

**Curriculum B.A. Hospitality Management**

mySTUDIUM, 180 ECTS Credits

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 Nov Dec	Business Mathematics	Introduction to Academic Work	Business 101									
Jan Feb Mar	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing						
Apr May Jun	Food and Beverage Management	Managerial Economics	Digital Skills	Food and Beverage Management	Managerial Economics	Digital Skills	Food and Beverage Management	Managerial Economics	Digital Skills			
Semester Break												
Jul Aug Sep	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
Semester Break												
Oct Nov Dec	Accounting and Balancing	Intercultural and Ethical Decision-Making	International Contract Management	Business Mathematics	Introduction to Academic Work	Business 101	Business Mathematics	Introduction to Academic Work	Business 101	Business Mathematics	Introduction to Academic Work	Business 101
Jan Feb Mar	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics	Principles of Hospitality Management	Collaborative Work	International Marketing	Principles of Hospitality Management	Collaborative Work	International Marketing
Apr May Jun	Management Accounting	Foreign Language <sup>1</sup>	Rooms Division Management	Management Accounting	Foreign Language <sup>1</sup>	Rooms Division Management	Management Accounting	Foreign Language <sup>1</sup>	Rooms Division Management	Food and Beverage Management	Managerial Economics	Digital Skills
Semester Break												
Jul Aug 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
Semester Break												
Oct Nov Dec	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective A	Accounting and Balancing	Intercultural and Ethical Decision-Making	International Contract Management	Accounting and Balancing	Intercultural and Ethical Decision-Making	International Contract Management	Accounting and Balancing	Intercultural and Ethical Decision-Making	International Contract Management
Jan Feb Mar	Crisis Management in Tourism, Hospitality & Event	Elective B	Crisis Management in Tourism, Hospitality & Event	Elective A	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event
Apr May Jun	Seminar: Current Issues in Tourism, Hospitality & Event	Elective C	Seminar: Current Issues in Tourism, Hospitality & Event	Elective B	Seminar: Current Issues in Tourism, Hospitality & Event	Elective A	Management Accounting	Foreign Language <sup>1</sup>	Rooms Division Management			
Bachelor Thesis												
Jul Aug Sep	Bachelor Thesis			Bachelor Thesis			Bachelor Thesis			Bachelor Thesis		
Semester Break												
Oct Nov Dec			Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective C	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective B	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective A	
Jan Feb Mar					Crisis Management in Tourism, Hospitality & Event	Elective C			Crisis Management in Tourism, Hospitality & Event	Elective B		
Apr May									Seminar: Current Issues in Tourism, Hospitality & Event	Elective C		

**Elective Cluster**

Elective A-	Elective B-	Elective C-
<b>Event Management</b> Event Management I Event Management II  <b>Gastronomy and Catering</b> Gastronomy Management Catering Management  <b>Tourism Management</b> Tourism Management I Tourism Management II	<b>Applied Sales</b> Applied Sales I Applied Sales II  <b>Online and Social Media Marketing</b> Online Marketing Social Media Marketing  <b>Managing People and Fundamentals of Business Psychology</b> Introduction to New Work Business Psychology  <b>Intercultural Psychology and CRM</b> Intercultural Psychology Customer Relationship Management  <b>International Brand Management and Corporate Communication</b> International Brand Management Corporate Communication  <b>International Accounting, Planning and Control</b> International Accounting Corporate Planning and Control  <b>Organizational Development and Change Management</b> Organizational Development Change Management  <b>International HR and Leadership</b> International HR Management Leadership 4.0  <b>Business Ethics and Sustainability</b> Sustainability and Quality Management Business Ethics  <b>Market Research and Product Management</b> Market Research Fundamentals of Product Management  <b>Intrapreneurship</b> Innovation Management Project: Design Thinking	All modules from Elective A and B**  <b>Internship<sup>2</sup></b> Internship  <b>Foreign Language Italian</b> Certificate Course Italian Foreign Language Italian  <b>Foreign Language French</b> Certificate Course French Foreign Language French  <b>Foreign Language Spanish</b> Certificate Course Spanish Foreign Language Spanish  <b>Foreign Language German</b> Certificate Course German Foreign Language German  <b>Studium Generale</b> Studium Generale I Studium Generale II  <b>Career Development</b> Personal Career Plan Personal Elevator Pitch  <b>Mastering Prompts</b> Artificial Intelligence Project: AI Excellence with Creative Prompting Techniques*

