

Excerpts
of
Module Descriptions
for the Dual Bachelor's degree program in
Tourism Management
Bachelor of Arts (B.A.)
Fb 3: Business and Law

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For further information, please refer to the German version.

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Module Descriptions

Module 1: Introduction to Business Administration and Study Skills

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Portfolio consisting of: 1. Term paper (submission period 8 weeks) with a weighting of 50% 2. Written examination (60 min.) with a weighting of 50% The examination is passed if at least 50% of the possible number of points has been reached.
Learning outcomes and skills	Students are familiar with the fundamentals of decision making in business as well as the most important theories and research methods in business administration. They have the ability to understand, analyze and implement business matters. Students have the ability to prepare academic reports and to correctly apply academic work methods (literature research, citation format, structuring and scientific writing).
Module language	German
Module availability	Winter semester

Module 2: Business Mathematics

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students master the fundamentals of mathematics required to solve central tasks in the business administration field. They also have the ability to understand and interpret more complex mathematical presentations of business administration issues. They can independently describe, analyze and solve simple problems in business and economics in mathematical terms. They understand the difference between a mathematical model and a real problem and are able to classify and critically examine mathematical solutions. They can apply their skills using case studies from the entire area of business administration. Interdisciplinary skills: Students have the ability to think in line with formal structures.
Module language	German
Module availability	Winter semester

Module 3: Personnel and Organization

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (90 min.)
Learning outcomes and skills	Students have the ability to categorize HRM and organization in the context of business management. They are familiar with the fundamentals, goals and focal areas of today's approach to human resources. They have the ability to flesh out the tasks of HRM and are familiar with methods used to steer employee performance. Students are able to categorize company organization as a management function. They have a basic understanding of the organizational structure and an overview of process organization tasks and approaches. Students master the basic methodologies and concepts needed to analyze, plan and implement HR and organizational measures. Interdisciplinary skills: Discussions and group work during events allow students to critically review and compare their own ideas and approaches.
Module language	German

Module availability	Winter semester
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Module 4: Business English

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Portfolio consisting of: 1. Written examination based on course work (90 min.), 70% weighting 2. Oral presentation based on course work (min. 5, max. 10 min.), 30% weighting The examination is passed if at least 50% of the possible number of points has been reached.
Learning outcomes and skills	This course aims to strengthen and consolidate students' general linguistic knowledge. Abilities and skills are further developed in the four fundamental areas of business communication: speaking, listening, reading and writing. Interdisciplinary/general competence (30%): Students are equipped to understand work-related content as well as general economic issues, formulate these issues in writing and to orally present their assessments of a given issue, topic or situation. Students are thus prepared to effectively use the knowledge and skills acquired during this course of study in future professional work environments. They will be able to competently operate, interact and negotiate in an international setting in the English language.
Module language	English
Module availability	Winter semester

Module 5: Private Commercial Law

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students master the ability to describe and apply basic business law methods as part of their basic understanding of law in order to solve practical cases and tasks; they can apply them using case studies from relevant areas of aviation and tourism management and the related companies. They have the ability to independently classify legal bases, they can evaluate them and apply them in their professional work.
Module language	German
Module availability	Winter semester

Module 6: Tourism Management I: Introduction and Destination

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Portfolio consisting of: 1. Group presentation (min. 5 min./person, max. 60 min. for the entire presentation) with a written report (submission period 4 weeks) with a weighting of 50% 2. Written examination (60 min.) with a weighting of 50% The examination is passed if at least 50% of the possible number of points has been reached.
Learning outcomes and skills	Students recognize the economic and social importance of tourism and understand the value-added process in relation to tourism. They master the main fundamentals of supply and demand in tourism and can identify the different forms and types of travel. They understand the travel decision making, information and booking process in tourism, can distinguish between distribution channels and are familiar with their characteristics. They have the ability to transfer and apply this knowledge in business practice in tourism.

