

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

Programme content Spring-Start | 3 semester | Edition Academic Year 2023/24

Full-time programme – lessons on Monday, Tuesday, Thursday and Friday

1 st semester	Digital Customer Management* 6 credits	Organisational Transformation & Change 6 credits	Strategic Network & Ecosystem Management* 6 credits	Research Theory & Ethics 3 credits	Qualitative Research Methods 3 credits	Quantitative Research Methods 3 credits
2 nd semester	Applied Research Project & Colloquium 9 credits	Business Models in Tourism I 3 credits	Strategic Management of Tourism Destinations 6 credits	Tourism Marketing in the Digital Age 6 credits	Preliminary Study for the Master's Thesis 3 credits	
3 rd semester	Business Models in Tourism II 6 credits	International Festival & Events Management** 3 credits	International Tourism Environment 6 credits	Sustainable Tourism Management** 3 credits	Tourism Business Entrepreneurship 6 credits	Master's Thesis 12 credits

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

* incl. Block Week in the 2nd semester

** or an elective module from a different Major:

- Entrepreneurial Management
- Social Entrepreneurship (incl. a study trip abroad)
- Digital Transformation in Society & the Economy
- People Management and Digital Transformation