

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 and Change 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.

The entire Master Tourism and Change can be studied in English. While some elective modules are taught in German, the assessments can be undertaken in English.

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

- Business Administration
- Major Tourism and Change
- Master's Thesis
- Free elective module
- Research Methods
- Projects

3rd semester	Mandatory elective module (4 ECTS)	Free elective module (4 ECTS)	Designing Change			Master's Thesis			
			Innovation and Social Marketing (6 ECTS)						
2nd semester	Mandatory elective module (4 ECTS)	Mandatory elective module (4 ECTS)	Managing Change			Consultancy Project (9 ECTS)		Master's Thesis Proposal	
			Sustainable Tourism Management (4 ECTS)	Change, Culture and Strategy (4 ECTS)	Risk, Vulnerability and Resilience (4 ECTS)	Consultancy Project			
1st semester	Mandatory elective module (4 ECTS)	Mandatory elective module (4 ECTS)	Analysing Change			Research Methods (9 ECTS)			
			Political Economic and Technological Change in Tourism (4 ECTS)	Societal and Environmental Change in Tourism (4 ECTS)	Tourism Futures (4 ECTS)	Research Design	Qualitative Research Methods	Quantitative Research Methods	

Mandatory elective modules

Within the mandatory elective modules you choose five of the following modules:

- Adaptive Leadership**
- Corporate Communication
- Corporate Responsibility
- Data Management**
- Digital Business
- Digital Marketing
- Leading Change
- Organisational Development**
- Sustainability Management**
- Talent Management**

Free elective module

The free elective module is offered in the spring and autumn semester. You can choose to attend an international fieldtrip, to undertake a period of work experience (this depends on your visa situation), to take part in an online management game, to develop your own learning programme, to attend a summer school at another university or to take an additional mandatory elective module.

Part-time studies

Many of our students work in the tourism industry while studying for the master's degree at the same time. You may be enrolled in the programme for three to eight semesters; but most part-time students finish their studies within four or five semesters. This does not apply to non-EU/EFTA students on a student visa.

* May be subject to change

** Taught in German, but assignments can be undertaken in English