

Curriculum B.A. Hospitality Management

myStadium, 180 Credit Points

Month	Programme Start October			Programme Start January			Programme Start April			Programme Start July		
Month	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			
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
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 ¹	Rooms Division Management	Management Accounting	Foreign Language ¹	Rooms Division Management	Management Accounting	Foreign Language ¹	Rooms Division Management	Food and Beverage Management	Managerial Economics	Digital Skills
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
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 A	Elective B	Crisis Management in Tourism, Hospitality & Event	Elective A	Elective A	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics	Strategic Hospitality Management	Business Simulation: Tourism, Hospitality and Event	Statistics
Apr May Jun	Seminar: Current Issues in Tourism, Hospitality & Event	Elective B	Elective C	Seminar: Current Issues in Tourism, Hospitality & Event	Elective B	Elective B	Seminar: Current Issues in Tourism, Hospitality & Event	Elective A	Elective A	Management Accounting	Foreign Language ¹	Rooms Division Management
Jul Aug Sep	Elective C	Bachelor Thesis	Bachelor Thesis	Elective C	Elective C	Bachelor Thesis	Elective B	Elective B	Elective C	Elective A	Elective A	Elective B
Oct Nov Dec				Distribution in Hospitality and Tourism	Hospitality Revenue Management	Bachelor Thesis	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective C	Distribution in Hospitality and Tourism	Hospitality Revenue Management	Elective B
Jan Feb Mar							Crisis Management in Tourism, Hospitality & Event	Bachelor Thesis	Bachelor Thesis	Crisis Management in Tourism, Hospitality & Event	Elective C	Elective C
Apr May										Seminar: Current Issues in Tourism, Hospitality & Event	Bachelor Thesis	Bachelor Thesis



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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.

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

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

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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.

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Distance learning (online)

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Choose one module (10 Credit Points) 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.

Elective Cluster

Elective A	Elective B	Elective C
Event Management Event Management I Event Management II	Applied Sales Applied Sales I Applied Sales II	All modules from Elective A and B**
Gastronomy and Catering Gastronomy Management Catering Management	Online and Social Media Marketing Online Marketing Social Media Marketing	Internship ¹ Internship
Tourism Management Tourism Management I Tourism Management II	Managing People and Fundamentals of Business Psychology Introduction to New Work Business Psychology Intercultural Psychology and CRM Intercultural Psychology Customer Relationship Management	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
	International Brand Management and Corporate Communication International Brand Management Corporate Communication	Stadium Generale Stadium Generale I Stadium Generale II
	International Accounting, Planning and Control International Accounting Corporate Planning and Control	Career Development Personal Career Plan Personal Elevator Pitch
	Organizational Development and Change Management Organizational Development Change Management	Mastering Prompts Artificial Intelligence Project: AI Excellence with Creative Prompting Techniques*
	International HR and Leadership International HR Management Leadership 4.0	
	Business Ethics and Sustainability Sustainability and Quality Management Business Ethics	
	Market Research and Product Management Market Research Fundamentals of Product Management	
	Intrapreneurship Innovation Management Project: Design Thinking	

Course Details

Module	Course Code	Course	Credit Points	Type of Exam
Accounting and Balancing	DLBFEAB01	Accounting and Balancing	5	Exam
Business 101	DLBBAB1_E	Business 101	5	Exam/Written Assessment: Written Assignment
Business Mathematics	DLBMAB1_E	Business Mathematics	5	Exam
Business Simulation: Tourism, Hospitality and Event	DLBMSHTD1_E	Business Simulation: Tourism, Hospitality and Event	5	Proof of participation, with a min. score (passed / not passed)
Collaborative Work	DLBSCW01_01	Collaborative Work	5	Oral Assignment
Corporate Finance and Investment	DLBFCF01	Corporate Finance and Investment	5	Written Assignment
Crisis Management in Tourism, Hospitality and Event	DLBHMHTD01_E	Crisis Management in Tourism, Hospitality and Event	5	Exam/Written Assignment: Case Study
Destination Management	DLBTDDM1_E	Destination Management	5	Exam/Advanced Workbook
Digital Skills	DLBDS01_E	Digital Skills	5	Advanced Workbook (passed / not passed)
Distribution in Hospitality and Tourism	DLBDTH01_E	Distribution in Hospitality and Tourism	5	Exam
Food and Beverage Management	DLBHFBM01_E	Food and Beverage Management	5	Exam
Foreign Language French	DLFSF01_E	Foreign Language French	5	Exam
Foreign Language German	DLFSG01	Foreign Language German	5	Exam
Foreign Language Italian	DLFSI01_E	Foreign Language Italian	5	Exam
Foreign Language Spanish	DLFS01_E	Foreign Language Spanish	5	Exam
Hospitality Revenue Management	DLBHRM01_E	Hospitality Revenue Management	5	Exam
Intercultural and Ethical Decision-Making	DLBCEDM1	Intercultural and Ethical Decision-Making	5	Case Study
International Business Law	DLBHIBL01	International Business Law	5	Exam/Advanced Workbook
International Contract Management	DLBINTW01_E	International Contract Management	5	Exam
International Marketing	DLBDM01	International Marketing	5	Exam
Introduction to Academic Work	DLBICAW01	Introduction to Academic Work	5	Basic Workbook (passed / not passed)
Management Accounting	DLBMAG01	Management Accounting	5	Exam/Written Assessment: Written Assignment
Managerial Economics	DLBMME01_E	Managerial Economics	5	Exam
Planning and Development of Hospitality Businesses	DLBHPD01_E	Planning and Development of Hospitality Businesses	5	Exam
Principles of Hospitality Management	BWH001_01_E	Principles of Hospitality Management	5	Exam
Principles of Management	DLBAPM01_E	Principles of Management	5	Case Study
Rooms Division Management	DLBRDM01_E	Rooms Division Management	5	Exam
Seminar: Current Issues in Tourism, Hospitality and Event	DLBSMTHD01_E	Seminar: Current Issues in Tourism, Hospitality and Event	5	Research Essay
Statistics	DLBSTA01_E	Statistics	5	Exam
Strategic Hospitality Management	BWH002_01_E	Strategic Hospitality Management	5	Exam
Sustainability Management in Tourism, Hospitality and Event	DLBSMHTD01_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	DLBBA01, DLBBA02	Bachelor Thesis + Colloquium	10	Thesis