

Curriculum with specialisation Tourism, Sports & Leisure Business

	SEMESTER CREDIT UNITS ECTS-CREDITS					
	1	2	3	4	5	6*
STRATEGIC MANAGEMENT						
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 & Policy			2 2	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		
Elective Course			3 5			
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
SPECIALISATION 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, Mandarin or Russian	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		
BA Thesis Seminar					1 2	
Bachelor Thesis						12
Bachelor Exam						1
INTERNSHIP						
Internship					26	
Internship Seminar					1 2	
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.