	<p>Students recognize and understand the importance and the specific features of the management and marketing of destinations and tourism organizations. They understand the special relevance of sustainability in destination management. They are familiar with the legal basis, geographic and political conditions as well as the interaction between service providers, organizers and tourism organizations. Students can recognize, evaluate and classify different national and international destinations and their specific characteristics. They have the ability to understand and apply in practice the special commercial characteristics and financing possibilities of destination organizations.</p> <p>Interdisciplinary skills: Discussions, presentations and group work allow the students to critically review and compare their own ideas and approaches.</p>
Module language	German
Module availability	Winter semester

Module 7: Practical Studies I

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written report (submission period 8 weeks) Not graded
Learning outcomes and skills	<p>After completing Practical Studies I, students have an overview of the general organization of a company and the different functional areas. They have the ability to take on suitable business tasks and projects in which they become familiar with the typical features in the functional areas. The tasks lead to more in-depth practical knowledge in individual subject areas and processes. They use the skills in project management and academic work acquired in the theory studies modules.</p> <p>Interdisciplinary skills: Communication and team skills, project management</p>
Module language	German
Module availability	Winter semester

Module 8: Microeconomics

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	<p>Students have the ability to:</p> <ul style="list-style-type: none"> • Understand economic approaches and apply them to problems and issues, • Reproduce the basic economic terms and basic models and to interpret and apply market functions and strategic action on markets (also on aviation markets), • Apply mathematical models, • Independently examine economic matters. <p>Students have the following interdisciplinary skills:</p> <ul style="list-style-type: none"> • Academic mindset, • Ability to analyze interrelationships, • To use literature and media to form their own opinion.
Module language	German
Module availability	Summer semester

Module 9: Financial Accounting

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	<p>Students master the basic methods of management accounting, preparation and evaluation of balance sheets as well as assessment of annual accounts.</p> <p>They have the ability to draw up company annual accounts and to analyze them based on the practical examples. Students are able to outline possible problems in balance sheet analysis and, if necessary, to critically examine their work.</p>
Module language	German
Module availability	Winter semester

Module 10: Management Skills and Business Administration Methods

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Portfolio consisting of:</p> <ol style="list-style-type: none"> 1. Presentation (min. 15, max. 30 min.) with a written report (submission period 4 weeks) and a weighting of 50% 2. Role play with a written reflection (submission period 4 weeks) and a weighting of 50% <p>The examination is passed if at least 50% of the possible number of points has been reached.</p>
Learning outcomes and skills	<p>Students master the most important methods of business administration. They have the ability to classify business administration methods and to name cases where they are applied in practice. Students are able to describe business administration problems in a structured manner and analyze and solve them using suitable methods. They can compare different solutions and critically evaluate their results.</p> <p>They can identify the factors that determine the success of a presentation and they can effectively give a presentation. They have the ability to identify the tasks of moderators and to use moderation methods in a targeted manner. They can distinguish basic methods of communications and apply them appropriately to a given situation. They have an overview of communication psychology instruments for steering talks, strategies and tactics of conducting negotiations as well as conflict management. They are familiar with basic communication methods and can structure meetings and provide feedback.</p> <p>Interdisciplinary skills: Analysis skills, problem structuring, methodological competence</p>
Module language	German
Module availability	Summer semester

Module 11: Business Information Systems

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination with PC exercise (90 min.)
Learning outcomes and skills	<p>Students understand the basic concepts and subjects of business information systems and they can assess and explain their importance for business infonomics. The have acquired an overview of the development of this subject, its relationship with other disciplines and its goals.</p> <p>They are familiar with the basic technical design of IT systems, especially in regard to presenting information as data, computer technology, programming and networking, and can take this into account in business activities and decisions.</p> <p>Students also know which technical, organizational and project-related aspects are important for designing and implementing IT systems and they can actively use and communicate this knowledge from a technical perspective in relevant IT projects. This also includes elements of requirements management and the selection of (standard)</p>

