

Bachelor ITM + Master ITD Winter Semester 2021/22						
	Sem.	Modul	SWS	ECTS	Prüfung	
ITM	1	Foreign Language I	4	4	Wr. Ex. 90	
	1	Personal & Scientific Development	4	6	Research Paper	
	1	Applied Statistics & Data Analysis	4	5	Wr. Ex. 90	
	1	Fundamentals of Business Administration	4	5	Wr. Ex. 90	
	1	Economy & Society	4	5	Wr. Ex. 90	
	1	Introduction to Tourism Management with Focus on Medical and Health Tourism	4	5	Presentation	
	3	Foreign Language III	4	2	Wr. Ex. 90	
	3	Compliance, Process & Quality Management in Health & Medical Tourism	4	6	Wr. Ex. 90	
	3	Marketing in Health & Medical Tourism II - Digital & Services Marketing	4	5	Presentation	
	3	Corporate Management & Leadership	4	5	Research Paper	
	3	Hospitality Management	4	5	Wr. Ex. 90	
	3	Project Management	4	5	Presentation	
	7	Transport & Mobility Management	2	3	Wr. ex. 90	
	7	Urban & Cultural Tourism	4	5	Presentation	
	7	Ethics & Sustainability in International Tourism	2	5	Wr. ex. 90	
	7	Applied Destination Management (German)	4	5	Presentation	
	ITD	2	Compulsory Elective Subjects of a General Academic Nature (AWP)	2	2	Course Assessment
		2	Applied Customer Experience Management	4	5	Presentation
2		Quantitative and Qualitative Research Methods II	2	3	Research Paper	
2		Master Thesis Tutorial (Scientific Workshop)	2	5	Research Paper	
2		Entrepreneurship and Business Development	4	5	Presentation	
2		Digital Marketing and Social Media in Tourism	4	5	Presentation	
2		Specialized Mandatory Elective Module	4	5	Wr. Ex. 90 / RP / PR	