

Curriculum Tourism Management (TM) – B.A.

Term	Modules and related courses	Credit points
1 32 credit points	AL1: Introduction to Business Administration	8
	Fundamentals of Business Administration	5
	Business Management	3
	AL2: Introduction to Economics and Law	6
	Introduction to Economics (VWL I)	3
	Introduction to Private Business Law	3
	AL3: Academic Skills	4
	Communication and Rhetoric	3
	Learning to Study	1
	AL4: Bookkeeping and Accounting	5
	Bookkeeping and Accounting	5
	SL1: Tourism Industry	6
	Tourism Industry	6
FS1: Business English I	3	
Business English I	3	
2 28 credit points	AL5: Cost and Activity Accounting	5
	Cost and Activity Accounting	5
	AL6: Macroeconomics and Travel Law	6
	Macroeconomics (VWL II)	3
	Travel Law	3
	SL2: Stakeholders of Tourism	8
	Tourism Geography	3
	Academic Skills and Methods in Tourism Management	2
	Tourist Markets	3
	SL3: Environmental and Customer Relations in Tourism	6
	Sustainability in Tourism	3
Marketing	3	
FS2: Business English II	3	
Business English II	3	
3 33 credit points	AL7: Introduction to Statistics	6
	Statistics and Computer-Aided Data Evaluation	6
	AL8: Human Resource Management	6
	Introduction to Human Resource Management	3
	Ethics/Gender/Diversity	3

Term	Modules and related courses	Credit points
	AL9: Marketing and Communication in Service Processes	6
	Strategic Communication	3
	Services Marketing	3
	AL10: Financial Mathematics and Planning	6
	Financial Mathematics	3
	Financial Planning and Analysis	3
	AL11: Advanced Management	6
	International Management	3
	Management Techniques	3
	FS3: Business English III	3
Business English III	3	
4 30 credit points	AL12: Financing and Investment	6
	Financing	3
	Investment	3
	SL4: Project Management and Applied Market Research	9
	Project Management	3
	Market Research with Project	6
	SL5: Interconnections in Incoming Tourism (*)	6
	City and Regional Marketing	3
	Event Management	3
	Destination Management	3
	Transport Planning in Tourism	3
	SL6: Service Providers in Incoming Tourism	6
	Management of Attractions and Cultural Institutions	3
	Hotel Management	3
	Sports and Health Tourism	3
FS4: Business English IV	3	
Business English IV	3	
5 27 credit points mobility window	AL13: Business Management Specialization (*)	6
	E-Business	3
	Advanced Market Research	3
	Quality Management	3
	SL7: Case Studies	9
Case Studies	9	

Term	Modules and related courses	Credit points
	SL8: Service Providers in Outgoing Tourism (**)	9
	Tour Operator Management	3
	Travel Agent Management	3
	Travel Management Processes	3
	Airline Management	3
	FS5: Business English V	3
	Business English V	3
6 mobility window	SL14: Supervised Internship	15
	Internship	15
	SL15: Bachelor's Thesis and Defense	15
	Bachelor's Thesis	12
	Thesis Defense	3
	Total:	180

(*) Two mandatory electives must be selected from the courses offered.
As a rule, at least three courses are offered.

(**) Three mandatory electives must be selected from the courses offered.
As a rule, at least four courses are offered.