

## Module list Master of Science in Business Administration Major Tourism

Edition academic year 2010/11

Module code	Module description	ECTS Credits	Semester
W.MSCBA_CRM01.08	Customer Relationship Management	6	1
W.MSCBA_NM01.08	Network Management	6	1
W.MSCBA_WA01.08 _FM _WT	Research Methodology I Research Methodology and Tools Scientific Theory	6 3 3	1
W.MSCBA_CM02.08	Change Management	6	2
W.MSCBA_WA02_FT.08	Research Methodology II: Research Tools	3	2
W.MSCBA_WP02.08	Applied Research Project I	9	2
W.MSCBA_BMT03.10 _HCM _AAM	Business Models in Tourism Hotel Chain Management Airline and Airport Management	3 1.5 1.5	3
W.MSCBA_ITE03.10 _TM _NT _IAT _ITP	International Tourism Environment Tourism Markets Nature Tourism Intercultural Aspects of Tourism International Tourism Politics	6 1.5 1.5 1.5 1.5	3
W.MSCBA_SMT03.08	Strategic Management in Tourism	6	3
W.MSCBA_WP03.08	Applied Research Project II	9	3
W.MSCBA_VMT03.10	Preliminary Master Thesis	3	3
W.MSCBA_BMT04.10 _TO _CM	Business Models in Tourism Tour Operating Cruise Management	3 1.5 1.5	4
W.MSCBA_MCT04.08	Marketing & Communication in Tourism	6	4
W.MSCBA_IIE04.08	Integration & International Excursions	6	4
W.MSCBA_MT04.10	Master Thesis	12	4
<b>Total ECTS-Credits in the Master course</b>		<b>90</b>	