	software.
Module language	German
Module availability	Winter semester

Module 12: Tourism Management II: Transport Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Portfolio consisting of:</p> <ol style="list-style-type: none"> 1. Group presentation (min 10 min./person, max. 60 min. for the entire presentation) with a written report (submission period 6 weeks) with a weighting of 50% 2. Written examination (60 min.) with a weighting of 50%. <p>The examination is passed if at least 50% of the possible number of points has been reached.</p>
Learning outcomes and skills	<p>Students recognize the importance and the legal basis of transport operator management. They have the ability to understand transportation management, such as rail operations, sea freight, bus operations and aviation. Students are familiar with the market leaders and they can classify the companies in the tourism value chain. They are able to develop and evaluate specific concepts for the different transportation companies on the market. Furthermore, they have the ability to identify the calculation and development of strategies and travel processes or process chains from a customer perspective.</p> <p>Interdisciplinary skills: Discussions, presentations and group work allow the students to review and critically compare their own ideas and approaches which they can apply in practice together with the specialist skills acquired.</p>
Module language	German
Module availability	Summer semester

Module 13: Spanish for Tourism Management A1

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Portfolio examination consisting of:</p> <ol style="list-style-type: none"> 1. Written examination based on language exercises (60 min.) with 70% weighting 2. Presentation based on language exercises (min. 5, max. 10 min.) with 30% weighting <p>The examination is passed if at least 50% of the possible number of points has been reached.</p> <p>Not graded</p>
Learning outcomes and skills	<p>Students acquire general and subject specific oral and written communication skills applicable to daily life and situations related to tourism.</p> <p>They gain intercultural competencies and strategies for language learning.</p>
Module language	Spanish
Module availability	Summer semester

Module 14: Practical Studies II

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Written report (submission period 8 weeks)</p> <p>Not graded</p>
Learning outcomes and skills	<p>Students have the ability to participate in projects that are particularly suitable for matters of business administration, transport or business information systems in companies in the tourism industry. Acting as an assistant, they can primarily perform</p>

	preparation and follow-up work. They use the skills acquired in their theoretical studies modules and expand upon them. Students broaden their skills in project management and academic work. Interdisciplinary skills: Students improve their communication and teamwork skills as well as their project management skills.
Module language	German
Module availability	Summer semester

Module 15: Macroeconomics

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students understand the real and the financial mechanisms of national and international economies; they are able to apply economic models to the world economy and discuss current economic developments and policy measures. Students are trained in scientific thinking, in their ability to analyze complex relationships and their use of relevant literature to develop their own opinions.
Module language	English
Module availability	Winter semester

Module 16: Management Accounting

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students are able to: <ul style="list-style-type: none"> Apply basic methods of management accounting to simple operational matters, Perform and critically review calculations and operating income according to various methods, Solve simple optimization problems in business operations. Skills: <ul style="list-style-type: none"> Students have advanced structuring skills and can apply a commercial mindset, They can also use the above skills on case studies in order to develop solutions.
Module language	German
Module availability	Summer semester

Module 17: Statistics

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students master statistical methods for solving central economic analyses: implementation based on case studies from the transport industry, preparation and analysis of data material using probability distributions in business conclusions drawn from data on underlying hypotheses, and error assessments. They have the ability to independently intensify and increase their skills in further-reaching statistical methods. They can, in particular, apply the methods learned to examples from the tourism and aviation industry.
Module language	German
Module availability	Winter semester

Module 18: Marketing

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (submission period 8 weeks)
Learning outcomes and skills	<p>Upon successful completion of this module, students are able to:</p> <ul style="list-style-type: none"> • Understand the concept of marketing and the complexity of services marketing, • Apply strategic marketing theories and concepts to complex case studies, • Manage the planning and implementation processes of strategic marketing, • Implement market research methods according to different research questions, • Understand the importance of the 7 P's concept and its interdependencies, • Develop a strategic marketing plan for products and services, • Recognize ethically relevant situations in marketing and act in a socially responsible manner, • Develop solutions to specific marketing issues in teams and present their results.
Module language	English
Module availability	Summer semester

