

CURRICULUM B.A. HOSPITALITY MANAGEMENT

myStudies, 180 ECTS



Month	Model 1: Programme Start October			Model 2: Programme Start January			Model 3: Programme Start April			Model 4: Programme Start July		
	Courses			Courses			Courses			Courses		
Oct	Business Mathematics	Introduction to Academic Work	Accounting and Balancing	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing	Food and Beverage Management	Business 101	Digital Skills
Nov												
Dec												
Jan	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing	Food and Beverage Management	Business 101	Digital Skills
Feb												
Mar												
Apr	Food and Beverage Management	Business 101	Digital Skills	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing	Food and Beverage Management	Business 101	Digital Skills
May												
Jun												
Jul	Semester Break											
Aug	Destination Management	Corporate Finance and Investment	International Business Law	Destination Management	Corporate Finance and Investment	International Business Law	Destination Management	Corporate Finance and Investment	International Business Law	Destination Management	Corporate Finance and Investment	International Business Law
Sep												
Oct												
Nov	Management Accounting	Intercultural and Ethical Decision-Making	International Contract Management	Business Mathematics	Introduction to Academic Work	Accounting and Balancing	Business Mathematics	Introduction to Academic Work	Accounting and Balancing	Business Mathematics	Introduction to Academic Work	Accounting and Balancing
Dec												
Jan												
Feb	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics - Probability and Descriptive Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics - Probability and Descriptive Statistics	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing
Mar												
Apr												
May	Managerial Economics	Foreign Language ¹	Rooms Division Management	Managerial Economics	Foreign Language ¹	Rooms Division Management	Managerial Economics	Foreign Language ¹	Rooms Division Management	Food and Beverage Management	Business 101	Digital Skills
Jun												
Jul												
Aug	Semester Break											
Sep	Sustainability Management in Tourism, Hospitality & Event	Planning and Development of Hospitality Businesses	Principles of Management	Sustainability Management in Tourism, Hospitality & Event	Planning and Development of Hospitality Businesses	Principles of Management	Sustainability Management in Tourism, Hospitality & Event	Planning and Development of Hospitality Businesses	Principles of Management	Sustainability Management in Tourism, Hospitality & Event	Planning and Development of Hospitality Businesses	Principles of Management
Oct												
Nov												
Dec	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective (online)	Elective (online)	Management Accounting	Intercultural and Ethical Decision-Making	International Contract Management	Management Accounting	Intercultural and Ethical Decision-Making	International Contract Management	Management Accounting	Intercultural and Ethical Decision-Making
Jan												
Feb												
Mar	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics - Probability and Descriptive Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics - Probability and Descriptive Statistics
Apr												
May												
Jun	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Managerial Economics	Foreign Language ¹	Rooms Division Management
Jul												
Aug												
Sep	Semester Break											
Oct	Bachelor Thesis											
Nov	Bachelor Thesis											
Dec	Bachelor Thesis											
Jan	Bachelor Thesis											
Feb	Bachelor Thesis											
Mar	Bachelor Thesis											
Apr	Bachelor Thesis											
May	Bachelor Thesis											
Jun	Bachelor Thesis											
Jul	Bachelor Thesis											
Aug	Bachelor Thesis											
Sep	Semester Break											
Oct	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective (online)	Elective (online)	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective (online)	Elective (online)	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective (online)	Elective (online)
Nov												
Dec												
Jan	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Crisis Management in Tourism, Hospitality & Event	Elective (online)	Elective (online)
Feb												
Mar												
Apr	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)	Seminar: Current Issues in Tourism, Hospitality & Event	Elective (online)	Elective (online)
May												
Jun												

Here you see the order in which you can study your courses in presence depending on your personal study start in October, January, April or July. IU International University of Applied Sciences offers you the flexibility to switch from campus to online studies or the other way around. You decide which semester you want to spend on campus or online.

The above is only valid for DACH students. For INT Students: attending the courses on Campus in presence is mandatory and will be verified due to VISA regulations.

Each semester consists of two blocks that conclude with a two-week exam preparation phase. You can also defer those exams to a later date that you do not want to take during this period. This way, your exam phases are always spread evenly over the year.

In each block, you attend classes on campus for usually three courses to deepen the content in direct exchange with your fellow students and lecturers. You have semester breaks in June and September.

Attention: Attendance times may vary slightly depending on public holidays and the federal state holidays the campus is located in.

If you are studying Model 2, 3 or 4 you will have to start your Bachelor Thesis before completing your final courses.

- Elective A***
- Event Management
 - Event Management I
 - Event Management II
 - Gastronomy and Catering
 - Gastronomy Management
 - Catering Management
 - Tourism Management
 - Tourism Management I
 - Tourism Management II

- Elective B***
- Applied Sales
 - Applied Sales I
 - Applied Sales II
 - Business Ethics and Sustainability
 - Sustainability and Quality Management
 - Business Ethics
 - Intercultural Psychology and CRM
 - Intercultural Psychology
 - Customer Relationship Management
 - International Accounting, Planning and Control
 - International Accounting
 - Corporate Planning and Control
 - International Brand Management and Corporate Communication
 - International Brand Management
 - Corporate Communication
 - International HR and Leadership
 - International HR Management
 - Leadership 4.0
 - Intrapreneurship
 - Innovation Management
 - Project: Design Thinking
 - Managing People and Fundamentals of Business Psychology
 - Introduction to New Work
 - Business Psychology
 - Market Research and Product Management
 - Market Research
 - Fundamentals of Product Management
 - Online and Social Media Marketing
 - Online Marketing
 - Social Media Marketing
 - Organizational Development and Change Management
 - Organizational Development
 - Change Management

