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Last updated: 25.05.2020

# Module Catalog

Bachelor's degree (BA)  
Tourism Management (TM)

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## List of Abbreviations

### General abbreviations:

SWS	Contact hours (45 min. each) per week
CP	Credit points according to the European Credit Transfer System (ECTS)

### Mentioned degree programs:

SPM	Sports Management
SRM	City and Regional Management
TM	Tourism Management

### Course type:

V	Lecture
Ü	Exercise course
S	Seminar
B	Supervision

### Forms of examination:

KL	Written exam with duration: KL40 = 40 min., KL60 = 60 min., KL80 = 80 min., KL100 = 100 min., KL120 = 120 min.
HA	Term paper
PA	Project work
RE	Paper and presentation
SB	Portfolio (collection of lecture notes and assignments)
EP	Electronic exam
BA	Bachelor's thesis
KO	Defense

## 1. Term 1

### AL1 Introduction to Business Administration

<b>No:</b> AL1	<b>Mandatory module:</b> Introduction to Business Administration	<b>Language:</b> German		<b>Credit points:</b> 8
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1
		<b>Workload:</b> 240h		<b>Form of examination:</b> KL100
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 75h	<b>Self-study hours:</b> 165h	
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Carmen Kissling	<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Fundamentals of Business Administration			V+Ü	3
Business Management			V+Ü	2
This module is used for the following degree programs: SPM, SRM, TM				
<b>Contents</b>  <u>Fundamentals of Business Administration:</u> - Subject of BA - Constitutive decisions - Production and utilization of goods and services - Accounting and finance  <u>Business Management:</u> - Corporate management/controlling - Organization - Human Resources				
<b>Learning objectives and competencies to be imparted</b>  <u>Fundamentals of Business Administration:</u> Students become familiar with the fundamentals of business administration with regard to constitutive decisions and ongoing entrepreneurial decisions in the operational functional areas and gain insight into the special features of the business view of services.  <u>Business Management:</u> Students learn the basics of corporate governance and management and develop an understanding of operational management tasks and decision-making contexts.				

**Literature and teaching aids**Fundamentals of Business Administration:

Grönroos, C. (2015): Service Management and Marketing: Managing the Service Profit Logic, 4th ed., Wiley, West Sussex.

Thommen, J.-P./Achleitner, A.-K./Gilbert, D. U./Hachmeister, D./Kaiser, G. (2018): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th ed. , Springer Gabler, Wiesbaden.

Vahs, D./Schäfer-Kunz, J. (2012): Einführung in die Betriebswirtschaftslehre, 7th ed. , Schäffer-Poeschel, Stuttgart.

Wöhe, G./Döring, U./Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed., Vahlen, Munich.

Lecture notes/exercises

Business Management:

Hinterhuber, H. (2015): Strategische Unternehmensführung, 9th ed., ESV, Berlin.

Krüger, W. (2015): Business Management: Grundlagen des Managements, Schäffer-Poeschel, Stuttgart.

Müller, H.-E. (2017): Business Management: Strategie, Management, Praxis, 3rd ed., Oldenbourg, Berlin/Boston.

Robbins, S. P./Coulter, M./Fischer, I. (2017): Management: Grundlagen der Unternehmensführung, 12th ed., Pearson, Hallbergmoos.

Vahs, D./Schäfer-Kunz, J. (2012): Einführung in die Betriebswirtschaftslehre, 7th ed., Schäffer-Poeschel, Stuttgart.

Wöhe, G./Döring, U./Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed., Vahlen, Munich.

Lecture notes/exercises

**AL2 Introduction to Economics and Law**

<b>No:</b> AL2	<b>Mandatory module:</b> Introduction to Economics and Law	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
<b>Contact hours:</b> 60h		<b>Self-study hours:</b> 120h			
<b>Courses:</b>		<b>Module commissioner:</b> Dipl.-Kfm. Carsten Wiljes		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Introduction to Economics (VWL I)				V+Ü	2
Introduction to Private Business Law				V+Ü	2
This module is used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Introduction to Economics (VWL I):</u>					
<ul style="list-style-type: none"> <li>- Introduction to the workings of economics, economic thinking</li> <li>- Theory of rational decisions</li> <li>- Fundamentals of the theory of supply and demand in the presence of full competition</li> <li>- Main features of the general equilibrium theory (market equilibrium)</li> <li>- Elasticities in supply and demand</li> <li>- Market regulations (state intervention and welfare)</li> <li>- Legitimacy of government intervention in the case of externalities and public goods</li> <li>- Introduction to budget theory</li> <li>- Introduction to the production and cost theory of enterprises</li> <li>- Market types corporate behavior in the presence of imperfect competition</li> </ul>					
<u>Introduction to Private Business Law:</u>					
<ul style="list-style-type: none"> <li>- Fundamentals and concepts of law</li> <li>- Separation of powers</li> <li>- Structure of the BGB</li> <li>- Case processing and subsumption</li> <li>- Abstraction principle</li> <li>- Legal subjects and objects</li> <li>- Declaration of intent; contract</li> <li>- Defects of the legal transaction</li> <li>- Representation (including procurator and power of attorney)</li> <li>- Condition; time limits and statute of limitations</li> <li>- Concept and origin of the debt relationship</li> <li>- Performance obligations, time and place; involvement of third parties</li> <li>- Damages (types, scope and calculation)</li> <li>- Liability for vicarious agents, termination of the obligatory relationship, default in the obligatory relationship</li> <li>- Liability for breach of contract, contract with protective effect in favor of third parties</li> <li>- General terms and conditions</li> <li>- Fundamentals of the law of commercial enterprises (concept of merchant and types of merchants)</li> <li>- Commercial company and register</li> </ul>					

### Learning objectives and competencies to be imparted

#### Introduction to Economics (VWL I):

The course is designed to provide a basic understanding of economic thinking and is intended as an introductory course in economics. Students will become familiar with the essential concepts of economic analysis. Basic microeconomic models are presented, the functioning of markets is explained, and economic policy implications are addressed. The module provides students with the basic skills to describe and analyze economic issues that will be studied in the rest of the program.

#### Introduction to Private Business Law:

Students learn the basics of law and will receive an introduction to the general part of the German Civil Code as well as to the law of obligations and business law.

In this course, students learn terms, gain knowledge, develop connections, and are taught the skills (especially subsumption technique/expertise style) to solve practical cases independently.

### Literature and teaching aids

#### Introduction to Economics (VWL I):

Krugman, P./Wells, R. (2017): Volkswirtschaftslehre, 2nd ed. , Schäffer-Poeschel, Stuttgart.

Herrmann, M./John, S. L. (2017): Arbeitsbuch Volkswirtschaftslehre, Schäffer-Poeschel, Stuttgart.

Mankiw, G./Taylor, M. P. (2018): Grundzüge der Volkswirtschaftslehre, 7th ed. , Schäffer-Poeschel, Stuttgart.

Piekenbrock, D./Hennig, A. (2013): Einführung in die Volkswirtschaftslehre und Mikroökonomie, 2nd ed., Springer Gabler, Berlin/Heidelberg.

Fritsch, M. (2018): Marktversagen und Wirtschaftspolitik: mikroökonomische Grundlagen staatlichen Handelns, 10th ed., Vahlen, Munich.

Sperber, H. (2016): Wirtschaft verstehen: 112 Lernmodule zur VWL, 5th ed. , Schäffer-Poeschel, Stuttgart.

Varian, H. (2016): Grundzüge der Mikroökonomie, 9th ed., De Gruyter Oldenbourg, Berlin/Boston.

#### Introduction to Private Business Law:

Führich, Ernst R.: Wirtschaftsprivatrecht, current edition, Vahlen Munich (subject to change of publisher); also available via campus license

Klunzinger, Eugen: Einführung in das Bürgerliche Recht, current edition, Vahlen, Munich (subject to change of publisher); also available via campus license.

Müssig, Peter: Wirtschaftsprivatrecht, current edition, C.F. Müller, Heidelberg (subject to change of publisher)

Oetker, Hartmut: Handelsrecht, current edition, Springer, Berlin/Heidelberg (subject to change of publisher), campus license only.

Wörten, Rainer; Metzler-Müller, Karin: BGB AT: mit Einführung in das Recht, current edition, Vahlen, Munich (subject to change of publisher)

Wörten, Rainer; Metzler-Müller, Karin: Schuldrecht AT, current edition, Vahlen, Munich (subject to change of publisher)

Wörten, Rainer; Metzler-Müller, Karin: Schuldrecht BT, current edition, Vahlen, Munich (subject to change of publisher)

Slide sets and assignment sheets

**AL3 Academic Skills**

<b>No:</b> AL3	<b>Mandatory module:</b> Academic Skills	<b>Language:</b> German		<b>Credit points:</b> 4	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 120h		<b>Form of examination:</b> RE	
<b>Contact hours:</b> 45h		<b>Self-study hours:</b> 75h			
<b>Courses:</b>		<b>Module commissioner:</b> Elke KÜch		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Communication and Rhetoric				S	2
Learning to Study				S	1
Parts of the module are used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Communication and Rhetoric:</u> <ul style="list-style-type: none"> <li>- The basic mental qualities: self-acceptance, emotional expressiveness</li> <li>- External appearance: posture, facial expression, gestures</li> <li>- Speaking: breathing, articulation, intonation, modulation, pauses in speech, volume</li> <li>- Speech: discipline of thought, structures, argumentation, persuasiveness, credibility</li> <li>- The linguistic design: stylistic devices, grammar, eloquence, language code</li> <li>- Communication: models, patterns, roles, perception, successful and confident communication</li> <li>- Presentation: guiding objectives, content, partner statement, self-statement</li> <li>- Moderation: target group analysis, creativity methods, decision-making and consensus-building</li> </ul>					
<u>Learning to Study:</u> <ul style="list-style-type: none"> <li>- Time management and work organization</li> <li>- Learning techniques and working methods</li> <li>- Reading techniques</li> <li>- Creativity techniques (e.g. intuitive, discursive techniques)</li> <li>- Working in a team</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Communication and Rhetoric:</u> <p>In the course "Communication and Rhetoric", after an introduction to the basics of rhetoric and through practical exercises, students are able to apply and reflect on various presentation, communication and moderation techniques as appropriate to the situation. Participant-activating methods such as small group work and short presentations enhance students' own rhetorical skills, increase their communication and moderation skills in dealing with smaller and larger groups, and strengthen their self-awareness and self-confidence.</p>					
<u>Learning to Study:</u> <p>In the course "Learning to Study", after an introduction to the basics of time and work planning, individual and/or group-specific planning models are designed. The course focuses on activating methods, such as (small) group work and practical exercises. One's own organizational skills and time and self-management are strengthened and the skills to manage a team are developed. The course is designed to assist in increasing one's organizational skills, including time and self-management, in order to face future tasks with confidence and aplomb.</p>					



