

# Studienplan Strategisches Management & Tourismus

Modules / Courses	Semester Credit Units   ECTS-Credits			
	1	2	3	4
<b>ENTREPRENEURSHIP</b>				
Propädeutikum Entrepreneurship & Tourismus	1   1			
Entrepreneurship	2   3			
Finanzmanagement & Controlling	2   2	2   3		
Business Plan & Startup		2   2		
Entrepreneurship Case Studies			2   3	
Strategic Pricing & Yield Management			1   2	
<b>LEADERSHIP</b>				
Leadership	2   3			
Leadership Kompetenzen		2   2		
Cross-Cultural Competencies & Ethics			1   2	
Communication & Sales Training			2   3	
<b>RECHT</b>				
Entrepreneurship & Recht	2   2	2   2		
Unternehmensgründung und -übergabe		2   3		
<b>FAMILY BUSINESS MANAGEMENT</b>				
Family Business Management	1   2	1   2		
Entrepreneurship & Change Management	2   2			
FBM / Entrepreneurship Planspiel		2   2		
FBM / Entrepreneurship Forum				1   1
<b>TOURISMUSMARKETING &amp; DIGITALISIERUNG</b>				
Tourismusmarketing	2   2			
Konsumentenverhalten		2   2		
Digitales Marketing	1   2			
Digitaler Verkauf & Vertrieb		2   2		
eTourism Business Models			2   3	
<b>INTERNATIONALER TOURISMUS</b>				
Internationale Tourismsmärkte	1   2			
International Tourism			2   3	
International Marketing			2   3	
Global Economics			2   3	
Sustainability & Tourism			2   3	
Emerging Tourism Markets			2   3	
<b>DESTINATIONSMANAGEMENT</b>				
Tourismuspolitik & Strukturentwicklung	2   3			
Destinationsmanagement	2   3			
Destinationsmanagement Case Studies		1   2		
Nachhaltige Destinationsentwicklung				2   2
<b>ENTWICKLUNG &amp; INNOVATION</b>				
Produktentwicklung & Innovation		2   2		
Service Design		2   2		
Architecture & Tourism			2   2	
Sporttourismus				2   2
<b>WISSENSCHAFTLICHES ARBEITEN</b>				
Empirische Sozialforschung	2   3			
Wissenschaftliches Arbeiten		1   1		
Angewandte Marktforschung		2   3		
<b>MASTERARBEIT</b>				
Seminar zur Masterarbeit				1   1
Masterarbeit				22
Masterprüfung				2
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>22   30</b>	<b>25   30</b>	<b>20   30</b>	<b>6   30</b>

# Curriculum Marketing Management & Tourism

Modules / Courses	Semester Credit Units   ECTS-Credits			
<b>ENTREPRENEURSHIP</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Introduction to Entrepreneurship & Tourism	1   1			
Entrepreneurship	2   3			
Finance & Controlling	2   3			
Fundamentals of Law		2   2		
Business Plan & Startup		2   2		
Entrepreneurship Case Studies			2   3	
Strategic Pricing & Yield Management			1   2	
<b>LEADERSHIP</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Leadership	2   3			
Leadership Skills		2   2		
Cross-Cultural Competencies & Ethics			1   2	
Communication & Sales Training			2   3	
<b>TOURISM MARKETING</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Tourism Marketing Management	2   3			
Marketing Management Case Studies	2   3	1   2		
Consumer Behavior		2   3		
Brand Management & Communication		2   3		
Services Marketing Case Studies				2   2
Entrepreneurship Forum				1   1
<b>DIGITAL MARKETING</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Digital Marketing	2   3			
Digital Sales & Distribution		2   2		
Content Management & Marketing		2   2		
eTourism Business Models			2   3	
Digital Trends in Tourism				2   2
<b>INTERNATIONAL TOURISM</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
International Tourism Markets	1   2			
International Tourism			2   3	
International Marketing			2   3	
Global Economics			2   3	
Sustainability & Tourism			2   3	
Emerging Tourism Markets			2   3	
<b>DESTINATION MANAGEMENT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
International Tourism Policy	2   3			
Destination Management	2   3			
Destination Marketing		2   2		
Destination Management Case Studies		1   2		
<b>DEVELOPMENT &amp; INNOVATION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Product Development & Innovation		2   2		
Service Design		2   2		
Architecture & Tourism			2   2	
<b>ACADEMIC RESEARCH &amp; STUDIES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Empirical Social Research	2   3			
Academic Research & Studies		1   1		
Applied Market Research		2   3		
<b>MASTER THESIS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Master Thesis Seminar				1   1
Master Thesis				22
Master's Examination				2
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>20   30</b>	<b>25   30</b>	<b>20   30</b>	<b>6   30</b>