

## Course of Studies: Leisure and Tourism Management (ab 2015/2016)

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	
<b>COMPULSORY SUBJECTS</b>																	
<i>Methods of Examination</i>																	
<b>LTM8B1000 Introduction to Management</b>					2	3											
Management Concepts																	
Human Resource Management					4	5											
<b>LTM8B1100 Project Management</b>																	
Introduction to Project Management			2	2													
Applied Project Management			2	3													
<b>LTM8B1200 Special Aspects of Management</b>																	
Intercultural Management								2	3								
Leadership								2	3								
<b>LTM8B1300 Corporate Finance</b>																	
											4	5					
<b>LTM8B1400 Working Techniques</b>																	
Scientific Publishing	2	2															
Presentation Techniques	2	2															
Basics of Research	2	2															
<b>LTM8B1500 Economics</b>	4	5															
<b>LTM8B1600 Business Law/Travel Law</b>																	
Business Law			4	4													
Travel Law					2	3											
<b>LTM8B1700 Mathematics/Statistics</b>	4	5															
<b>LTM8B1800 Analytical Statistics</b>									4	5							
<b>LTM8B1900 Research Project</b>																	
Research Methods																	
Research Project I														2	2		
Research Project II														2	2		
<b>LTM8B2000 Cost Accounting</b>																	
Financial Accounting								2	3								
Managerial Accounting								2	2								
<b>LTM8B2100 Corporate Taxation</b>																	
<b>LTM8B2200 Leisure and Tourism Markets</b>																	
Basics of Leisure and Tourism Markets	2	3															
Specials of Leisure and Tourism Markets	2	3															
<b>LTM8B2300 Marketing I</b>																	
<b>LTM8B2400 Marketing II</b>																	
<b>LTM8B2500 Marketing III</b>																	
<b>LTM8B2600 Tourism Management</b>																	
Tour and Cruise Operations								2	2								
Attraction and Destination Management								2	2								
Integrated Tourism Planning								2	2								
<b>LTM8B2700 Leisure Management</b>																	
Sports Development														2	3		
Art and Culture Markets														2	2		

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<b>COMPULSORY OPTIONAL SUBJECTS<sup>1</sup></b>									
<b>LTM8B4400</b>	<b>Sustainability and CSR</b> Sustainable Tourism Development Corporate Social Responsibility						4 5		2 2
<b>LTM8B4500</b>	<b>Branding</b> Strategic Brand Management Destination and Tourism Branding						4 5		2 2
<b>LTM8B4600</b>	<b>Transport in Leisure and Tourism</b> Transport for Leisure and Tourism Transport Management						4 5		2 2
<b>LTM8B4700</b>	<b>Advanced Leisure Management</b> 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

<b>ELECTIVES<sup>2</sup></b>									
<b>LTM8B4800</b>	<b>Tourism Operations and Leisure Trends</b>	4 5							
<b>LTM8B4900</b>	<b>Maritime Tourism</b>			4 5					
<b>LTM8B5000</b>	<b>Business Simulation</b>				4 5				
<b>LTM8B5100</b>	<b>New Business Development</b>							4 5	

Methods of examination:

- A: Assignment
- BG: Business Game
- K2: 2-hour Written Examination
- K3: 3-hour Written Examination
- K2 + mP: 2-hour Written Examination + Oral Examination
- mP: Oral Examination
- P: Presentation
- PA: Project Work
- R: Report
- R + P: Report + Presentation
- T + mP: Thesis + Oral Examination

<sup>1</sup> To choose: 2 out of 4 concentrations

<sup>2</sup> Optional