

Appendices to the Study and Examination Regulations for the MSc in Business Administration Major Tourism and Change

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I. General provisions

Art. 1 ¹ The following abbreviations are used to describe a module's type:
Abbreviations

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

II. Mandatory elective modules (20 ECTS)

Art. 2 ¹ A minimum of 5 mandatory elective modules must be successfully completed.
Module registration

Abbreviation	Module	ECTS	Type	Course name	ECTS
CORE	Corporate Responsibility	4	ME	-	-
COCO	Corporate Communication	4	ME	-	-
SUMA	Sustainability Management	4	ME	-	-
DIBU	Digital Business	4	ME	-	-
DAMA	Data Management	4	ME	-	-
DIMA	Digital Marketing	4	ME	-	-
ORDE	Organisational Development	4	ME	-	-
LECH	Leading Change	4	ME	-	-
ADLE	Adaptive Leadership	4	ME	--	--
TAMA	Talent Management	4	ME	--	--

Table 1 Mandatory elective modules

III. Mandatory modules Specialization Tourism and Change (30 ECTS)

Art. 3
 Module registration

¹ All mandatory modules Tourism and Change must be successfully completed.

Abbreviation	Module	ECTS	Type	Course name	ECTS
POE	Political Economic and Technological Change in Tourism	4	M	-	-
SE	Societal and Environmental Change in Tourism	4	M	-	-
TF	Tourism Futures	4	M	-	-
ST	Sustainable Tourism Management	4	M	-	-
CC	Change, Culture and Strategy	4	M	-	-
RV	Risk, Vulnerability and Resilience	4	M	-	-
IM	Innovation and Social Marketing	6	M	Innovation Management	3
				Social Marketing	3

Table 2 Mandatory modules Specialization Tourism and Change

IV. Free elective module (4 ECTS)

Art. 4
 Module registration

¹ A minimum of 1 elective module must be successfully completed.

Abbreviation	Module	ECTS	Type	Course name	ECTS
WM_TOU	Practical Experiences in Tourism	4	FE	-	-

Table 3 Free elective module

V. Research Methods (9 ECTS)

Art. 5
 Module registration

¹ The mandatory module Research Methods must be successfully completed.

Abbreviation	Module	ECTS	Type	Course name	ECTS
REME	Research Methods	9	M	Research Design	3
				Qualitative Research Methods	3
				Quantitative Research Methods	3

Table 4 Research Methods

VI. Course work modules (27 ECTS)

Art. 6

¹ All course work modules must be successfully completed.

Module registration

Abbreviation	Module	ECTS	Type	Course name	ECTS
COPR	Consultancy Project	9	M	Project Management	3
				Consultancy Project	6
MT	Master Thesis	18	M	Proposal Master Thesis	3
				Master Thesis	15

Table 5 Studienarbeiten

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