

studienplan strategisches management & tourismus.

Modules / Courses	Semester Credit Units ECTS-Credits			
	1	2	3	4
ENTREPRENEURSHIP				
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	
LEADERSHIP				
Leadership	2 3			
Leadership Kompetenzen		2 2		
Cross-Cultural Competencies & Ethics			1 2	
Communication & Sales Training			2 3	
RECHT				
Entrepreneurship & Recht	2 2	2 2		
Unternehmensgründung und -übergabe		2 3		
FAMILY BUSINESS MANAGEMENT				
Family Business Management	2 3	1 2		
FBM / Entrepreneurship Planspiel	1 1	2 2		
FBM / Entrepreneurship Forum Entrepreneurship & Recht				1 1
TOURISMUSMARKETING & DIGITALISIERUNG				
Tourismusmarketing	2 2			
Konsumentenverhalten		2 2		
Digitales Marketing	1 2			
Digitaler Verkauf & Vertrieb		2 2		
eTourism Business Models			2 3	
INTERNATIONALER TOURISMUS				
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	
DESTINATIONSMANAGEMENT				
Tourismuspolitik & Strukturentwicklung	2 3			
Destinationsmanagement	2 3			
Destinationsmanagement Case Studies		1 2		
Nachhaltige Destinationsentwicklung				2 2
ENTWICKLUNG & INNOVATION				
Produktentwicklung & Innovation		2 2		
Service Design		2 2		
Architecture & Tourism			2 2	
Sporttourismus				2 2
WISSENSCHAFTLICHES ARBEITEN				
Empirische Sozialforschung	2 3			
Wissenschaftliches Arbeiten		1 1		
Angewandte Marktforschung		2 3		
MASTER THESIS				
Master Thesis Seminar				1 1
Master Thesis				24
SEMESTER CREDIT UNITS ECTS-CREDITS				
	22 30	25 30	20 30	6 30

curriculum marketing management & tourism.

Modules / Courses	Semester Credit Units ECTS-Credits			
	1	2	3	4
ENTREPRENEURSHIP				
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	
LEADERSHIP				
Leadership	2 3			
Leadership Skills		2 2		
Cross-Cultural Competencies & Ethics			1 2	
Communication & Sales Training			2 3	
TOURISM MARKETING				
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
DIGITAL MARKETING				
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
INTERNATIONAL TOURISM				
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	
DESTINATION MANAGEMENT				
International Tourism Policy	2 3			
Destination Management	2 3			
Destination Marketing		2 2		
Destination Management Case Studies		1 2		
DEVELOPMENT & INNOVATION				
Product Development & Innovation		2 2		
Service Design		2 2		
Architecture & Tourism			2 2	
ACADEMIC RESEARCH & STUDIES				
Empirical Social Research	2 3			
Academic Research & Studies		1 1		
Applied Market Research		2 3		
MASTER THESIS				
Master Thesis Seminar				1 1
Master Thesis				24
SEMESTER CREDIT UNITS ECTS-CREDITS				
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