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# Diplomirani ekonomist (VS)/diplomirana ekonomistka (VS)

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## Selected qualifications

Name of qualification	Diplomirani ekonomist (VS)/diplomirana ekonomistka (VS)
Translated title (no legal status)	Bachelor of Applied Arts in economics
Type of qualification	Diploma prve stopnje (VS)
Category of qualification	Izobrazba
Type of education	Professional bachelor's education
Duration	3 years
Credits	180 credits
Admission requirements	<p>To enrol in the first year, candidates must have completed:</p> <ul style="list-style-type: none"><li>• school-leaving examination under any four-year secondary school programme,</li><li>• vocational matura or</li><li>• matura.</li></ul>

## ISCED field

Field  
Poslovne in upravne vede, pravo

## ISCED subfield

subfield poslovne in upravne vede, podrobneje neopredeljeno

## Qualification level

SQF 7  
EQF 6  
First level

## Learning outcomes

General competences acquired through the programme:

- Creativity and innovation;
- Entrepreneurship and business ethics;
- Concern for the development and achievement of constant quality of tourist products / services;
- Hospitality and people-centeredness;
- Intercultural communication;
- Flexibility;
- Management of key socio-psychological factors of tourism;
- Quality process management;
- Development management;
- Strategic business orientation;

Subject-specific competences acquired through the programme:

- knowledge and understanding of the basics of economics, economics and other business sciences important for successful entrepreneurship and tourism;
- knowledge and understanding of the history of economic development, economics, other business sciences, entrepreneurship and tourism;
- ability to understand and solve concrete work problems in the field of entrepreneurship, economy and tourism, using appropriate methods and procedures;
- ability to connect knowledge from different fields (interdisciplinarity);
- ability to place new information and interpretations in the context of the development of the profession of entrepreneurship and management with an emphasis on tourism;
- development of skills and abilities in designing and marketing products in the field of tourism;
- recognizing and managing the importance of human resources and professional career planning in tourism;
- recognizing and managing the introduction of new forms of organization, establishing relationships and innovating forms of work;
- getting to know the importance and basic management of business finance as a basic business function both in terms of obtaining financial resources and and above all in terms of managing them;
- the ability to use information and communication technology (ICT) to create new businesses and gain value for existing projects in the field of tourism;
- ability to analyze, synthesize and predict solutions and consequences of phenomena in the conditions of intercultural communication and international business;
- ability to use knowledge in the field of business ethics and culture in unpredictable business situations of the EU environment;

- ability of more complex business planning in the modern world - upgrading knowledge for business planning (business plan of an entrepreneur) with more demanding and modern methods;
- understanding of the way of managing the tourist area, sustainable development of the tourist area, potentials of the tourist area and the concepts of integrated tourist product and product market combination;
- understanding the importance of connecting tourist providers in the tourist area into networks and clusters in order to achieve synergy effects and for greater visibility of the tourist area;
- ability to apply the basic customs of private international law in the field of tourism in concluding transactions and resolving various disputes in the field of tourism with an international element;
- understanding the importance and ability to provide interdisciplinary thinking in the case of planning new and especially the growth and development of existing enterprises;
- ability to use project manager techniques and methods;
- ability to practically apply theoretical knowledge on quality management of tourist services.

Subject-specific technical-technological competences acquired through electives in the programme:

- ability to professionally plan, organize, implement and analyze a catering event;
- knowledge to design different forms of offer according to the type of establishment and market conditions, taking into account culinary trends;
- knowledge of planning and designing decorative culinary elements according to the catering ambience, opportunity and form of offer;
- ability to use modern technologies of preparation of standard, alternative and dietary food and combination of food and drink to create culinary events for selected target groups in space and time;
- knowledge of the art of combining dishes and wines to develop the excellence of culinary products;
- understanding the importance of design and its role in the development of tourism, especially in the field of development of the design component of various tourist offers;
- ability to design an integral wellness product in accordance with the needs and wishes of the target group and cooperate with providers in the destination;
- knowledge to position an integral product of wellness in comparison with competitors;
- the ability to use heritage in the design of integrated tourism products;
- ability to use culinary heritage and regional culinary characteristics in catering and tourism;
- knowledge of the importance and possible forms of social enterprises and special knowledge and skills for successful management of a social enterprise (social entrepreneurship) in the field of rural tourism;
- managing the key factors of supply and demand for rural tourism products and ways of designing and managing effective programs for the development of rural tourism and the promotion of entrepreneurship;
- mastering the skills and abilities for successful planning of entrepreneurial enterprises in the field of rural tourism.

## Assessment and completion

Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

Full-time study: a student can progress to a higher year when he / she has completed his / her study obligations (seminars, exercises, exam) and thus collected 40 ECTS of the enrolled year and at least 52 ECTS of the previous year.

Part-time study: a student can progress to a higher year when he / she has completed his / her study obligations (seminars, exercises, exam) and thus collected 30 ECTS of the enrolled year and at least 45 ECTS of the previous year.

The student can repeat the first or second year once, thus the student retains the status and thus the rights determined by law.

## Transitions

Second-cycle master's study programmes (SQF level 8)

## Condition for obtaining certificate

The undergraduate study of Entrepreneurship and Innovation Management in Tourism was successfully completed by those who completed all the obligations prescribed by the study programme, completed a professional internship and successfully defended their diploma thesis in public. In this case, the student collected 180 ECTS and earned the title of graduate economist.

## Awarding body

GEA College – The Faculty of Entrepreneurship

URL

<https://gea-college.si/en/fakulteta/entrepreneurship/>

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