Course description of the Bachelor´s degree course Leisure and Tourism Management (valid from winter semester 2022/2023)

Compulsory Subjects

Module code	**LTMB1000**
Module description	**Introduction to Tourism**
Syllabus module	• Tourism definitions • History of leisure, travel and tourism • Tourism as a system • Tourism as a socio-cultural and socio-economic phenomenon • Overview of academic disciplines and sciences contributing to an understanding of tourism • Tourism as business and value chain • Tourism as political subject • Basics of tourist motivation and behaviour
Qualification objectives and learning objectives	**Knowledge and understanding** • Know major definitions of tourism • Know historic milestones of tourism development • Know all relevant tourism stakeholders • Understand how e.g. sociology, anthropology, psychology inform tourism research **Applying knowledge and understanding** • Apply basic tourism models to contemporary tourism settings • Recognize conflicts of interest among key stakeholders in tourism contexts • Apply basic tools of academic disciplines such psychology, sociology etc. to tourism contexts **Making judgements** • Differentiate mass tourism and niche markets • Critically appraise positive effects and negative consequences of tourism in environmental, socio-cultural, business, and economic domains • Assess the importance of tourism in different international settings **Communication** • Demonstrate ability to explain basic tourism models and present tourism contexts to various stakeholders **Learning skills** • Familiarization with basic models and theory • Reading academic and subject-specific literature

	• Develop ability to see interdependencies
Study semester	1st
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB2200, LTMB2300, LTMB2500, LZMB3400, LTMB3800, LTMB4000, LTMB4100, LTMB4200, LTMB4300, LTMB4400
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lecture, case-studies, discussions, independent reading and listening

Module code	**LTMB1100**
Module description	**Economics**
Syllabus module	• a short history and introduction to Neoclassical Economics • macro and micro economic theory and models • critique of theory and current shortcomings • Doughnut Economics and approaches to climate change and inequality in economies
Qualification objectives and learning objectives	**Knowledge and understanding** On the basis of textbooks for undergraduate students, and supported by additional material on current issues (newspaper articles, TV new programmes) students acquire the essential knowledge about the interplay of economic actors on national and international levels and on policies directed at guiding and supporting markets. **Applying knowledge and understanding** Students are required to apply the theoretical knowledge gained to current issues of national and international economic decisions & present their results in class and defend their position. **Making judgements** Students are able to analyse and assess current national & international economic policies. **Communication** The issues analysed by students have to be presented in class and theoretically substantiated.

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	Learning skills Through guided and assessed analysis of current issues, students are prepared for a more independent study of such issues.
Study semester	1st
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This module is the basis for all modules requiring an understanding of economic interaction and for a successful management career.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures with PowerPoint presentation including, readings, group work, short video presentations, active group discussions

Modul Nr. / Module-Code	**LTMB1200**
Modulbezeichnung / Module description	**Data Literacy**
Inhalte des Moduls / Syllabus Module	Data representation, data quality, computer-based exploratory data analysis, dependence between variables, confounder variables variables and causality.
Lernergebnisse des Moduls / Qualification objectives and learning objectives	**Knowledge & Understanding** Students gain essential insights the computer-based analysis of data while using standard tools from the field of descriptive statistics. **Applying knowledge and understanding** Students are aware of the PPDAC problem solving cycle. The course addresses methodology by means of real-world examples and offers students the chance training the use of the methodology on use cases with data. **Making judgements** After the lecture the students are able to critically evaluate results of a data analysis in a broader context such as the origin of the data as well as its quality and representativity. **Communication** Results obtained are presented and discussed in class. **Learning skills** The work carried out in this module prepares

	students for formal treatment of economic problems in their further studies and in their job. It encourages them to individually pursue further mathematical analysis of economic situations. The students are able to describe and interpret the data for a given situation and to derive consequences for necessary resources and optimisation. They know the limitation of learnt methods and can appreciate the contribution of others.
Studiensemester / Study semester	1st
Dauer des Moduls / Duration of the module	1 semester
Häufigkeit des Angebots des Moduls / Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Gesamtworkload / Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Art des Moduls (Pflicht, Wahl etc.) / Kind of module	Compulsory subject
Verwendbarkeit des Moduls / Applicability of module	This course is a preparatory course for further mathematically oriented subjects in LTM.
Voraussetzungen für Teilnahme / Prerequisites	-
Lehrsprache / Language of teaching	English
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	2h written exam
Gewichtung der Note in der Gesamtnote / Emphasis for the final grade	3,5 %
Lehr- und Lernmethoden des Moduls / Learning methods of the module	2 h/week lecture (seminar form) + 2 h/week exercises; accompanying tutorial; practical application of the methodology in PC labs

Module code	**LTMB1300**
Module description	**Academic Skills and Competencies**
Syllabus module	- Introduction to scientific research, analysis, evaluation and organisation of academic quality literature (endnote) - Writing and presentation of scientific work in an appropriate academic and traceable style internationally applied (Harvard Referencing / APA American Psychological Association) - Presentation Skills - Understand the difference of quality among the variety of resources (unreliable non-academic resources i.e. internet or more questionable 'wikipedia') - Academic and non-academic quality

	- Academic writing & referencing according Harvard Referencing / APA - Understanding & interpretation of research data & methodology - Professional presentation skills - Students familiarize with academic standards and scientific research. Elaborated argumentation based on scientific research equip students with skills and competencies needed in all sorts of disciplines within both higher education and corporations.
Qualification objectives and learning objectives	**Knowledge and understanding** Students familiarise with the "Science of Knowledge". They are able to work scientifically based on consistent data. They develop skills and competencies in academic writing, presentation and the critical use of academic quality, online and offline information resources. They are able to present scientific results in various written, situational and multimedia-based form. The students gain knowledge and develop skills in several perspectives e.g. learning and reflection, analysis and evaluation of available resources. This module aims to develop skills in consistent scientific research and appropriate academic writing and presentation. **Applying knowledge and understanding** Students are immediately able to apply their knowledge within their daily routine in higher education and different courses. This facilitates understanding and further development of academic skills and competencies. **Making judgements** Students are able to evaluate different information technologies, resources and methodologies used within academic and non-academic settings to improve analysis and reflexion; it facilitates holistically appraisal and reflexion of distinguished quality of available resources. **Communication** Students may communicate and discuss relevant knowledge and expertise, delineate issues and reason about resources to both specialist and non-specialist audiences distinctly and unambiguously. **Learning skills** This module encourages students to develop academic skills and competencies in both scientific writing and presentation. Students

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	perceive and recognize the importance of consistent and reliable scientific work to facilitate reasoning and reflexion. The application of academic principles facilitates the learning process within higher education.
Study semester	1st
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The module is applicable to all courses of LTM.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Project work (Documentation approx. 3500 words + Presentation approx. 15 minutes)
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures, case studies, exercises, presentations, workshops, discussions

Module code	**LTMB1400**
Module description	**English for Academic Purposes C1**
Syllabus module	- Development of verbal and written communication abilities for business- and academic purposes - Expressing views on familiar academic topics and areas of personal interest so that a complex discussion with native speakers is made possible - Justifying their position on current issues e.g. in business and tourism - Development of academic vocabulary for business students - Practicing core reading comprehension skills using articles and reports in business and academic contexts - Focus on language accuracy, style - Deepening of grammar for academic purposes as required - Writing complex texts and arguments including e.g. thesis-based essays, business-related reports and proposals - The style of written English for academic purposes - Accuracy & punctuation - Presentation language skills including introductions, thesis statement development, voice work, conclusions and dealing with questions where appropriate - Honing core listening skills for academic

	purposes where appropriate • Development of language learning strategies with a strong focus on self-awareness and critical thinking
Qualification objectives and learning objectives	**Knowledge and understanding** Learners acquire language devices for communication at the native-speaker level without notable difficulty, for active participation in discussions on familiar and abstract topics, as well as for clarification of one's own views. **Applying knowledge and understanding** • Development of core reading skills for the comprehension of complex academic texts on concrete and abstract topics in areas related to business and tourism • Application of core receptive and productive skills in listening and reading comprehension, speaking and academic writing. • Raising awareness of spoken and written language styles, adapting register • Honing skills in intercultural compe-tence. • Strengthening of grammar awareness as a key for reading, writing, listening and speaking for academic purposes. **Making judgements** Applying critical thinking skills and reflection in complex business-, tourism- and study-related academic communication situations. **Communication** • Development of core oral and written academic communication in business- and tourism-related situations • Students expand their academic discussion skills on familiar and abstract topics in business and tourism, accounting for and sustaining their views. • Students develop their ability of self-expression with a degree of spontaneity which makes interaction with native speakers quite possible • **Learning skills** • Sensitizing oneself to one's own learner type with a corresponding adaptation of one's academic language learning strategies. • Implementation of self-study practice and training strategies
Study semester	1st
Duration of the module	1 semester

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Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This course is a prerequisite for all modules taught in English as well as for an international internship and for writing the Bachelor´s Thesis.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Seminars, discussions, presentations, group work, writing for academic purposes, E-learning Maximum: 25 participants per group

Module code	**LTMB1500**
Module description	**Research Methods**
Syllabus module	- Key concepts of empirical research - Research techniques in qualitative as well as quantitative research - Overview on several software tools for scientific research in the field of network-analysis, content analysis etc. - Key competences for online experiments, and surveys, such as the of use advanced graphic tools such as drag-and-drop objects, apply automatic text analysis tools, or record field notes on the behavior of online subjects and chat room or blogging communities - Practical inside to various research tools, such as MAXqda, Nvivo, etc.
Qualification objectives and learning objectives	**Knowledge and understanding** - Identify key characteristics of quantitative as well as qualitative research.. **Applying knowledge and understanding** - Apply various research techniques related to quantitative and qualitative research **Making judgements** - Conduct various forms of online surveys. **Communication** - Elaborate on pro and cons of different software tools in the field. **Learning skills**

	• Analyse research techniques and tools regarding their applicability in specific research situation.
	• Evaluate research results on the quality of their methodological approach.
Study semester	2nd
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This course is a preparatory course for further research subjects in LTM as well as for the Bachelor´s Thesis.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures, practical sessions

Module code	**LTMB1600**
Module description	**Human Resource Management**
Syllabus module	• Basics of Personnel Management
	• Personnel planning as the framework and starting point of personnel management
	• Manpower requirements planning
	• Personnel recruitment and selection of personnel
	• Personnel appraisal
	• Personnel placement and work structuring
	• Personnel remuneration, certificate of success and social benefits
	• Personnel development
	• Personnel controlling
	• Personnel administration
	• Staff reduction und personnel exemption (personnel layoff)
Qualification objectives and learning objectives	**Knowledge and understanding** Basic competence in knowledge and methods of current human resource work within enterprises
	Applying knowledge and understanding The lectures are accompanied by students' presentations and some case studies.
	Making judgements The discussion of current human resources issues (national and international) results in assessing the consequences for different economic players, particularly employers and employees.

