

Fall Enrollment Semester 1 (30 ECTS) Fall 0101 Tourism Economics SE - 3h - 6 ECTS 0102 Advanced Data **Analysis and Decision** Making SE - 3h - 6 ECTS0201 Global Marketing: **Theory and Cases** SF - 2h - 6 FCTS 0202 Corporate **Financial Management**

> 0203 International Destination Management SE - 2h - 6 ECTS

SE - 2h - 6 ECTS

Semester 2 (30 ECTS) Spring

0103 Research Design and Methods in Practice

SE - 3h - 6 ECTS

0204 Service Quality Management for **Tourism and Hospitality**

SE - 2h - 6 ECTS

0104 Business Ethics and Corporate Social Responsibility

SF - 2h - 6 FCTS

0302 Emerging Tools for New Media and Information Management SE - 2h - 6 ECTS

*Enrichment Course(s) of your choice or

Internship / Excellence Program SE - 2 h - 6 ECTS

Semester 3 (30 ECTS) Fall

0206 Tourist Behavior

SE - 2h - 6 ECTS

0301 Applied Innovation Management

SE - 2h - 6 ECTS

0601 Master Thesis Seminar

SE - 2h - 3 ECTS

0602 Master Thesis

(credit given in Semester 4)

12 ECTS

*Enrichment Course of your choice

SE − 1.5h − 3 *ECTS*

Semester 4 (30 ECTS) Spring

0205 Tourism Business Project

SE - 2h - 6 ECTS

0602 Master Thesis SF - 2h - 13 FCTS 0603 Master Thesis Defense

2 ECTS

*Enrichment Course(s) of your choice

SE - 2h - 3 ECTS

*Enrichment Course

of your choice

SE - 1.5h - 3 ECTS

worth 3 or 6 ECTS. One 6 ECTS Enrichment Course can be substituted for two 3 ECTS **Enrichment Courses. Students** may choose from the following specializations: Sustainable Management and Governance; Digital Marketing; Real Estate Management; Innovation and Experience Design for Tourism; Entrepreneurship, Innovation and Leadership Enrichment course offerings are subject to change.

*Enrichment Courses are either

Management and Research **Fundamentals**

International Tourism

Innovation and Change Management

Sustainability in Tourism

Enrichment / Internship

Master Thesis

DURATION 2 years (120 ECTS)