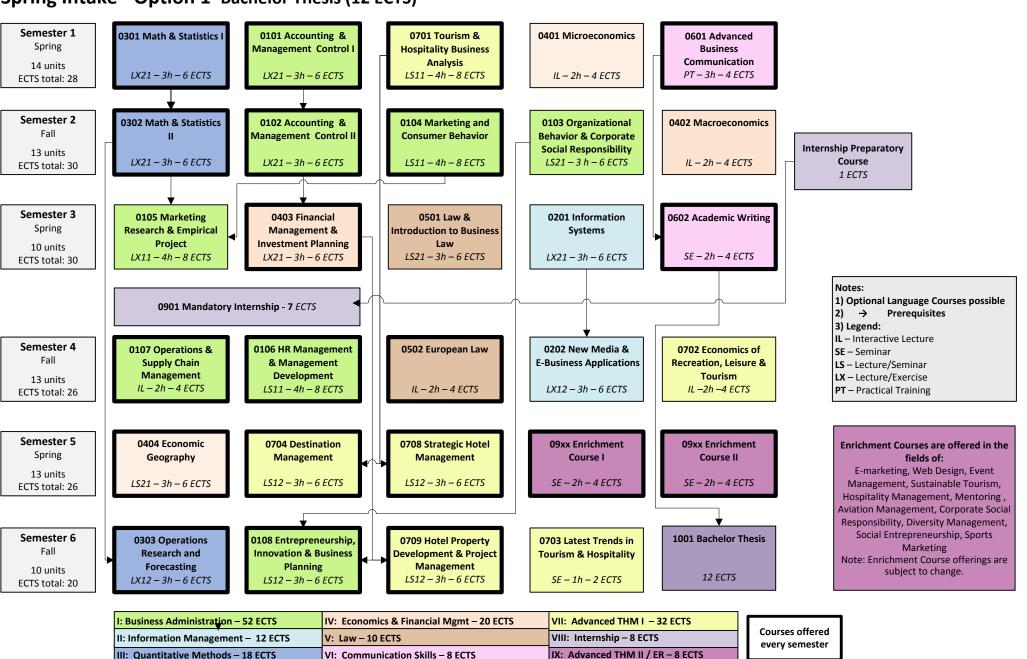
IN TOURISM AND HOSPITALITY MANAGEMENT

Notes: Optional language courses are available through the MU Language Program

Spring Intake - Option 1 Bachelor Thesis (12 ECTS)





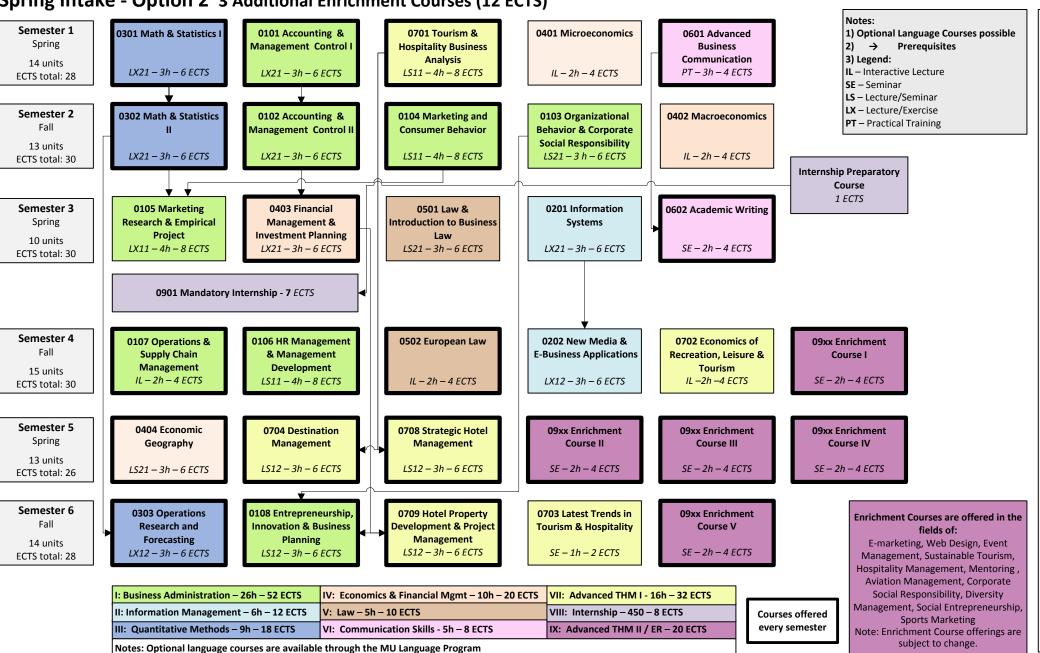
X: Bachelor Thesis - 12 ECTS

Bachelor of Business Administration

IN TOURISM AND HOSPITALITY MANAGEMENT

MODUL VIENNA UNIVERSITY

Spring Intake - Option 2 3 Additional Enrichment Courses (12 ECTS)