	Communication Results obtained are discussed in class **Learning skills** The work carried out in this module enables the students to understand current discussions of human resource topics and prepares them for their future life as working members of society.
Study semester	2nd
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The work carried out in this module prepares students for the complex discussion of human resource problems in the current political and economic situation. LTM1900, LTM2400, LTM2700, LTMB3400, LTMB3800
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lecture, case studies, seminars

Module code	**LTMB1700**
Module description	**Business and Travel Law**
Syllabus module	Im Modul „Business and Travel Law" werden neben der grundlegenden Methodik der Rechtsanwendung die Grundlagen des Zivilrechts unter besonderer Berücksichtigung des Reiserechts vermittelt. Der allgemein zivilrechtliche Teil des Moduls befasst sich insbesondere mit der Lehre vom Rechtsgeschäft, d.h. den Voraussetzungen des wirksamen Vertragsabschlusses (u.a. Voraussetzungen von Willenserklärungen, Minderjährigenrecht, Anfechtung von Rechtsgeschäften, Vertretung, Fristen und Verjährung), der Einführung in das allgemeine und besondere Schuldrecht (u.a. Vertragstypen, Allgemeine Geschäftsbedingungen (AGB) und Verbraucherschutz, Abgrenzung von Vertrags- und Deliktsrecht) sowie mit den Grundlagen des Sachenrechts und des Handels- und Gesellschaftsrechts. Ein besonderer Fokus liegt auf der Vermittlung der grundlegenden Zusammenhänge des Reiserechts (u.a. Verhältnis zwischen

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	Reisendem, Reiseveranstalter und Leistungserbringern, Ausgestaltung des Buchungsvorgangs, Informationspflichten, Rechte bei Reisemängeln, Beherbergungs- und Fluggastrecht). Hier stehen die Regelungen des Pauschalreiserechts in den §§ 651a ff. BGB im Vordergrund. Die Vermittlung erfolgt im Rahmen der Vorlesung und anhand von interaktiven Fallübungen sowie der Analyse von Gerichtsurteilen und vertiefender Literatur.
Qualification objectives and learning objectives	**Knowledge and understanding** Die Studierenden erlernen die grundlegenden rechtlichen Zusammenhänge im Wirtschaftsleben und verfügen über ein solides Basiswissen im Wirtschaftsprivatrecht unter besonderer Berücksichtigung des Reiserechts. **Applying knowledge and understanding** Die Studierenden erlernen die juristische Methodik, d.h. die Anwendung von rechtlichen Vorschriften auf einen konkreten Sachverhalt, anhand von Fallübungen und sind anschließend in der Lage einfach gelagerte Sachverhalte aus dem Bereich des Wirtschaftsprivatrechts eigenständig zu begutachten und rechtlich einzuordnen. **Making judgements** Unter Anwendung der juristischen Methodik werden die Studierenden befähigt, sich argumentativ mit rechtlichen Fragestellungen auseinanderzusetzen und sie überzeugend zu lösen. **Communication** Die Studierenden werden in die Lage versetzt, Argumente und Schlussfolgerungen unter Verwendung von Rechtsbegriffen und juristischer Methodik zu erarbeiten und zu vermitteln, indem sie aktiv an Fragen und Antworten, Gruppen-übungen und Diskussionen teilnehmen. **Learning skills** Die Veranstaltung stärkt die analytischen Fähigkeiten der Studierenden und befähigt sie sich kritisch mit juristischen (Gesetzes-)Texten und Urteilen auseinanderzusetzen und sie einzuordnen.
Study semester	2nd
Duration of the module	1 Semester
Frequency of the offered module	Annually (summer semester)

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ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	Das Modul ist auch für andere wirtschaftswissenschaftliche Studiengänge verwendbar.
Prerequisites	-
Language of teaching	German/ English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Combination of lectures, exercises and group discussions

Module code	**LTMB1800**
Module description	**Accounting**
Syllabus module	**Financial accounting**: Accounting information for decision making, basic financial statements, the accounting cycle, accruals and deferrals, reporting financial results, merchandising activities, financial assets, inventories and cost of goods sold, plant and intangible assets, liabilities, stockholders equity, statement of cash flows, financial statement analysis; **Management accounting:** a business partner, accounting systems for measuring costs (job order cost systems and overhead allocation, process costing), costing and the value chain, cost-volume-profit analysis, incremental analysis, responsibility accounting and transfer pricing, operational budgeting, standard cost systems
Qualification objectives and learning objectives	**Knowledge and understanding** The module delivers the basic approaches for the understanding of the financial and managerial accounting figures and the corresponding processes. **Applying knowledge and understanding** The gained theoretical knowledge is being applied in tasks close to reality and case studies. **Making judgements** Students learn how decisions influence profitability and liquidity and as a result the success of businesses. **Communication** This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as well as by seminars presenting and defending the results of their homework.

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	Learning skills Treat and work with the data and monetary framework as a decision basis for entrepreneurial and general business decisions. Interpretation and evaluation of accounting figures.
Study semester	2nd
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	Financial and managerial accounting is the basis for business decisions. Therefore, understanding and using accounting information is an important ingredient of any business undertaking.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Combination of lectures and seminars

Module code	**LTM1900**
Module description	**Business Ethics**
Syllabus module	• Philosophical foundation of Ethics • Ethics, morals and values • Ethics in business and management • Code of ethics in global tourism • Cognitive moral development and ethical intelligence • Ethical behavior and higher education • Ethics and corporate governance • Ethics, shareholder, stakeholder & corporate citizenship • Ethics and the triple bottom lineto develop an ethical consciousness
Qualification objectives and learning objectives	**Knowledge and understanding** This module develops knowledge and understanding of business ethics, issues within corporate settings, the influence of changing corporate contextual factors on national and international business ethics and management. Advanced development of abilities and skills e.g. critical analysis, reflection and evaluation of business ethics in practice assist ethical decision-making processes within and outside national and international business and management.

	Applying knowledge and understanding Theoretical foundations and concepts of business ethics will be critically discussed within seminars to increase awareness and meaning. They will reflect on their gained knowledge, personal values, attitudes, understanding and abilities of being actively involved within national and international contexts – using cases and focusing holistically on the multifaceted triple bottom line by incorporating an ethical consciousness. **Making judgements** Students will be able to analyse theoretically grounded, and assess current corporate delicate cases to develop sophisticated judgemental skills and competencies. **Communication** Students may communicate and discuss relevant knowledge and expertise, delineate issues – reason and reflect on solutions to both specialist and non-specialist audiences distinctly and unambiguously. **Learning skills** - Holistic analysis and evaluation of ethics within business and management - tools and methods applied appropriately and ethically within the interdependent triple bottom line and corporate settings - critical thinking and reasoning - being able to discuss sustainably and constructively - grasping the impact of business ethics and corporate performance. Students perceive and recognize the necessity of value-based ethical understanding in both corporate settings and private lives. Holistic and sustainable personal development facilitates the internalisation of ethical theories and values immediately applied by using various cases to both internalise and emphasize their utility.
Study semester	2nd
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This module is interdependent to the entire study of LTM and students´ holistic personal development.
Prerequisites	-
Language of teaching	English

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Assessment methods (Requirements for awarding credit points)	Project work (Documentation approx. 3500 words + Presentation approx. 15 minutes)
Emphasis for the final grade	3,5 %
Learning methods of the module	Seminar-orientated lectures, case studies, exercises, discussions, presentations, reflexion rounds, work shops

Module code	**LTM2000**
Module description	**Project Management**
Syllabus module	Project / Project Manager - Course Overview & Administration, Definitions, Project Success, Project Structure, Project and Product Lifecycles, Project Phases, Project Management Processes | Project Initiation - Project Charter, Project Management Plan | Project Scope - Scope Management, Collect Requirements, Define Scope | Work Breakdown Structure - Create Work Breakdown Structure | Project Time Management - Plan Schedule Management, Define Activities, Sequence Activities, Estimate Activity Resources, Estimate Activity Duration, Develop Schedule, Control Schedule | Automation Tools - Introduction to Project Libre | Cost Estimation - Plan Cost Management, Estimate Costs | Earned Value Management - Determine Budget, Control Costs
Qualification objectives and learning objectives	**Knowledge and understanding** The course provides students with a basic knowledge about project management according to the international PMI standard. Students will be able to differentiate between processes and project; they will be able to successfully manage projects in an international environment by considering intercultural challenges in project management. **Applying knowledge and understanding** The objective of the course is to understand and to be able to apply the basic concepts of international project management and apply these concepts in a real life environment / project. **Making judgements** The planning and realization of a project is performed by students which requires - among others - the development of the ability of prioritization, budget allocation and decision making. **Communication** Communication skills required are: • to discuss openly and deeply in intercultural teams all matters of the project • to work cooperatively and effectively in a

	project team
	• to present the results of the project
	Learning skills
	Learning skills to be achieved are:
	• developing an understanding of project management in general (versus process management)
	• getting an understanding of the terms and concepts of project management according to international standards
	• to work cooperatively and effectively within an international team of peers in carrying out a specific project
	• presenting the results of the project planning phase
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (72 hours contact; 78 hours self-study)
Kind of module	Compulsory subject
Applicability of module	Without a detailed understanding of topics related to project management students will not be able to successfully operate in an increasingly "projectized" world. This module is applicable to all LTM courses.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	1 ½h written exam + written group assignment incl. presentation.
Emphasis for the final grade	3,5 %
Learning methods of the module	(Online-)lecture, group work, presentation