**Course Details**

Module	Course Code	Course	ECTS Credits	Type of Exam
Accounting and Balancing	DLBEPAB01	Accounting and Balancing	5	Exam
Business 101	DLBBAB1_E	Business 101	5	Exam/Written Assessment: Written Assignment
Business Mathematics	BWMA01_E	Business Mathematics	5	Exam
Business Simulation: Tourism, Hospitality and Event	DLBHMTHED1_E	Business Simulation: Tourism, Hospitality and Event	5	Proof of participation, with a min. score (passed / not passed)
Collaborative Work	DLBSCW01_G1	Collaborative Work	5	Oral Assignment
Corporate Finance and Investment	DLBFCF01	Corporate Finance and Investment	5	Written Assignment
Crisis Management in Tourism, Hospitality and Event	DLBHMHTHED1_E	Crisis Management in Tourism, Hospitality and Event	5	Exam/Written Assignment: Case Study
Destination Management	DLBTDM01_E	Destination Management	5	Exam/Advanced Workbook
Digital Skills	DLBDS01_E	Digital Skills	5	Advanced Workbook (passed / not passed)
Distribution in Hospitality and Tourism	DLBDFWTH1_E	Distribution in Hospitality and Tourism	5	Exam
Food and Beverage Management	DLBHOFB01_E	Food and Beverage Management	5	Exam
Foreign Language French	DLFSP01_E	Foreign Language French	5	Exam
Foreign Language German	DLFSG01	Foreign Language German	5	Exam
Foreign Language Italian	DLFSD1_E	Foreign Language Italian	5	Exam
Foreign Language Spanish	DLFSP01_E	Foreign Language Spanish	5	Exam
Hospitality Revenue Management	DLBHORM01_E	Hospitality Revenue Management	5	Exam
Intercultural and Ethical Decision-Making	DLBESDM01	Intercultural and Ethical Decision-Making	5	Case Study
International Business Law	DLBHEBL01	International Business Law	5	Exam/Advanced Workbook
International Contract Management	DLBHTW01_E	International Contract Management	5	Exam
International Marketing	DLBESMB01	International Marketing	5	Exam
Introduction to Academic Work	DLBICIAW01	Introduction to Academic Work	5	Basic Workbook (passed / not passed)
Management Accounting	DLBMA01	Management Accounting	5	Exam/Written Assessment: Written Assignment
Managerial Economics	DLBME01_E	Managerial Economics	5	Exam
Planning and Development of Hospitality Businesses	DLBHPHD1_E	Planning and Development of Hospitality Businesses	5	Exam
Principles of Hospitality Management	BWH01-01_E	Principles of Hospitality Management	5	Exam
Principles of Management	DLBEPAM01_E	Principles of Management	5	Case Study
Rooms Division Management	DLBHORMD01_E	Rooms Division Management	5	Exam
Seminar: Current Issues in Tourism, Hospitality and Event	DLBHMTHED1_E	Seminar: Current Issues in Tourism, Hospitality and Event	5	Research Essay
Statistics	BSTA-01_E	Statistics	5	Exam
Strategic Hospitality Management	BWH02-01_E	Strategic Hospitality Management	5	Exam
Sustainability Management in Tourism, Hospitality and Event	DLBHMHTHED1_E	Sustainability Management in Tourism, Hospitality and Event	5	Written Assignment
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	BBA01, BBA02	Bachelor Thesis + Colloquium	10	Thesis



**1**

A semester consists of two quarters, each concluding with a two-week exam preparation phase. If you do not wish to take exams within this period, you have the option to make up for them flexibly.

During each quarter, we offer you a diverse learning environment, comprising online study and/or in-person tutorials in the form of professionally-led study groups on campus.

In June and September, you have semester breaks.

**1**

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

**1**

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

**1**

\* Choose between Italian, French, Spanish or German.

**2**

\*\* In order to obtain the Bachelor of Arts degree in the Hospitality Management program, you have the option to complete a self-organized internship either on a full-time or part-time basis as part of your studies (10 ECTS Credits). Information can be found in the module handbook and/or our FAQ.

**1**

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

**1**

- Choose one module (10 ECTS Credits) each consisting of two courses in the elective cluster A, B, and C. Course details in the module handbook.

\* This course has an admission requirement. Detailed information is available in the module handbook.

\*\* Note that each module in an elective cluster can only be chosen once.