

curriculum.

TOPIC BLOCK / COURSES	SEMESTER CREDIT UNITS ECTS-Credits					
	1	2	3	4	5*	6**
A. FUNDAMENTALS OF ECONOMICS & LAW						
Statistics	2 3	2 3				
Accounting	3 3	3 3				
Fundamentals of law	3 3	3 3				
Economics	2 3	2 3				
B. MANAGEMENT & BUSINESS ADMINISTRATION						
Introduction to tourism	2 3		2 3			
Introduction to finance						
Introduction to marketing		2 3				
Management	2 3	2 3				
Project management		1 1				
C. FUNCTIONAL TOURISM & LEISURE BUSINESS						
Tourism & finance			1 2	1 1		
Financial management				2 2		
Tourism marketing			2 2	2 2		
Human resource management			2 2			
Service & quality management			2 2			
D. MANAGEMENT IN TOURISM & LEISURE						
Tourism economics & politics			2 3	2 3		
Event management			2 3			
International tourism & leisure markets			2 2			2 3
Operations management			2 2			
Hospitality management			2 3			
Incoming / Outgoing tourism				2 2		
Meeting & convention industry				2 2		
Integrative synopsis in tourism						2 3
Innovation & strategic planning						2 3
Alpine tourism***						3 3
Destination management						2 3
Integrated tourism management						2 3
E. STRATEGIC BUSINESS MANAGEMENT						
Integrated corporate communications				1 1		
Business management / Strategic management				2 3		2 4
Controlling				2 3		
Intercultural management						2 3
F. INFORMATION MANAGEMENT						
Applied information management	2 3	2 2				
Information management in tourism						2 3
G. ACADEMIC RESEARCH						
Academic research				2 2		
Seminar internship					1 1	
Internship					24	
Academic research II					1 5	1 5
H. SOCIAL SKILLS						
Teamwork & communication	1 2	2 2				
Communication & self-management				1 1		
Presentation & moderation skills				2 2		
I. LANGUAGES						
1st Foreign language: english	3 3	3 3	3 3	3 3		
2nd Foreign language: french, italian or spanish	4 4	4 4	3 3	3 3		
NUMBER OF SEMESTER CREDIT UNITS	24 30	26 30	25 30	27 30	2 30	20 30

* 5th semester = integrative internship, ** 6th semester = optional semester abroad, *** Seminar for exchange students