

Master of Science in Business Administration/Major in International Tourism Management

Programme content Spring-Start | 4 semester | Edition Academic Year 2025/26

Part-time programme – lessons are either Monday/Tuesday or Thursday/Friday

1 st semester	Digital Customer Management 6 Credits	Organisational Transformation & Change 6 Credits	Strategic Network & Ecosystem Management 6 Credits	Qualitative Research Methods 3 Credits	Quantitative Research Methods 3 Credits	Research Theory & Ethics 3 Credits
2 nd semester	Tourism Mobilities 3 Credits	Tourism Marketing Lifecycle 6 Credits	Applied Research Project & Colloquium 9 Credits			
3 rd semester	Sustainability Management in Tourism and Events* 6 Credits	Tourism Futures 3 Credits	Innovative Product Design 3 Credits	Start-Up & Entrepreneurship study tour to Berlin in March 6 Credits	International Tourism Development 3 Credits	Digital Experiences 3 Credits
4 th semester	Strategic Management of Tourism Destinations 6 Credits	Master-Thesis 12 Credits				Preliminary Study for the Master's Thesis 3 Credits

* or an elective module from a different Major:
– Entrepreneurial Management
– Digital Transformation in Society & the Economy
– People Management and Digital Transformation

Credits = ECTS credits (1 credit = 30 hrs of student work)