

Spring Enrollment

Semester 1 (30 ECTS)
Spring

0101 Tourism Economics

SE - 3h - 6 ECTS

0204 Service Quality Management

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 2 (30 ECTS)
Fall

0102 Advanced Data Analysis and Decision Making

SE - 3h - 6 ECTS

0201 Global Marketing: Theory and Cases

SE - 2h - 6 ECTS

0202 Corporate Financial Management

SE - 2h - 6 ECTS

0203 International Destination Management

SE - 2h - 6 ECTS

0301 Applied Innovation Management

SE - 2h - 6 ECTS

Semester 3 (30 ECTS)
Spring

0103 Research Design and Methods in Practice

SE - 3h - 6 ECTS

0205 Tourism Business Project

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)
Fall

0206 Tourist Behavior

SE - 2h - 6 ECTS

0602 Master Thesis *SE - 2h - 13 ECTS*

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

Management and Research Fundamentals

International Tourism

Innovation and Change Management

Sustainability in Tourism

Enrichment / Internship

Master Thesis

DURATION 2 years (120 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;

*Enrichment Courses are either

Digital Marketing;
Real Estate Management;

Innovation and Experience
Design for Tourism;

Entrepreneurship, Innovation and Leadership

Enrichment course offerings are subject to change.