Module 19: Tourism Management II: Hospitality Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Portfolio consisting of:</p> <ol style="list-style-type: none"> 1. Group presentation (min. 5 min./person, max. 60 min. for the entire presentation) with a written report (submission period 6 weeks) and a weighting of 50% 2. Written examination (60 min.) with a weighting of 50%. <p>The examination is passed if at least 50% of the possible number of points has been reached.</p>
Learning outcomes and skills	<p>Students are familiar with the fundamentals of hospitality management. They can name and distinguish between operator forms as well as classify the specific strategies and business models. Students are familiar with the supply and demand structure in the hotel industry, they can analyze market and competition conditions and strategically classify the impacts of digitalization. They are familiar with the different IT-based work processes of revenue management and have mastered the fundamentals of strategic and operative planning in the hotel industry. Students can recognize, identify and evaluate tasks and challenges in organizational structures and workflows as well as in HR management. They have the ability to implement efficient cost management and to draw up and use KPIs. Students are familiar with the characteristics of hotel marketing and they can transfer and apply these.</p> <p>Interdisciplinary skills: Case studies during the semesters allow students to strengthen their independence, time management and problem-solving skills. Discussions, presentations and group work allow the students to critically review and compare their own ideas and approaches.</p>
Module language	German
Module availability	Winter semester

Module 20: Practical Studies III

ECTS Credits (CP) / Workload (h)	10 / 300
Module examination	Project report (submission period 8 weeks)
Learning outcomes and skills	<p>Students expand upon and improve the business administration and tourism-specific skills already acquired by applying them in practice in a company area and/or project.</p> <p>They have the ability to take part in interdisciplinary projects that are particularly suitable for the selected tourism management study program, they can apply the</p>

	<p>fundamentals of project management and therefore have an interdisciplinary mindset. They can perform tasks to a large extent independently, creating a connection to what they have already learned. Through their work practice, they acquire specialist skills, preferably in marketing and sales planning, calculation and financing, sustainability as well as the preparation and/or analysis of annual accounts. They also acquire methodological skills in the use of information and communication systems, for instance, through using online media and distribution channels, computer reservation/booking systems.</p> <p>They are able to systematically analyze within the scope of the project specialist literature in the English language.</p> <p>Students use this project work to derive and implement consequences for other demanding tasks and for time and cost management. They also strengthen their project management skills.</p>
Module language	German
Module availability	Winter semester

Module 21: Interdisciplinary General Studies

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Project work (submission period: variable, depending on the module type) with a presentation.
Learning outcomes and skills	<p>Students expand their subject-specific mindset (theories and methods) through insights into specialist knowledge, methodological skills and the rationale of other disciplines.</p> <p>Students have the ability to:</p> <ul style="list-style-type: none"> • Adopt an interdisciplinary mindset and identify different aspects of a cross-sectional subject, weigh these against each other and view the situation holistically, • Present in understandable terms the contexts of their future profession within the field of different disciplines and social interests and to adeptly present and defend these contexts, • Reflect on the impacts and consequences of their professional and social activities and to draw consequences from this for their own actions, • Develop understanding for mindsets from other disciplines based on specific interdisciplinary tasks and to act in a cooperative manner when dealing with different cultures and value systems. <p>Students learn to apply new methods and skills to specific problems (depending on the module type).</p>
Module language	Variable, depending on the specific module
Module availability	Winter and summer semester

Module 22: National and International Travel Law

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Students acquire a basic understanding of travel contract, agency and organizer law and can apply the provisions of these laws. They are familiar with the main relevant provisions, also in regard to the legal consequences of travel deficiencies, and they have the ability to make decisions regarding basic law in a professional and targeted manner.
Module language	German
Module availability	Summer semester

