

# Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4	5	6*
<b>BUSINESS MANAGEMENT</b>						
Management	2   3	2   3				
Fundamentals of Law	3   3	3   3				
Project Management		1   2				
Service & Quality Management			2   2			
Human Resource Management				2   2		
Strategic Management				2   3		2   3
<b>ECONOMICS</b>						
Microeconomics	2   3					
Macroeconomics		2   2				
Tourism Economics & Policy			2   3	2   2		
<b>FINANCIAL MANAGEMENT</b>						
Accounting & Controlling	3   3	3   3				
Introduction to Finance			2   3			
Financial Management				2   2		
Controlling in Tourism				2   3		
Financial Management in Tourism				2   2		
<b>MARKETING &amp; DIGITALIZATION</b>						
Introduction to Marketing		2   2				
Brand Management & Corporate Communication			2   2			
Tourism Marketing			2   2			
Digital Tourism Marketing				2   2		
Digital Information Management						2   2
<b>MANAGEMENT IN TOURISM &amp; LEISURE</b>						
Introduction to Tourism	1   1					
Alpine Tourism Management	1   1					
Sociology of Leisure & Tourism	1   2					
Event Management			2   3			
Operations Management			2   2			
Global Trends in Tourism			1   2			
Sustainable Tourism Development			2   2			
Destination Management			2   2			2   3
Travel Business Management				2   2		
Congress & Convention Management				2   2		
International Tourism Management						2   3
Product Development & Innovation						2   3
Hospitality Management						2   2
Alpine Tourism (for exchange students only)						3   5
<b>ACADEMIC RESEARCH &amp; METHODOLOGICAL COMPETENCES</b>						
Statistics	3   4	3   4				
Digital Competences	1   1	1   1				
Academic Research		1   2		1   2		
Bachelor Thesis Seminar					1   2	
Bachelor Thesis						12
Final Bachelor Examination						1
<b>INTERPERSONAL SKILLS</b>						
Teamwork & Communication	1   2					
Presentation & Moderation Skills		1   2				
Self & Time Management			2   2			
Intercultural Management						1   1
<b>LANGUAGES</b>						
English	3   3	3   3	2   2	2   2		
2 <sup>nd</sup> Foreign Language	4   4	3   3	3   3	3   3		
<b>ELECTIVE COURSES***</b>						
Startup & Innovation				2   3		
Outdoor Sports & Visitor Management				2   3		
International Tourism Markets				2   3		
<b>INTERNSHIP</b>						
Internship					26	
Internship Seminar: applied business management					1   2	
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>						
	25   30	25   30	26   30	26   30	2   30	16   30

\* Optional semester abroad; \*\*The courses of the 2nd foreign language require a minimum number of participants. \*\*\* In order to gain deeper knowledge in a personal field of interest, students may choose one out of three elective courses; the listed elective courses represent current issues in the tourism and leisure industry and are subject to change;