

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

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

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	Research Theory & Ethics 3 Credits	Qualitative Research Methods 3 Credits	Quantitative Research Methods 3 Credits
2 nd semester	Applied Research Project & Colloquium 9 Credits	International Tourism Environment 6 Credits	International Festival & Events Management* 3 Credits	Sustainable Tourism Management* 3 Credits		
3 rd semester	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		
4 th semester	Business Models in Tourism II 6 Credits	Tourism Business Entrepreneurship 6 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
 - Social Entrepreneurship (incl. a study trip abroad)
 - Digital Transformation in Society & the Economy
 - People Management and Digital Transformation