**Literature and teaching aids**Communication and Rhetoric:

- Hartmann, M./Funk, R./Nietmann, H. (2018): Präsentieren: Präsentationen: zielgerichtet, adressatenorientiert, nachhaltig, 10th ed., Beltz, Weinheim/Basel.
- Hey, B. (2019): Präsentieren in Wissenschaft und Forschung, 2nd ed., Springer Gabler, Berlin.
- Reynolds, G. (2013): Zen oder die Kunst der Präsentation: Mit einfachen Ideen gestalten und präsentieren, 2nd ed., dpunkt.verlag, Heidelberg.
- Schilling, G./Schildt, T. (2012): Angewandte Rhetorik und Präsentationstechnik: Der Praxisleitfaden für Vortrag und Präsentation, Schilling, Berlin.
- Schulz von Thun, F. (2016): Miteinander reden 1, 53rd ed., Rowohlt Taschenbuchverlag, Reinbek near Hamburg.
- Schulz von Thun, F. (2016): Miteinander reden 2, 35th ed., Rowohlt Taschenbuchverlag, Reinbek bei Hamburg.
- Watzlawick, P./Beavin, J. H./Jackson, D. D. (2013): Menschliche Kommunikation - Formen, Störungen, Paradoxien, 13th ed., Huber Verlag, Bern.

Learning to Study:

- Geuenich, B./Hammelmann, I./Havas, H./Mündemann, B./Novac, K./Solms, A. (2015): Das große Buch der Lerntechniken: Effektives Lernen leicht gemacht, Compact-Verlag, München.
- Haeske, U. (2008): Team- und Konfliktmanagement, 3rd ed., Cornelsen, Berlin.
- Rost, F. (2018): Lern- und Arbeitstechniken für das Studium, 8th ed., Springer VS, Wiesbaden.

**AL4 Bookkeeping and Accounting**

<b>No:</b> AL4	<b>Mandatory module:</b> Bookkeeping and Accounting	<b>Language:</b> German		<b>Credit points:</b> 5	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 150h		<b>Form of examination:</b> KL60	
<b>Contact hours:</b> 45h		<b>Self-study hours:</b> 105h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Heinz-Dieter Quack		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Bookkeeping and Accounting				V+Ü	3
This module is used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<ul style="list-style-type: none"> <li>- Classification of financial accounting in the accounting system</li> <li>- Basic concepts of financial accounting</li> <li>- Annual financial statements and management report</li> <li>- Inventory and stocktaking</li> <li>- Posting to balance sheet and profit and loss accounts</li> <li>- Posting sales tax</li> <li>- Capitalization of assets</li> <li>- Recognition of liabilities</li> <li>- Valuation of assets and liabilities</li> <li>- Annual financial statement analysis with key figures</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p>Students learn the basic concepts of financial accounting and are able to classify them in the accounting system. They understand how double-entry bookkeeping works and can form accounting records for business transactions and enter them in T-accounts. The entire accounting cycle is dealt with. Furthermore, students understand the criteria used by companies to capitalize assets and recognize liabilities, as well as the value at which these items are recorded. In addition, they can prepare and read a balance sheet and an income statement and interpret them using key figures.</p>					
<b>Literature and teaching aids</b>					
<p>Extensive self-prepared lecture and exercise material</p> <p>Auer, B./Schmidt, P. (2013): Grundkurs Buchführung, 4th ed., Springer Gabler, Wiesbaden.</p> <p>Döring, U./Buchholz, R. (2018): Buchhaltung und Jahresabschluss, 15th ed., Erich Schmidt Verlag, Berlin.</p> <p>Reichhardt, M. (2017): Grundlagen der doppelten Buchführung - Schritt für Schritt einfach erklärt, 3rd ed., Springer Gabler, Wiesbaden.</p> <p>Wöltje, J. (2018): Buchführung Schritt für Schritt: Arbeitsbuch, 3rd ed., UKV, Konstanz.</p> <p>Wöltje, J. (2019): Jahresabschluss Schritt für Schritt, 3rd ed., UKV, Munich.</p>					

**SL1 Tourism Industry**

<b>No:</b> SL1	<b>Mandatory module:</b> Tourism Industry	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60h	<b>Self-study hours:</b> 120h		
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Stefan Küblböck		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Tourism Industry				S	4
This module is used for the following degree programs: TM					
<b>Contents</b>					
<ul style="list-style-type: none"> <li>- Introduction: basic terms and discourses in the system of tourism, pointing out the interconnections, distinctions within and between market segments, historical developments of tourism</li> <li>- Tourist demand: basic travel motivations, travel decision process, booking and travel behavior for vacations in general and in relation to specific submarkets. Possibility of participation of all social groups in tourism.</li> <li>- The tourist offer: comparative overview of business models, tasks and market challenges of service providers within tourism value networks, in particular attractions, destinations, hotel industry, transport companies, tour operators and travel agents. Presentation of current market structures, as well as the relationships of market participants to each other. Design concepts and tasks of organizations and associations.</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
The overall learning objective is the knowledge of the basic positions of the market participants and the interdependencies in the tourism system.					
Professional skills: Students learn the roles of key management players and how networking works in tourism. They gain insight into submarkets and their players, and deal in depth with basic transferable models and theories.					
Academic skills: Through discussion, students acquire new ways of thinking, starting with reproduction and definitions and leading them to discursive methods. One basis of this is scientific text comprehension. They learn to adapt and transfer knowledge.					
Social skills: The pedagogical concept is based on dialogue. Students are expected to approach new problems based on their lifeworld and gradually assimilated specialized knowledge and to deal with the problems in an argumentative manner. They are encouraged to participate in group discussions and small group assignments.					
Self-competence: Students expand their own thinking through the discursive approach. They explore their interests, which can guide them through their studies and career entry.					
<b>Literature and teaching aids</b>					
<b>Basic literature</b>					
Berg, W. (20145): Grundlagen des Tourismus. Munich (:De Gruyter Oldenbourg).					
Dettmer, H., Hausmann, T., Schulz, M.J. (2008): Tourismusmanagement. Munich (: Oldenbourg).					
Freyer, W. (2015): Tourismus - Einführung in die Fremdenverkehrsökonomie. 11th ed. Munich (:Oldenbourg).					

- Hartmann, R. (2018): Marketing in Tourismus und Freizeit. Munich (:UVK)
- Haller, S. (2017): Dienstleistungsmanagement. 7th ed. Wiesbaden (:Springer)
- Hennig, C. (1997): Reiselust. Frankfurt a.M., u.a: Suhrkamp.
- Holloway, C. und Humphreys, C. (2012): Business of Tourism. Munich, Amsterdam (:Financial Times Prentice Hall)
- Schulz, A. et al. (2010): Grundlagen des Tourismus: Lehrbuch in 5 Modulen. Munich (: Oldenbourg)
- Urry, J. (1990): The Tourist Gaze: Leisure and Travel in Contemporary Societies (Theory, Culture and Society Series). London ( Sage Publications Ltd)

**Selected special essays on subtopics**

- Küblböck, S. and Standar, M. (2016): Fachkräftemangel im Gastgewerbe. Eine empirische Untersuchung am Beispiel der Hotellerie in der Region Braunschweig-Wolfsburg. In: ZfTW 2016; Volume 8 (2): 117-149
- Halewood, C., Hannam, K. (2001): Viking Heritage Tourism. Authenticity and Commodification. In: Annals of Tourism Research, Vol. 28, No. 3, p. 565–580
- Thimm, T. (2013): Imaginäre Geographien klassischer und neuer Reisemedien – Wirklichkeitskonstruktion touristischer Intermediäre am Beispiel Sevillas . In: Via@ -internationale interdisziplinäre Tourismuszeitschrift, n°1 – 2013 – Varia, p. 1-12.
- Wang, N. (1999): Rethinking Authenticity in Tourism Experience. In Annals of Tourism Research, Volume 26, No. 2, 1999, p. 349-370.

**FS1 Business English I**

<b>No:</b> FS1	<b>Mandatory module:</b> Business English I	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 1	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 90h		<b>Form of examination:</b> KL40	
<b>Contact hours:</b> 30h		<b>Self-study hours:</b> 60h			
<b>Courses:</b>		<b>Module commissioner:</b> Dr. phil. Thomas Caplan		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English I				S	2
This module is used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Business English I:</u> <ul style="list-style-type: none"> <li>- Advanced grammar and communication basics</li> <li>- English vocabulary of economics and business administration</li> <li>- Strategic thinking</li> <li>- Motivation and personnel in the company</li> <li>- Personality traits</li> <li>- Team spirit and organization</li> <li>- Stakeholder theory</li> <li>- CSR</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English I:</u> <p>Students will build a basic vocabulary of business English and gain insight into the "mind of the manager" and the relationship to the customer and to co-workers through a variety of assignments and discussions. Students will be able to understand personality development and innovation in business. This seminar deals with the role of ideals in business and the work of a manager and gives insight into the philosophical background of the term "CSR". Furthermore, the term "customer" will be deepened and discussed.</p>					
<b>Literature and teaching aids</b>					
<p>Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware.  Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford.  Dubicka, I./O'Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London.  Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.</p>					

