

Bachelor of Science in International Sustainable Tourism

The Cooperative Degree Programme of the Lucerne School of Business and UN Tourism

	Semester 1 – Madrid 30 credits	Semester 2 – Madrid 30 credits	Semester 3 – Remote 30 credits	Semester 4 – Individual 30 credits	Semester 5 – Lucerne 30 credits	Semester 6 – Lucerne 30 credits
Onboarding	Bienvenido al Estudio 0 credits				Grüezi in Lozärn 0 credits	
Management 42 credits	Economics 6 credits	Ecosystem & Resources 3 credits	Effective Intercultural Teams 3 credits	Internship 21 credits	Entrepreneurship in Tourism* 6 credits	Experience & Visitor Management 3 credits
	Project Management 3 credits	Hospitality Management 3 credits			Destination Management 3 credits	
	Finance & Accounting 3 credits	Competitiveness & Market Intelligence* 3 credits			Risk & Resilience Mangement 3 credits	
	UN Diplomacy & Tourism* 3 credits					
Business & Development 45 credits	Global Sustainable Development* 3 credits	Global UN Tourism Missions & Initiatives* 3 credits	Tourism Types & Business Models 6 credits		Tourist Mobility 3 credits	Sustainable Tourism Development 3 credits
	International Tourism in Transition* 3 credits	Social Responsibility in Tourism* 3 credits	TourismTech 3 credits		Natural & Cultural Heritage 3 credits	Think Tank 3 credits
		Product Management 3 credits	Spotlights 3 credits		Sustainable Business Operations & Ethics 3 credits	
					Digital Dynamics 3 credits	
Applied Science 30 credits	Research Fundamentals 3 credits	Qualitative Research 6 credits	Research in Practice 6 credits		Bachelor's Thesis: Preliminary Study 3 credits	Bachelor's Thesis 9 credits
		Applied Tourism Data 3 credits				
Marketing & Communication 18 credits	Presenting & Interacting 3 credits		Tourism Marketing 6 credits		Persuasive Communication 3 credits	MICE & Live Communication 3 credits
			Visual Communication 3 credits			
Professional World 45 credits	Navigating AI 3 credits	HR Management & New Work 3 credits		Corporate Innovation 3 credits		Career Launch* 3 credits
				Self-Leadership & Reflection 3 credits		Elective Module 3 credits
				Current Issues in Tourism & Sustainability 3 credits		Study Week: Best of Switzerland 3 credits