

Study Programme

MA International Tourism Management Heilbronn University

Code	Modules and Course Units	Course delivery	Contact hours per week in semester			ECTS credits
			1	2	3	
182110	M1 International Tourism Studies					
182111	M1.1 Contemporary Issues in International Tourism	L/E	4			5
182112	M1.2 E-Tourism	L/E	2			2,5
182120	M2 International Management					
182121	M2.1 Business Simulation	S/La/E	4			5
182122	M2.2 International Financial Accounting	L/E	2			2,5
182130	M3 International Business Management					
182131	M3.1 International Strategic Management	S/E	2			2,5
182132	M3.2 International Marketing Management	S/E	2			2,5
182133	M3.3 International HRD	S/E	2			2,5
182140	M4 International Tourism Management Studies					
182141	M4.1 Tourism Policy, Planning & Development	L/E	4			5
182142	M4.2 Sustainable Tourism Management	S/E	2			2,5
182150	M5 Global Leadership					
182151	M5.1 Managing Organisations	S/E		2		2,5
182152	M5.2 Intercultural Management	L/E		4		5
182160	M6 Integrated Tourism Project					
182161	M6.1 Integrated Tourism Project	S/La/E		8		12,5
182170	M7 Research Methods					
182171	M7.1 Research Methods	S/La/E		6		10
182180	M8 Master Thesis					
182181	M8.1 Master Thesis Colloquium	S			4	5
182182	M8.2 Master Thesis					25
Contact hours per week			24	20	4	48
ECTS			30	30	30	90
L = Lectures E = Exercises S = Seminar La = Laboratory						