## MSc in International Tourism Management (123) — Fall Intake



Semester 1 Fall (30 ECTS)

Semester 2 Spring (30 ECTS)

Semester 3 Fall (30 ECTS)

Semester 4 Spring (30 ECTS) PRIVATE UNIVERSITY VIENNA

International Destination Management SE-2h-6ECTS

**Service Quality** Management for **Tourism and** Hospitality SE-2h -6ECTS

**Tourist Behavior** 

SE-2h -6ECTS

**Tourism Business Project** 

SE-2h -6ECTS

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

Business Ethics SE-2h -6ECTS

**Applied Innovation** Management SE-2h-6ECTS

**Tourism Marketing: Theory and Practice** SE-2h -6ECTS

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

**Master Thesis** (credit given in Semester 4)

9ECTS

**Master Thesis** SF-2h -16 FCTS **Master Thesis** Defense 2 ECTS

**Advanced Data** Making SE-3h -6ECTS

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

**Master Thesis** Seminar

SE-2h -3ECTS

**Analysis and Decision** 

**Tourism Economics** 

SE-3h -6ECTS

Enrichment Courses / Internship / Excellence Program 18 ECTS

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

Students are required to take a total of 18 ECTS of Enrichment Courses. Students may earn a specialization by completing 15 of these ECTS in one of the following areas: Sustainable Management and Policy; Digital Marketing; Real Estate Management; Innovation and Experience Design for Tourism; Entrepreneurship, Innovation and Leadership

Enrichment course offerings are subject to change.

Management and Research Fundamentals

International Tourism

Innovation and Change Management

Sustainability in Tourism

Enrichment / Internship

**Master Thesis**