>	3				4	4	144	144	20	20	97	27				4			
+	B1.V.EL.01.01	Marketing and branding of tourist destinations	3				4	4	144	144	20	20	97	27				4	24	Department of Tourism Business and Hospitality	
-	B1.V.EL.01.02	Promotion of international travel products	3				4	4	144	144	20	20	97	27				4	24	Department of Tourism Business and Hospitality	
+	B1.V.EL.02	<b>Elective subjects B1.V.El.02</b>	3				2	2	72	72	16	16	56					2			
+	B1.V.EL.02.01	Intercultural management		3			2	2	72	72	16	16	56					2	3	Department of Management and Entrepreneurship	
-	B1.V.EL.02.02	Event Management and the MICE industry		3			2	2	72	72	16	16	56					2	24	Department of Tourism Business and Hospitality	
+	B1.V.EL.03	<b>Elective subjects B1.V.El.03</b>		3			3	3	108	108	20	20	88					3			
+	B1.V.EL.03.01	Statistical accounting and reporting in tourism		3			3	3	108	108	20	20	88					3	24	Department of Tourism Business and Hospitality	
-	B1.V.EL.03.02	Organization of financial and economic activities of tourist organizations		3			3	3	108	108	20	20	88					3	24	Department of Tourism Business and Hospitality	
+	B1.V.EL.04	<b>Elective subjects B1.V.El.04</b>		3			2	2	72	72	20	20	52					2			
+	B1.V.EL.04.01	Modern types and trends of tourism development		3			2	2	72	72	20	20	52					2	24	Department of Tourism Business and Hospitality	
-	B1.V.EL.04.02	Excursion management		3			2	2	72	72	20	20	52					2	24	Department of Tourism Business and Hospitality	
<b>Block 2. Practice</b>						51	51	1836	1836	10	10	1826			6	15	9	21			
<b>The required part</b>						27	27	972	972	6	6	966			6	15	6				
+	B2.M.01(Ac)	Introductory practice		1			6	6	216	216	2	2	214			6			24	Department of Tourism Business and Hospitality	
+	B2.M.02(Ac)	Scientific research work		23			21	21	756	756	4	4	752				15	6	24	Department of Tourism Business and Hospitality	
<b>The part formed by participants in educational relations</b>						24	24	864	864	4	4	860					3	21			
+	B2.V.01(J)	Technological (design and technological) practice		3			3	3	108	108	2	2	106					3	24	Department of Tourism Business and Hospitality	
+	B2.V.02(PG)	Pre-graduate practice		4			21	21	756	756	2	2	754						21	24	Department of Tourism Business and Hospitality
<b>Block 3. State final certification</b>						9	9	324	324			324							9		
+	B3.01(D)	Preparation for the protection procedure and protection of the final qualifying work	4				9	9	324	324			324						9	24	Department of Tourism Business and Hospitality
<b>FTD. Optional subjects</b>						4	4	144	144	16	16	128						4			
+	Op.01	Modern information technologies in tourism and hospitality		3			2	2	72	72	8	8	64					2	24	Department of Tourism Business and Hospitality	
+	Op.02	Incoterms		3			2	2	72	72	8	8	64					2	13	Department of World Economy and Foreign Economic Activity	