

International Tourism Management (B) + (M)
Sommersemester 2020

	Sem.	Modul	SWS	ECTS	Prüfung
Bachelor	2	Foreign Language II	2	2	Wr. Ex. 60
	2	AWP	2	2	CWC
	2	Accounting & Controlling	4	5	Wr. Ex. 90
	2	Marketing Principles	4	5	Wr. Ex. 90
	2	Quantitative & Qualitative Research	4	6	Research Paper
	2	Medical Basics for Health Tourism Professionals	4	5	Wr. Ex. 90
	2	Legal Aspects of Tourism	4	5	Wr. Ex. 90
	4	Foreign Language IV	2	2	Wr. Ex. 60
	4	AWP	2	2	CWC
	4	Intercultural Management	4	5	Wr. Ex. 90
	4	Innovation, Product Development & Service Design	4	5	Presentation
	4	Tourism Geography & Tourism Planning	4	6	Research Paper
	4	Medical Wellness & Spa Management	4	5	Wr. Ex. 90
	4	Health Care Management & Health Provision	4	5	Wr. Ex. 90
	6	Bachelor Thesis Tutorial (Scientific Workshop)	4	5	CWC, RP
	6	Nature-based & Sports Tourism Management	4	5	Presentation
	6	Entrepreneurship	4	5	Presentation
	6	Contemporary Issues in International Health Tourism	4	5	Presentation
	6	Destinationsmanagement (Deutsch)	4	5	Wr. Ex. 90
	6	Tour Operator Management	4	5	Wr. Ex. 90
Master	1	Customer Experience Management	4	5	Wr.Ex. 90
	1	Current Issues in Business Administration	4	5	Wr.Ex. 90
	1	Quantitative and Qualitative Research Methods	2	3	Research Paper
	1	Managerial Accounting	4	5	Wr.Ex. 90
	1	Intercultural and Interdisciplinary Management	4	5	Wr.Ex. 90
	1	Global and Regional Sustainable Tourism Development	4	5	Research Paper
	1	Allgemeinwissenschaftliches Wahlpflichtmodul (AWP)	2	2	Wr. Ex. 60
	3	Destination Development and Marketing	4	5	Wr. Ex. 90
	3	Specialized Mandatory Elective Module II	4	5	CA