

International Tourism Management (B) + (M)
Wintersemester 2020/21

	Sem.	Modul	SWS	ECTS	Prüfung
Bachelor	1	Foreign Language I	4	4	Wr. Ex. 60
	1	Personal & Scientific Development	4	6	Research Paper
	1	Applied Statistics & Data Analysis	4	5	Wr. Ex. 90
	1	Fundamentals of Business Administration	4	5	Wr. Ex. 90
	1	Economy & Society	4	5	Wr. Ex. 90
	1	Introduction to Tourism Management with Focus on Medical and Health Tourism	4	5	Wr. Ex. 90
	3	Foreign Language III	4	2	Wr. Ex. 60
	3	Compliance, Process & Quality Management	4	6	Research Paper
	3	Digital & Services Marketing	4	5	Wr. Ex. 90
	3	Strategic Management & Leadership	4	5	Wr. Ex. 90
	3	Hospitality Management	4	5	Wr. Ex. 90
	3	Project Management	4	5	Presentation
	5	PLV - 2	2	2	CWC
	7	Transport & Mobility Management	2	3	Wr. ex. 90
	7	Urban & Cultural Tourism	4	5	PR
	7	Ethics & Sustainability in International Tourism	2	5	Wr. ex. 90
7	Applied Destination Management (German)	4	5	PR	
Master	2	Compulsory Elective Subjects of a General Academic Nature (AWP)	2	2	Course Assessment
	2	Applied Customer Experience Management	4	5	Presentation
	2	Quantitative and Qualitative Research Methods	2	3	Research Paper
	2	Master Thesis Tutorial (Scientific Workshop)	2	5	Research Paper
	2	Entrepreneurship and Business Development	4	5	Presentation
	2	Digital Marketing and Social Media in Tourism	4	5	Presentation
	2	Specialized Mandatory Elective Module	4	5	Course Assessment