## 2. Term 2

### AL5 Cost and Activity Accounting

No: AL5	Mandatory module: Cost and Activity Accounting	Language: German		Credit points: 5
		Frequency: Each spring term		Term: 2
	Prerequisites for participation:	Workload: 150h		Form of examination: KL60
Contact hours: 42h		Self-study hours: 108h		
Courses:		Module commissioner: Prof. Dr. Monika Kriewald		Teaching and learning types:
Cost and Activity Accounting				Scope (SWS): 3
This module is used for the following degree programs: SPM, SRM, TM				
<b>Contents</b> <ul style="list-style-type: none"> <li>- Basic concepts of cost and activity accounting (KLR)</li> <li>- Differentiation from financial accounting</li> <li>- Cost element accounting, cost center accounting, cost unit accounting</li> <li>- Break-even analysis</li> <li>- Full cost accounting and partial cost accounting (single-level and multi-level contribution margin accounting)</li> <li>- KLR in manufacturing companies and in service companies</li> </ul>				
<b>Learning objectives and competencies to be imparted</b> <p>The students will be able to explain the basic terms of the KLR as well as to classify the KLR in the accounting system. They understand the differences between the KLR in the service sector and in the manufacturing sector. Students should also be able to perform the overall process of absorption costing consisting of cost element accounting, cost center accounting, and cost object accounting. In addition, they should understand how direct costing works and how it differs from absorption costing. They will learn to calculate sales prices and price floors using single-level and multi-level contribution margin accounting.</p>				
<b>Literature and teaching aids</b> <p>Extensive self-prepared lecture and exercise material  Deimel, K./Erdmann, G./Isemann, R./Müller, S. (2017): Kostenrechnung: Das Lehrbuch für Bachelor, Master und Praktiker, 2nd edition, Pearson, Hallbergmoos.  Küpper, H.-U./Friedl, G./Hofmann, C./Pedell, B. (2017): Übungsbuch zur Kosten- und Erlösrechnung, 7th edition, Vahlen, Munich.  Nickenig, K. (2018): Grundkurs Kosten- und Leistungsrechnung: Schneller Einstieg in die unternehmerische Kalkulation, 2nd edition, Springer Gabler, Wiesbaden.  Schmidt, A. (2017): Kostenrechnung: Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements, 8th ed., Kohlhammer, Stuttgart.  Schweitzer, M./Küpper, H.-U./Friedl, G./Hofmann, C./Pedell, B. (2016): Systeme der Kosten- und Erlösrechnung, 11th edition, Vahlen, Munich.</p>				

**AL6 Macroeconomics and Travel Law**

<b>No:</b> AL6	<b>Mandatory module:</b> Macroeconomics and Travel Law	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 2	
		<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 56h	<b>Self-study hours:</b> 124h		
<b>Courses:</b>		<b>Module commissioner:</b> Dipl.-Kfm. Carsten Wiljes		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Macroeconomics (VWL II)				V+Ü	2
Travel Law				V+Ü	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Macroeconomics:</u>					
<ul style="list-style-type: none"> <li>- Basic macroeconomic contexts and target systems</li> <li>- National accounts</li> <li>- Distribution of income and wealth</li> <li>- State, public budget and public debt</li> <li>- Business cycle and growth</li> <li>- Introduction to macroeconomic theories</li> <li>- Basic features of the goods market</li> <li>- Basic features of the money market</li> <li>- Basic features of the labor market</li> <li>- Interaction of goods, money and labor markets</li> <li>- Economic policy intervention options</li> <li>- Fundamentals of the international economy</li> <li>- Balance of payments</li> <li>- Foreign Trade Policy</li> <li>- Currency system</li> </ul>					
<u>Travel Law</u>					
<ul style="list-style-type: none"> <li>- In general: Legal basis of travel law, historical development of German and European travel law . Classification under consumer protection laws.</li> <li>- The travel contract: Legal regulations on the travel contract, travel law in the BGB, definition of package travel contract and parties to the travel contract, differentiation from other contracts that occur in the travel agency. Differentiation from the various options, such as brokering associated travel services and the online booking process.</li> <li>- Conclusion of travel contracts, travel confirmation, obligations of the tour operator, obligations of the traveler, subsequent contract amendment of the agreed services and the travel price by the tour operator.</li> <li>- Service disruptions and warranty in travel law, special warranty regulations of selected travel companies, termination/cancellation/recourse, special information obligations of the tour operator towards the traveler.</li> <li>- Travel Agent Law: Contractual relations between travelers, tour operator and travel agency, agency contract, travel agency as a commercial broker.</li> <li>- Guest accommodation contracts: Types of contracts, legal basis of the accommodation contract, conclusion of the contract, contractual obligations, non-utilization of accommodation, innkeeper's liability for property brought</li> </ul>					

- in, tortious liability, innkeeper's lien.
- Competition law in the tourism company: Misleading advertising, price indication regulation, immoral advertising.
  - Other travel law: General terms and conditions in travel law, legal basis of tourist tax and tourist tax, labor law structuring of training measures
  - Air transportation law: Air passenger rights, compensation according to Montreal Convention, transportation by bus and train
  - as well as additional current developments and case law in the field of travel law

### **Learning objectives and competencies to be imparted**

#### Macroeconomics:

Students gain a basic understanding of macroeconomic relationships and master the central terminology. They will learn how to use macroeconomic theories and models, but they will also be able to critically question their validity in individual cases. They grasp the complexity, but recognize the key mechanisms of action in the interplay of the goods, money and labor markets. Students are thus enabled to understand and assess macroeconomic developments and their effects. The central problems are as well known as the most important economic policy instruments to combat them.

They understand the most important key figures and indicators for describing and forecasting economic development and can interpret current data material accordingly.

Furthermore, students are sensitized to the extent of international interdependencies and are able to assess and evaluate the impact of economic and political developments abroad on the domestic economy (e.g. the tourism industry).

#### Travel Law:

Students will gain an overview of the legal principles in travel law. They are able to orientate themselves in the different matters of the travel law on the basis of the delimitations in principle. In doing so, they recognize points of contact or intersection with other areas of law and business management issues. They know and are able to classify issues they will face in their daily work. To this end, they independently develop case solutions for fundamental travel law problems, question the meaning and purpose of the applicable standards as well as their history of development, and in particular discuss current case law.

### **Literature and teaching aids**

#### Macroeconomics:

Bartling, H., Luzius, F., Fichert, F. (2019): Grundzüge der Volkswirtschaftslehre. Einführung in die Wirtschaftstheorie und Wirtschaftspolitik, 18th edition, Vahlen, Munich

Blanchard, O., Illing, G. (2017): Makroökonomie, 7th edition, Pearson, Hallbergmoos

Brunner, S., Kehrle, K. (2014): Volkswirtschaftslehre, 3rd edition, Vahlen, Munich

Krugman, P., Obstfeld, M., Melitz, M. (2015): Internationale Wirtschaft. Theorie und Politik der Außenwirtschaft, 10th edition, Pearson, Hallbergmoos

Krugman, P., Wells, R. (2017): Volkswirtschaftslehre, 2nd edition, Schäffer-Poeschel, Stuttgart

Mankiw, G., Taylor, M.P. (2018): Grundzüge der Volkswirtschaftslehre, 7th edition, Schäffer-Poeschel, Stuttgart

Samuelson, P.A., Nordhaus, W.D. (2016): Volkswirtschaftslehre. Das internationale Standardwerk der Makro- und Mikroökonomie, 5th edition, FinanzBuch-Verlag, Munich

#### Travel Law:

Bühren, Hubert W. van; Nies, Irmtraud: Reiseversicherung. Munich. Current edition.

Führich, Ernst R.: Basiswissen Reiserecht. Munich. Current edition.

Führich, Ernst R.: Reiserecht, München. Current edition.

Kaller, Paul: Reiserecht, München. Current edition.

Klunzinger, Eugen: Einführung in das Bürgerliche Recht, München,. Current edition

Tonner, Klaus; Bergmann, Stefanie, Blankenburg, Daniel: Reiserecht. Baden Baden 2018.

Working and teaching materials are provided.



**SL2 Stakeholders of Tourism**

<b>No:</b> SL2	<b>Mandatory module:</b> Stakeholders of Tourism	<b>Language:</b> German		<b>Credit points:</b> 8	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 2	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 240h		<b>Form of examination:</b> HA + KL60	
<b>Contact hours:</b> 84h		<b>Self-study hours:</b> 156h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Stefan Küblböck		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Tourism Geography				S	2
Academic Skills and Methods in Tourism Management				S	2
Tourist Markets				S	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Tourism Geography:</u> The seminar is divided into two main phases. It begins with the introduction of thematic basics in the form of a lecture by the teacher. At the beginning, students learn relevant basic models and processes. The presentation and dialogue will show the diversity of interactions between space and tourism. It introduces how tourist use changes spatial structures, and what the effects are on the environment and on the lifeworld of the travelers. In the second phase, students present complex thematic units of tourism geography in groups with reference to the introduction, including, for example, urban tourism, participation, and cruise tourism. They will learn how concepts and theoretical models can be applied to concrete case studies and questioned.					
<u>Academic Skills and Methods in Tourism Management:</u> Within the module 'Stakeholders of Tourism', the course acts as a bridge between complex subject content and self-competent, appropriate scientific ways of working. The course includes presentation elements by the instructors as well as individual and group work within which students deal with the term paper to be written. Central contents are					
<ul style="list-style-type: none"> <li>- Overview of the possibilities and types of scientific working methods (term papers, presentations, seminar papers, bachelor's theses)</li> <li>- Introduction to techniques and possibilities of literature research especially in tourism sciences</li> <li>- Introduction and exercises on scientific citation (basics, technique, bibliography)</li> <li>- Structure of presentations</li> <li>- Approaches for the formulation of questions as well as the creation of outlines</li> <li>- Tips on writing scientific texts, especially context, logic, and argumentation methods</li> <li>- Techniques for improved text comprehension</li> </ul>					
<u>Tourist Markets:</u> The seminar is divided into two main phases. It begins with the introduction of thematic basics in the form of a lecture by the teacher. At the beginning, students learn relevant basic models and processes. The presentation and dialogue will highlight the diversity of interactions between supply and demand. It introduces how travel motivation arises and can be controlled, how tourism-affine offers are to be developed and which control factors with their interactions are to be considered. In the second phase, students work in groups to create complex thematic units of tourism markets in relation to the introduction, including city tourism, cultural tourism and					

sun&beach tourism. They will learn how concepts and models can be applied to specific case studies and questioned.

### **Learning objectives and competencies to be imparted**

#### Tourism Geography:

The overall learning objective is to understand that tourism has far-reaching effects on spaces and people. These effects are either deliberately initiated and skillfully accompanied or unintended side effects of supplier-demand relationships.

**Professional skills:** Both in the sessions of the introductory lecture and in the presentations, generalizable processes and models are used to add necessary spatial knowledge to what tends to be a study of business administration. They recognize in a holistic way the multiple interconnections of the industry to the outside world and the differences as well as analogies between and within spaces and markets. In the presentation and in the term paper, they get to the bottom of a specific topic.

