CURRICULUM B.A. HOSPITALITY MANAGEMENT

myStudies 180 FCTS

	Model :	l: Program	me Start	October	Model 2: Programme Start January				Model 3: Programme Start April				Model 4: Programme Start July			
Month		Courses				Courses				Courses				Courses		
Oct	Business	Introduction	to Acadomic													
Nov	Mathematics	Wo		Business 101												
Dec .								T								
Jan Tab	Principles of	Collabora	tivo Work	International	Principles of	Callabaratio	to Morle	International								
Feb Mar	Management	Hospitality Collaborative Work Management		Marketing	Hospitality Management	Collaborative Work	Marketing									
Apr	Food and Beverage			Food and Beverage				Food and Beverage								
May	Management	I Manageriai Economics I Digitai Ski		Digital Skills	Management Managerial Economics		conomics	Digital Skills	Management	Managerial Economics		Digital Skills				
Jun								Semest	er Break							
Jul	Destination	Destination Corporate Finance and International		Destination Corporate Finance and			International	Destination	Corporate Finance and		International	Destination	Corporate Finance and	International		
Aug	Management	· ·		Business Law	Management Investment		Business Law	Management Investment		tment	Business Law	Management	Investment	Business Law		
Sep								Semest	er Break							
Oct	Accounting and	Accounting and Interrultment of File		International	Business	Introduction to	Introduction to Academic		Business	Introduction to Academic			Business	Introduction to Academic		
Nov	Balancing	Accounting and Intercultural and Ethical Balancing Decision-Making		Contract Management	Mathematics Introduc		oduction to Academic Work Business 101		Business Introduction to Academic Mathematics Work		Business 101	Mathematics	Work	Business 101		
Dec								<u> </u>					<u> </u>			
Jan	Strategic	-		Statistics - Probability and	Strategic Business Simulation			Statistics - Probability and	Principles of			International	Principles of		International	
Feb	Hospitality Management	Hospitality Tourism, Hospitality and Management Event		Descriptive	Hospitality Tourism, Hospitality and Management Event		Descriptive	Hospitality Management	=		Marketing	Hospitality Management	Collaborative Work	Marketing		
Mar Apr				Statistics				Statistics				5 5				
May	Management Accouting	U Foreign Language⁺ L		Rooms Division Management	Management Accouting	Management Accouting Foreign Language ¹		Rooms Division Management	Management Accouting	Foreign Language ¹		Rooms Division Management	Food and Beverage Management	Managerial Economics	Digital Skills	
Jun		gernent						ter Break								
Jul	Sustainability Management in	Management in Principles of		Principles of	Sustainability Planning and Principles of			Principles of	Sustainability Planning and Princin			Principles of	Sustainability Planning and Principles			
Aug		Tourism, Hospitality & Development of		Management	Tourism, Hospitality & Development of Hospitality Businesses		Management	Tourism, Hospitality &	I Dovolonment of		Management	Tourism, Hospitality &	Development of Hospitality Businesses	Management		
Sep	EVem	1			Event	1.000.000.00		Semest	er Break	1			Evem	The section of the se	l	
Oct	Distribution in	Hospitality						International				International			International	
Nov	Hospitality and	Hospitality and Revenue (or			Accounting and Balancing	Intercultural and Ethical Decision-Making		Contract	Accounting and Balancing	Intercultural and Ethical Decision-Making		Contract	Accounting and Balancing	Intercultural and Ethical Decision-Making	Contract	
Dec	Tourism	Management	,		, in the second			Management	<u> </u>	Decision making		Management	, and the second	9	Management	
Jan	Crisis Managemen	Crisis Management in Tourism, Hospitality & Event Elective (online) Seminar: Current		Elective	Crisis Management	Elective (online)		Elective	Strategic	Business Simulation: Tourism, Hospitality and Event		Statistics - Probability and	Strategic	Business Simulation:	Statistics - Probability and	
Feb	,			(online)	in Tourism, Hospitality & Event			(online)	Hospitality Management			Descriptive	Hospitality Management	Tourism, Hospitality and Event	Descriptive	
Mar					Seminar: Current			Seminar: Current			Statistics		2.000	Statistics		
Apr	Issues in Tourism	sues in Tourism, Elective Elective Issues in Tourism		Elective (online)		Elective (online)	Issues in Tourism,	Elective (online)		Elective (online)	Management Accouting	Foreign Language ¹	Rooms Division Management			
May Jun	Hospitality & Even	t '''	Hospitality & Event				, ,	Hospitality & Event (Online)			7.000.00.118					
Jul					T			Buenete	i mesis				Τ			
Aug	\exists	Bachelor Thesis			Bachelor Thesis			Bachelor Thesis			Bachelor Thesis					
Sep					1			Semest	L er Break				1			
Oct					Distribution in	Hospitality			Distribution in	Hospitality			Distribution in	Hospitality		
Nov					Hospitality and	Revenue	Elective (online)	Elective (online)	Hospitality and	Revenue	Elective (online)	Elective (online)	Hospitality and	Revenue Elective (online)	Elective (online)	
Dec					Tourism N	lanagement	(Ontine)	(Offilite)	Tourism	Management	(Online)	(Online)	Tourism N	Management (Online)	(Online)	
Jan									Crisis Management	-1	40	et. e	Crisis Management	El	El. C	
Feb								in Tourism, (online)		Elective (online)	in Tourism,	Elective (online)	Elective (online)			
Mar									Hospitality & Event	,			Hospitality & Event			
Apr													Seminar: Current Issues in Tourism,	Elective	Elective	
May													Hospitality & Event	(online)	(online)	

