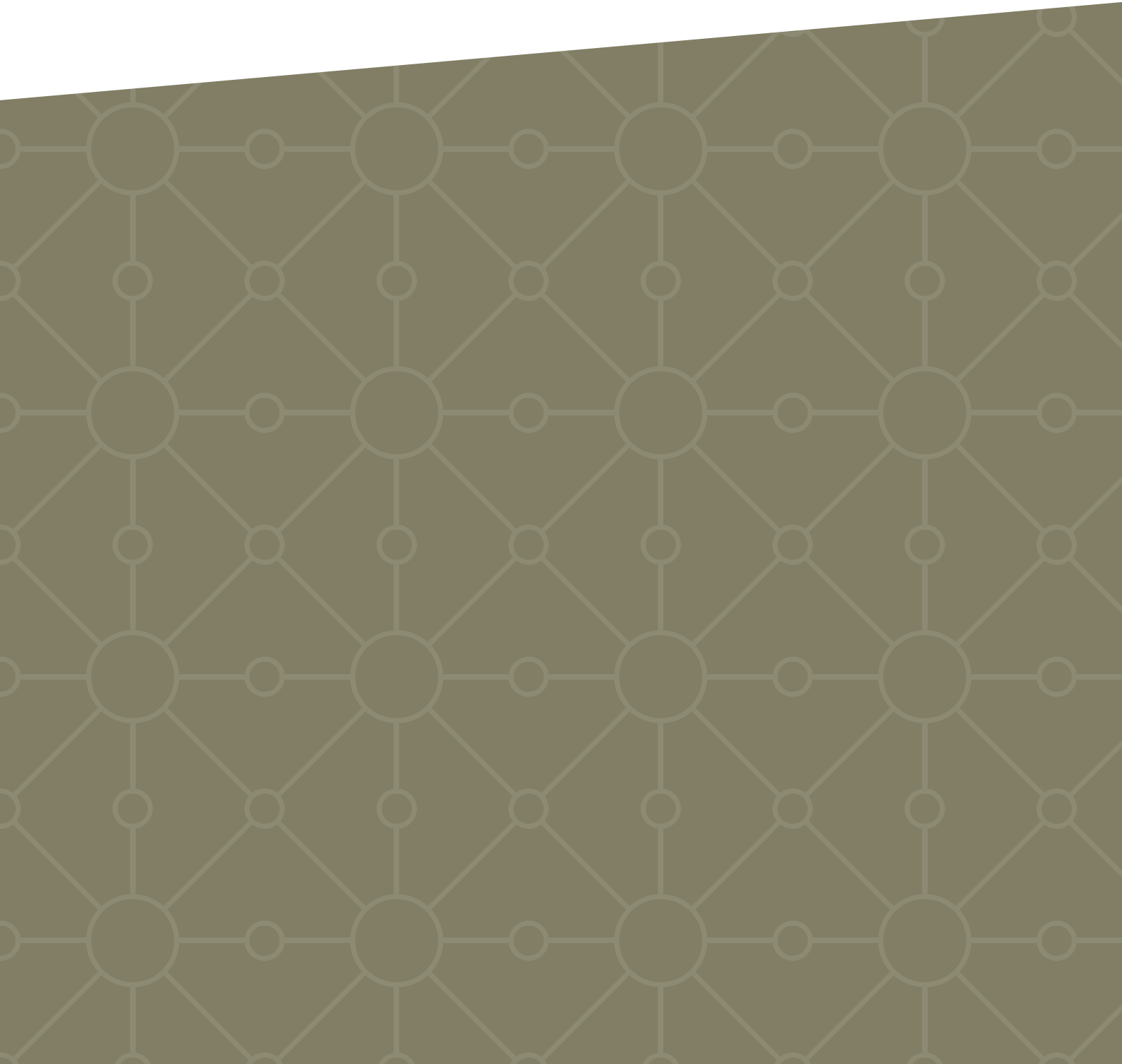


Master's degree Tourism and Change

Study profile



Programme Profile MSc Business Administration Major Tourism and Change

Autor/in: Prof. Dr Jan Mosedale
Ausgabestelle: Departement Lebensraum
Geltungsbereich: Studiengang
Klassifizierung: Nicht klassifiziert
Version: 1.0.0
Ausgabedatum: 10.06.2020
Verteiler:

Änderungskontrolle

Version	Überarbeitung	Autor/in	Datum
1.0	Erstellt	Jan Mosedale	10.06.2020

Freigabe durch	Datum
----------------	-------

1 Programme Profile MSc Business Administration Major Tourism and Change

The Master Tourism and Change of the University of Applied Sciences of the Grisons comprises 90 ECTS. This corresponds to a completion of the second cycle corresponding to level 7 of the European Qualifications Framework.

1.1 Programme Profile

The MSc Business Administration Major Tourism and Change combines knowledge of business administration with an analytic and comprehensive perspective on the changes affecting and originating from tourism development. Students analyse the different drivers of change, evaluate the consequences of change and determine how to manage as well as design change in tourism. They identify, interpret and provide solutions for strategic challenges faced by tourism businesses and make strategic judgements under uncertainty by relying on an in-depth understanding of change processes in tourism.

After completion of the programme, the graduates demonstrate knowledge in business administration and tourism as well as competencies in critical thinking, project management, problem-solving, creativity & innovation, risk & crisis management, decision-making, strategy, sustainability, resilience, communication and leadership.

A large part of the master is the focus on the practical relevance of knowledge and the development of skills and their application in tourism. Graduates are able to plan, lead, carry out and evaluate change projects; have specialised knowledge in business administration and tourism, competencies in entrepreneurship, innovation management, sustainability and skills in analysing, managing and designing change processes.

1.2 Main Learning Outcomes

Graduates of the Master Business Administration with Major Tourism and Change have knowledge of tourism and business administration at master level. They are able to identify and analyse change at an early stage by performing horizon scanning and are able to evaluate likely impacts of change for organisations and for the tourism sector. They are able to develop scenarios as well as appropriate strategies and courses of action. They can cope with and manage changing circumstances and challenges by critically evaluating knowledge and possible actions. Graduates take into account inter-connections between drivers of change in order to take informed decisions, apply creativity techniques to problem-solving, and evaluate the robustness, suitability and risk of strategic courses of action.

They are competent in project management and are able to develop and implement change management projects including preparing contingency plans, risk matrices and crisis management systems. They have acquired skills to consider different perspectives, to apply creativity techniques, test possible solutions and evaluate results as a way to make decisions and have also acquired skills in co-creation, imagination, design and storytelling. They have the competence to apply these skills to develop innovations and innovation processes.

Graduates are adept at applying multidisciplinary knowledge to critically analyse the challenges of sustainability, to measure sustainability, to analyse drivers and barriers to overcome vulnerability and build resilience and to implement sustainability projects.

Graduates are accomplished at working across trans-cultural contexts, consciously examine their professional experiences, actions and practices in order to learn from these and to adapt their professional practice accordingly.

1.3 Job Profile of Graduates

Graduates demonstrate the necessary skills and knowledge to work in the tourism sector but also, more generally, in business administration within other sectors. Their generalist knowledge and skills set allows them to work in hotel management, tour operating, destination management/marketing or travel agency services in areas such as, but not limited to, change management, customer services, front & back office, product management, marketing, HR/organisational development, business development, sustainability management etc.. With the relevant work experience, they are able to take on leadership roles e.g., as head of business units, members of the executive board or regional managers.