**Academic skills:** Independently applicable knowledge, skills, and abilities include growing text comprehension, networking knowledge, and preparing and delivering a presentation. Especially through the accompanying examination form HA they are introduced (in close coordination with the other subjects of the module) to the problem of mastering complex tasks independently and flexibly.

**Social skills:** Students practice communicative and argumentative competence by engaging in written and oral argumentation related to the topic at hand. They train their cooperation and conflict skills by applying methods of cooperation in groups.

The increase in self-competence is particularly to be found in self-management. They must complete complex tasks independently within a given deadline. They receive constructive feedback for their interim performance, which they are expected to process further in a constructive manner. They learn how to reflect their own opinions and attitudes on the basis of scientific working methods.

#### Academic Skills and Methods in TM:

**Basic learning objectives:** Students learn how to better understand complex subject matter and how to write their own scientific papers and present them orally and in writing.

The course consolidates and accompanies the tourism expertise that is the focus of the other two subjects in the module.

The focus is on teaching academic skills. The path leads from the skillful acquisition of knowledge to a well-founded discussion and its competent as well as creative preparation in complex written and oral presentations. Students learn communicative and argumentative competence by engaging in written and oral arguments related to the topic. They become aware of the challenges of group tasks and can reflect on emerging conflicts with outside help.

Simple, straightforward and fact-based knowledge from school and everyday life are far from discursive working methods. Here, a step of accommodation to self-competence is necessary. They recognize what distinguishes expert scientific knowledge from lay knowledge. They practice and reflect on time and self-management.

#### Tourist Markets:

The overall learning objective is a basic understanding of how tourism markets work.

**Professional skills:** Students will learn the basic functioning and characteristics of different tourism markets: the tourism market of cultural tourism, city tourism, health tourism, sports tourism, cruises, etc.. In addition, they can assess the relevance of individual forms of tourism in Germany and Europe on the basis of group work.

**Academic skills:** Independently applicable knowledge, skills, and abilities include growing text comprehension, networking knowledge, and preparing and delivering a presentation. Especially through the accompanying examination form HA they are introduced (in close coordination with the other courses of the module) to the problem of mastering complex tasks independently and flexibly.

**Social skills:** Students practice communicative and argumentative competence by engaging in written and oral argumentation related to the topic at hand. They train their cooperation and conflict skills by applying methods of working together in groups.

The increase in self-competence can be located in self-management in particular. They must complete complex tasks independently within a given deadline. They receive constructive feedback for their mid-term performance,

which they are expected to process constructively. They learn how to reflect their own opinions and attitudes on the basis of scientific working methods.

### **Literature and teaching aids**

#### Tourism Geography:

##### Basic literature

Johnson, R.J. (2000): Dictionary of human geography. Oxford et al : Blackwell.

Kagermeier, A. (2015): Tourismusgeographie. Einführung. Constance, Munich (:UTB - UVK/Lucius)

Knox, P., Marston, S, (2008): Humangeographie. (4th edition). Heidelberg: Spectrum.

Olsson, G. und Gooch, P. (2019) (HG): Natural resource conflicts and sustainable development. London and New York (:Routledge)

Rein, H., Strasdas, W. (2017): Nachhaltiger Tourismus. Constance and Munich (:UVK)

Williams, S., Lew, A. (2015): Tourism Geography. London and New York (:Routledge)

### **Selected special essays on subtopics**

Current essays and book chapters depending on the topic

#### Academic Skills and Methods in Tourism Management:

Baade, J./Gertel, H./Schlottmann, A. (2014): Wissenschaftlich arbeiten: Ein Leitfaden für Studierende der Geographie, 3rd ed., UTB, Bern/Stuttgart/Vienna.

Bastian, J./Groß-Mylnek, L. (2019): Lerntechniken und Wissensmanagement: Wissen speichern und verwerten, 3rd ed., UTB, Konstanz/Munich.

Berger-Grabner, D. (2016): Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften - Hilfreiche Tipps und praktische Beispiele, 3rd ed., Springer Gabler, Wiesbaden.

Ebster, C./Stalzer, L. (2017): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, 5th ed., Facultas/UTB-Taschenbuch, Vienna.

Esselborn-Krumbiegel, H. (2007): Leichter Lernen: Strategien für Prüfung und Examen, 2nd ed., UTB, Paderborn.

Franck, N./Stary, J. (2013): Die Technik wissenschaftlichen Arbeitens, 17th ed., Schöningh, Paderborn.

Macgilchrist, F. (2014): Academic Writing, Schöningh UTB, Paderborn.

Preißner, A. (2012): Wissenschaftliches Arbeiten: Internet nutzen, Text erstellen, Überblick behalten, 3rd Auflage, Oldenbourg, Munich.

Rau, H. (2016). Der Writing Code. Baden Baden (:Nomos)

Rossig, W. E./Prätsch, J. (2011): Wissenschaftliche Arbeiten: Leitfaden für Haus- und Seminararbeiten, 9th edition, BerlinDruck, Achim.

Stickel-Wolf, C./Wolf, J. (2019): Wissenschaftliches Arbeiten und Lerntechniken, 9th edition, Springer Fachmedien, Wiesbaden.

Working and teaching materials are provided.

Slide sets by the students

#### Tourist Markets:

Bleile, G. (1995): Tourismusmärkte. Fremdenverkehrsmarkt, Hotelmarkt, Touristikmarkt, Bädermarkt, Luftverkehrsmarkt im Wandel, Oldebbourg, München

Dreyer, A. (2020): Kulturtourismus, 3rd edition, de Gruyter Oldenbourg, Munich

Groß, M. (2017): Gesundheitstourismus, UVK/Lucius, München

Heise, P./Axt-Gademann, M. (2018): Sport- und Gesundheitstourismus 2030. Wie die „Generation plus“ den Markt verändert, Springer Gabler, Wiesbaden

Klein, A./Pröbstle, Y./ Schmidt-Ott, T.(eds.) (2017): Kulturtourismus für alle? Neue Strategien für einen Wachstumsmarkt, transcript-Verlag, Bielefeld

Lauterbach, B. (2013): Städtetourismus. Kulturwissenschaftliche Studien. Eine Einführung, Königshausen & Neumann, Würzburg

Peris-Ortiz, M./ Álvarez-García, J. (2015): Health and Wellness Tourism. Emerge of a New Market Segment, Springer, Cham

Working and teaching materials are provided.

Slide sets by the students

**SL3 Environmental and Customer Relations in Tourism**

<b>No:</b> SL3	<b>Mandatory module:</b> Environmental and Customer Relations in Tourism	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 2	
		<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 56h	<b>Self-study hours:</b> 124h		
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Carmen Kissling		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Sustainability in Tourism				V+Ü	2
Marketing				V+Ü	2
Parts of the module are used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<p><u>Sustainability in Tourism:</u> Sustainable tourism is only possible with respect for ecological, economic and social aspects. At the beginning, discussion areas will be presented and deepened according to the current state of the debate. The instructor will model and compare various appropriate forms of tourism. Market conditions in tourism are examined in terms of how they prevent or enable sustainability. Market conditions include the specifics of demand for organic and fair trade products and services, as well as business opportunities and risks associated with sustainable business practices. The focus will be on the control possibility of sustainable tourism as well as tourist environmental management.</p>					
<p><u>Marketing:</u></p> <ul style="list-style-type: none"> <li>- Conceptual basics</li> <li>- Strategic framework (vision, mission, corporate philosophy &amp; culture, corporate identity)</li> <li>- Environment and markets (macro vs. microenvironment, delineation of relevant markets)</li> <li>- Behavioral fundamentals (consumer and purchasing behavior)</li> <li>- Marketing management process <ul style="list-style-type: none"> <li>• Analysis and forecast</li> <li>• Planning (strategic vs. operational marketing: marketing objectives, strategies, marketing mix; marketing budgeting, marketing plan), with a focus on marketing strategies and instruments (product, price, communication and distribution policy)</li> <li>• Implementation</li> <li>• Control</li> </ul> </li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>Sustainability in Tourism:</u> The overall learning objective is to understand the necessity of sustainable entrepreneurial action and to assess the possibilities and limits of feasibility for tourism companies and associations. In addition, students further penetrate the specific interactions between suppliers and demanders.</p>					
<p>Professional skills: Students build on previously acquired knowledge specific to tourism and more general economic knowledge. They expand their expertise by linking that knowledge to approaches to market management as well as paradoxes in demand. They recognize the urgency of the issue, which can hardly be</p>					

solved on a company-by-company basis. They gain insight into submarkets and their players and deal with specific models and theories.

**Academic skills:** Students refine scientific ways of thinking through the examination of content. In group work, they learn how to effectively generate collaborative results. Students learn special transfer skills through critical scientific questioning of everyday knowledge and press releases.

**Social skills:** Paradoxical positions are understood and possible solutions to problems are defended argumentatively. Entrenched positions that separate different market participants are transformed in the course into potential collective strategies for the industry. The students are encouraged to participate in group discussions and small group assignments.

**Self-competence:** Using the example of the necessary balancing of divergent interests of travelers, residents and companies, students reinforce their own ethical awareness. They transform or consolidate their values in relation to fellow human beings and the environment and recognize the far-reaching consequences of decisions they make in their later careers.

#### Marketing:

Students learn basic terms as well as conceptual approaches and procedures of marketing. On the one hand, this knowledge relates to the basic understanding of marketing as a market- and customer-oriented mindset and as a phase-structured and task-specific marketing management process that is of central importance. On the other hand, it is about getting to know the methods, concepts and instruments of marketing, their goals and functions, characteristics and the areas of application. Specific tasks and problems of marketing are discussed critically and in a practice-oriented manner.

#### **Literature and teaching aids**

##### Sustainability in Tourism:

Becke, S., Hay, J.E. (2007): Tourism and climate change. Risks and Opportunities. Clevedon et al. (:Channel View Publications).

Brugger, F. (2010): Nachhaltigkeit in der Unternehmenskommunikation. Bedeutung, Charakteristika und Herausforderungen. Wiesbaden (:Springer Fachmedien).

Griese, K.-M. (2015): Einführung ins Nachhaltigkeitsmarketing. In: Griese, K.-M. (Ed.) (2015): Nachhaltigkeitsmarketing. Eine fallstudienbasierte Einführung. Wiesbaden (:Springer Fachmedien).

