

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

Programme content Spring-Start | 4 semester | Edition Academic Year 2023/24

Part-time programme – lessons can be on Monday, Tuesday, Thursday and Friday

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|--------------------------|---|--|--|---|---|---|
| 1 <sup>st</sup> semester | <b>Digital Customer Management</b><br>(incl. Block Week)<br>6 Credits | <b>Organisational Transformation &amp; Change</b><br>6 Credits | <b>Strategic Network &amp; Ecosystem Management</b><br>(incl. Block Week)<br>6 Credits | <b>Research Theory &amp; Ethics</b><br>3 Credits      | <b>Qualitative Research Methods</b><br>3 Credits      | <b>Quantitative Research Methods</b><br>3 Credits             |
| 2 <sup>nd</sup> semester | <b>Applied Research Project &amp; Colloquium</b><br>9 Credits         | <b>Business Models in Tourism I</b><br>3 Credits               | <b>Tourism Marketing in the Digital Age</b><br>6 Credits                               |   |   |   |
| 3 <sup>rd</sup> semester | <b>International Festival &amp; Events Management*</b><br>3 Credits   | <b>Sustainable Tourism Management*</b><br>3 Credits            | <b>Business Models in Tourism II</b><br>6 Credits                                      | <b>Tourism Business Entrepreneurship</b><br>6 Credits | <b>International Tourism Environment</b><br>6 Credits | <b>Preliminary Study for the Master's Thesis</b><br>3 Credits |
| 4 <sup>th</sup> semester | <b>Strategic Management of Tourism Destinations</b><br>6 Credits      | <b>Master's Thesis</b><br>12 Credits                           |  |   |   |   |

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

- \* 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