Module 23: Logistics and Purchasing Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	<p>Students are familiar with the basic concepts of logistics, especially in relation to aviation and tourism management.</p> <p>Students are able to judge the importance of sourcing and purchasing management for a company. They are familiar with several concepts in purchasing and the importance of interfaces with other departments.</p> <p>As logistics and purchasing are part of the primary functions of all companies, students gain a significant insight into these elementary processes and are able to adapt the content to their daily tasks at the company.</p>
Module language	English
Module availability	Summer semester

Module 24: Tourism Management IV: Tour Operation Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Term paper (submission period 8 weeks) with a presentation (min. 10, max. 15 min., in a group min. 5 min./person, max. 60 min. for the entire presentation)
Learning outcomes and skills	<p>Students acquire sound knowledge of the German and international tour operating market. They are familiar with the various forms and types of travel as well as the relevant market players and leaders.</p> <p>Students have the ability to develop, market and process offers from tour operators from the product idea to market maturity. Based on customer and market analyses, they can assess the potential of a product and select profitable products. Students also have the skills needed to calculate the cost of a complex travel offer and to purchase directly from tourism service providers or via incoming agencies. Students master the marketing of travel offers and know the advantages and disadvantages of possible sales channels. They are aware of legal matters and are familiar with the current legal situation with regard to tour operation.</p> <p>Students have the ability to develop a travel offer and to guide this through all the planning processes. They can achieve and monitor the success of travel offers which they develop.</p> <p>Interdisciplinary skills: Students strengthen their academic work and presentation skills by writing a term paper.</p>
Module language	German
Module availability	Summer semester

Module 25: Spanish for Tourism Management A2

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	<p>Portfolio consisting of:</p> <ol style="list-style-type: none"> 1. Written examination based on language exercises (60 min.) with a 70% weighting 2. Presentation based on language exercises (min. 5 min., max. 10 min.) with a 30% weighting <p>The examination is passed if at least 50% of the possible number of points has been reached.</p> <p>Not graded</p>
Learning outcomes and skills	<p>Students have acquired a broader command of Spanish equal to level A2 of the GER and have the ability to:</p> <ul style="list-style-type: none"> • Communicate in simple conversations about everyday and study-related topics, including about where they live, their family and friends and their environment, as well

	<p>as talk about study-related or career plans,</p> <ul style="list-style-type: none"> • Read and write simple letters, messages and descriptions, • Distinguish elementary language variants in countries that share the same language, • Distinguish and identify fundamental cultural and social characteristics of these countries. <p>Reflect on their own language learning process and apply learning strategies</p>
Module language	Spanish
Module availability	Winter semester

Module 26: Practical Studies IV

ECTS Credits (CP) / Workload (h)	10 / 300
Module examination	Project report (submission period 8 weeks)
Learning outcomes and skills	<p>By working in one or more areas of the company, students expand upon the business administration and tourism-specific skills already acquired at an interdisciplinary and cross-company level, applying them in the context of tourism.</p> <p>They have the ability to independently assume a very difficult and ideally interdisciplinary task that is particularly suitable for the study program selected through an interdisciplinary project.</p> <p>Students are able to independently coordinate a project. They can apply project management and project controlling skills to complex issues and precisely coordinate the different company areas or teams involved in the project using suitable interface management, e.g. marketing and product management or IT and requirements management.</p>
Module language	German
Module availability	Summer semester

Module 27: Controlling

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	<p>After passing the module students should:</p> <ul style="list-style-type: none"> • Have an enhanced understanding of and insight into the use of management accounting and control concepts for implementing strategies, • Understand and be able to analyze and interpret the financial performance indicators of an organization, • Be able to identify financial and operational drivers of a specific organization, e.g. customer drivers, process drivers. <p>Moreover, students have a sound knowledge in management accounting and controlling as well as gaining general competencies after passing the module. They are able to identify and solve problems and furthermore manage communication in a structured way. This course additionally furthers the students' critical and systems thinking.</p>
Module language	English
Module availability	Winter semester