Heinrich, P. (2014): CSR und Kommunikation: Unternehmerische Verantwortung überzeugend vermitteln (Management-Reihe Corporate Social Responsibility). Heidelberg (:Springer, Gabler)

Müller, H. (2007): Tourismus und Ökologie. Munich et. al (:Oldenbourg).

Mowfoth, M., Munt, I (2016): Tourism and sustainability : development, globalization and new tourism in the Third World. London, New York (: Routledge).

Morpeth, N. und Yang, H. (Ed.) (2015): Planning for Tourism: Towards a Sustainable Future. Wallingford (:CABI Tourism Texts)

Olsson, G. und Gooch, P. (2019) (HG): Natural resource conflicts and sustainable development. NY (: Routledge)

Rein, H., Strasdas, W. (2017): Nachhaltiger Tourismus. Constance and Munich (:UVK)

Williams, S., Lew, A. (2015): Tourism Geography. London und New York (:Routledge)

Working and teaching materials are provided

##### Marketing:

Bruhn, M. (2019): Marketing: Grundlagen für Studium und Praxis, 14th edition, Springer Fachmedien, Wiesbaden.

Becker, J. (2009): Marketing-Konzeption: Grundlagen des zielstrategischen und operativen Marketing-Managements, 11th edition, Vahlen, Munich.

Esch, F.-R./Herrmann, A./Sattler, H. (2017): Marketing, Eine managementorientierte Einführung, 5th edition, Vahlen, Munich.

Hermanns, A./Kiendl, S./van Overloop, P. (2007): Marketing: Grundlagen und Managementprozess, Vahlen, München.

Homburg, C. (2017): Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 5th edition, Gabler, Wiesbaden.

Kotler, P./Armstrong, G./Harris, L.C./Piercy, N. (2016): Grundlagen des Marketing, 6th edition, Pearson Studium, Munich.

Kotler, P./Keller, K./Opresnik, M. O. (2019): Marketing Management: Konzepte - Instrumente - Unternehmensfallstudien, 15th edition, Pearson, Hallbergmoos.

Meffert, H./Burmam, C./Kirchgeorg, M. (2019): Grundlagen marktorientierter Unternehmensführung: Konzepte - Instrumente - Praxisbeispiele, 12th edition, Springer Gabler, Wiesbaden.

Nieschlag, R./Dichtl, E./Hörschgen, H. (2002): Marketing, 19th edition, Duncker & Humblot, Berlin.

Teichert, T./Trommsdorff, V. (2011): Konsumentenverhalten, 8th edition, Kohlhammer, Stuttgart.

Weis, C. (2019): Marketing, 18th edition, Kiehl, Herne.

Working and teaching materials are provided.

**FS2 Business English II**

<b>No:</b> FS2	<b>Mandatory module:</b> Business English II	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 2	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 90h		<b>Form of examination:</b> HA	
<b>Contact hours:</b> 28h		<b>Self-study hours:</b> 62h			
<b>Courses:</b>		<b>Module commissioner:</b> Dr. phil. Thomas Caplan		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English II				S	2
This module is used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Business English II:</u>					
<ul style="list-style-type: none"> <li>- Advanced grammar and communication basics</li> <li>- English vocabulary of economics and business administration</li> <li>- Assignment catalog for communication</li> <li>- Principles of the Art of Moving Human Hearts (ETHOS, PATHOS, LOGOS)</li> <li>- Company foundation</li> <li>- Creation of an Internet presence (homepage/website)</li> <li>- Creation of a video tutorial</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English II:</u>					
In the second seminar "Business English", the basic vocabulary of business English is further developed, while it is applied in oral and written use as well as in group work and is consolidated through practical exposure. Students are encouraged to set independent learning priorities to address in a term paper. Applications include new media (film, blogs, etc.) or the creation of a video tutorial. Outside of the classroom, students gain experience with the English language in everyday interactions (e.g. cooking together).					
<b>Literature and teaching aids</b>					
<p>Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware.</p> <p>Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford.</p> <p>Dubicka, I./O'Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London.</p> <p>Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.</p>					

### 3. Term 3

#### AL7 Introduction to Statistics

<b>No:</b> AL7	<b>Mandatory module:</b> Introduction to Statistics	<b>Language:</b> German		<b>Credit points:</b> 6
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL80 / EP80
<b>Contact hours:</b> 60h		<b>Self-study hours:</b> 120h		
<b>Course:</b>		<b>Module commissioner:</b> Dipl.-Ing. Olaf Esslig		<b>Teaching and learning types:</b>
Statistics and Computer-Aided Data Evaluation				<b>Scope (SWS):</b> 4
This module is used for the following degree programs: SPM, SRM, TM				
<b>Contents</b>				
<ul style="list-style-type: none"> <li>- Basic statistical concepts (concepts of descriptive, inductive and explorative statistics, statistical data &amp; model building, population, scale levels &amp; characteristic expressions, grouped vs. classified data)</li> <li>- Descriptive statistics (representation of the primal list, one-dimensional frequency distributions, statistical key figures)</li> <li>- Inductive statistics/statistics with samples (concepts of probability, distributions, random variables, confidence intervals, hypothesis testing)</li> <li>- Bivariate data analysis (cross tabulations, correlations)</li> <li>- Multivariate data analysis</li> <li>- Basic use of statistical analysis applications, such as SPSS, MS-EXCEL, or R.</li> </ul>				
<b>Learning objectives and competencies to be imparted</b>				
<p>The purpose of this course is to introduce students to the application of descriptive and inferential statistics. They learn to prepare and analyze data from a sample. Students can draw conclusions about the population from the analysis of the sample data using methods of inferential statistics. The introduction to computer-aided data analysis aims at being able to analyze even extensive data sets. The possible applications, the basic handling as well as the execution and solution of simple statistical questions with the help of applications for statistical analysis are known and can be practically implemented.</p>				
<b>Literature and teaching aids</b>				
<p>Backhaus, K./Erichson, B./Plinke, W./Weiber, R. (2018): Multivariate Analysemethoden, Eine anwendungsorientierte Einführung, 15th ed., Springer Gabler, Berlin.</p> <p>Bühl, A. (2019): SPSS - Einführung in die moderne Datenanalyse ab SPSS 25, 16th ed., Pearson, Halbergmoos.</p> <p>Fahrmeir, L./Heumann, C./Künstler, R./Pigeot, I./Tutz, G. (2016): Statistik: Der Weg zur Datenanalyse, 8th ed, Springer Spektrum, Berlin/Heidelberg.</p> <p>Kosfeld, R./Eckey, H. F./Türk, M. (2016): Deskriptive Statistik: Grundlagen - Methoden - Beispiele - Aufgaben, 6th ed., Springer Gabler, Wiesbaden.</p> <p>Marinell, G./Steckel-Berger, G. (2008): Einführung in die Statistik: Anwendungsorientierte Methoden zur Datenauswertung, 3rd ed., Oldenbourg, München.</p> <p>Schira, J. (2016): Statistische Methoden der VWL und BWL, Theorie und Praxis, 5th ed., Pearson, Halbergmoos.</p>				



Schnell, R./Hill, P./Esser, E. (2018): Methoden der empirischen Sozialforschung, 11th ed., De Gruyter Oldenbourg Verlag, Berlin/Boston.

Schuster, T./Liesen, A. (2017): Statistik für Wirtschaftswissenschaftler: Ein Lehr- und Übungsbuch für das Bachelor-Studium, 2nd ed., Springer Gabler, Berlin.

Schwarze, J. (2014): Grundlagen der Statistik 1 – Beschreibende Verfahren, 12th ed., NWB-Verlag, Herne.

Schwarze, J. (2013): Grundlagen der Statistik 2 – Wahrscheinlichkeitsrechnung und induktive Statistik, 10th ed., NWB-Verlag, Herne.

Schwarze, J. (2013): Aufgabensammlung zur Statistik, 7th ed., NWB-Verlag, Herne.

Wewel, M. C. (2019): Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendung, Interpretation, 3rd ed., Pearson, Hallbergmoos.

Quatember (2017): Statistik ohne Angst vor Formeln, Das Studienbuch für Wirtschafts- und Sozialwissenschaftler, 5th ed., Pearson, Halbergmoos.

Extensive self-prepared lecture and exercise material

**AL8 Human Resource Management**

<b>No:</b> AL8	<b>Mandatory module:</b> Human Resource Management	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL40 + RE	
<b>Contact hours:</b> 60h		<b>Self-study hours:</b> 120h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Monika Kriewald		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Introduction to Human Resource Management				V+Ü	2
Ethics/Gender/Diversity				S	2
Parts of the module are used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Introduction to Human Resource Management:</u> <ul style="list-style-type: none"> <li>- Classification of human resources in the business context</li> <li>- Personnel-related goals and goal-oriented measures</li> <li>- Comparison of different models of strategic human resource management</li> <li>- Clarification of the operational human resource management</li> <li>- Basics of labor law</li> </ul>					
<u>Ethics/Gender/Diversity:</u> <ul style="list-style-type: none"> <li>- Theoretical foundations and practical implementation of business ethics and sustainability</li> <li>- Theoretical foundations and practical implementation of gender mainstreaming</li> <li>- Theoretical foundations and practical implementation of diversity management</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Introduction to Human Resource Management:</u> <p>Students are able to distinguish personnel-related goals and goal-oriented measures from corporate strategy. They understand and can discuss the individual concepts of strategic and operational human resource management. Furthermore, the basics of labor law will be elaborated.</p>					
<u>Ethics/Gender/Diversity:</u> <p>Students learn the basic theories and approaches to business ethics, gender mainstreaming, and diversity management. They have a canon of methods for sustainable, gender-responsive and diversity-oriented work. The course supports students in their personal development and teaches them key leadership skills. The insight gained from group work, role plays and presentations enables them to consciously consider their values. Through case studies, they learn how to develop and apply gender mainstreaming and diversity tools for corporate practice and in relation to the fields of their degree program.</p>					
<b>Literature and teaching aids</b>					
<u>Introduction to Human Resource Management:</u> <p>Holtbrügge, D. (2018): Personalmanagement, 7th ed., Springer Gabler, Nuremberg</p>					

Armutat, S., Bartholomäus, N., Franken, S., Herzig, V., Helbich, B. (2018): Personalmanagement in Zeiten von Demografie und Digitalisierung: Herausforderungen und Bewältigungsstrategien für den Mittelstand, Springer Gabler, Bielefeld

Wöhrle, A. Gruna, P. Kohlhoff, L., Kortendieck, G., Nöbauer, B., Tabatt-Hirschfeld, A. (2019): Personalmanagement – Personalentwicklung, Nomos, Baden-Baden

Scholz, C., Scholz, T. (2019): Grundzüge des Personalmanagements. 3rd ed., Franz Vahlen Publishing House, Munich

Oechsler, W. Paul, C. (2019): Personal und Arbeit: Einführung in das Personalmanagement. 11th ed., De Gruyter Oldenbourg, Berlin

Eichenberg, T., Hahmann, M. Hördt, O., Luther, M. Stelzer-Rothe, T.(2019) Personalmanagement, Führung und Change-Management: Fallstudien, Klausuren, Übungen und Lösungen, De Gruyter Oldenbourg, Berlin

Current laws  
Slides

Ethics/Gender/Diversity:

Brühl, R. (2018): Corporate Social Responsibility, Vahlen, München.

