MSc in International Tourism Management — Fall Intake



Tourism Management

Semester 1 Fall (30 ECTS)

Semester 2 Spring (30 ECTS) Semester 3 Fall (30 ECTS)

Semester 4 Spring (30 ECTS)

0203 International Destination Management

SE-2h -6ECTS

0204 Service Quality Management SE-2h -6ECTS

0206 Tourist Behavior

SE-2h -6ECTS

0205 Tourism **Business Project** SE-2h -6ECTS

0202 Corporate **Financial Management** SE-2h -6ECTS

> 0201 Tourism Marketing SE-2h -6ECTS

> > 0104 Business Ethics & **CSR** SE-2h -6ECTS

0302 Emerging Tools for New Media & Info. Management SE-2h -6ECTS

0301 Applied Innovation Management SE-2h -6ECTS

Intelligence and **Research Fundamentals**

Managing 21st Century

Challenges

0102 Advanced Data **Analysis and Decision** Making SE-3h -6ECTS

> 0101 Tourism **Economics** SE-3h -6ECTS

0103 Research Design and Methods in Practice SE-3h -6ECTS

0601 Master Thesis Seminar

SE-2h -3 ECTS

15 ECTS

0603 Master Thesis **0602 Master Thesis** (credit given in Semester 4) Defense 2 ECTS

*Enrichment Course or Internship / Excellence **Program 2****SE***–***1.5h* **–***6*

ECTS

*Enrichment Course or Internship / **Excellence Program 2***SE-1.5h -6 ECTS

*Enrichment Course or Internship / Excellence Program 2*SE-1.5h -6 **ECTS**

0602 Master Thesis

SE-2h -10 ECTS

*Students are required to take a total of 18 ECTS of Enrichment Courses or substitute 6 ECTS with an Internship or the Industry Excellence Program.

Enrichment course recommendation for **Tourism Students:**

Innovation and Experience Design for Tourism Courses:

- Designing Tourism Experiences
- Storytelling and Branding
- Smart Destinations
- The Sharing Economy

Students may opt for a different specialization by completing 15 ECTS in areas such as Sustainable Management and Policy, Digital Marketing, Real Estate Management or Entrepreneurship, Innovation and Leadership

Enrichment Courses are either worth 3 or 6 ECTS. One 6 ECTS Enrichment Course can be substituted for two 3 ECTS Enrichment Courses.

Enrichment course offerings are subject to change.

Specialization & Internship