Module code	**LTMB2100**
Module description	**Marketing I**

Syllabus module	• The marketing concept and the marketing environment • Market segmentation & targeting • Management of the marketing mix • Evaluation of theories, concepts, tools and models used in marketing practice and understanding consumer decision making • Application of consumer psychology theories to interpret consumer behavior • Key concepts of quantitative methods of social sciences based on research questions in the field of marketing • Design research, interpret the results correctly and recommend actions based on your findings. • Marketing research and new product development • Ethical issues in marketing • Use offline and online marketing research techniques. • Practical inside to research tools (e.g. SPSS)
Qualification objectives and learning objectives	**Knowledge and understanding** • improve their understanding of consumer behavior • find out more about internal and external influences on consumers, • learn about sophisticated concepts/ paradigms in consumer research • appreciate the commercial and ethical challenges of marketing decision-making in domestic and international business environments **Applying knowledge and understanding** • demonstrate knowledge of the concepts and principles of marketing **Making judgements** • demonstrate an ability to evaluate and interpret marketing concepts and principles in relation to other business functions. **Communication** • develop the ability of discussing recent research papers and findings **Learning skills** This course focuses on the questions why

	individuals and groups buy, consume, and dispose products, services and other goods as well as how they make specific decisions. Specifically, it discusses how consumers' motivations, personalities, knowledge, and attitudes affect purchase and consumption decisions.
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The module is applicable to LTM8B2600 Marketing II and LTMB4400 Branding and Innovation as well as to the internship semester and to the Bachelor´s Thesis.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Experimental work (30 hours)
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures, practical sessions/computer lab, guest lectures

Module code	**LTMB2200**
Module description	**Media Economics**
Syllabus module	• Defining the Media Industry • Industrial economic basics • Advertising • Two-sided markets and advertising • The Strategic Context • Strategic Concepts for the Media Industries • Strategic Responses to Technological Change • Unpacking policy processes • The role of creativity in the media
Qualification objectives and learning objectives	**Knowledge and understanding** Students have a deep understanding of the kinds of questions that media economics seeks to address. They are capable of describing and evaluating the different types of competitive market structures that exist in the media industries They have the ability to identify and explain some of the key economic characteristics of the media Students are able to distinguish between strategies of vertical, horizontal and diagonal growth. **Applying knowledge and understanding** Students apply conceptual and empirical

	analysis of the media as symbolic goods and market commodities.
	They can define, interpret and value the new challenges posed by the media organizations external environment with a deeper understanding of the particularities of emerging markets.
	They are able to explain the principal motivations behind media and cross-media expansion and analyse the practical economic advantages associated with these strategies.
	They are capable of describing and discussing the practical implications for media firms of 'convergence' and of 'globalization'.
	Making judgements Students are able to take a critical approach in their discussion and analysis of public and corporate values in media production and consumption. They follow, contribute to and intervene in policy debates at community and corporate level. They take a reflective approach and assess their own learning needs, skills and competencies.
	Communication Listening actively (taking notes, asking questions, engaging in ideas being communicated); Results obtained are discussed in class.
	Learning skills - Academic research and writing - Self-reliance skills - Critical thinking - Analytical skills - Willingness to learn and accomplish - Expressiveness (oral and written)
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTB2100, LTM8B2600, LTMB3400, LTMB3800, LTMB4400
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures, exercises, case studies online researches, presentation of research results

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Module code	**LTMB2300**
Module description	**Tourism Management**
Syllabus module	- Basics of Destination Management, Destination Geography and Destination/Tourism Planning - Forms of tourism development and their specific impacts - Screening of environmental, social and economic impacts. - Basics of Tour/Cruise Operator Management - Overview of the historic development of tour operator as well as cruise operator - Value chain for tour/cruise operations - Distributions ways for tour/cruise operator focusing on state of the art activities such as web- or TV-based channels - Management strategies for tour/cruise operator including CSR and sustainable tourism issues.
Qualification objectives and learning objectives	**Knowledge and understanding** - Familiarize students with the economic and social consequences of the tourism system. - Stress the key tools of planning in form of construction regulations, spatial planning regulations, Impacts of different planning tools, etc. **Applying knowledge and understanding** - Create an understanding of the value of an organized destination planning process and different scopes of tourism planning. - Aid students to understand different perspectives in tourism planning, as well as different forms of tourism development and their specific impacts. - Evaluate Market potential and product development for tour/cruise operators **Making judgements** - Develop in students the awareness towards the opportunity to influence tourism development. - Distinguish various forms of tourism development due to their appropriateness. - Decide upon various business strategies in case of tour/cruise operators such as business strategy, product development and distribution ways.

	Communication • Express various stakeholder perspective in the context of tourism management e.g. in the context of a role play. **Learning skills** • Practical implementation of business and planning strategies in the field of tourism management. • Discussions, Presentations und group-work support the reflection process of students towards critical thinking and reflection
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB1000, LTMB1600, LTM2100, LTM2500, LTMB3400, LTMB3800, LTM3900, LTM4100
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lecture incl. case-studies and discussions

Module code	**LTMB2400**
Module description	**Study and Career Orientation**
Syllabus module	• Developments in the professional environment • Business requirements • Study and career planning • Researching of job offers • Designing an application according to national and international standards • Preparing a job interview • Exchange with students in higher semesters about their experiences during the semester abroad and internship • Learn about graduates and their jobs to identify the necessary professional skills
Qualification objectives and learning objectives	**Knowledge and understanding** The students are able to understand the job concept, discuss various aspects of the internship and semester abroad and current developments in the professional environment.

	Applying knowledge and understanding Students use independent individual and group work as well as case studies to explore different personal aspects in order to • plan their further study and career path • select appropriate application tools and prepare an application. After successfully participating in the module, students are able to identify and apply individual strengths and weaknesses as well as interests in choosing an internship. **Making judgements** The planning and realization of an application by students requires the ability to consider the own personality, differences to other people and good time management skills. The students know the demands that companies place on their employees and can assess them. **Communication** This module is aimed at developing student´s ability of self-expression in order to do an interview successfully. Students are able to present their personal and professional background orally and in writing. **Learning skills** After completing the module, students are able to • apply for an internship according to their interests • to interact and behave correctly and successfully in application processes • reflect on the situation using the content and concepts learned. Discussions, presentations and guest speakers support the reflection process of the students towards critical thinking and decisions.
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB1600, LTMB2700, LTM3400, LTM3800, LTMB4300
Prerequisites	-
Language of teaching	German/ English
Assessment methods (Requirements for awarding credit points)	Experimental work (30 hours) (not graded)

**Course description of the Bachelor´s degree course Leisure and Tourism Management
(valid from winter semester 2022/2023)**

Emphasis for the final grade	0 %
Learning methods of the module	Seminar-orientated lectures, exercises, discussions, group work, guest speakers, reflection

Module code	**LTM2500**
Module description	**Leisure Management**
Syllabus module	• Foundations of sports: models and implications of sports and society • What is regarded as arts and culture? • Audiences, market participants art and culture • Production- and distribution processes in art and culture • Overview of the main branches of Art and Culture Markets – Literature, Music, Visual Arts, Performing Arts • Leisure Management: economic impact and development • Insights into trends in sports and sports marketing • What is sports tourism? • Sports and cultural tourism & tourism development • Leisure Management and the labor market • Different models of creating income in art and culture (sales, sponsoring, subsidies, foundations, other types of fundraising)
Qualification objectives and learning objectives	**Knowledge and understanding** • Understand the particularities and uniqueness of both, the sports and culture industry • Identify the role of sports & recreation as well as art & culture for the economy. • Familiarize with the significance of sports/ recreation and arts and culture for the tourism sector. **Applying knowledge and understanding** • Identify, analyse and synthesize the intricacies of the global sports industry and art and culture • Identify and apply sports and cultural tourism as opportunities for developing destinations. • Critically analyze developments, e.g. trend sports, sports and cultural tourism and the role of marketing for leisure activities. • Apply models to identify sport niches and its relevance for tourism development. • Apply appropriate management strategies to foster culture.

