

	Semester	1 st Semester	2 nd Semester	3 rd Semester	4 th Semester	5 th Semester	6 th Semester	7 th Semester
1	Module	Management I	Management II	Management III	Management V	Preparation for Stay Abroad	Practical Placement Abroad	International Management III
		Introduction to Studies in Tourism and Management	Strategic Management & Marketing in Tourism	Market Research & Marketing in Tourism	Operations Management in Tourism	Tourism Studies & Tourism Industry	Practical Placement Abroad (20 Weeks)	Advanced International & Intercultural Management in Tourism
2	Module	Business Administration I & Learners' Company I	Business Administration II	Business Administration III	Learners' Company II	Study Abroad I <i>Compulsory Elective Module</i>		Compulsory Elective Area I
		Foundations in Business Administration & Introduction to the Learners' Company	Managerial Accounting, Controlling	Investment, Financing, Taxation & Accounting	Practice-based Project	Tourism Management		Compulsory Elective Module
3	Module	Quantitative Methods	Economics	Management IV	International Management I	Study Abroad II <i>Compulsory Elective Module</i>		Compulsory Elective Area II
		Business & Financial Mathematics / Statistics	Microeconomics, Macroeconomics & International Economic Relations	Information Systems & E-Business in Tourism	Introduction to International & Intercultural Management in Tourism	Cultural Studies		Compulsory Elective Module
4	Module	Foundations of Interpersonal Competences	National & International Business Law	Environmental Awareness & Social Responsibility	Management VI	Study Abroad III <i>Compulsory Elective Module</i>		Bachelor's Project
		Psychology, Rhetoric & Communication	National & International Business Law	Sustainable Development, Ethics & Corporate Social Responsibility	Human Resource Management, Organisational Development & Specific Cultural Studies	Tourism Geography	Bachelor's Project	
5	Module	Foreign Languages I	Foreign Languages II	Foreign Languages III	Foreign Languages IV	Study Abroad IV <i>Compulsory Elective Module</i>	International Management II	Bachelor's Thesis
		Spanish or French or Portuguese or Indonesian	Spanish or French or Portuguese or Indonesian	Spanish or French or Portuguese or Indonesian	Spanish or French or Portuguese or Indonesian	Compulsory but freely elective module	Reflection on International & Intercultural Aspects of Studies & Placement Abroad	Bachelor's Thesis

Module 7.2	Compulsory Elective Area I
1	City Marketing & Destination Management
2	Event Management
3	Airport & Airline Management
4	Sports & Health Management
5	Hotel Management & Resort Planning
6	Cultural Policy & Management
7	Contemporary Topics
8	Elective from another degree programme
Module 7.3	Compulsory Elective Area II
1	Staging of Experiential Spaces
2	Public Relations & Journalism
3	Economic & Tourism Geography
4	Tourism in International Development Cooperation
5	Quality of Life & Sustainable Consumption
6	Elective from another degree programme