

# Study and Examination Regulations (SER) for the BSc in Tourism (Directive)

Issuing authority: University Council  
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## Basis

The following Directive is based on the Framework Regulations for the Study and Examination Regulations, dated 3 September 2019.

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## I. General provisions

Art. 1  
*Content and scope* <sup>1</sup> These Study and Examination Regulations govern the BSc in Tourism, acting in addition to the Framework Regulations for the Study and Examination Regulations.

## II. Admission and enrolment

Art. 2  
*Admission and enrolment* <sup>1</sup> The provisions of the Admission Directive apply

<sup>2</sup> To clarify article 3(2) of the Framework Regulations, individuals holding the following diplomas and with the following professional experience can be admitted to this bachelor's study programme:

- a) Holders of a vocational diploma ('Berufsmaturität') recognised by the Swiss Confederation, in conjunction with vocational training in areas connected to tourism, the tourism sector, the hotel industry and the service industry, e.g. individuals who have completed a three-year vocational apprenticeship to be a hotel specialist, or commercial training.
- b) Holders of a high school diploma ('Gymnasialmaturität') or specialised secondary school diploma ('Fachmaturität') recognised by the Swiss Confederation, provided that the individual in question has one year of relevant professional experience, as per letter a, by the time that they commence their studies.

<sup>3</sup> Holders of equivalent qualifications and diplomas from a foreign country can be admitted to the course provided that the individual in question can prove that they have one year of relevant professional experience by the time that they commence their studies.

- Art. 3  
*Admission*
- Art. 4  
*Recognition of previous academic achievements*
- Art. 5  
*Additional costs specific to the study programme*
- III. III. Studies**
- Art. 6  
*Study structure*
- Art. 7  
*Curriculum*
- <sup>4</sup> The Director of Studies will decide whether to recognise other professional experience on a case-by-case basis.
- <sup>1</sup> Individuals who can prove that their English language skills are at B2 level (Cambridge First Certificate or equivalent) upon commencing their studies can be accepted into the English class.
- <sup>1</sup> The Admissions Directive defines whether previous academic achievements can be recognised.
- <sup>2</sup> In other respects, the following applies with regard to recognising other previous academic achievements:
- a) Modules can be recognised if a module of similar scope and covering similar content was taken and passed as part of a previous study programme.
  - b) The Director of Studies will make decisions relating to such recognition.
- <sup>3</sup> The application for the recognition of ECTS points or equivalent achievements attained prior to the commencement of the study programme must be submitted no fewer than two weeks before the study programme is commenced.
- <sup>1</sup> Additional costs amounting to approx. CHF 550.00 per semester, on average, are incurred for external examinations, learning materials, excursions etc.
- <sup>2</sup> In principle, the University of Applied Sciences will not contribute towards these costs.
- <sup>1</sup> The study programme is offered as a full-time programme. A job may only be pursued alongside the study programme to a limited extent.
- <sup>2</sup> The place of study is Chur, but individual courses can take place at other locations.
- <sup>3</sup> The study programme is given in German/English for German classes and in English for international classes. Individual courses can take place in other languages.
- <sup>4</sup> A separate directive governs training in foreign languages.
- <sup>1</sup> The curriculum (structure of the study programme) is detailed in the attached document.
- <sup>2</sup> Students can view the specific study plan for the year in question.
- <sup>3</sup> The curriculum and study plan are subject to change.
- <sup>4</sup> The structure of the study programme comprises mandatory modules amounting to 136 ECTS points.
- <sup>5</sup> The structure of the study programme comprises mandatory elective modules amounting to 36 ECTS points.
- a) Major: A major must be selected: 12 ECTS points  
The major will be stated on the diploma provided that the bachelor thesis is from the selected major.

- b) Mandatory elective modules: At least one module must be selected: 4 ECTS points
- c) Mandatory elective language English (various entry levels available): 8 ECTS points
- d) Mandatory elective language of a second language 12 ECTS points

<sup>6</sup> Free elective modules of up to 8 ECTS points can be selected. Students can actively identify and suggest free elective modules. They can be modules from other study programmes offered by the University of Applied Sciences, free elective modules from external training programmes, summer school courses, MOOCs, or similar, for example. Additional mandatory elective modules can be taken as free elective modules, at 4 ECTS points each, to reach the minimum number of 180 ECTS points for the bachelor's programme.

<sup>7</sup> The Director of Studies can mandate that mandatory elective modules only run if minimum participant numbers are met.

Art. 8  
*Exchange semesters*

<sup>1</sup> An exchange semester, or an exchange year, in the instance of the double degree programme, can take place in the second year of the study programme. For this, the second year of the study programme is defined as the mobility window.

<sup>2</sup> An agreement will determine the modules that must be completed at the exchange university and subsequently recognised.

