

# Curriculum

Fundamental knowledge in business administration and research methods form the basis of the interdisciplinary programme. It is complemented by specialised modules dealing with various aspects of business administration as they relate to tourism. The modules of the Major Tourism take place across all three semesters, creating the necessary professional identification at an early stage.

The master-level research methods modules take place during the first semester so that you are prepared for the practical projects in the second semester. The master thesis is the capstone of the programme.

## Full-time study programme (3 semesters / 1.5 years)\*

### General Management

- Managing People
- Managing Organisations
- Managing Stakeholders

### Major Tourism

- International Tourism Management
- Strategic Innovation Management
- Sustainability

### Applications in practice

- Master Thesis
- Research Projects
- Research Methods

3rd semester	Leadership (3 ECTS)	Talent Management (3 ECTS)	New Business Models (3 ECTS)	Risk and Crisis Management in Tourism (3 ECTS)	Finance and Investment: Tourism Infrastructure (3 ECTS)	Pre-Study Master Thesis (3 ECTS)	Master Thesis (15 ECTS)		
2nd semester	Digital Business (3 ECTS)	Organisational Development (3 ECTS)	Digital Marketing and Technological Innovations (3 ECTS)	Intercultural Competencies and Socio-Econ. Develop. Through Tourism (3 ECTS)	Systemic Management in the Mobility Sector (3 ECTS)	Specific Research Methods (3 ECTS)	Consultancy Project 1 (6 ECTS)	Consultancy Project 2 (6 ECTS)	
1st semester	Corporate Responsibility (3 ECTS)	Corporate Communications (3 ECTS)	Managing Innovations in Tourism (3 ECTS)	Sustainable Tourism Management (3 ECTS)	Strategy in Practice: Contemporary Case Studies in Tourism (3 ECTS)	Future Challenges and Change in Tourism (3 ECTS)	Research Design (3 ECTS)	Qualitative Research Methods (3 ECTS)	Quantitative Research Methods (3 ECTS)

\* May be subject to change

Many of the students work in the tourism industry while studying for the master's at the same time. Your study plan can be tailored towards your individual requirements.

You can complete your studies in four or more semesters. This does not apply to international students with a student visa.

## Part-time study programme (4 semesters / 2 years)\*

### General Management

- Managing People
- Managing Organisations
- Managing Stakeholders

### Major Tourism

- International Tourism Management
- Strategic Innovation Management
- Sustainability

### Applications in practice

- Master Thesis
- Research Projects
- Research Methods

4th semester	Digital Marketing and Technological Innovations (3 ECTS)	Consultancy Project 2 (6 ECTS)	Master Thesis (15 ECTS)		
3rd semester	New Business Models (3 ECTS)	Corporate Responsibility (3 ECTS)	Leadership (3 ECTS)	Talent Management (3 ECTS)	
	Risk and Crisis Management in Tourism (3 ECTS)	Future Challenges and Change in Tourism (3 ECTS)	Finance and Investment: Tourism Infrastructure (3 ECTS)	Pre-Study Master Thesis (3 ECTS)	
2nd semester	Digital Business (3 ECTS)	Organisational Development (3 ECTS)	Specific Research Methods (3 ECTS)	Consultancy Project 1 (6 ECTS)	
	Intercultural Competencies and Socio-Econ. Develop. through Tourism (3 ECTS)	Systemic Management in the Mobility Sector (3 ECTS)			
1st semester	Managing Innovations in Tourism (3 ECTS)	Corporate Communications (3 ECTS)	Research Design (3 ECTS)	Qualitative Research Methods (3 ECTS)	Quantitative Research Methods (3 ECTS)
	Sustainable Tourism Management (3 ECTS)	Strategy in Practice: Contemporary Case Studies in Tourism (3 ECTS)			

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