

# Curriculum with Specialization Tourism, Sports & Leisure Business

	SEMESTER CREDIT UNITS   ECTS-CREDITS					
STRATEGIC MANAGEMENT	1	2	3	4	5	6*
Strategic Management	2   3	2   3				
Leadership, Communication & Teamwork	1   2					
Introduction to Marketing		2   2				
Strategic Management & Tourism						2   3
Product Development & Innovation						2   2
Fundamentals of Law	2   2	2   2,5				
ECONOMICS						
Microeconomics	2   3					
Macroeconomics		2   2,5				
Tourism Economics			2   2			
Practice Lab Tourism & Leisure Economics				2   2		
FINANCIAL MANAGEMENT						
Accounting & Controlling	3   5	3   5				
Financial Management			2   3	2   3		
STRATEGIC TOURISM MANAGEMENT						
Service & Quality Management			2   2			
Human Resource Management				2   2		
Financial Management in Tourism				2   3		
TOURISM, SPORTS & LEISURE MANAGEMENT						
Alpine Tourism Management	3   4					
Tourism & Sports			2   2			
Sociology of Tourism & Leisure		1   2				
Alpine Tourism Management (for exchange students only)						3   5
TOURISM MARKETING & MARKETS						
Tourism Marketing			1   2			
Brand Management & Corporate Communication			2   2			
Digital Marketing				2   3		
International Tourism Markets				2   2		
TOURISM & SUSTAINABILITY						
Sustainable Tourism Development			2   2			
Destination Management		2   2				
TRAVEL BUSINESS MANAGEMENT						
Travel Business Management				2   3		
Congress & Convention Management				2   2		
INTERNATIONAL TOURISM						
International Destination Management						2   2
International Tourism Management						2   3
Intercultural Management & Tourism						2   2
eTOURISM MANAGEMENT						
Digital Information Management						2   3
Hospitality Management						2   2
SPECIALIZATION TOURISM, SPORTS & LEISURE BUSINESS						
TOURISM, HEALTH & SPORTS						
Sports & Health Tourism			2   3			
Global Trends in Tourism, Health & Sports			1   2			
Outdoor Sports Management				2   3		
eSports & Events				2   2		
SOCIAL & COMMUNICATION COMPETENCES						
1st Foreign Language: English	2   2	2   2				
2nd Foreign Language:** French, Italian, Spanish or German	3   3	3   3	3   3	3   3		
Self & Time Management			2   2			
RESEARCH METHODS & PROFESSIONAL SKILLS						
Quantitative Methods	3   5	3   5				
Digital Skills	1   1					
Academic Research		1   1		2   2		
Bachelor's Thesis Seminar					1   2	
Bachelor's Thesis						1   2
Bachelor's Exam						1   1
INTERNSHIP						
Internship					1   26	
Internship Seminar					1   2	
INTERDISCIPLINARY ELECTIVE						
Interdisciplinary Elective: Current Topic			3   5			
SEMESTER CREDIT UNITS   ECTS-CREDITS	22   30	23   30	24   30	25   30	2   30	17   30

\* Optional semester abroad; \*\* The courses of the 2nd foreign language require a minimum number of participants.