- Elective C***
- Applied Sales
 - Applied Sales I
 - Applied Sales II
 - Business Ethics and Sustainability
 - Sustainability and Quality Management
 - Business Ethics
 - Event Management
 - Event Management I
 - Event Management II
 - Foreign Language Italian
 - Certificate Course Italian
 - Foreign Language French
 - Certificate Course French
 - Foreign Language Spanish
 - Certificate Course Spanish
 - Foreign Language German
 - Certificate Course German
 - Gastronomy and Catering
 - Gastronomy Management
 - Catering Management
 - Intercultural Psychology and CRM
 - Intercultural Psychology
 - Customer Relationship Management
 - International Accounting, Planning and Control
 - International Accounting
 - Corporate Planning and Control
 - International Brand Management and Corporate Communication
 - International Brand Management
 - Corporate Communication
 - International HR and Leadership
 - International HR Management
 - Leadership 4.0
 - Intrapreneurship
 - Innovation Management
 - Project: Design Thinking
 - Managing People and Fundamentals of Business Psychology
 - Introduction to New Work
 - Business Psychology
 - Market Research and Product Management
 - Market Research
 - Fundamentals of Product Management
 - Online and Social Media Marketing
 - Online Marketing
 - Social Media Marketing
 - Organizational Development and Change Management
 - Organizational Development
 - Change Management
 - Stadium Generale
 - Stadium Generale I
 - Stadium Generale II
 - Tourism Management
 - Tourism Management I
 - Tourism Management II

¹ Choose one of the following language courses.

* Electives: Choose one module with two courses from the Elective A, one module from the Elective B and one module from the Elective C. Each module can only be selected once. The same language can only be chosen once.

Note: The Electives are only offered in distance learning (online).

Module	Course Code	Course	ECTS	Type of Exam
Business Mathematics	BWMA01_E	Business Mathematics	5	Exam
Introduction to Academic Work	DLBCSIW01	Introduction to Academic Work	5	Basic Workbook (passed / not passed)
Accounting and Balancing	DLBEPEA01	Accounting and Balancing	5	Exam
Principles of Hospitality Management	BWHD01_01_E	Principles of Hospitality Management	5	Exam
Collaborative Work	DLBCSCW01	Collaborative Work	5	Oral Assignment
International Marketing	DLBDSEIMB01	International Marketing	5	Exam
Food and Beverage Management	DLBHOFBM01_E	Food and Beverage Management	5	Exam
Business 101	DLBBAB01_E	Business 101	5	Exam/Written Assessment: Written Assignment
Digital Skills	DLBDS01_E	Digital Skills	5	Advanced Workbook (passed / not passed)
Destination Management	DLBTODM01_E	Destination Management	5	Exam/Advanced Workbook
Corporate Finance and Investment	DLBFCIE01	Corporate Finance and Investment	5	Written Assignment
International Business Law	DLBIMEIBL01	International Business Law	5	Exam/Advanced Workbook
Management Accounting	DLBMAE01	Management Accounting	5	Exam/Written Assessment: Written Assignment
Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study
International Contract Management	DLBINTIWR01_E	International Contract Management	5	Exam
Strategic Hospitality Management	BWHD02_01_E	Strategic Hospitality Management	5	Exam
Business Simulation: Tourism, Hospitality and Event	DLBHMPTHE01_E	Business Simulation: Tourism, Hospitality and Event	5	Proof of participation, with a min. score (passed / not passed)
Statistics - Probability and Descriptive Statistics	DLBDSPPDS01	Statistics - Probability and Descriptive Statistics	5	Exam
Managerial Economics	DLBBNME01_E	Managerial Economics	5	Exam
Foreign Language Italian ¹	DLFSI01_E	Foreign Language Italian	5	Exam
Foreign Language French ¹	DLFSF01_E	Foreign Language French	5	Exam
Foreign Language Spanish ¹	DLFSS01_E	Foreign Language Spanish	5	Exam
Foreign Language German ¹	DLFSG01	Foreign Language German	5	Exam
Rooms Division Management	DLBHORDM01_E	Rooms Division Management	5	Exam
Sustainability Management in Tourism, Hospitality and Event	DLBHMNMTHE01_E	Sustainability Management in Tourism, Hospitality and Event	5	Written Assignment
Planning and Development of Hospitality Businesses	DLBHOPEH01_E	Planning and Development of Hospitality Businesses	5	Exam
Principles of Management	DLBBAPM01_E	Principles of Management	5	Case Study
Distribution in Hospitality and Tourism	DLBTOVHT01_E	Distribution in Hospitality and Tourism	5	Exam
Hospitality Revenue Management	DLBHORM01_E	Hospitality Revenue Management	5	Exam
Crisis Management in Tourism, Hospitality and Event	DLBHMKMTHE01_E	Crisis Management in Tourism, Hospitality and Event	5	Exam/Written Assignment: Case Study
Seminar: Current Issues in Tourism, Hospitality and Event	DLBHMATTHE01_E	Seminar: Current Issues in Tourism, Hospitality and Event	5	Research Essay
ELECTIVE A*		e.g. Gastronomy and Catering	10	
ELECTIVE B*		e.g. Online and Social Media Marketing	10	
ELECTIVE C*		e.g. Tourism Management	10	
Bachelor Thesis		Bachelor Thesis	9	Bachelor Thesis
		Thesis Defense	1	Presentation: Colloquium