

**Degree Programme: Business Administration**  
**Field of study: Tourism Management**

*Updated: Oct. 1st 2018*

Modules, (ECTS-Points), Units, [contact hours]

Semester Modules	1st Academic Year		2nd Academic Year		3rd Academic Year	
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
<b>Business Administration</b> (30) [340]	<b>Business Administration</b> (5)  Principles of Business Administration [40]  Marketing [20]	<b>Accounting and Finance</b> (5)  Cost and Productivity Accounting [30]  Finance and Investment [30]	<b>Accounting and Taxation</b> (5)  Financial Statements and Analysis [33]  Corporate Taxation [22]	<b>Human Resources Organization and Project Management</b> (5)  Human Resource Management [33]  Organization and Project Management [22]		<b>Management</b> (5)  Leadership [25]  Corporate Management [25]
	<b>Principles of Accounting</b> (5)  Principles of Financial Accounting I [30]		Advanced Financial Accounting II [30]			
Semester Modules	1st Academic Year		2nd Academic Year		3rd Academic Year	
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
<b>Core Modules</b> (45) [495]	15 CP [180]		15 CP [165]		15 CP [150]	
	<b>Principles of Tourism Economics</b> (5)  Introduction to the Tourism Industry [30]  Tourism Geography [20]  Tourism Policy [10]	<b>Management of Tourism Supply Chain</b> (5)  Introduction to Supply Chain Management [24]  Service Providers and Tourism Value Chain [36]	<b>Customer Focused Management</b> (5)  Marketing and Distribution [28]  Event Management [27]	<b>Value Based Management</b> (5)  Industry-Specific Cost and Productivity Accounting [22]  Industry-specific Investment and Financing [11]  Industry-specific Controlling [22]	<b>System-oriented Management</b> (5)  System-Specific Legal Aspects [20]  Branch-specific Human Resource Management [10]  Strategic Information Management [20]	<b>Sustainable Management</b> (5)  Sustainability and Corporate Social Responsibility [25]  Quality Management [25]
	<b>Principles of subject-specific Business English</b> (5)  Business English I [30]		<b>Intensification of subject-specific Business English</b> (5)  Business English III [30]		<b>Integrated seminar on current issues in Tourism Topics</b> (5)  Integrative seminar [50]	
	Business English II [30]		Business English IV [25]			

Semester Modules	1st Academic Year		2nd Academic Year		3rd Academic Year		
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	
<b>Tourism Core Modules</b> <b>(20)</b> [210]	<b>Tourism Management</b>						
			<b>Principles of integrated of Tourism Management</b> <b>(10)</b>		<b>Selected Aspects of integrated Tourism Management</b> <b>(10)</b>		
			Principles of Hotel and Gastronomy Management [22]	Principles of Transportation and Travel Retail [22]	Travel/ Travel Sales [10]	Projects in Applied Market Research [15]	
		Leisure Management [11]	Principles of Leisure and Recreation [22]	Destination Management [10]	Applied Tourism Studies in selected Tourism Topics [20]		
		Principles of Destination Management [22]	Destinations [11]	Hotel and Gastronomy [10]	Health Care Management [20]		
				Travel Technology [15]			
						<b>Qualitative and Quantitative Marketing Management</b> <b>(10)</b>	
				Qualitative Marketing Management I [25]	Quantitative Marketing Management I [25]		
				Qualitative Marketing Management II [25]	Quantitative Marketing Management II [25]		

<b>Economics and Law</b> (25) [280]	<b>Principles of Economics and Microeconomics</b> (5)		<b>Macroeconomics</b> (5)		<b>Economic Policy</b> (5)
	Principles of Economics and Microeconomics [30]	Advanced Microeconomics [30]	Principles of Macroeconomics [28]	Money and Banking [27]	
	<b>Civil Law</b> (5)		<b>Business Law</b> (5)		
	Civil Law I: Principles of Law [30]	Civil Law II: Property and procedural law [30]	Business Law [28]	Labor Law and Principles of Insolvency law [27]	Introduction to Economic Policy and Foreign Trade [25] Selected Aspects of Economic Policy [25]

<b>Mathematics and Statistics</b> (5) [60]	<b>Mathematics and Statistics</b> (5)		
	Mathematics [30]	Statistics [30]	

<b>Key Skills</b> (15) [165]	<b>Key Skills I</b> (5)		<b>Key Skills II</b> (5)		<b>Key Skills III</b> (5)	
	Principles of Research and Scientific Enquiry [20]	Presentation and Communication Skills [20]	Self Management [20]	Scientific Theory and Methods of Empirical Social Research [28]	Applied Tourism-Specific Seminar [25]	Business Simulation [27] Bachelor Thesis Seminar [25]

<b>Bachelor Thesis</b> (12)		<b>Bachelor Thesis</b> (12)
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<b>Practical Modules</b> (48)	<b>Practical Module I</b> (20)		<b>Practical Module II</b> (20)		<b>Practical Module III</b> (8)	

<b>Total CP</b>	<b>70</b>		<b>70</b>		<b>70</b>	
	<b>(210)</b>					

<b>Contact Hours</b>	<b>600</b> (50 x 12 = 600)		<b>550</b> (50 x 11 = 550)		<b>500</b> (50 x 10 = 500)	
	<b>[1.650]</b>					