Dietzfelbinger, D. (2008): Praxisleitfaden Unternehmensethik, 2nd ed., Gabler, Wiesbaden.

Leal Filho, W. (ed.) (2017): Innovation in der Nachhaltigkeitsforschung: Ein Beitrag zur Umsetzung der UNO Nachhaltigkeitsziele, Springer Spektrum, Berlin.

**AL9 Marketing and Communication in Service Processes**

<b>No:</b> AL9	<b>Mandatory module:</b> Marketing and Communication in Service Processes	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60h	<b>Self-study hours:</b> 120h		
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Monika Kriewald		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Strategic Communication				V+Ü	2
Services Marketing				V+Ü	2
Parts of the module are used for the following degree programs: MK,TM					
<b>Contents</b>					
<u>Strategic Communication:</u> <ul style="list-style-type: none"> <li>- Strategic vs. non-strategic communication</li> <li>- Strategic communication at the micro, meso and macro levels</li> <li>- Fundamentals of strategic planning and control</li> <li>- Strategic communication as a field of research in communication science</li> <li>- Strategic communication in various fields of social action (especially business and politics)</li> <li>- Persuasion Strategies</li> <li>- Trustworthiness and lies in strategic communication</li> <li>- Propaganda as a type of strategic communication</li> </ul>					
<u>Services Marketing:</u> <ul style="list-style-type: none"> <li>- Differentiation of products and services</li> <li>- Specifics of services in the marketing mix</li> <li>- Basics of buyer behavior</li> <li>- Customer satisfaction and customer relations</li> <li>- Relationship marketing as customer relationship management</li> <li>- Development of the customer journey</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Strategic Communication:</u> Students learn about persuasive or strategic communication as a form of communication at different levels and in different contexts. In addition, strategic communication is located as a topic of communication sciences and in the context of organizational theory. Finally, students will be able to explain and discuss particular fields of strategic communication.					
<u>Services Marketing:</u> Students recognize the integrative factor as the basis for creating the service. Methods of strategic marketing are recognized and can be described. The distinction between products and services is clarified. The aspects of customer relationship management are elaborated and can be evaluated. The differences in the marketing mix are recognized. The customer journey can be explained.					

**Literature and teaching aids**Strategic Communication:

Holtzhausen, D.; Zerfaß, A. (Ed.) (2014). The Routledge Handbook of Strategic Communication. New York: Routledge Chapman & Hall.

Röttger, U., Gehrau, V. & Preusse, J. (Ed.) (2013). Strategische Kommunikation. Umriss und Perspektiven eines Forschungsfeldes Wiesbaden: Springer.

Schönbach, K. (2013). Verkaufen, Flirten, Führen. Persuasive Kommunikation – ein Überblick. Wiesbaden: Springer.

Services Marketing:

Meffert, H. (2018): Services Marketing, 9th edition, Springer Gabler, Wiesbaden

Kotler, P. (2017): Marketing Management: Konzepte, Instrumente, Unternehmensfallstudien, 15th edition, Pearson, Hallbergmoos

Haller, S. (2017): Dienstleistungsmanagement: Grundlagen, Konzepte, Instrumente, 7th edition, Springer Gabler, Wiesbaden

Homburg, C. (2015): Marketingmanagement: Strategie, Instrumente, Umsetzung, Unternehmensführung, 5th edition, Springer Gabler, Wiesbaden

Lovelock, C. (2011): Service marketing: people, technologie, strategy. 7th edition, Pearson, Boston

Foscht, T. (2017): Käuferverhalten: Grundlagen, Perspektiven, Anwendung. 6th edition, Springer Gabler, Wiesbaden

Büttgen, M. (2017): Beiträge zur Dienstleistungsforschung 2016, Springer Gabler, Wiesbaden

Working and teaching materials are provided

**AL10 Financial Mathematics and Planning**

<b>No:</b> AL10	<b>Mandatory module:</b> Financial Mathematics and Planning	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
<b>Contact hours:</b> 60h		<b>Self-study hours:</b> 120h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Stefan Küblböck		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Financial Mathematics				V+Ü	2
Financial Planning and Analysis				V+Ü	2
Parts of the module are used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Financial Mathematics:</u> <ul style="list-style-type: none"> <li>- Interest calculation</li> <li>- Pension calculation</li> <li>- Redemption statement</li> <li>- Depreciation</li> <li>- Economic efficiency of investments</li> </ul>					
<u>Financial Planning and Analysis:</u> <ul style="list-style-type: none"> <li>- Tasks of financial planning and analysis</li> <li>- Accounting, key figures and key figure systems, reporting</li> <li>- Basics of operational, tactical and strategic planning and control</li> <li>- Tools, e.g. standard costing, target costing, balanced scorecard</li> <li>- Opportunity and risk controlling</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Financial Mathematics:</u> Students will be introduced to financial mathematical methods, enabling them to evaluate future or past cash flows.					
<u>Financial Planning and Analysis:</u> Students learn what functions controlling has in a company and how it is related to corporate management. They will be able to differentiate between operational and strategic controlling and apply the controlling tools they have learned. In addition, students learn to identify, evaluate and manage opportunities and risks.					
<b>Literature and teaching aids</b>					
<u>Financial Mathematics:</u> Caprano/Wimmer (2013): Finanzmathematik, München Tietze (2013): Einführung in die angewandte Wirtschaftsmathematik, Braunschweig Ihrig/Pflaumer (2008): Finanzmathematik, München Kobelt/Schulte (2006): Finanzmathematik, München Schwarze (2010): Mathematik für Wirtschaftswissenschaftler, Herne					

Financial Planning and Analysis:

Extensive self-prepared lecture and exercise material

Behringer, S. (2018): Controlling, Springer Gabler, Wiesbaden.

Britzelmaier, B. (2017): Controlling: Grundlagen, Praxis, Handlungsfelder, 2nd edition, Pearson, Hallbergmoos.

Horváth, P./Gleich, R./Seiter, M. (2019): Controlling, 14th edition, Vahlen, Munich.

Küpper, H.-U./Friedl, G. (2013): Controlling: Konzeption, Aufgaben, Instrumente, 6th edition, Schäffer Poeschel, Stuttgart.

Reichmann, T./Kißler, M./Baumöl, U. (2017): Controlling mit Kennzahlen, 9th edition, Vahlen, Munich.

Steinle, C./Daum, A. (2007): Controlling, Schäffer-Poeschel, 4th edition, Stuttgart.

Weber, J./Schäffer, U. (2016): Einführung in das Controlling, 15th edition, Schäffer-Poeschel, Stuttgart.

**AL11 Advanced Management**

<b>No:</b> AL11	<b>Mandatory module:</b> Advanced Management	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60h	<b>Self-study hours:</b> 120h		
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Ernst-Otto Thiesing		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
International Management				V+Ü	2
Management Techniques				V+Ü	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<p><u>International Management:</u></p> <ul style="list-style-type: none"> <li>- Importance of international linkages in the economy</li> <li>- Globalization indicators</li> <li>- Causes, occasions, forms and strategies of internationalization</li> <li>- Internationalization process</li> <li>- Specific manifestations of corporate functions in internationalization</li> </ul> <p><u>Management Techniques:</u></p> <ul style="list-style-type: none"> <li>- Development of various management techniques</li> <li>- Explanation of competitive strategies</li> <li>- Description and evaluation of different analysis tools</li> <li>- Application of various analysis tools</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>International Management:</u></p> <p>Students will be able to classify the causes, indicators and drivers of globalization and gain an understanding of the importance of the internationalization of companies. In addition to recognizing the particular complexities involved in international business activities, students will be able to explain a wide variety of forms of internationalization depending on the depth of value added and the degree of involvement in the host country. Students will gain an overview of the process of internationalization and learn about sources of information for country assessment and classification. Different strategies of internationalization are contrasted and known. Specific characteristics of corporate functions in internationalization are taught to students with an emphasis on the international design of marketing tools.</p> <p><u>Management Techniques:</u></p> <p>Students develop a toolbox for accomplishing management tasks. Individual methods are discussed. In the context of cases, different analysis tools are developed and applied to examples. Students learn to use and differentiate between these methods. In this way, they gain the knowledge to apply the analysis tools and evaluate the results.</p>					
<b>Literature and teaching aids</b>					



**International Management:**

Becker, J. (2019): Marketing-Konzeption. Grundlagen des ziel-strategischen und operativen Marketing-Managements, 11th, updated and supplemented edition, Verlag Franz Vahlen, Munich

Belew, D. (2000): Markteintrittsstrategien multinationaler Unternehmen: unter besonderer Berücksichtigung von Direktinvestitions- und Countertrade-Strategien in Entwicklungsländern, Leipziger Universitäts-Verlag, Leipzig

Conrady, R.; Fichert, F.; Sterzenbach, R. (2019): Luftverkehr. Betriebswirtschaftliches Lehr- und Handbuch, 6th, completely updated edition, De Gruyter Oldenbourg, Berlin/ Boston

Holtbrügge, D.; Welge; M. K. (2015): Internationales Management. Theorien, Funktionen, Fallstudien, 6th completely revised edition, Schäffer-Poeschel, Stuttgart

Homburg, C. (2017): Marketingmanagement: Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th, revised and expanded edition, Springer Gabler, Wiesbaden