<sup>3</sup> If the agreed modules are not passed during the exchange semester, the Director of Studies will determine replacement modules.

#### IV. Examination and graduation process

Art. 9  
*Examination procedure*

<sup>1</sup> The number, form and duration of course assessments are detailed in the module and course description in question.

<sup>2</sup> Students who are unable to participate in a course assessment due to justified, demonstrable extenuating circumstances (e.g. illness, accident, bereavement) will have the chance to sit a replacement examination.

<sup>3</sup> Re-examination as per the Framework Regulations are not possible for the bachelor thesis.

Art. 10  
*Course assessment*

<sup>1</sup> Notice of deregistration from a module must be received in writing by the Director of Studies at least 10 days prior to the first course assessment for the module in question. It is not possible to deregister from the module if it is being repeated.

<sup>2</sup> To promote a student-centred approach to learning, grades for course assessments undertaken during the semester can be announced by the lecturers immediately after the assessments have been graded.

<sup>3</sup> Module grades can be viewed on the official grade announcement date.

<sup>4</sup> The viewing of examination scripts will be organised centrally by the Director of Studies at the start of the subsequent semester.

<sup>5</sup> The objection date shall be classed as the date on which the examination scripts are viewed.

Art. 11  
*Failed modules*

<sup>1</sup> Re-examination is not offered for the below modules:

a) Bachelor thesis

<sup>2</sup> The module description determines whether re-examination is offered for every other module. Participation in re-examinations is voluntary.

<sup>3</sup> The form and duration of a re-examination for a module may differ from the form and duration of the standard course assessment. Information about this will be announced by the Director of Studies in advance.

Art. 12  
*Bachelor Thesis*

<sup>1</sup> The provisions for the bachelor thesis, laid down in a separate set of regulations for the study programme, apply.

## **V. Closing provisions**

Art. 13  
*Entry into force and validity*

<sup>1</sup> These Study and Examination Regulations enter into force on 1 September 2020. They replace the Study and Examination Regulations dated 27 June 2017.

<sup>2</sup> The Study Regulations apply to students enrolled from 1 September 2020 onwards.

## **University of Applied Sciences of the Grisons**



Jürg Kessler  
President

Martin Studer  
Prorector

# Appendices to the Study and Examination Regulations (SER) for the BSc in Tourism (Directive)

Issuing authority: University Executive Board  
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## I. General Information

Art. 1

*Subject to modifications*

<sup>1</sup> The curriculum and study plan are subject to change.

Art. 2

*Abbreviations*

<sup>1</sup> The following abbreviations are used to describe a module's type:

- a) M Mandatory module
- b) ME Mandatory elective module
- c) FE Free elective module

## II. Mandatory modules for the first year of the study programme (52 ECTS points)

<sup>1</sup> All modules muss be attended.

Abbrevia- tion	Module	ECTS points	Type	Course name	Course ECTS points
<b>ECOMI</b>	ECO: Microeco- nomics	4	M		
<b>FINACO</b>	Finance and Ac- counting	4	M		
<b>GMBS</b>	GM: Business Studies	4	M		
<b>SOFSE1</b>	Soft Skills 1	6	M	Soft Skills: Psychology	2
				Soft Skills: Sociology	2
				Rhetoric and Presentation Skills	2
<b>REMEE</b>	Research Meth- ods	6	M	Scientific Work: Fundamen- tal Aspects	2
				Scientific Work: Research Paper	2
				Decision Making Methodol- ogy	2
<b>MATHE</b>	Mathematics	4	M		
<b>TOURE1</b>	Tourism 1: Market	4	M	Introduction to Tourism	2
				Products in Tourism and Leisure	2
<b>ECOMA</b>	ECO: Macroeco- nomics	4	M		
<b>STATE</b>	Statistics	4	M		
<b>LAWPR</b>	Law: Principles	4	M		
<b>SOFSE2</b>	Soft Skills 2	4	M	Soft Skills: Business Ethics	2
				Soft Skills: Communication	2
<b>BUINFO</b>	Business Infor- matics	4	M		

Table 1 Mandatory modules for the first year of the study programme

### III. Mandatory modules for the second year of the study programme (52 ECTS points)

<sup>1</sup> All modules muss be attended.

