

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

Programme content Autumn-Start | 4 semester

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
	Applied Research Project & Colloquium 9 Credits	Sustainability Management in Tourism & Events* 6 Credits	International Tourism Development 3 Credits	Digital Experiences 3 Credits		
2 nd semester	Tourism Mobilities 3 Credits	Strategic Management of Tourism Destinations 6 Credits	Tourism Marketing Lifecycle 6 Credits	Preliminary Study for the Master's Thesis 3 Credits		
3 rd semester	Start-Up & Entrepreneurship study tour to Berlin in March 6 Credits	Tourism Futures 3 Credits	Innovative Product Design 3 Credits	Master's Thesis 12 Credits		

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

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