Huber, A. (2007): Internationales Management / by Andreas Huber, Vahlen, München

Kutschker, M.; Schmid, S. (2011): Internationales Management. 7th, revised and updated edition, De Gruyter Oldenbourg, Munich

Meckl, R. (2014): Internationales Management. 3rd revised edition, Vahlen, Munich

Perlitz, M.; Schrank, R. (2013): Internationales Management. 6th, completely new revised edition, UVK Verlags Gesellschaft, Konstanz

Zentes, J.; Swoboda, B.; Schramm-Klein, H. (2013): Internationales Marketing. 3rd revised edition, Frank Vahlen Publishing House, Munich

Working and teaching materials are provided

**Management Techniques:**

Meffert, H. (2018): Services Marketing: Grundlagen, Konzepte, Methode, 9th edition, Springer Gabler, Wiesbaden

Macharzina, K. (2018): Unternehmensführung: das internationale Managementwissen: Konzepte, Methoden, Praxis. 10th edition, Springer Gabler, Wiesbaden

Kotler, P. (2017): Marketing-Management: Konzepte, Instrumente, Unternehmensfallstudien. 15th edition, Pearsen, Hallbergmoos

Welge, M. (2017): Strategisches Management: Grundlagen, Prozesse, Implementierung, 7th edition, Springer Gabler, Wiesbaden

Weber, J. (2016): Einführung in das Controlling, 15th edition, Schäffer-Poeschel Verlag, Stuttgart

Dillerup, R. (2016): Business Management: Management und Leadership: Strategien, Werkzeuge, Praxis, 5th edition, Franz Vahlen Publishing House, Munich

Reisinger, S. (2017) Strategisches Management: Grundlagen für Studium und Praxis, 2nd ed., Pearson, Hallbergmoos

Schreyögg, G. (2015): Grundlagen des Managements: Basiswissen für Studium und Praxis, 3rd edition, Springer Gabler, Wiesbaden

**FS3 Business English III**

<b>No:</b> FS3	<b>Mandatory module:</b> Business English III	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 3	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 90h		<b>Form of examination:</b> KL60	
<b>Contact hours:</b> 30h		<b>Self-study hours:</b> 60h			
<b>Course:</b>		<b>Module commissioner:</b> Dr. phil. Thomas Caplan		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English III				S	2
This module is used for the following degree programs: SPM, SRM, TM					
<b>Contents</b>					
<u>Business English III</u> - Advanced grammar and communication basics - English vocabulary of economics and business administration - Selected topics in the areas of energy, project management, digitalization, e-marketing, governance, power and change in the company, service and customer satisfaction, culture, finance					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English III:</u> Basic business English vocabulary is further developed and used orally and in writing. Students expand their skills by reading numerous specialized texts and summarizing the content. Furthermore, practical job-specific communication situations are linguistically recorded and practiced in the seminar, such as in exercises on business conversations or on the "art of negotiation". Business correspondence will also be an important part of the seminar.					
<b>Literature and teaching aids</b>					
Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware. Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford. Dubicka, I./O’Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London. Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.					

## 4. Term 4

### AL12 Financing and Investment

No: AL12	Mandatory module: Financing and Investment	Language: German		Credit points: 6
		Frequency: Each spring term		Term: 4
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80
Contact hours: 56h		Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Monika Kriewald	Teaching and learning types:	Scope (SWS):
Financing			V+Ü	2
Investment			V+Ü	2
This module is used for the following degree programs: SPM, SRM, TM				
<b>Contents</b>  <u>Financing:</u> - Fundamentals of finance - Forms of financing - Financial analysis and planning  <u>Investment:</u> - Static and dynamic investment calculation methods - Application of the net present value method, the annuity method and the internal rate of return method				
<b>Learning objectives and competencies to be imparted</b>  <u>Financing:</u> Students will learn and evaluate the fundamentals and interrelationships of corporate finance and the basics of financing.  <u>Investment:</u> Students will learn about and evaluate the fundamentals of investing.				
<b>Literature and teaching aids</b>  <u>Financing:</u> Däumler, K.-D./Grabe, J./Meinzer, C. R. (2019): Finanzierung verstehen, 11th edition, NWB, Herne. Drukarczyk, J./Lobe, S. (2014): Finanzierung, 11th edition, UTB, Stuttgart. Olfert, K./Reichel, C. (2017): Finanzierung, 17th edition, Kiehl, Ludwigshafen. Pape, U. (2018): Grundlagen der Finanzierung und Investition, 4th edition, De Gruyter Oldenbourg, Berlin/Boston. Perridon, L./Steiner, M./Rathgeber, A. (2016): Finanzwirtschaft der Unternehmung, 17th edition, Vahlen, Munich. Lecture notes "financing"  <u>Investment:</u> Galli, A. (2017): Grundlagen der Investitionsrechnung, Schäffer-Poeschel, Stuttgart. Olfert, K./Reichel, C. (2015): Investition, 13th edition, Kiehl, Ludwigshafen				

Pape, U. (2018): Grundlagen der Finanzierung und Investition: Mit Fallbeispielen und Übungen, 4th edition, De Gruyter Oldenbourg, Berlin/Boston.  
Perridon, L./Steiner, M./Rathgeber, A. (2016): Finanzwirtschaft der Unternehmung, 17th edition, Vahlen, Munich.  
Lecture notes "investment"

**SL4 Project Management and Applied Market Research**

<b>No:</b> SL4	<b>Mandatory module:</b> Project Management and Applied Market Research		<b>Language:</b> German		<b>Credit points:</b> 9	
			<b>Frequency:</b> Each spring term		<b>Term:</b> 4	
			<b>Workload:</b> 270h		<b>Form of examination:</b> SB / PA	
	<b>Prerequisites for participation:</b> none		<b>Contact hours:</b> 84h	<b>Self-study hours:</b> 186h		
<b>Courses:</b>			<b>Module commissioner:</b> Prof. Dr. Carmen Kissling		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Project Management					S	2
Market Research with Project					S	4
This module is used for the following degree programs: TM						
<b>Contents</b>						
<p><u>Project Management:</u></p> <ul style="list-style-type: none"> <li>- Properties and manifestations of projects</li> <li>- Structural organization of projects in companies (connection between line and project organization)</li> <li>- Strategic project management</li> <li>- Project phases of "classic" individual project management (project definition, project initiation, project planning, project realization, project completion and documentation, post-project phase)</li> <li>- Roles and distribution of tasks in "classic" project management</li> <li>- Agile project management (differences to "classic" project management, agile values, agile principles, agile techniques, agile methods)</li> <li>- Team leadership and development</li> <li>- Risk and crisis management</li> </ul> <p><u>Market Research with Project:</u></p> <ul style="list-style-type: none"> <li>- Basics of market research (meaning, term, information needs and procurement, primary vs. secondary research, own vs. third-party market research)</li> <li>- Secondary sources of information</li> <li>- Primary survey: quantitative market research                             <ul style="list-style-type: none"> <li>o Selection methodology (selection procedure, sample size)</li> <li>o Survey methodology (interview, observation)</li> <li>o Question formulation and questionnaire development</li> <li>o Data analysis</li> <li>o Presentation of results</li> </ul> </li> <li>- Methods of qualitative market research</li> </ul>						
<b>Learning objectives and competencies to be imparted</b>						
<p><u>Project Management:</u></p> <p>Through basic knowledge of project characteristics and manifestations, students are able to recognize project situations and assess the need for project management accordingly. They know the essential instruments of strategic, "classic" and agile project management and are able to combine and apply them correctly in each situation in order to achieve maximum project success. In addition, they can distinguish project from line structures and identify different roles in the project, which enables them to navigate complex project and company structures very well. As part of the lecture, students should also become aware of the specifics of</p>						

leading and developing project teams so that they can take these into account when reflecting on the behavior of various project roles.

Market Research with Project:

Students will learn the tasks and methods of market research. The focus is on the planning, implementation and evaluation of an empirical primary survey. However, they should also be able to procure secondary sources of information for business decisions as well as assess their quality.

**Literature and teaching aids**

Project Management:

Bank, S. (2018): Das ideale Projektteam: Fähigkeit, Motivation und Teamzusammenstellung, Springer Gabler, Wiesbaden

Becker, W., Ebner, R., Fischer-Petersohn, D., & Ruhnu, M. (2015): Projektrisikomanagement im Mittelstand, Springer Gabler, Wiesbaden

Olfert, K. (2019): Projektmanagement, NWB Verlag GmbH & Co. KG, Kiel

Pfetzinger, K. (2017): Ganzheitliches Projektmanagement, Verlag Dr. Götz Schmidt, Gießen

Timinger, H. (2017): Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, WILEY-VCH Verlag GmbH & Co. KGaA, Weinheim

Uebler, R. M. (2006): Strategisches Projektrisikomanagement : Grundlagen, Konzepte und Modell zur Portfoliooptimierung, VDM Verlag Müller, Saarbrücken

Wagner, R. (2016): Erfolgreiches Projektportfoliomanagement: wie Sie Projektportfolios systematisch gestalten und steuern, Symposium Publishing, Düsseldorf

Working and teaching materials are provided.

Market Research with Project:

Berekoven, L./ Eckert, W./ Ellenrieder, P. (2009): Marktforschung: methodische Grundlagen und praktische Anwendungen, 12th, revised and expanded edition, Gabler, Wiesbaden

Buber, R./ Holzmüller, H. H. (2009): Qualitative Marktforschung: Konzepte – Methoden – Analysen, 2nd, revised edition, Gabler, Wiesbaden

Bühner, M. (2011): Einführung in die Test und Fragebogenkonstruktion, 3rd, updated and expanded edition, Pearson, Munich

Fantapie Altobelli, C. (2017): Marktforschung: Methoden, Anwendungen, Praxisbeispiele, 3rd, completely revised edition, UVK Verlagsgesellschaft mbH, Konstanz and Munich

Hammann, P./ Erichson, B. (2000): Marktforschung, 4th, revised and expanded edition, Lucius & Lucius, Stuttgart

Hermann, A./ Homburg, C./ Klarmann, M. (2008): Handbuch Marktforschung: Methoden, Anwendungen, Praxisbeispiele, 3rd, completely revised and expanded edition, Gabler, Wiesbaden

Koch, J./ Gebhardt, P./ Riedmüller, F. (2016): Marktforschung: Grundlagen und praktische Anwendungen, 7th, revised and updated edition, De Gruyter Oldenbourg, Berlin and Boston

Kuß, A./ Wildner, R./ Kreis, H. (2018): Marktforschung: Datenerhebung und Datenanalyse, 6th, revised and expanded edition, Springer Gabler, Wiesbaden

Magerhans, A. (2016): Marktforschung: eine problemorientierte Einführung, Springer Gabler, Wiesbaden

Nader, G./ Balzer, E. (2011): Qualitative Marktforschung in Theorie und Praxis: Grundlagen – Methoden – Anwendungen, Gabler, Wiesbaden

Pepels, W. (2014): Moderne Marktforschung: systematische Einführung mit zahlreichen Beispielen und Praxisanforderungen. Auswahlverfahren, Erhebungsmethoden, Datenauswertung, Absatzprognose, 3rd, completely revised edition, Duncker & Humblot, Berlin

Seitz, E./ Meyer, W. (2006): Tourismusmarktforschung: ein praxisorientierter Leitfaden für Touristik und Fremdenverkehr, 2nd, completely revised edition, Vahlen, Munich

Weiß, H. C./ Steinmetz, P. (2012): Marktforschung, 8th, improved and updated edition, Kiehl, Herne

Working and teaching materials are provided.