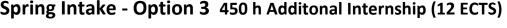


DURATION 3 years (180 ECTS)

Bachelor of Business Administration

IN TOURISM AND HOSPITALITY MANAGEMENT

Spring Intake - Option 3 450 h Additional Internship (12 ECTS)





0302 Math & Statistics

LX21 - 3h - 6 ECTS

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

Management &

Investment Planning

LX21 - 3h - 6 ECTS

0704 Destination

Management

LS12 - 3h - 6 ECTS

0108 Entrepreneurship,

Innovation & Business

Planning

LS12 - 3h - 6 ECTS

0403 Financial

Project LX11 - 4h - 8 ECTS

0105 Marketing

Research & Empirical

Semester 4 Fall 0901 Mandatory Internship - 7 ECTS

Semester 5 0303 Operations Spring Research and Forecasting

16 units ECTS total: 32

Semester 1

Spring

14 units

ECTS total: 28

Semester 2

Fall

13 units

ECTS total: 30

Semester 3

Spring

10 units

ECTS total: 30

4 units ECTS total: 8

Semester 6 Fall 16 units ECTS total: 32

0702 Economics of Recreation, Leisure & Tourism IL -2h -4 ECTS

LX12 - 3h - 6 ECTS

0104 Marketing and **Consumer Behavior** LS11 - 4h - 8 ECTS

> 0501 Law & Introduction to Business Law LS21 - 3h - 6 ECTS

0201 Information Systems

0401 Microeconomics

IL - 2h - 4 ECTS

0103 Organizational

Behavior & Corporate

Social Responsibility

LS21 - 3h - 6ECTS

LX21 - 3h - 6 ECTS

0106 HR Management

& Management

Development

LS11 - 4h - 8 ECTS

0202 New Media &

LX12 - 3h - 6 ECTS

E-Business Applications

0902 Additional Internship - 12 ECTS

0708 Strategic Hotel Management

LS12 - 3h - 6 ECTS

0709 Hotel Property Development & Project Management

LS12 - 3h - 6 ECTS

0601 Advanced **Business** Communication PT - 3h - 4 ECTS

0402 Macroeconomics

IL - 2h - 4 ECTS

0602 Academic Writing

SE - 2h - 4 ECTS

0703 Latest Trends in **Tourism & Hospitality**

SE - 1h - 2 ECTS

Notes:

3) Legend:

Internship Preparatory

Course

1 ECTS

SE – Seminar

0404 Economic Geography

LS21 - 3h - 6 ECTS

0107 Operations & **Supply Chain** Management

IL - 2h - 4 ECTS

Courses offered

every semester

09xx Enrichment Course I

SE - 2h - 4 ECTS

0502 European Law

IL - 2h - 4 ECTS

Enrichment Courses are offered in the fields of:

E-marketing, Web Design, Event Management, Sustainable Tourism, Hospitality Management, Mentoring, Aviation Management, Corporate Social Responsibility, Diversity Management, Social Entrepreneurship, Sports Marketing Note: Enrichment Course offerings are subject to change.

VII: Advanced THM I - 32 ECTS I: Business Administration – 52 ECTS IV: Economics & Financial Mgmt - 20 ECTS II: Information Management - 12 ECTS V: Law - 10 ECTS VIII: Internship - 8 ECTS + 12 ECTS III: Quantitative Methods - 18 ECTS VI: Communication Skills – 8 ECTS IX: Advanced THM II / ER – 8 ECTS Notes: Optional language courses are available through the MU Language Program

URATION S years (180) \Box CTS)

MODUL VIENNA UNIVERSITY

WKOWE PRIVATE UNIVERSITY

09xx Enrichment

Course II

SE - 2h - 4 ECTS

1) Optional Language Courses possible

2) → Prerequisites

IL - Interactive Lecture

LS - Lecture/Seminar LX - Lecture/Exercise PT - Practical Training