

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

Issuing authority: University Executive Board  
Scope: University of Applied Sciences  
Classification: Not classified  
Version: V01.00  
Issuing date: 24.08.2022

## Basis

The following Directive is based on the Framework Regulations for the Study and Examination Regulations, dated 23 Juni 2020 Art. 1 Par. 3.

---

## I. General provisions

Art. 1  
*Content and Scope*

<sup>1</sup> These Study and Examination Regulations govern the MSc in Business Administration Major Tourism and Change in addition to the Framework Regulations for the Study and Examination Regulations.

## II. Admission and enrolment

Art. 2  
*Admission*

<sup>1</sup> The provisions of the directive "Directive on admission to bachelor's/consecutive master's degree programs" apply.

<sup>2</sup> In addition to this directive, the following applies:

- a) Basic knowledge of Business Administration, amounting to a minimum of 10 ECTS points, is required for admission to Tourism and Change degree programme. Students who do not meet this requirement have the option of taking an admissions test in Business Administration.
- b) English language skills at C1 level are required for admission to the Tourism and Change degree programme.

Art. 3  
*Recognition of previous academic achievements*

<sup>1</sup> The Admission Directive applies with regard to the recognition of previous academic achievements.

<sup>2</sup> The following applies to other recognition of already completed academic achievements:

- a) Modules can be credited if modules with similar content and scope of performance were taken and passed in a previous degree programme.
- b) The decision lies with the Director of Studies.

<sup>3</sup> The application for the recognition of ECTS credits or equivalences already acquired before the start of the degree programme must be submitted to the programme administration before the start of the degree programme.

Art. 4  
*Enrolment and tuition fees*

<sup>1</sup> In addition to tuition fees, costs may be incurred for field and study trips, surveys undertaken as part of coursework, etc.

### III. Studies

Art. 5  
*Study structure*

<sup>1</sup> The degree is offered as a full-time programme and as a part-time programme. The place of study is Chur, but individual courses can take place at other locations.

Art. 6  
*Curriculum*

<sup>1</sup> The curriculum is specified in the appendix, and is subject to change.

<sup>2</sup> All compulsory modules must be passed.

<sup>3</sup> A minimum of 20 ECTS points must be successfully completed from the group of elective modules.

<sup>4</sup> Free elective modules amounting to a maximum of 4 ECTS points may be recognised within the study programme. They can be selected from the elective modules listed in the appendix. In order to achieve the 90 ECTS required to pass the degree, additional compulsory elective modules of the field of study or modules from other fields of study can be taken at Master's level instead of elective modules. In addition, free elective modules at master level can also be completed at a different university. An application to take free elective modules at a different university must be submitted to the Director of Studies, and must be approved prior to students starting the free elective module.

### IV. Examination and graduation process

Art. 7  
*Course assessments*

<sup>1</sup> The number, form and duration of assessments are detailed in the module and course description in question.

Art. 8  
*Examination procedure*

<sup>1</sup> Notice of deregistration from a module must be received in writing by the administrator of the study programme at least 10 days prior to deadline of the first assessment for the module in question. There is no possibility to deregister from a module if it is being repeated.

<sup>2</sup> Grades for assessments undertaken during the semester will be announced by the lecturers immediately after the assessments have been graded.

<sup>3</sup> Module grades can be viewed on the official grade announcement date issued by the University of Applied Sciences of the Grisons.

<sup>4</sup> The module examinations can be viewed on one occasion as organised by the administrator of the study programme. The students can take notes while they are viewing the examinations. However, they may not copy or photograph the examination, nor compare them to other examinations.

- Art. 9  
*Failed modules*
- <sup>1</sup> The module description determines whether and in what form re-examination may take place:
- Consultancy project
  - Master thesis
- <sup>2</sup> The module description determines for all other modules whether and in what form re-examination may take place.
- <sup>3</sup> The form and duration of a re-examination for a module may differ from the form and duration of the standard course assessment. This will be announced in advance by the Director of Studies.
- Art. 10  
*Master thesis*
- <sup>1</sup> The regulations for the Master's thesis apply as set out in a separate guideline of the degree programme.

## **V. Closing provisions**

- Art. 11  
*Entry into force and validity*
- <sup>1</sup> These Study and Examination Regulations enter into force on 1 September 2022. They replace the Study and Examination Regulations MSc in Business Administration of September 3<sup>rd</sup> 2019.
- <sup>2</sup> The Study and Examination Regulations apply to students with enrolment from 1 September 2022.

## **University of Applied Sciences of the Grisons**

Prof. Jürg Kessler  
President

Prof. Martin Studer  
Prorector

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

Issuing authority: Department Alpine Region Development  
Scope: University of Applied Sciences  
Classification: Not classified  
Version: V01.01  
Issuing date: 05.09.2022

## I. General provisions

Art. 1 <sup>1</sup> 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 <sup>1</sup> A minimum of 5 mandatory elective modules must be successfully completed.  
*Module registration*

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

Table 1 Mandatory elective modules

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

Art. 3  
 Module registration

<sup>1</sup> 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

<sup>1</sup> 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

<sup>1</sup> 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

<sup>1</sup> 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

### University of Applied Sciences of the Grisons



Prof. Dr. Ulrike Zika  
Head of Departement Alpine Region Development



Prof. Martin Studer  
Prorector