Module 28: Finance and Investment

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	Participants acquire basic knowledge about investment and finance, which they can use to support decisions analysis, planning and organization by finance departments of public or private corporations, public entities or regulators on financing, and they can assess the significance of the characteristics of different kinds of equity or debt finance. Students also acquire skills and methodological knowledge of investment planning and investment accounting methods by working on practical examples in aviation and tourism management, and they are familiar with the fundamentals and instruments of financial planning and external financing.
Module language	English
Module availability	Summer semester

Module 29: Applied Project and Requirements Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Term paper (submission period 8 weeks) with a presentation (min. 10, max. 20 min.)
Learning outcomes and skills	<p>Students master project management methods and have the skills needed to initiate, plan, steer, control, conclude and document projects. They also gain strategic process management skills and can apply the related practical tools.</p> <p>Using project and process management methods, they can overcome the challenges posed by transformation processes that result from both the privatization of general interest services and the renationalization of privatized services.</p> <p>Students are familiar with software engineering methods and approaches and have the ability to capably support the selection of methods and IT development projects from a tourism perspective. They understand the roles and tasks of IT departments and they can understand the contents of requirements documents. They have the ability to independently expand their skills in project, process and requirements management, also in regard to cases in the tourism industry.</p>
Module language	German
Module availability	Winter semester

Module 30: Practical Project

ECTS Credits (CP) / Workload (h)	10 / 300
Module examination	Project report (submission period 12 weeks) with a presentation (min. 15, max. 20 min.)
Learning outcomes and skills	<p>Students are able to apply the skills acquired based on a specific task at a services company or institute in practice. They improve their competence (i.e. social, subject-related and methodological skills in this field).</p> <p>Students have the ability to handle a practical task with an academic reference as part of a practical project and to work and moderate in a team in a targeted manner. They can present their results in a professional manner to management of the institute.</p> <p>They are familiar with methods for planning and steering services companies and/or institutes. They can apply methods of project management to specific issues.</p> <p>By the end of the study program, the key qualifications have been strengthened and expanded, ready for the start of a career. The practical project integrates the skills acquired during the practical and theory studies modules. The project is also designed as a starting point for the Bachelor thesis.</p> <p>If applicable, students have an advanced command of business English.</p>
Module language	German

Module availability	Winter semester
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Module 31: Tourism Management V: E-Business

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Project report (submission period 8 weeks) with a presentation (min. 15, max. 20 min.)
Learning outcomes and skills	<p>Students are familiar with current trends and developments in eBusiness and understand the dynamism of this industry. Students are able to transfer the search and buying behavior of internet users to tourism products.</p> <p>They understand the growing importance of online sales for tourism products and have acquired a sound knowledge of how the market is made up; they are familiar with the relevant market players as well as the advantages and disadvantages of individual business models. Students also have the ability to examine and evaluate tourism products in regard to their suitability for online distribution.</p> <p>Students know which resources and processes are needed to manage an internet portal. They can distinguish between different business models and different stages of outsourcing (e.g. technology or service).</p>
Module language	German
Module availability	Summer semester

Module 32: Practical Studies V

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Short presentation (min. 15 min, max. 20 min.) with a written report (submission period 8 weeks)
Learning outcomes and skills	<p>Students have the ability to expand the commercial and tourism-specific skills already acquired practically by applying them in an interdisciplinary manner in one area of a company or in an interdisciplinary project with a higher degree of complexity.</p> <p>Students are able to independently coordinate a project with a higher degree of complexity. They can apply project management and project controlling skills to complex issues and precisely coordinate the different company areas or teams involved in the project using suitable interface management (methodological and social skills).</p> <p>Important key qualifications are strengthened and expanded in line with program requirements.</p>
Module language	German
Module availability	Winter semester