INTERNATIONAL **UNIVERSITY OF APPLIED SCIENCES**

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Here you see the order in which you study your courses in presence depending on your personal study start in October, January, April or July. Each semester consists of two blocks. 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. Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for DACH students).

Each block concludes with a two-week exam preparation phase. You can 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. Exceptions to this are courses that count as admission requirements for other courses.

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

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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

Course Information

Module

ELECTIVE B*

ELECTIVE C*

Bachelor Thesis

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 Italian Foreign Language French Certificate Course French Foreign Language French Foreign Language Spanish Certificate Course Spanish Foreign Language Spanish Foreign Language German Certificate Course German Foreign Language 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

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 Studium Generale Studium Generale I Studium Generale II Tourism Management Tourism Management I Tourism Management II

Internship

International Brand Management and Corporate Communication

International Brand Management

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).

Business Mathematics
Introduction to Academic Work
Business 101
Principles of Hospitality Management
Collaborative Work
International Marketing
Food and Beverage Management
Managerial Economics
Digital Skills
Destination Management
Corporate Finance and Investment
International Business Law
Accounting and Balancing
Intercultural and Ethical Decision-Making
International Contract Management
Strategic Hospitality Management
Business Simulation: Tourism, Hospitality and Event
Statistics - Probability and Descriptive Statistics
Management Accounting
Foreign Language Italian ¹
Foreign Language French ¹
Foreign Language Spanish ¹
Foreign Language German ¹
Rooms Division Management
Sustainability Management in Tourism, Hospitality and Event
Planning and Development of Hospitality Businesses
Principles of Management
Distribution in Hospitality and Tourism
Hospitality Revenue Management
Crisis Management in Tourism, Hospitality and Event
Seminar: Current Issues in Tourism, Hospitality and Event
ELECTIVE A*

Course Code Course BWMA01_E **Business Mathematics** DLBCSIAW01 Introduction to Academic Work DLBBAB01_E Business 101 Principles of Hospitality Management BWHO01-01_E DLBCSCW01 Collaborative Work DLBDSEIMB01 International Marketing DLBHOFBM01_E Food and Beverage Management DLBBWME01_E Managerial Economics DLBDS01_E Digital Skills DLBTODM01_E **Destination Management** DLBCFIE01 Corporate Finance and Investment DLBHMEIBL01 International Business Law DLBEPEAB01 Accounting and Balancing DLBCSIDM01 Intercultural and Ethical Decision-Making DLBINTIWR01_E International Contract Management Strategic Hospitality Management BWHO02-01_E DLBHMPTHE01_E Business Simulation: Tourism, Hospitality and Event Statistics - Probability and Descriptive Statistics DLBDSSPDS01 DLBMAE01 Management Accounting DLFSI01_E Foreign Language Italian DLFSF01_E Foreign Language French DLFSS01_E Foreign Language French DLFSG01 Foreign Language German DLBHORDM01_E **Rooms Division Management** DLBHMNMTHE01_E Sustainability Management in Tourism, Hospitality and Event Planning and Development of Hospitality Businesses DLBHOPEH01_E Principles of Management DLBBAPM01_E DLBTOVHT01_E Distribution in Hospitality and Tourism DLBHORM01_E Hospitality Revenue Management DLBHMKMTHE01_E Crisis Management in Tourism, Hospitality and Event DLBHMATTHE01_E Seminar: Current Issues in Tourism, Hospitality and Event e.g. Gastronomy and Catering

e.g. Online and Social Media Marketing

e.g. Tourism Management

Bachelor Thesis

Thesis Defense

ECTS Type of Exam Exam Basic Workbook (passed / not passed) Exam/Written Assessment: Written Assignment Exam Oral Assignment Exam Exam Exam Advanced Workbook (passed / not passed) Exam/Advanced Workbook Written Assignment Exam/Advanced Workbook Exam Case Study Exam Exam Proof of participation, with a min. score (passed / not passed) Exam Exam/Written Assessment: Written Assignment Exam Exam Exam Exam Exam Written Assignment Exam Case Study Exam Exam Exam/Written Assignment: Case Study Research Essay 10 10 10

Bachelor Thesis

Presentation: Colloquium