Abbrevia- tion	Module	ECTS points	Type	Course name	Course ECTS points
<b>TOURE2</b>	Tourism 2: Manage- ment	6	M	Law: Tourism Law	2
				Marketing Planning Process	2
				Financial Management in Tourism	2
<b>SERMAN</b>	Service Management	4	M		
<b>CONSU1</b>	Consumers and Cul- tures 1	6	M	Consumer Behaviour	4
				Cultural Studies	2
<b>MACOE1</b>	Management con- cepts 1	6	M	Sustainable Development	2
				Innovation Management	2
				Project Management Theorie	2
<b>MASORE</b>	Market and Social Re- search	4	M		
<b>ETOURM</b>	eTourism	4	M		
<b>MARKPT</b>	Marketing: Practical Application in Tour- ism	4	M		
<b>DESTMA</b>	Destination Manage- ment	4	M		
<b>TRAMOB</b>	Transportation and Mobility	4	M		
<b>CONSU2</b>	Consumers and Cul- tures 2	4	M	Study Week Abroad (Project Management in Practice)	2
				Intercultural Competence	2
<b>MACOE2</b>	Management Con- cepts 2	6	M	Sustainable Tourism - Basics	2
				Design Thinking	2
				Knowledge Management	2

Table 2 Mandatory modules for the second year of the study programme

#### IV. Mandatory modules for the third year of study programme (32 ECTS points)

<sup>1</sup> All modules must be attended.

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>STRATM</b>	Strategic Management in Tourism	4	M		
<b>BUILTT</b>	Built Environment and Tourism	4	M		
<b>ADMANA</b>	Advanced Management	6	M	ECO: Topics in International Economics: European Integration	2
				Leadership	2
				International Management Competence	2
<b>ADTOUM</b>	Advanced Tourism Management	6	M	Entrepreneurship and Business Planing	4
				Distinguished Speakers Series	2
<b>THESIS</b>	Bachelor Thesis	12	M		

Table 3 Mandatory modules for the third year of the study programme

#### V. Mandatory elective modules in languages (20 ECTS points)

<sup>1</sup> A selection of mandatory elective modules must be attended.

<sup>2</sup> The training of foreign languages is regulated in a separate directive.

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>ENGB2</b>	English BEC Vantage B2	4	ME	English BEC Vantage B2.1	2
				English BEC Vantage B2.2	2
<b>ENGC1</b>	English BEC Higher C1	4	ME	English BEC Higher C1.1	2
				English BEC Higher C1.2	2
<b>ENGC2A</b>	English Proficiency C2a	4	ME	English Proficiency C2.1	2
				English Proficiency C2.2	2



<b>ENGC2B</b>	English Proficiency C2b	4	ME	English Proficiency C2.3	2
				English Proficiency C2.4	2
<b>SPANA1</b>	Spanisch A1	4	ME	Spanisch A1.1	2
				Spanisch A1.2	2
<b>SPAEA1</b>	Spanish A1	4	ME	Spanish A1.1	2
				Spanish A1.2	2
<b>SPANA2</b>	Spanisch A2	4	ME	Spanisch A2.1	2
				Spanisch A2.2	2
<b>SPAEA2</b>	Spanish A2	4	ME	Spanish A2.1	2
				Spanish A2.2	2
<b>SPANB1</b>	Spanisch B1	4	ME	Spanisch B1.1	2
				Spanisch B1.2	2
<b>SPANB2A</b>	Spanisch B2a	4	ME	Spanisch B2.1	2
				Spanisch B2.2	2
<b>SPANB2B</b>	Spanisch B2b	4	ME	Spanisch B2.3	2
				SpanischB2.4	2
<b>SPANC1A</b>	Spanisch C1a	4	ME	Spanisch C1.1	2
				Spanisch C1.2	2
<b>SPANC1B</b>	Spanisch C1b	4	ME	Spanisch C1.3	2
				Spanisch C1.4	2
<b>FRANA1</b>	Französisch A1	4	ME	Französisch A1.1	2
				Französisch A1.2	2
<b>FRANA2</b>	Französisch A2	4	ME	Französisch A2.1	2
				Französisch A2.2	2
<b>FRANB1</b>	Französisch B1	4	ME	Französisch B1.1	2
				Französisch B1.2	2
<b>FRANB2</b>	Französisch B2	4	ME	Französisch B2.1	2
				Französisch B2.2	2
<b>FRANC1A</b>	Französisch C1a	4	ME	Französisch C1.1	2
				Französisch C1.2	2
<b>FRANC1B</b>	Französisch C1b	4	ME	Französisch C1.3	2
				Französisch C1.4	2

<b>ITALA2</b>	Italienisch A2	4	ME	Italienisch A1	2
				Italienisch A2	2
<b>ITALB1</b>	Italienisch B1	4	ME	Italienisch B1.1	2
				Italienisch B1.2	2
<b>ITALB2</b>	Italienisch B2	4	ME	Italienisch B2.1	2
				Italienisch B2.2	2
<b>ITALC1</b>	Italienisch C1	4	ME	Italienisch C1.1	2
				Italienisch C1.2	2
<b>RUSA1</b>	Russisch A1	4	ME	Russisch A1.1	2
				Russisch A1.2	2
<b>RUSA2</b>	Russisch A2	4	ME	Russisch A2.1	2
				Russisch A2.2	2
<b>RUSB1</b>	Russisch B1	4	ME	Russisch B1.1	2
				Russisch B1.2	2
<b>GERMA1</b>	German A1	4	ME	German A1.1	2
				German A1.2	2
<b>GERMA2</b>	German A2	4	ME	German A2.1	2
				German A2.2	2
<b>GERMB1</b>	German B1	4	ME	German B1.1	2
				German B1.2	2
<b>GERMB2</b>	German B2	4	ME	German B2.1	2
				German B2.2	2
<b>GERMC1</b>	German C1	4	ME	German C1.1	2
				German C1.2	2

