### Reading List Entrance Exam 2022

(Note: in addition to questions on this Reading List, the entrance examinations for both majors contains general questions on business administration and on English as a foreign language)

<table>
<thead>
<tr>
<th>Studienzweig</th>
<th>Area of Specialization</th>
</tr>
</thead>
<tbody>
<tr>
<td>„Strategisches Management &amp; Tourismus“</td>
<td>’Marketing Management &amp; Tourism‘</td>
</tr>
</tbody>
</table>

### Unternehmensführung


### Entrepreneurship


### Destination & Innovation


### Family Business Management


### Marketing Management