MSc in International Tourism Management (123) - Spring Intake



Semester 1
Spring (30 ECTS)

Semester 2 Fall (30 ECTS)

Semester 3
Spring (30 ECTS)

Semester 4 Fall (30 ECTS)

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

International Destination Management SE-2h -6ECTS

Tourism Business Project

SE-2h -6ECTS

Tourist Behavior

SE-2h -6ECTS

Business Ethics

SE-2h -6ECTS

Corporate Financial Management

SE-2h -6ECTS

Master Thesis (credit given in Semester 4)

9ECTS

Microeconomics of Competitiveness

SE-2h -6ECTS

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

Research Design and Methods in Practice

SE-3h -6ECTS

Master Thesis Seminar

SE-2h -3ECTS

Master Thesis
SE-2h -16 ECTS
Master Thesis
Defense
2 ECTS

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

Tourism Marketing: Theory and Practice

SE-2h -6ECTS

Enrichment Courses /
Internship / Excellence Program
12 ECTS

Enrichment Courses/ Internship / Excellence Program SE-2h -6 ECTS

Tourism Economics

SE-3h -6ECTS

*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 <u>18 ECTS</u> 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