

## Modules offered for the Bachelor of Science Tourism during Fall Semester 2024

<b>Course</b>	<b>ECTS</b>	<b>Comment</b>
Consumer Behaviour	2	
Rhetoric and Presentation Skills	2	
Tourism Product Development	2	
Digital Transformation in Tourism	4	
Innovation Management	2	
Design Thinking	2	
Desktop Publishing	2	Description currently being drafted
Major Marketing and Product Development	6	
Minor Digital Marketing	4	A decision on the definitive execution will be made in mid-May
Minor Media PR	4	A decision on the definitive execution will be made in mid-May
Minor Aviation Management	4	A decision on the definitive execution will be made in mid-May
Strategic Management	4	
Languages	4	
<b>Total</b>	<b>42</b>	