	Making judgements • Evaluate the consequences of changes in society for both fields of leisure management. • Critically interpret developments in sports (e.g. events) and art & culture for sustainable leisure activities. • Evaluate and interpret the role of marketing and media for sports as well as for arts and culture. **Communication** • Communicate, present and discuss the role of sports and art & culture within our society. **Learning skills** Students are sensitized and aware of sports/recreation and art& culture as contributors for personal development and private life. By using case-studies students' ability to deal with complex, unstructured issues in an effective way will be improved.
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB1000, LTMB2100, LTMB2300, LTMB2600, LTMB3400, LTMB3800, LTMB3900, LTMB4000, LTMB4300
Prerequisites	-
Language of teaching	German/English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Seminars, lectures, case-studies, discussions, reflection, presentations

Module code	**LTM2600**
Module description	**Marketing II**
Syllabus module	• Understanding the role of marketing in the services industry comprehensively • Utilizing of marketing methods and techniques • Appreciation of interdisciplinary marketing approaches • Utilizing digital touchpoint and interacting online and offline with clients along the customer journey • Appreciating intercultural diversity
Qualification objectives and learning	The services sector accounts for three quarters of

objectives	the national GDP and employment in developed countries. This module will introduce the inherent characteristics of services and explore how these impact marketing activities initiated by organizations both, strategically and tactically. The module will focus on decisions to be taken within the process of managing intangibles. This applies to • analyzing market opportunities and managing competitive advantages through market research, • understanding customer behavior in general and analyzing customer satisfaction and services quality management in services in particular, • setting smart targets and aligning services strategies, • developing the services marketing mix considering the extended elements of the marketing mix in particular, and • exploring tools that help measure marketing performance of a firm based on KPIs. **Knowledge and understanding** The focus will be set on developing and orchestrating a service culture as part of an organization's change management process. Students are able to demonstrate a comprehensive understanding of marketing challenges caused by the nature of services. **Applying knowledge and understanding** Students can define marketing challenges and draw conclusions in hypercompetitive services markets. In addition the focus will be set on utilizing innovative digital technologies that drive news ways on interacting with clients at all stages of the customer journey. Students apply their knowledge in strategic challenges such as customer acquisition, customer retention, and churn management. **Making judgements** Students are able to apply marketing tools by analyzing market situations and setting up marketing plans. They will be able to evaluate an organization's performance in developing strategies for permanently improving service excellence. **Communication** Students are able to deliver the knowledge gained into business solutions. They will communicate solutions for challenges in service

	businesses such as building customer loyalty and managing churn.
	Learning skills Students learn to align marketing actions based on the sound analysis of costumer needs. discover new business opportunities by implementing digital technologies in the marketing process such as chat bots, SEO/SEA, virtual and augmented reality, video marketing, influencer marketing.
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB2600, LTMB3400, LTMB3800, LTMB4000, LTMB4400
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Lecture, case studies (including team presentations), discussions, optional online multiple choice tests on HOST's eLearning Platform ILIAS, video tutorials created by professor

Module code	**LTM2700**
Module description	**Leadership and Emotional Intelligence**
Syllabus module	- Emotional intelligence and leadership - Different theories and concepts of emotional intelligence and leadership - Social intelligence and corporate responsibilities - Power and policies in leading positions within global settings - International management and leadership skills and competencies - Emotional intelligence and conflict management - Leadership and emotional intelligence unite knowledge and understanding with prevailing theories within practice. Critical & abstract thinking of current relevant cases & team building measures facilitate

	application, analysis and evaluation of its holistic and sustainable orientation.
	• Case studies, team building and personal activities facilitate the internalisation of knowledge and understanding.
	• Development of skills and competencies of individuals and groups in continuous changing national and international environments.
	• Tourism as multi-faceted, intercultural and global „emotionally intelligent" business
	• Human resources
	• HR development
	• Efficiency and Self-Efficacy of HR
	• Project management
	• Diversity management
	• International events and projects
Qualification objectives and learning objectives	**Knowledge and understanding** Students develop an understanding of leadership and emotional intelligence by appraising different models and theories of social and emotional intelligence and leadership discussed within academia. Students consider e.g. cultural and gender idiosyncrasies, socialization processes and emotionally intelligent leadership; reflexion processes facilitate students' cognitive and emotional growth to holistically understand being a leader with emotional intelligence. **Applying knowledge and understanding** Theoretical foundations and concepts will be discussed within seminar-orientated lectures, work shops and team building measures; cases enable to develop understanding and application of skills and competencies to internalise emotional intelligence and leadership. **Making judgements** Students develop skills to analyse and appraise issues in relevant cases, discussions and interactions to reflect on and further internalise the importance of emotionally intelligent leadership, and consequently improve their overall qualification. **Communication**

	Students communicate and discuss extensively emotional intelligence and leadership – to further develop their overall expertise to incorporate emotional intelligence and leadership into an innovative leadership concept. **Learning skills** This module encourages students to develop their expertise in emotional intelligence, leadership and emotionally intelligent leadership.
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	LTMB1600, LTMB1900, LTM2000, LTM2100, LTM2300, LTMB3400, LTMB38,00, LTM4200, LTMB4300
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Experimental work (30 hours)
Emphasis for the final grade	3,5 %
Learning methods of the module	Lectures, seminars, case studies, exercises, team work, reflexion rounds, discussions, team building measures

Module code	**LTM2800**
Module description	**Analytical Statistics**
Syllabus Module	The student is able to describe and interpret the data for a given observed situation with the help of statistical measures using appropriate software. The student is also able to formulate a statistical hypothesis and test it using statistical software.
Qualification objectives and learning objectives	**Knowledge and understanding** Students gain essential insights about the following topics: • analysing a single statistical variable • Probability and distributions • measures of location and variability • multidimensional data: correlation and regression • confidence interval • testing statistical hypothesis **Applying knowledge and understanding** All theory acquired has to be applied to presenting and analysing statistical aspects of current national and international business

	situations.
	Making judgements
	The discussion of current national and international business situations results in interpreting of statistical parameters.
	Communication
	Results obtained are discussed in class.
	Learning skills
	The work carried out in this module prepares students for the more complex discussion in the Project-course and encourages them to individually pursue further statistical analysis of economic situations.
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This course is applicable to further mathematically oriented subjects in the degree course as well as to the internship semester and to the Bachelor´s Thesis.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	2 hours/week lecture + 2 hours/week PC practical exercise

Module code	**LTMB2900**
Module description	**Corporate Finance**
Syllabus module	• Concept of value: Goals and governments of corporations, PV, bonds, common stocks, NPV and IRR; • Introduction to risk: Risk and Return, portfolio theory and the CAPM, risk and cost of capital; • Financing decision and market efficiency: Efficient markets and behavioral finance, corporate financing; • Capital structure and payout policy: Payout policy, does debt policy matter, how much should a corporation borrow; • Financial planning and working capital management: Financial analysis, WC management
Qualification objectives and learning objectives	**Knowledge and understanding** The module delivers the basic approaches for

	understanding of figures and numerical data on the one side, the calculation basis to determine the efficiency of investments and tools of financing these on the other side. **Applying knowledge and understanding** The theoretical knowledge is being applied in tasks close to reality, case studies and every day information in the news. **Making judgements** Students learn how decisions influence profitability and liquidity and as a result the success of business decisions. **Communication** These basic subjects are a mix of ex cathedra lecturing where the students are actively involved by questions, class (individual and group) work and discussions and seminars where students presenting and defending the results of their homework. **Learning skills** Treat and work with the data and monetary framework as decision basis for entrepreneurial and general business decisions
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	Corporate Finance is the area of finance dealing with monetary decisions the business enterprises make and the tools and analyses used to make these decisions. This module is the basis for all other finance courses, the financial aspects of a business and the marketing plan.
Prerequisites	-
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Combination of lectures and seminars

Module code	**LTM3000**
Module description	**2nd Foreign Language A1**
Courses of the module	French A1, Spanish A1, Swedish A1
Syllabus module	Basic skills in listening and reading comprehension as well as speaking and writing based on relevant vocabulary and grammar 1) Development of basic language knowledge

	such as vocabulary, grammar and pronunciation
	2) Development of written and oral communication skills so that the students • can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). • can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. • can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Qualification objectives and learning objectives	To communicate in everyday life situations, oriented towards the level of A1 of the CEFR
Study semester	1st
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The language course is part of the preparation for students to spend a semester abroad, work and do their internships in French-, Spanish- and Swedish-speaking environments as well as to work for international companies doing business with French-, Spanish- and Swedish-speaking business partners.
Prerequisites	-
Language of teaching	Language of instruction
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations Seminar, exercises Maximum: 25 participants per group

Module code	**LTM3100**
Module description	**2nd Foreign Language A2**
Courses of the module	French A2, Spanish A2, Swedish A2
Syllabus module	Further development of listening, reading, speaking, and writing skills based on relevant vocabulary and grammar 1) Development of basic language knowledge such as vocabulary, grammar and pronunciation

	2) Development of written and oral communication skills so that the students • can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). • can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. • can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Qualification objectives and learning objectives	To communicate in everyday life situations, oriented towards the level of A2 of the CEFR
Study semester	2nd
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The language course is part of the preparation for students to spend a semester abroad, work and do their internships in French-, Spanish- and Swedish-speaking environments as well as to work for international companies doing business with French-, Spanish- and Swedish-speaking business partners.
Prerequisites	-
Language of teaching	Language of instruction
Assessment methods (Requirements for awarding credit points)	2h written exam
Emphasis for the final grade	3,5 %
Learning methods of the module	Practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations Seminar, exercises Maximum: 25 participants per group

Module code	**LTM3200**
Module description	**2nd Foreign Language B1**
Courses of the module	French B1, Spanish B1, Swedish B1
Syllabus Module	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students • can understand the main points of clear standard input on familiar matters regularly encountered in work, school,

	leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken.
	• can produce simple connected text on topics, which are familiar, or of personal interest.
	• can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Qualification objectives and learning objectives	To communicate in academic, professional and business situations, oriented towards the level of B1 of the CEFR
Study semester	3rd
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The language course is part of the preparation for students to spend a semester abroad, work and do their internships in French-, Spanish- and Swedish-speaking environments as well as to work for international companies doing business with French-, Spanish- and Swedish-speaking business partners.
Prerequisites	-
Language of teaching	Language of instruction
Assessment methods (Requirements for awarding credit points)	2h written exam + oral exam (approx. 15 minutes)
Emphasis for the final grade	3,5 %
Learning methods of the module	Further practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations Seminar, exercises Maximum: 25 participants per group

Module code	**LTM3300**
Module description	**2nd Foreign Language B1+**
Courses of the module	French B1+, Spanish B1+, Swedish B1+
Syllabus module	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students • can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area

	where the language is spoken.
	• can produce simple connected text on topics, which are familiar, or of personal interest.
	• can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Qualification objectives and learning objectives	To communicate in academic, professional and business situations, oriented towards the level of B1+ of the CEFR
Study semester	4th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The language course is part of the preparation for students to spend a semester abroad, work and do their internships in French-, Spanish- and Swedish-speaking environments as well as to work for international companies doing business with French-, Spanish- and Swedish-speaking business partners.
Prerequisites	-
Language of teaching	Language of instruction
Assessment methods (Requirements for awarding credit points)	2h written exam + oral exam (approx. 15 minutes)
Emphasis for the final grade	3,5 %
Learning methods of the module	Further practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations Seminar, exercises Maximum: 25 participants per group

Module code	**LTMB3400**
Module description	**Internship and Evaluation**
Syllabus module	Internship of 21 weeks and internship evaluation
Qualification objectives and learning objectives	**Knowledge and understanding** During the internship students get in contact with the companies, gain new knowledge in various different fields of business and tourism and deepen their knowledge gained during prior semesters. **Applying Knowledge and understanding** Students are in a position to connect and apply theoretical knowledge with practical experiences due to direct contact with enterprises, institutions and organizations. This process is reflected in the

evaluation, presented to and discussed with students planning their internship.

