ENTREPRENEURSHIP & TOURISMUS

MCI®
CURRICULUM

MASTER

ECTS				
30	SEMESTER 1	Entrepreneurship I	Leadership I	Tourism Marketing I
		Destination Management I	International Tourismus & Sustainability I	Academic Research & Studies I
30	SEMESTER 2	Entrepreneurship II	Leadership II	Tourism Marketing II
		Product Development & Innovation I	Destination Management II	Academic Research & Studies II
30	SEMESTER 3	Entrepreneurship Case Studies	Leadership III	Tourism Marketing III
		Product Development & Innovation II	International Tourism & Sustainability II	
30	SEMESTER 4	Entrepreneurship Forum	Tourism Marketing IV	
		Master Thesis & Exam		
120				

Entrepreneurship · Leadership · Tourisms Marketing · Destination Management · International Tourism & Sustainability · Product Development & Innovation · Academic Research & Studies

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