

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					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								
Management Concepts																	
Human Resource Management					4	5											
LTM8B1100 Project Management																	
Introduction to Project Management			2	2													
Applied Project Management			2	3													
LTM8B1200 Special Aspects of Management																	
Intercultural Management							2	3									
Leadership							2	3									
LTM8B1300 Corporate Finance												4	5				
LTM8B1400 Working Techniques																	
Scientific Publishing	2	2															
Presentation Techniques	2	2															
Basics of Research	2	2															
LTM8B1500 Economics	4	5															
LTM8B1600 Business Law/Travel Law																	
Business Law			4	4													
Travel Law					2	3											
LTM8B1700 Mathematics/Statistics	4	5															
LTM8B1800 Analytical Statistics								4		5							
LTM8B1900 Research Project																	
Research Methods																	
Research Project I													2	2			
Research Project II													2	2			
LTM8B2000 Cost Accounting																	
Financial Accounting								2	3								
Managerial Accounting								2	2								
LTM8B2100 Corporate Taxation					4	5											
LTM8B2200 Leisure and Tourism Markets																	
Basics of Leisure and Tourism Markets	2	3															
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								2	2								
Attraction and Destination Management								2	2								
Integrated Tourism Planning								2	2								
LTM8B2700 Leisure Management																	
Sports Development											2	3					
Art and Culture Markets											2	2					

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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	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