Making judgements

Critical thinking and reflection skills by preparing a practical report and working within a company will help students growing in personality and to increase their social skills.

Students will get an insight into the process of acquiring an intern place as well as into the practical work during the internship. They get a reasonable understanding of different industries and companies and their current projects during the presentation. They also get ideas for their own internship.

Communication

Working within a team will increase students' communication skills. Preparing a report enhance students´ ability to reflect their own work as well as their internship in general critically and to present those results.

Learning skills

The internship

- should show the students the connection between the theoretical knowledge and its application in daily business.
- will offer the student the opportunity to apply their theoretical knowledge in the daily business.
- will enhance students´ awareness and their ability to make decisions when it comes to decide on own future professional activities.

Students planning their internship get an overview over different internship possibilities.

Study semester	7th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	28 + 2
Workload and its composition	840 hours + 60 hours
Kind of module	Compulsory subject
Applicability of module	The modules is applicable to all LTM courses.
Prerequisites	90 ECTS points (incl. LTMB2400)
Language of teaching	Depending on the company
Assessment methods (Requirements for awarding credit points)	Written report (approx. 10 pages) + presentation (approx. 5 minutes) (not graded)
Emphasis for the final grade	0 %
Learning methods of the module	Field study, reflection, presentation, discussion

Module code	**LTMB3500**
Module description	**Practical Insights**

Course description of the Bachelor´s degree course Leisure and Tourism Management (valid from winter semester 2022/2023)

Syllabus module	The module offers students the opportunity to get to know companies and institutions and to conduct relevant field research in various destinations. This module is designed to build on students' knowledge and understanding of theories in the context of leisure, tourism and business. Through contact with various stakeholders through visits to (tourism) companies, institutions, universities, etc., knowledge of the country and language is also deepened. The students use and apply (tourism) theories in order to evaluate the specific situation of an individual company or a destination as a whole. General structure: - A preparation phase, in which students acquaint themselves with the companies, institutions, universities, etc. to be visited - The preparation of questions for the visit and research questions - Visiting the company themselves - The preparation of the exam
Qualification objectives and learning objectives	**Knowledge and understanding** The students learn about a variety of companies and see how real business is done, how theoretical models are applied and what competencies are necessary for this job. **Applying knowledge and understanding** Under the guidance of the lecturer in charge, the students prepare the excursion and contribute to the final report. In addition, this module is particularly designed to established a strong connection between theoretical knowledge and the requirements of daily business processes. **Making judgements** The Students learn to notice and take into account the differences between countries, destinations, and institutions. They learn to assess the validity of theoretical concepts in current business life and to analyze cultural influences on management principles and practice. The students experience and evaluate different approaches in national and international companies. **Communication** Results of (group) work are presented in oral and written form (reports, articles, videos, brochure, (video)podcast). Students express their perspective on future challenges, improvement of social and

	multicultural competence and act based on group rules. **Learning skills** Students can • analyse market and business environment situation and use it for identifying business. • critically evaluate the performance of tourism, business and destinations. • deal with the transfer of global processes on a local level. • transfer the local experience to various other contexts. • express team work and improvement of social and multicultural competence. The students deepen their problem-solving knowledge and work with others. This module prepares students for the organisation of further excursions.
Study semester	8th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The module serves to deepen all previously acquired knowledge and skills and is a linking step between theoretical modules, internship and work after graduation.
Prerequisites	-
Language of teaching	English or German (depending on the visited company and destination)
Assessment methods (Requirements for awarding credit points)	Experimental work (30 hours) (not graded)
Emphasis for the final grade	0 %
Learning methods of the module	Lectures, field studies, project, presentations, group work

Module code	**LTMB3600**
Module description	**Field Trip**

**Course description of the Bachelor´s degree course Leisure and Tourism Management
(valid from winter semester 2022/2023)**

Syllabus module	The module offers students the opportunity to get to know companies and institutions and to conduct relevant field research in various destinations. This module is designed to build on students' knowledge and understanding of theories in the context of leisure, tourism and business. Through contact with various stakeholders through visits to (tourism) companies, institutions, universities, etc., knowledge of the country and language is also deepened. The students use and apply (tourism) theories in order to evaluate the specific situation of an individual company or a destination as a whole. General structure: - A preparation phase, in which students acquaint themselves with the companies, institutions, universities, etc. to be visited - The preparation of questions for the visit and research questions - Visiting the company themselves - The preparation of the exam
Qualification objectives and learning objectives	**Knowledge and understanding** The students deepen their international and cross-cultural competence and learn about a variety of companies. They will see how real business is done, how theoretical models are applied and what competencies are necessary for this job. **Applying knowledge and understanding** Under the guidance of the lecturer in charge, the students prepare the excursion and contribute to the final report. In addition, this module is particularly designed to established a strong connection between theoretical knowledge and the requirements of daily business processes **Making judgements** The Students learn to notice and take into account the differences between countries, destinations, and institutions. They learn to assess the validity of theoretical concepts in current business life and to analyze cultural influences on management principles and practice. The students experience and evaluate different approaches in national and international companies. **Communication** Results of (group) work are presented in oral and written form (reports, articles, videos, brochure, (video)podcast).

	Students express their perspective on future challenges, improvement of social and multicultural competence and act based on group rules. **Learning skills** Students can • analyse market and business environment situation and use it for identifying business. • critically evaluate the performance of tourism, business and destinations. • deal with the transfer of global processes on a local level. • transfer the local experience to various other contexts. The students deepen their problem-solving knowledge, work with others and significantly improve their international and crosscultural competence.
Study semester	8th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Kind of module	Compulsory subject
Applicability of module	The module serves to deepen all previously acquired knowledge and skills and is a linking step between theoretical modules, internship and work after graduation.
Prerequisites	-
Language of teaching	English or German (depending on the visited company and destination)
Assessment methods (Requirements for awarding credit points)	Experimental work (30 hours) (not graded)
Emphasis for the final grade	0 %
Learning methods of the module	Lectures, field studies, project, presentations, group work

Module code	**LTMB3700**
Module description	**Scientific Circle for Bachelor´s Thesis**
Syllabus module	• Key concepts of empirical research • Research Methods process (Research Question, Literature Review, Theoretical approach, research design, methodology) • Brainstorm potential topics and research questions • Identify and present on why the proposed research matters (literature review) • Define a researchable problem • Identify theoretical frameworks for the proposed research • Identify potential methodologies for the

	proposed research • Create a research plan • Write a thesis proposal
Qualification objectives and learning objectives	**Knowledge and understanding** Students have the capability to explore scientific principles and concepts. Students enhance their capacity to plan and develop an empirical research. **Applying knowledge and understanding** Students enhance their capacity to plan and develop an independent research. **Making judgements** Students will learn how to identify a research problem and select adequate research questions. **Communication** Students will develop a written proposal. **Learning skills** At the end of this training, the students should be able to develop a research proposal outlining main aspects of the planned Bachelor´s Thesis.
Study semester	8th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Kind of module	Compulsory subject
Applicability of module	This module is applicable to LTMB3800.
Prerequisites	175 ECTS-Credits
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Report (1000 words) (not graded)
Emphasis for the final grade	0 %
Learning methods of the module	Individual guiding, self-study, independent research

Module code	**LTMB3800**
Module description	**Bachelor´s Thesis and Colloquium**
Syllabus module	The Module consists of two parts • Bachelor´s Thesis under the guidance of the supervisor • Bachelor´s Thesis Colloquium The Bachelor´s Thesis is of central importance to the student's Bachelor´s award during which the student will be expected to bring together aspects of learning from previous modules as well as using this learning as the basis for planning, conducting and writing up a research-based project.

