

Information for exchange students at the European Campus, enrolled in B-ITM

Course offer summer semester 2026:

1. Bachelor International Tourism Management (B-ITM): 2nd, 4th, 6th semester classes
2. Master International Tourism Development (M-IT): 1st, 3rd semester classes

Language classes for exchange students:

In addition to faculty courses, all exchange students can participate in German language classes (not compulsory for exchange students).

If you already have some German language skills, you will be placed into the corresponding level, based on the result of an online placement test.

Other language classes: possibility of participation depends on available seats.

Contact the [Language and Elective Centre](#) for more information.

Lecture schedules (published by end of February)

Module handbooks

Important notes:

Students enrolled in B-ITM are allowed to select also courses from the corresponding master's programme M-IT. Courses you can choose from are listed on the next page.

If you choose subjects from different semesters, please note that this might lead to overlaps in your schedule!

The lecture schedule might change weekly as classes can be offered as blocked courses or during the weekend. Please check the schedule regularly for updates.

All exchange students will do their final course selection during the first week of the summer semester.

Deadline for submission of the Learning Agreements: mid March 2026.

International Tourism Management (B-ITM)				
Sem.	Module	Workload	ECTS	Exam
2	Accounting and Controlling	4	5	Written exam
2	Marketing in Health and Medical Tourism I - Basic Principles and Markets	4	5	Written exam
2	Quantitative and Qualitative Research	4	6	Research paper
2	Medical Basics for Tourism Professionals	4	5	Written exam
2	Intercultural Management in International Health and Medical Tourism	4	5	Presentation
4	Legal Aspects of Tourism	4	5	Written exam
4	Innovation, Product Development and Service Design in Health and Medical Tourism	4	6	Presentation
4	ICT Application System in Health and Medical Tourism	4	5	Research paper
4	Medical Wellness and Spa Management	4	5	Written exam
4	Transport and Mobility Management	4	5	Written exam
6	Natural Resources in Health Tourism	4	5	Presentation
6	Entrepreneurship	4	5	Presentation
6	Contemporary Issues in International Health and Medical Tourism	4	5	Presentation
6	Management of Tour Operators and Facilitators in Medical Tourism	4	5	Written exam
6	Data Analysis and Artificial Intelligence in Health and Medical Tourism	4	5	Written exam

International Tourism Development (M-IT)				
Sem.	Module	Workload	ECTS	Exam
1	Customer Experience Management	4	5	Written exam
1	Current Issues of Business Administration	4	5	Written exam
1	Quantitative and Qualitative Research Methods I	2	3	StA
1	Managerial Accounting	4	5	Written exam
1	Intercultural and Interdisciplinary Management	4	5	StA
1	Global and Regional Sustainable Tourism Development	4	6	Research paper
3	Destination Development and Marketing	4	5	Written exam