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| Faculty                 | Social Sciences  |
| Course Title            | Management Theory for Leisure, Tourism & Culture   |
| Number of ECTS credits  | 6 ECTS   |
| Hours per week (SWS)    | 5 SWS  |
| Semester                | Bachelor   |
| Course objective        |  |
| Prerequisites           | -  |
| Recommended reading     | Will be announced at the beginning of the course   |
| Teaching methods        | Seminar  |
| Assessment methods      | Written exam   |
| Language of instruction | English  |
| Name of lecturer        | Ms Marit Müller  |
| Email                   |  |
| Link                    |  |
| Course content          | <p><b>2.3.1 Management Theory, Controlling</b><br/> The focus of this sub-module is the teaching of the diversity and problems of management in the service sector with particular regard to leisure, culture and tourism. The students become familiar with theoretical foundations and practical implementation possibilities in the following areas:</p> <ul style="list-style-type: none"> <li>• the manager and management;</li> <li>• services: meaning and characteristics;</li> <li>• integrated management in tourism and business planning;</li> <li>• normative and strategic levels of management using examples from leisure, culture and tourism; and strategic and operational controlling</li> </ul> <p><b>2.3.2 Human Resource Management, Organisational Development</b><br/> Students learn about job descriptions, selection systems, differences in structure and organisation, as well as various forms of measuring and evaluating skills. Students develop an understanding of basic questions about employee selection as well as promotion, knowledge of human resource structures and their development in organisations particularly in the area of leisure and tourism. Practical exercises are employed to enhance learning.</p> |