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Qualification objectives and learning objectives	The student is expected to • systematically integrate knowledge acquired during the studies. • demonstrate knowledge and understanding in the main field of study, including both broad knowledge in the field and substantially deeper knowledge. • demonstrate deeper methodological knowledge in the main field of study. • be able to assimilate the contents of the relevant literature and relate their work to this. • plan, implement and document an independent degree project • formulate issues, plan and carry out advanced tasks within specified time limits. • be able to create, analyze and/or assess scientific issues in theories and methods.
Study semester	8th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	12 (Bachelor´s Thesis) + 3 (Bachelor´s Thesis Colloquium)
Workload and its composition	450 hours
Kind of module	Compulsory subject
Applicability of module	The module is the final element of the studies, with students having to bring together all theoretical and practical skills gained in the course of seven semesters. The Bachelor's Thesis Colloquium is open to all students of the university (beside a thesis with 'Sperrvermerk').
Prerequisites	LTMB3810 Bachelor´s Thesis 180 ECTS-Credits (incl. LTMB3400 Scientific Circle for Bachelor´s Thesis)
	LTMB3820 Bachelor´s Thesis Colloquium 237 ECTS-Credits
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Final thesis + oral examination (approx. 1 hour)
Emphasis for the final grade	35 %
Learning methods of the module	Counselling, independent research, self-study

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Compulsory Optional Subjects/Majors

Module code	**LTMB3900**
Module description	**Data Science and Destination Case Project**
Courses of the module	Destination Case Project Applied Empirical Research Data Science in Tourism
Study semester	5th
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (128 hours contact; 322 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTMB1200, LTMB1500, LTMB2300,LTMB2800, LTMB3400, LTMB3800
Prerequisites	Recommendable: Successful completion of LTM foundation courses
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Project work (Documentation approx. 3500 words + Presentation approx. 15 Minutes)
Emphasis for the final grade	4,875 %
Course	Destination Case Project
Contents	• Implementation of a scientific research project in the field of destination management, executed in small student working groups. • Individual business evaluation
Qualification objectives and learning objectives	**Knowledge and understanding** Students have the ability to implement a scientific research process in order to seek solutions through basic research techniques. **Applying knowledge and understanding** Applying of basic quantitative and qualitative research techniques. Analyse and present empirical data using appropriate tools. Undertake various qualitative as well as quantitative methodologies. Students have the capability to discover scientific principles and concepts in the context of real world problems. **Making judgements**

	Distinguish various sources of information due to their appropriateness. **Communication** Students present profound findings of the specific case. They are able to approach problems through collaborative (interdisciplinary) teams. **Learning skills** Practical thinking, creative thinking, communicating, and collaborating
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Seminars, case-studies, discussions, presentations, real case in co-operation with a company Maximum: 20 participants per group
Course	Applied Empirical Research
Contents	• Providing methodological and scientific guidance in order to implement the Destination Case Project
Qualification objectives and learning objectives	**Knowledge and understanding** Students have the ability to set up and design a scientific research process in order to seek solutions through basic research techniques. **Applying knowledge and understanding** • Execute scientific research on a basic level. • Apply holistic and critical thinking and undertake research and to work independently. Students are able to apply and implement formerly acquired knowledge with concrete examples from practice. Organising and structuring of various information sources. **Making judgements** • Identify the key characteristics of basic research techniques. **Communication** • Elaborate on the role of various research methodologies. • Improvement of the competence to communicate and presentation techniques by an individual coaching.

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	Learning skills • Formulate, test and interpret various hypothesis • Foster ability to structure the workflow, solve problems and set milestones
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Seminars, exercises, discussions, presentations, real case in co-operation with a company Maximum: 20 participants per group
Course	Data Science in Tourism
Contents	• An Overview on state-of the art data science methodology for applications in analysis of tourism related data • Linear and logistic regression, • Decision trees, • Cluster analysis, • Principal component analysis, • Data Visualization • Text Mining
Qualification objectives and learning objectives	**Knowledge and understanding** Depending on the explicit project students gain essential insights in advanced multivariate techniques of data science. **Applying knowledge and understanding** The taught methodology is embedded in the context of the projects. Simultaneous to learning the methodological theory the students need to apply it on the project data. **Making judgements** The students are able to identify the appropriate methodology from the field of data science in order to solve practical real world problems. **Communication** Communication of challenges and opportunities that arise from this field. **Learning skills** The students are able to translate a given situation and research question depending into a data model. In addition, they are able to pursue the subsequent analysis and to interpret the

	results and know its limitations. They are able to communicate the results.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Lecture, practical sessions Maximum: 20 participants per group

Module code	**LTMB4000**
Module description	**Creativity and Events**
Courses of the module	Creative Project Event Management Event Operations
Study semester	6th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (128 hours contact; 322 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTMB2000, LTMB2100, LTMB2200, LTMB2300, LTMB2500, LTMB3400, LTMB3800, LTMB4400
Prerequisites	Recommendable: Successful completion of LTM foundation courses
Language of teaching	English
Emphasis for the final grade	4,875 %
Course	Creative Project
Contents	This course provides an introduction to the Creative Industries from both macro and micro perspectives. It is organised around three themes: • debates about creativity • structures, work and creative organisations • factors shaping the current operating environment including uncertainty, convergence, production and consumption. Students integrate relevant methodologies and issues of theoretical concern in the development and realisation of a practical project or event. The Creative Project provides the students with the opportunity to show that they have gained an advanced understanding of transdisciplinary practice including pathways of practice-based and practice-led research; and that they can independently prepare and hold a pitch-presentation.

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Qualification objectives and learning objectives	**Knowledge & Understanding** This module equips students with the tools to generate and present ideas for business. By the end of this module students will have developed: • The ability to research a topic in literature and related creative work • The ability to plan, develop, iterate and adapt a given project or event • An ability to discuss and integrate critical concerns in creative practice • The ability to present their work orally and in writing **Applying knowledge and understanding** The documentation and presentation encourage students to articulate and publicly defend their results. The presentation is also expected to promote self-reflection. **Making judgements** Students demonstrate a knowledge of various technical approaches and are able to provide a rationale for choosing among them. They are capable of evaluating selective communication tools for suitability in given markets. **Communication** The module encourages teamwork and team-communication through collaborative projects and event operations. **Learning skills** Students develop project management skills as well as skills for describing their work for presentation in professional contexts. They demonstrate professional scholarly practice and develop skills in writing and presentation appropriate to the chosen medium.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Lecture, exercise Maximum: 20 participants per group
Course	Event Management
Contents	This module introduces the student to the world of events. Main topics covered here include: • Introduction to events, event tourism, and sustainable events • Overview of the event market • The basics of event management and event process • Overview of event marketing (especially

	social media marketing and networks) • Analysing event trends and future drivers
Qualification objectives and learning objectives	**Knowledge and understanding** The aim of this module is to equip students with knowledge and critical understanding of planning, scheduling and managing events using key event management processes and creativity techniques. The module provides a theoretical understanding of sustainability and its prospects for successful implementation in a variety of event formats. **Applying knowledge and understanding** Students understand how event organisers create events to maximise the audience's experience. Students learn why events trends and future drivers should be taken into consideration before starting the planning of an event/project. Students understand the importance of the social media to promote and place an event. Students critically assess the importance of green events and apply the principles of sustainability in the development process. **Making judgements** The knowledge gained on the management process of an event supports rational decisions in the development of an event. The identification of sustainable dimensions will serve as a base for starting the planning process of an event. Additionally, students gain knowledge to make right decisions in the process of budgeting/financing and scheduling an event. **Communication** Demonstrate the ability to work in teams towards a common goal in a project. Communicate and present findings of the event management process (tools) and to evaluate the outcomes of a chosen event. Influencing student's behaviour through sustainability thinking to events. **Learning skills** Acquire the ability to examine and apply major management functions of events, with particular attention focus on: event planning, experience design, social media marketing, financial sponsorship, and creative thinking.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Seminars, workshops, teamwork

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	Maximum: 20 participants per group
Course	Event Operations
Contents	This module offers a practical experience in the operationalisation of a real event. Here the "theory meets practice" and the students will apply the learned tools to support a founded decision about a real event, and will apply the gained knowledge in the modules "Creative Project" and "Event Management" into a practical event setting.
Qualification objectives and learning objectives	**Knowledge and understanding** The aim of this module is to bear students with practical learning (learn by doing) and give them a pure experience in planning, marketing and implementing an event. Students get a practical experience of event management and a realistic understanding of the advantages of committing to sustainability and creativity in the management of their chosen events. **Applying knowledge and understanding** Students get practical experience in managing an event efficiently with the application of the project management and creativity techniques. Students apply techniques, such as the AIDA-Model, to influence the purchasing process of the offered service (event) in order to lead potential participants towards attending the event. Students use social media as a tool to create better promote the chosen event and also to network with their potential participants. Students use "social media" to create a better marketing strategy to attract such participants. Students apply the principles of sustainability and creativity in their chosen event. Students develop a practical and problem-solving approach to the management of their chosen events. **Making judgements** • Analyse possible outcomes and impacts of the event. Students have the ability to analyse and respond to possible risks (risk management), which can arise in a real event. Students develop critical thinking and is able to reflect about the decisions taken during the chosen event. • Reflect the lessons learned and chances for improvement for the chosen event. **Communication**

	• Demonstrate the ability to work in teams towards planning, organizing and delivering an event. • Communicate with different stakeholders through a stakeholder management tool. **Learning skills** Students develop skills to manage a real event, and get professional experience in the event sector. • Ability to think about scenarios and analyse possible risks (risk management) of a real event. • Ability to connect global issues into a local/regional event.
ECTS-Credits (based on the workload)	5
Learning methods of the course	Project with intense interaction, planning and implementation of real events, teamwork Maximum: 20 participants per group

Module code	**LTMB4100**
Module description	**Transport and Tourism**
Courses of the module	Transport Management in Tourism and Leisure Aviation Management Sustainable Mobility in Tourism and Leisure
Study semester	5th
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (128 hours contact; 322 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTMB1000, LTMB1100, LTMB1800, LTMB1900, LTMB2300, LTMB2500, LTMB3400, LTMB38,00, LTMB4300
Prerequisites	Recommendable: Successful completion of LTM foundation courses
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	1h oral exam
Emphasis for the final grade	4,875 %
Course	Transport Management in Tourism and Leisure
Contents	Students are familiar with concepts to identify impacts of tourism development on the transportation system, as well as the transport related environmental impact of it. • Conceptualization of transport in tourism and leisure • Basic understanding of transport planning and management • Outlining different modes and means of transport advantages and disadvantages and modal share and market trends