Module 33: Bachelor-Thesis with Colloquium

ECTS Credits (CP) / Workload (h)	15 (12 CP for the Bachelor-Thesis and 3 CP for the colloquium) / 450
Module examination	Bachelor-Thesis (submission period 8 weeks) with a final colloquium (min. 30, max. 45 min.)
Learning outcomes and skills	The Bachelor-Thesis is a supervised thesis designed to demonstrate the candidate's ability to independently examine problems related to an area of their studies according to scientific methods and findings and to present the results of this work in an appropriate manner and within a specified period of time. The topic should be of an interdisciplinary nature and should have a strong focus on the tourism industry. The Bachelor thesis must be submitted in writing.
Module language	German
Module availability	Winter and summer semester

Module 34: International and Cross-Cultural Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Written examination (120 min.)
Learning outcomes and skills	<p>Students are able to:</p> <ul style="list-style-type: none"> • Define the concepts of "Global Competition" and "Globalization of Business", • Describe the basic concepts and methods of international management, • Develop an international strategy and assist a business in strengthening its internationalization competence, • Manage the planning and implementation processes of international management, • Identify challenges established businesses face when internationalizing and develop tools to manage the change and assist in the process, • Develop a strategy for international market entry. • Describe basic definitions, models and concepts of "culture", • Apply cross-cultural analysis and comparisons, • Define the concept of "cross-cultural management", • Reflect on recent and complex aspects of cross-cultural management, • Systematically strengthen the cross-cultural competence of a business, • Identify challenges established businesses face in cross-cultural processes and develop appropriate management activities, • Manage organizational cultures in a cross-cultural context, • Motivate employees in cross-cultural contexts.
Module language	English
Module availability	Summer semester

Module 35: Tourism Management VI: Business Travel, Event and MICE Management

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Presentation (min. 10, max. 15 min., in a group min. 5 min./person, max. 60 min. for the entire presentation) with a written report (submission period 4 weeks)
Learning outcomes and skills	<p>Students have the ability to understand the management of business travel, they are familiar with the relevant processes at the company and can optimize these. They are familiar with the suppliers, tasks and functions of a travel manager. They have the ability to analyze current trends and developments on the business travel market and to apply their findings to companies and processes. They gain insight into national and international conference and convention management. Students understand offers for conventions and can define requirements. They have the basic skills needed to plan and organize events. They can identify the different types of events and can develop events based on customer specifications. Students master pricing and have the ability to plan, organize and market an event. Students can define the companies and locations within Germany for trade fair venues. They have the ability to use VDR analysis to identify current trends and to use and implement the results at an early point in time for the company. They are familiar with cost structures and can implement the process workflow in an efficient and effective manner.</p> <p>Interdisciplinary skills: Discussions, presentations and group work allow the students to critically review and compare their own ideas and approaches.</p>
Module language	German
Module availability	Summer semester

Module 36: Spanish for Tourism Management B1

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Portfolio consisting of: 1. Written examination based on language exercises (60 min.) with a 70% weighting 2. Presentation based on language exercises (min. 5, max. 10 min.) with a 30% weighting The examination is passed if at least 50% of the possible number of points has been reached.
Learning outcomes and skills	Students have general and specialist oral and written communication and discussion skills appropriate for business and tourism-related situations. They have the ability to reflect on and further their discussion skills in regard to ethical subjects. They improve their command of grammar and gain intercultural competencies.
Module language	Spanish
Module availability	Summer semester

Module 37: Practical Studies VI

ECTS Credits (CP) / Workload (h)	5 / 150
Module examination	Short presentation (min. 15, max. 20 min.) with a written report (submission period 8 weeks)
Learning outcomes and skills	Students have the ability to expand on the commercial and tourism-specific skills already acquired practically by applying them in an interdisciplinary manner in one area of a company or in an interdisciplinary project with a high degree of complexity. Students have the ability to handle a strategically relevant task that is particularly suitable for the study program selected, possibly in an international team. They can combine subject-related, methodological and social skills in order to expand their competence. This allows them to apply scientific methods in order to develop and present complex solutions to problem management. Students have the ability to apply methods of business administration systematically in their decision making while taking into account the special circumstances of the tourism industry and to moderate team work successfully.
Module language	German
Module availability	Summer semester