Table 4 Mandatory elective modules in languages

**VI. Modules for the eCommerce & Sales in Tourism Major (mandatory elective modules) (12 ECTS points)**

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>MAECO1</b>	eCommerce & Sales in Tourism - Module1	6	ME	Structure, Consumers and Technology	3
				Practical Consulting Project: Operational Analysis	3
<b>MAECO2</b>	eCommerce & Sales in Tourism - Module 2	6	ME	Market Implications and Effective Implementation	3
				Practical Consulting Project: Development Concept	3

Table 5 Major eCommerce & Sales in Tourism

**VII. Modules for the Marketing and Product Development in Tourism Major (mandatory elective modules) (12 ECTS points)**

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>MAMPD1</b>	Marketing and Product Development in Tourism – Module 1	6	ME	Marketing Strategy and Project Management	3
				Product Development, Innovation & Pricing	3
<b>MAMPD2</b>	Marketing and Product Development in Tourism – Module 2	6	ME	Business Models & Market Introduction	3
				Communication & Branding	3

Table 6 Major Marketing and Product Development in Tourism

### VIII. Modules for the Sustainable Tourism and International Development Major (Mandatory elective modules) (12 ECTS)

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>MASTD1</b>	Sustainable Tourism and International Development - Module 1	6	ME	Sustainable Development and Tourism	2
				International Development and Cooperation	4
<b>MASTD2</b>	Sustainable Tourism and International Development - Module 2	6	ME	Sustainable Entrepreneurship	2
				Marketing and Communication of Sustainable Tourism	4

Table 7 Major Sustainable Tourism and International Development

### IX. Modules for the Leadership and Change Major (mandatory elective modules) (12 ECTS)

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>MALEA1</b>	Leadership and Change - Module 1	6	ME	Sinnstiftung und Life Balance	3
				Leadership	3
<b>MALEA2</b>	Leadership and Change - Module 2	6	ME	Innovation und Change	3
				HRM Systeme	3

Table 8 Major leadership and Change

### X. Modules for the Event Communication Major (mandatory elective modules) (12 ECTS)

Abbreviation	Module	ECTS points	Type	Course name	Course ECTS points
<b>MAEVE1</b>	Event Communication - Module 1	6	ME	Live Communication	3
				Theoretical Basics	3
<b>MAEVE2</b>	Event Communication - Module 2	6	ME	Case Study Event Concept	3
				Event Staging	3

Table 9 Major Event Communication

## XI. Mandatory elective modules (minimum of 4 ECTS points)

<sup>1</sup> A selection of mandatory elective modules muss be attended.

Abbrevia- tion	Module	ECTS points	Type	Course name	Course ECTS points
<b>MINMPR</b>	Media & Public Rela- tions	4	ME		
<b>MINSQM</b>	Service Quality Man- agement	4	ME		
<b>MINHOS</b>	Hospitality Manage- ment	4	ME		
<b>MINNIC</b>	Niche Tourism	4	ME		
<b>MINMTM</b>	Mountain Tourism Management	4	ME		
<b>MINIMM</b>	Integrated Mobility Management	4	ME		
<b>MINAVI</b>	Aviation Management	4	ME		
<b>MINYES</b>	YES Lab (myclimate)	4	ME		
<b>MINDMX</b>	Designing Memorable Experiences	4	ME		
<b>MINARIC</b>	Applied Research in an International Context	4	ME		
<b>MINRTM</b>	Retail Management	4	ME		
<b>MINLEM</b>	Leisure Management	4	ME		
<b>MINHTM</b>	Health Tourism Man- agement	4	ME		
<b>MINSPO</b>	Sports Tourism	4	ME		
<b>MINKRE</b>	Kreuzfahrttourismus	4	ME	(in German, in cooperation with the European Distance Learning University Ham- burg)	

Table 10 Mandatory elective modules

**XII. Free modules (up to 8 ECTS points)**

Abbrevia- tion	Module	ECTS points	Type	Course name	Course ECTS points
<b>HUCEEN</b>	Human Centred Entrepreneurship	4	FE		
<b>ENGSUES</b>	English for academic purposes	4	FE	English for academic purposes 1	2
				English for academic purposes 2	2

Table 11 Free elective modules

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