	• Addressing the challenges of sustainable transport in tourism, outlining the impacts of transport emissions to climate change and its further impact on the tourism industry • Transport and Technology • Transport and Society
Qualification objectives and learning objectives	**Knowledge and understanding** • Understand the relations between transport and tourism, serving the base for further learning on sustainable mobility • Understand concepts on transport planning and management in tourism, which will be further enriched in the aviation management course • Understanding of the effects of tourism (transport sector) on climate change and vice-versa, which will be further discussed in the courses of aviation management and sustainable mobility. • Basic understanding in travel behaviour change **Applying knowledge and understanding** • Understand the significance of transport for today´s society • Understand the impact of tourism transport to the environment and climate change • Evaluate technological transformation in the transport sector • Evaluate social changes in travel **Making judgements** • Critically analyse the set of challenges that a destination might face in terms of transport development and internal as well as external accessibility management. **Communication** • Present challenges of an increasing mobile society and the related global growth of tourism **Learning skills** • Ability to define basic features of management in the transport sector • Ability to identify, analyse and design suitable strategies in tourism transport to help destinations to cope with sustainable tourism development • Ability to address challenges in the planning and management of transport/mobility for tourists

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	• Ability to consider global challenges as climate change in the context of tourism and transport
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Seminar-lectures, exercises, case-studies, discussions, presentations, guest-lectures Maximum: 20 participants per group
Course	Aviation Management
Contents	• Contemporary context of the airline industry • Political, legal and economic aspects of aviation • Airline business models, strategies, and products • Airline operations • Revenue and yield management • Airline distribution and sales • Airport management essentials • Sustainability issues in aviation • Current trends in the aviation sector
Qualification objectives and learning objectives	**Knowledge and understanding** • Understand the legal basis of commercial aviation • Understand the relations between governments, aircraft manufacturers, airports and airlines • Know airline business models and their success factors and key characteristics • Know major principles of airline operations • Understand the business model of airports **Applying knowledge and understanding** • Differentiate business models and their context-specific implications • Calculate airline revenue optimisation examples • Identify financial, operational and regulatory changes and challenges **Making judgements** • Critically analyse major challenges facing airlines and airports through a managerial lens • Critically assess airline responses to challenges, crises, and current trends • Assess implications of changes in the regulatory environment of the aviation sector • Assess implications, necessities and effectiveness of measures to address sustainability issues of the aviation sector

	Communication • Summarise complex aviation-related issues in concise statements and presentations **Learning skills** • Analytical skills, particularly concerning business models and strategic perspectives • Financial and economic literacy • Handling complexity and ambiguity in an industry setting characterised by various constraints
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Lehr- und Lernmethoden des Moduls / Learning methods of the course	Seminar-lectures, exercises, case-studies, discussions, presentations, guest-lectures Maximum: 20 participants per group
Course	Sustainable Mobility in Tourism and Leisure
Contents	• Conceptualisation of mobility and its sustainability • The human and environmental impact of tourist mobility: Towards sustainable mobility travel • Exploring best practices and case-studies in sustainable tourism mobility (Slow travel & Soft mobility) • Mobility planning for mega-events • Mobility Trends, (E)-Bike Tourism • Mobility futures (Smart Cities & Smart Mobilities) • Creative ideas for leisure mobility and fun mobility (party-bus, bier-bike, Kitesurf)
Qualification objectives and learning objectives	**Knowledge and understanding** With the acquired knowledge in transport and tourism, a complementary understand in the relations between sustainable mobility and tourism will be built • Overview of sustainable tourism mobility and different strategies also in connection with travel behaviour change • Best practices in tourism and leisure mobility **Applying knowledge and understanding** • Appraise the significance of sustainability for transport and tourism mobility • Examine the value and benefits of sustainable mobility for tourists (demand) and destinations (supply) • Develop transport and mobility offers/services that are innovative, creative and sustainable for tourists/

	recreationists
	Making judgements • Critically analyse the set of opportunities that a destination or attraction might have in terms of delivering (sustainable) mobility services and products for tourists and recreationist
	Communication • Explain and discuss your elaborated arguments and learning outcomes concerning sustainable mobility in tourism and leisure.
	Learning skills • Ability to identify, analyse and design suitable strategies in tourism mobility to help destinations and attractions to cope with sustainable tourism development • Ability to understand the changes and needs of tourists in order to provide creative and innovative solutions to mobility in tourism and leisure
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Seminar-lectures, exercises, case-studies, discussions, presentations, guest-lectures Maximum: 20 participants per group

Module code	**LTMB4200**
Module description	**Liberal Arts College of Tourism**
Courses of the module	Philosophy in Tourism Geographies of Tourism Consumption Global Trends in Tourism
Study semester	6th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (128 hours contact; 322 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTMB1000, LTMB1900, LTMB2300, LTMB2500, LTMB3400, LTMB3800, LTMB4300
Prerequisites	Recommendable: Successful completion of LTM foundation courses
Language of teaching	English
Emphasis for the final grade	4,875 %
Course	Philosophy in Tourism
Contents	• Introduction to philosophy

	• Ancient and contemporary schools of thought in Western philosophy • Philosophical themes and their relevance for tourism (e.g. dignity, freedom, responsibility, risk, culture, experience, acceleration, globalization) • Practical wisdom
Qualification objectives and learning objectives	**Knowledge and understanding** • Know major schools of philosophical thought • Understand philosophical roots of contemporary phenomena related to tourism **Applying knowledge and understanding** • Compare ancient and contemporary themes and worldviews of the philosophical domain • Identify complexities, contradictions and dilemmas in tourism-related contexts **Making judgements** • Attribute tourism-related conduct to worldviews and philosophical schools of thought • Interpret tourism-related phenomena through a philosophical lens • Critique tourism-related phenomena and courses of conduct through different philosophical lenses **Communication** • Debate real-life issues based on philosophical inspiration • Present and discuss tourism-related phenomena through a philosophical lens **Learning skills** • Critical thinking and reflection of assumptions • Seeking guidance in philosophical thought • Developing entry-level practical wisdom
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Readings, discussion and debate, seminars, presentations, workshops with artworks; photography and literature Maximum: 20 participants per group

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Course	Geographies of Tourism Consumption
Contents	• Globalization and glocalization • Environmental crisis • Consumption (incl. over-/hyper consumption) • Mass tourism vs. niche tourism • Social innovation • Multi-scale mobility • Individual and collective responsibility • Poesies of individual identities
Qualification objectives and learning objectives	**Knowledge and understanding** • Understand concepts based on social sciences • Understand spatial concepts and relations • Know globalization and glocalization theories **Applying knowledge and understanding** • Consider new global configurations determined by globalization and the policies of planning, participation and governance • Relate social theories to tourism phenomena **Making judgements** • Interrogate the meaning of tourism in the construction of the contemporary world • Analyse and interpret the emergence, spread and changes of tourism by utilizing social science • Find solutions for tourism-related scenarios • Interpret relations between communities, individuals, places and space **Communication** • Debate real-life case studies based upon the given theoretic concepts • Discuss the complex field of tourism both as a generator and as a result of territorial processes **Learning skills** • Differentiate given theoretic concepts and themes • Critical thinking and reflection of assumptions
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours

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	(32 hours contact; 118 hours self-study)
Learning methods of the module	Readings, discussion and debate, seminars, presentations, guest-lectures Maximum: 20 participants per group
Course	**Global Trends in Tourism**
Contents	• Socio-economic trends (e.g. gig economy and sharing economy) • Socio-demographic and socio-cultural trends • Social Media and tourism authenticity • Climate Change and sustainability as megatrend • Emerging tourism niches (e.g. spiritual tourism, space tourism, rural tourism)
Qualification objectives and learning objectives	**Knowledge and understanding** • Know global issues and trends shaping tourism • Understand concepts of social-economic, socio-demographic and socio-cultural studies **Applying knowledge and understanding** • Relate business models and examples to trend concepts such as gig or sharing economy • Identify trends represented in social media **Making judgements** • Analyse possible outcomes and impacts of various trends • Examine implications of global trends for local or regional tourism development and management • Evaluate options to implement or manage changes in tourism contexts • Reflect global trends in relation between global trends and tourism & leisure. **Communication** • Provide educated predictions as to the future of e.g. lodging, transport, restaurant, hospitality or technology segments of travel/tourism industry **Learning skills** • Thinking in scenarios • Connecting global issues to local problems

	• Critical thinking and reflection of assumptions
ECTS-Credits (based on the workload)	5
Learning methods of the course	Readings and discussions, seminars with intense interaction, workshop in scenario planning, presentations, guest-lectures Maximum: 20 participants per group

Module code	**LTMB4300**
Module description	**Society and Sustainability**
Courses of the module	Sustainable Tourism Development Corporate Social Responsibility Social Psychology
Study semester	5th
Duration of the module	1 semester
Frequency of the offered module	Annually (winter semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (192 hours contact; 258 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTM1900, LTM2100, LTM2300, LTM2600, LTMB3400, LTMB3800, LTM4100
Prerequisites	Recommendable: successful completion of LTM foundation courses
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Experimental work (60 hours)
Emphasis for the final grade	4,875 %
Course	Sustainable Tourism Development
Contents	• Development of sustainability – international and national perspectives for a common future • Triple bottom line, macro- and micro-economic perspectives of sustainable tourism • Interdependencies and ramifications in tourism of economic, environmental, and socio-cultural dimensions (triple bottom line) • economic considerations and decision making with focus on sustainable production and consumption in tourism • sustainability with micro and macro perspectives; the tripartite concept of sustainability in tourism • Sustainability for our common future
Qualification objectives and learning objectives	**Knowledge and understanding** Students will be introduced into the topic and familiarize with multiple yet differing definitions of sustainability within society. Practical implications to a sustainable tourism development emphasize future perspectives by investigating and analyzing

