Bachelor of Business Administration (114 BBA)
Specialization II: Hotel Management - Fall Intake

Semester 1
Fall
ECTS total: 30

0104 Marketing & Consumer Behavior
IL – 3h – 6 ECTS

0101 Accounting & Management Control I
LX21 – 3h – 6 ECTS

0301 Math & Statistics I
LX21 – 3h – 6 ECTS

0603 Critical Thinking & Problem Solving
SE – 2h – 4 ECTS

0601 Advanced Business Communication
SE – 2h – 4 ECTS

0100 Sustainability Literacy for Business
SE – 2h – 4 ECTS

Semester 2
Spring
ECTS total: 32

0103 Organizational Behavior & CSR
IL – 2h – 4 ECTS

0102 Accounting & Management Control II
LX21 – 3h – 6 ECTS

0302 Math & Statistics II
LX21 – 3h – 6 ECTS

0401 Microeconomics
IL – 2h – 4 ECTS

0602 Academic Writing
SE – 2h – 4 ECTS

0501 Principles of Business Law
LS11 – 4h – 8 ECTS

Semester 3
Fall
ECTS total: 30

0106 HR Management & Management Development
LS21 – 3h – 6 ECTS

0403 Financial Management & Investment Planning
LX21 – 3h – 6 ECTS

0201 New Media & e-Business Applications
LX21 – 3h – 6 ECTS

0402 Macroeconomics
IL – 2h – 4 ECTS

0701 Tourism & Hospitality Business Analysis
LS11 – 4h – 8 ECTS

0900 Internship Preparatory Course
PT-1h-1 ECTS

Semester 4
Spring
ECTS total: 30

0105 Marketing Research & Empirical Project
LS11 – 4h – 8 ECTS

0107 Service Operations Management
IL – 2h – 4 ECTS

0702 Latest Trends in Tourism, Hospitality and Events
PT – 1h – 2 ECTS

0811 Revenue Management & Distribution *
SE – 2h – 4 ECTS

0812 Managing Talent *
SE – 2h – 4 ECTS

0813 Hotel Asset Management *
SE – 2h – 4 ECTS

1000 Bachelor Thesis Tutorial
SE – 1h – 2 ECTS

Semester 5
Fall
ECTS total: 28

0108 Entrepreneurship, Innovation & Business Planning
LS12 – 3h – 6 ECTS

0814 Hotel Business Development Strategies *
SE – 2h – 4 ECTS

0815 Hotel Property Development *
SE – 2h – 4 ECTS

0816 Strategic Hotel Management *
SE – 3h – 6 ECTS

0901 Internship
PT - 900h - 29 ECTS

Semester 6
Spring
ECTS total: 30

0810 Entrepreneurship, Innovation & Business Planning
LS12 – 3h – 6 ECTS

0814 Hotel Business Development Strategies *
SE – 2h – 4 ECTS

0815 Hotel Property Development *
SE – 2h – 4 ECTS

0816 Strategic Hotel Management *
SE – 3h – 6 ECTS

1001 Bachelor Thesis
TH – 250h - 10 ECTS

Legend:
- Prerequisites
IL – Interactive Lecture
SE – Seminar
PT – Practical Training
LS – Lecture/Seminar
LX – Lecture/Exercise

- Courses offered every semester
* – Major courses, may be subject to change