

Course of Studies: Leisure and Tourism Management

Semester	1		2		3		4		5		6		7		8		
	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	
COMPULSORY SUBJECTS Methods of Examination																	
LTM8B1000 Introduction to Management Management Concepts Human Resource Management					2	3			I N T E R N S H I P S E M E S T E R 21 W E E K S								
LTM8B1100 Project Management Introduction to Project Management Applied Project Management			2	2													
LTM8B1200 Special Aspects of Management Intercultural Management Leadership							2	3									
LTM8B1300 Corporate Finance												4	5				
LTM8B1400 Working Techniques Scientific Publishing Presentation Techniques Basics of Research	2	2															
LTM8B1500 Economics	4	5															
LTM8B1600 Business Law/Travel Law Business Law Travel Law			4	4			2	3									
LTM8B1700 Mathematics/Statistics	4	5															
LTM8B1800 Analytical Statistics							4	5									
LTM8B1900 Research Project Research Methods Research Project I Research Project II														2	2		
LTM8B2000 Cost Accounting Financial Accounting Managerial Accounting							2	3									
LTM8B2100 Corporate Taxation					4	5											
LTM8B2200 Leisure and Tourism Markets Basics of Leisure and Tourism Markets Specials of Leisure and Tourism Markets	2	3															
LTM8B2300 Marketing I					4	5											
LTM8B2400 Marketing II							4	5									
LTM8B2500 Marketing III												4	5				
LTM8B2600 Tourism Management Tour and Cruise Operations Attraction and Destination Management Integrated Tourism Planning							2	2									
LTM8B2700 Leisure Management Sports Development Art and Culture Markets												2	3				
												2	2				
																2	5

LTM8B2800	Events and Projects Event Management Event Operations											2 2 2 3			
LTM8B2900	Social Sciences in Tourism Psychology Sociology Geography			2 2 2 2 2 2											
LTM8B3000	Business Ethics											4 5			
LTM8B3100	FieldTrips LTM8B3110 Field Trip I LTM8B3120 Field Trip II											2 2	4 5		
LTM8B3200	Media Economics Media in Leisure and Tourism Classical and New Media					2 4 2 3									
LTM8B3300	Business English Business English I Business English II		2 3				4 5								
LTM8B3400	Internship and Job Training Internship Training Job Training					2 2 2 3									
LTM8B3500	Creative Project											4 5			
LTM8B3600	2nd Foreign Language A1 LTM8B3610 French I LTM8B3620 Spanish I LTM8B3630 Swedish I		4 5												
LTM8B3700	2nd Foreign Language A2 LTM8B3710 French II LTM8B3720 Spanish II LTM8B3730 Swedish II			4 5											
LTM8B3800	2nd Foreign Language B1 LTM8B3810 French III LTM8B3820 Spanish III LTM8B3830 Swedish III					2 2 2 2 2 3									
LTM8B3900	2nd Foreign Language B1+ LTM8B3910 French IV LTM8B3920 Spanish IV LTM8B3930 Swedish IV											4 5			
LTM8B4000	Internship and Evaluation														
LTM8B4100	Special Topics											2 5			
LTM8B4200	Scientific Circle for Bachelor's Thesis												2 5		
LTM8B4300	Bachelor's Thesis and Colloquium LTM8B4310 Bachelor's Thesis LTM8B4320 Bachelor's Thesis Colloquium													12 3	
											30				

COMPULSORY OPTIONAL SUBJECTS ¹										
LTM8B4400	Sustainability and CSR Sustainable Tourism Development Corporate Social Responsibility							4 5	2 2	
LTM8B4500	Branding Strategic Brand Management Destination and Tourism Branding							4 5	2 2	
LTM8B4600	Transport in Leisure and Tourism Transport for Leisure and Tourism Transport Management							4 5	2 2	
LTM8B4700	Advanced Leisure Management Strategic Leisure Management Contemporary Issues in Leisure Management							4 5	2 2	
		24 30	26 30	22 30	24 30	2 30	24 30	24 30	24 30	30

ELECTIVES ²										
LTM8B4800	Tourism Operations and Leisure Trends	4 5								
LTM8B4900	Maritime Tourism			4 5						
LTM8B5000	Business Simulation				4 5					
LTM8B5100	New Business Development							4 5		

¹ To choose: 2 out of 4 concentrations

² Optional