<table>
<tr><td colspan="2">the current tourism industry. Extensive impacts of tourism-related businesses on natural, cultural and historic environments, the urbanization and economic alterations, and socio-cultural ramifications for society is critically analyzed and discussed to develop into a sustainable and responsible tourism industry. The module will use international and national case studies to demonstrate best practice examples of both conflict and consensus within tourism and the tripartite concept of sustainability.</td></tr>
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	Applying knowledge and understanding Critical analysis and discussion of ecological, economic, political, social, and cultural issues, students attain knowledge and skills to facilitate decision-making processes on both – short-term and long-term oriented responsible and sustainable tourism management and society. **Making judgements** Students will be able to analyse and evaluate issues and challenges in sustainable tourism to facilitate decision-making processes considering micro- and macro-economic perspectives and strategies. **Communication** Students may communicate, discuss and reflect on relevant information, knowledge and ideas, delineate issues and reason about solutions to both specialist and non-specialist audiences distinctly and unambiguously. **Learning skills** Students are enabled to develop skills and competencies in critical analysis, understanding and reflection on both theoretical issues and practical implications, relating to the tripartite concept of sustainability e.g. environmental, economic and socio-cultural sustainability in tourism.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Lectures, seminars, case studies, exercises, discussions, reflexion rounds, presentations, guest lectures Maximum: 20 participants per group
Course	Corporate Social Responsibility
Contents	• Corporate social responsibility (CSR)

	• Holistic corporate responsibility (CR) • Sustainability vs corporate social responsibility • National and international perspectives on CSR an CR • Companies' accountability & responsibility • Society's accountability & responsibility • Corporate citizenship (CC) vs stakeholder theory
Qualification objectives and learning objectives	**Knowledge and understanding** Familiarise with accountabilities and responsibilities of companies with perspective to individuals and society. Best practice examples in Society will emphasize role models for small and medium sized enterprises as well as large corporations. **Applying knowledge and understanding** Analysis of theory and best practice cases and projects facilitates the application of knowledge - fosters understanding and reflexion to internalise their expertise. **Making judgements** Evaluation of threats and opportunities, strengths and weaknesses; appraise real corporate situations with focus on corporation, society and the individual. **Communication** Explain and discuss your elaborated arguments - based on theory and research - to corporation, society and the individual distinctly and unambiguously. **Learning skills** Students familiarise with real cases to support practice orientation and emphasise – and further develop analysis and problem solving skills and competencies.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Lectures, seminars, case studies, exercises, discussions, reflexion rounds, presentations

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	Maximum: 20 participants per group
Course	Social Psychology
Contents	- Sociology & psychology - Socialisation processes, intelligence development & psychological understanding - Culture, cultural perceptions & reflexion - Social structure & social interaction - Gender, Race & ethnicity - Deviance & Social Control - Education, Nature & Nurture and systemic psychology
Qualification objectives and learning objectives	**Knowledge and understanding** Familiarise and generate knowledge of basic of theories of social psychology, positive psychology and sociology. Develop your understanding 'Why' Society and the individual are acting the way they do. Intensify understanding and reflexion to develop a substantiated and well-founded expertise. **Applying knowledge and understanding** Analysis of psychological theory and best practice cases facilitate the application of knowledge - nurtures further understanding and reflexion to internalise their expertise in social psychology. **Making judgements** Evaluation of societal issues and individual cases; appraise real situations with focus on corporation, society and the individual; facilitate decision making processes. **Communication** Communicate and discuss your sophisticated and elaborated arguments - based on theory and research - to corporation, society and the individual distinctly and unambiguously. **Learning skills** Students familiarise with theories, models of social psychology and challenging real cases from sociology and psychology to support understanding, self-critical behaviour and emphasise holistically the appreciation of both

	society and the individual.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	Lectures, seminars, case studies, exercises, discussions, reflexion rounds, presentations, guest lectures Maximum: 20 participants per group

Module code	**LTMB4400**
Module description	**Branding and Innovation**
Courses of the module	Strategic Brand Management Innovation Management Organizational Readiness
Study semester	6th
Duration of the module	1 semester
Frequency of the offered module	Annually (summer semester)
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours (128 hours contact; 322 hours self-study)
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	LTMB2100, LTMB2200, LTMB2600, LTMB3400, LTMB3800, LTMB4000
Prerequisites	Recommendable: Successful completion of LTM foundation courses
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	3h written exam
Emphasis for the final grade	4,875 %
Course	Strategic Brand Management
Contents	• History of branding • Building strong brands • Brand positioning • Brands and the marketing mix • Brand architecture • Brand management • Understanding and measuring the value of a brand • Marketing ethics and corporate social responsibility • evaluating brands, customer behaviour and the usage of modern communications instruments in tourism businesses
Qualification objectives and learning objectives	**Knowledge and understanding** Students understand the managerial significance of branding in a competitive marketplace. They understand core branding principles and communication theories and recognise their role and importance in brand management and marketing management decision-making. Students develop brand management and communications strategies to meet marketing objectives.

	Applying knowledge and understanding Students gain an in-depth understanding of theories and business practice concerning the management of brands and the process of building strong brands Students are equipped with the skills and expertise necessary to apply their learnings within real world scenarios. Insights into several case studies enable them to break down issues of branding into their parts and of noting how the parts fit together. **Making judgements** Students understand the role of brands in a broad economic and social context They are aware of the importance of brands and branding by firms within their marketplaces. **Communication** The module is an opportunity for students to develop their presentation skills and their ability to work in groups. **Learning skills** Students gain and demonstrate the ability to use the key marketing and branding techniques.
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (64 hours contact; 86 hours self-study)
Learning methods of the course	Group work, exercises, reading, presentations and discussions Maximum: 20 participants per group
Course	Innovation Management
Contents	• Myths of innovation and creativity • Innovation strategies • The Seven Dimensions of Strategic Innovation • Combining Non-Traditional and Traditional Approaches to Business Strategy • Divergent and Convergent thinking • Participants in the Strategic Innovation process • How to foster creativity and innovation personally and in organizations • Industry Foresight • Organizational Readiness • Disciplined Implementation • Innovation as systems • Responsible innovation and creativity
Qualification objectives and learning objectives	**Knowledge and understanding** Students understand the managerial significance of innovation in a competitive marketplace. They understand core innovation principles and

	theories and recognise their role and importance in innovation management.
	Applying knowledge and understanding This course will give students a toolkit for both understanding innovation and practically being able to harness it more reliably in organizations and personal projects. **Making judgements** On successful completion of this course, students will be able to: • appreciate the imperative of innovation within society to dispel common misconceptions regarding innovation and creativity, • critically analyze theories of innovation and creativity, • use evidence to critically challenge innovation practices and communicate recommended behavioral changes. Identify possible changes in established environments and routines to challenge status quo. **Communication** The course is an opportunity for students to improve their teamwork and communication skills and to lay a first foundation for their leadership readiness. **Learning skills** This course will provide students with an opportunity to develop the following attributes: • Deep discipline knowledge • Critical thinking and problem solving • Teamwork and communication skills • Career and leadership readiness • Intercultural and ethical competency • Self-awareness and emotional intelligence
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)
Learning methods of the course	This course is offered in blended learning mode with the face-to-face component delivered in

Course description of the Bachelor´s degree course Leisure and Tourism Management
(valid from winter semester 2022/2023)

	weekly lectures supported by PowerPoint-Podcasts. Guest speakers will be brought in, to supplement lecture components. Maximum: 20 participants per group
Course	Organizational Readiness
Contents	• Major Organizational Theories • Organizational Structures • Organizational Lifecycles • Ambidextrous Organizations • Learning Organizations • Organizational Readiness for Change • New Work • Case Studies from Practice
Qualification objectives and learning objectives	**Knowledge and understanding** On successful completion of this course, students will be able to critically analyze theories of organization **Applying knowledge and understanding** On successful completion of this course, students will be able to use evidence to critically challenge organizational practices and communicate recommended efforts and strategies towards organizational readiness. **Making judgements** Students will be able to identify possible challenges in established environments and routines to facilitate and foster organizational readiness for change. **Communication** The course is an opportunity for students to develop their presentation skills and their ability to work in groups. **Learning skills** This course will provide students with an opportunity to develop the following attributes: • Deep discipline knowledge • Critical thinking and problem solving • Teamwork and communication skills • Career and leadership readiness • Intercultural and ethical competency • Self-awareness and emotional intelligence
ECTS-Credits (based on the workload)	5
Workload and its composition	150 hours (32 hours contact; 118 hours self-study)

**Course description of the Bachelor´s degree course Leisure and Tourism Management
(valid from winter semester 2022/2023)**

Learning methods of the course	This course is offered in blended learning mode with the face-to-face component delivered in weekly lectures supported by PowerPoint-Podcasts. Guest speakers will be brought in, to supplement lecture components. Maximum: 20 participants per group

Module code	**LTMB5000/ LTMB6000/ LTMB7000/ LTMB8000**
Module description	**Special Topics abroad I – IV**
Syllabus module	Depends on the modules
Qualification objectives and learning objectives	During the semester abroad students can choose business administration or tourism courses and receive recognition for Special Topics abroad I - IV.
Study semester	5th/ 6th
Duration of the module	1 semester
Frequency of the offered module	Each semester
ECTS-Credits (based on the workload)	15
Workload and its composition	450 hours
Kind of module	Compulsory Optional Subjects/ Major
Applicability of module	Depends on the modules
Prerequisites	Depends on the university abroad
Language of teaching	English
Assessment methods (Requirements for awarding credit points)	Depends on the university abroad
Emphasis for the final grade	4,875 %
Learning methods of the module	Depends on the modules