**SL5 Interconnections in Incoming Tourism**

<b>No:</b> SL 5	<b>Mandatory elective module:</b> Interconnections in Incoming Tourism (2 courses out of at least 3)	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 4	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
<b>Contact hours:</b> 56h		<b>Self-study hours:</b> 124h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Heinz-Dieter Quack		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
City and Regional Marketing				V+Ü	2
Event Management				V+Ü	2
Destination Management				V+Ü	2
Transport Planning in Tourism				V+Ü	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>City and Regional Marketing:</u>					
<ul style="list-style-type: none"> <li>- Basics of (city) marketing</li> <li>- Theory of city marketing</li> <li>- City marketing process</li> <li>- Visions, mission statements, conception and organization in city marketing</li> <li>- Fields of action in city marketing</li> <li>- Target dimensions of city marketing</li> <li>- Target and stakeholder groups in city marketing</li> <li>- City marketing mix</li> <li>- Implementation of city marketing concepts</li> <li>- Problems and challenges in city marketing</li> <li>- Possibilities of participation and cooperation in city marketing</li> <li>- The city as a brand: branding and management in city marketing</li> <li>- City culture, city identity and city image</li> </ul>					
<u>Event Management:</u>					
<ul style="list-style-type: none"> <li>- Structures in the market for events, trade fairs, conferences and congresses.</li> <li>- Decision-oriented approach to event management.</li> <li>- Operational issues such as capacity planning, catering and logistics.</li> <li>- Monitoring the success of events.</li> <li>- Sustainability aspects in the context of event management.</li> </ul>					
<u>Destination Management:</u>					
<ul style="list-style-type: none"> <li>- Structural organization of tourism in Germany and other countries</li> <li>- Advantages and disadvantages of the organizational structure in Germany</li> <li>- Management and marketing of tourist places and regions: forms of organization, business management, profitability improvements, marketing processes for destinations</li> <li>- Planning systems for a destination</li> </ul>					

**Transport Planning in Tourism:**

The following topics are presented: event traffic management, traffic planning measures in prominent tourism destinations (parking management, signposting, facility dimensioning, etc.), especially planning, design and conception (incl. participation), soft tourism (cycling, walking, public transport), traffic cooperation management in tourism regions (e.g. visitor's tax finances public transport), cable cars, mountain railroads and other special forms of track-bound transport in tourist regions, special tourist transport services in the rail and public transport sector (HSB, Rasender Roland, etc.), water transport (island feeder services, ferry services, water cabs), tourist mobility management. Topics may be expanded, deepened, or modified at the students' request. The course may include a short field trip.

**Learning objectives and competencies to be imparted****City and Regional Marketing:**

Participants of the seminar will learn the basic features of city marketing from both an institutional and a management perspective. The most common target and stakeholder groups and the most common fields of action are discussed and the respective needs of the stakeholders are explained. Students understand urban marketing as a central field of action in urban development and learn the necessary skills for it. Students will learn to recognize the importance of identities and images of cities and how to influence them through methods commonly used in urban marketing. In the course of this, students learn how a city marketing process works ideally.

**Event Management:**

Students become familiar with the decision-making fields of event management in theory and practice. An overview of the submarkets in event management is provided and the competency requirements of event managers are addressed. Students learn to differentiate between event forms such as congresses and conferences and become familiar with Germany's role as a MICE destination. In addition to providing different perspectives and aspects of event management, the course also gives insight into the various phases and associated decision-making areas in the organization of events. Sustainability aspects in event management as well as modern event formats can be reproduced by the students.

**Destination Management:**

Students recognize tourist destinations as an independent competitive unit in tourism. In addition, they learn the problems and specifics of management and marketing of tourism organizations and tourist destinations. The theoretical background knowledge serves as a basis for independent work on case studies.

**Transport Planning in Tourism:**

Upon successful participation, students will have methodological and conceptual competencies in tourism-specific transportation planning as well as cooperation management and mobility management and their areas of application.

Students will be able to develop, plan, and organize appropriate planning processes. They are able to analyze status quos of traffic facilities and communication processes in order to subsequently propose optimization in a creative process. Ideally, the decision-making process required for this purpose is finally critically assessed and evaluated.

**Literature and teaching aids****City and Regional Marketing**

Kausch, T., Pirck, P. & Strahlendorf, P. (2017): Städte als Marken 2. Herausforderungen und Horizonte. New Business Verlag GmbH & Co KG: Hamburg.

Kausch, T., Pirck, P. & Strahlendorf, P. (2013): Städte als Marken: Grundlagen und Management. New Business Verlag GmbH & Co KG. Hamburg.

Kenkmann, A. & Spinnen, B. & bscd e.V. (2019): Stadtgeschichte, Stadtmarke, Stadtentwicklung:

Zur Adaption von Geschichte im Stadtmarketing. Wiesbaden: Springer Fachmedien.

Koch, T. (2012): Stadtmarketing: Praxishandbuch für kommunales Management. AV Akademikerverlag: Saarbrücken.

Konken, M. (2006): Stadtmarketing Kommunikation mit Zukunft (2nd edition). Gmeiner-Verlag GmbH: Messkirchen.

Kotler, P., Kartajaya, H. & Setiawa, I. (2017): Marketing 4.0: Der Leitfaden für das Marketing der Zukunft. Campus Verlag: Frankfurt/ New York.

Kotler, P., Keller, K.-O. & Opresnik, M.-O. (2017): Marketing-Management: Konzepte-Instrumente-Unternehmensfallstudien (15th edition). Hallbergmoos: Pearson.



Löw, M. & Terizakis, G. (2011): Städte und ihre Eigenlogik. Frankfurt am Main: Campus Verlag.  
 Meffert, H., Spinnen, B., Block, J. & bscd e.V. (Eds.; 2018): Praxishandbuch City- und Stadtmarketing. Springer Gabler: Wiesbaden.  
 Schneider, U. (1993): Stadtmarketing und Großveranstaltungen. Berlin: Humblot and Duncker.  
 Wesselmann, S. & Hohn, B. (2017): Public Marketing: Marketing-Management für den öffentlichen Sektor (4th ed.). Springer Gabler: Wiesbaden.  
 Working and teaching materials are provided.

#### Event Management:

Burghardt, M. (2018): Projektmanagement. Leitfaden für die Planung, Überwachung und Steuerung von Projekten, 10th, revised and expanded edition, Publicis, Erlangen, Germany  
 Gleich, M. (2014): Der Kongress tanzt: begeisternde Veranstaltungen, Tagungen, Konferenzen ; ein Plädoyer und Praxisbuch, Springer Gabler, Wiesbaden  
 Große Ophoff, M. (2016): Nachhaltiges Veranstaltungsmanagement. Green Meetings als Zukunftsprojekt für die Veranstaltungsbranche, oekom, München  
 Kirchgeorg, M.; Dornscheidt, W. M.; Stoeck, N. (2017): Handbuch Messemanagement. Planung, Durchführung und Kontrolle von Messen, Kongressen und Events, 2nd, completely revised and expanded edition, Springer Gabler, Wiesbaden  
 Oblasser, C.; Riediger, M. (2015): Nachhaltiges Veranstaltungsmanagement mit Strategie, Verlag Wissenschaft & Praxis, Sternenfels  
 Sakschewski, T.; Paul, S. (2017): Veranstaltungsmanagement. Märkte, Aufgaben und Akteure, Springer Gabler, Wiesbaden  
 Schreiber, M.-T. (2012): Kongresse, Tagungen und Events. Potenziale, Strategien und Trends der Veranstaltungswirtschaft, Oldenbourg, München  
 Working and teaching materials are provided.

#### Destination Management:

Bieger, T./ Beritelli, P. (2013): Management von Destinationen, 8th, updated and revised edition. Oldenbourg, Munich  
 Eisenstein, B. (2014): Grundlagen des Destinationsmanagements, 2nd revised edition. Oldenbourg, Munich  
 Pechlaner, H./ Tretter, M. (2018): Keine Strategie ohne Verantwortung. Perspektiven für eine nachhaltige Standort- und Regionalentwicklung, Springer Gabler, Wiesbaden  
 Steinecke, A. (2017): Destinationsmanagement, 2nd revised edition, UVK/Lucius, Munich  
 Working and teaching materials are provided.

#### Transport Planning in Tourism:

Groß, Sven: Mobilitätsmanagement im Tourismus  
 Forschungsgesellschaft für Straßen- und Verkehrswesen (FGSV): Mobilitätsmarketing - FGSV Arbeitspapier Nr. 66  
 Kemming, Herbert; Reutter, Ulrike; Stiewe, Mechthild; Benden, Jan; Brandt, Tobias; Witte, Andreas; Bruns, André, Mühlhans, Heike: Mobilitätsmanagement in der Stadtplanung - Abschlussbericht FOPS 70.794  
 Deutsche Energie Agentur (dena): effizient mobil - Das Aktionsprogramm für Mobilitätsmanagement  
 Stiewe, Mechthild; Reutter, Ulrike: Mobilitätsmanagement - Wissenschaftliche Grundlagen und Wirkungen in der Praxis  
 Forschungsgesellschaft für Straßen- und Verkehrswesen (FGSV): Hinweise zur Verkehrsentwicklungsplanung  
 Louen, Conny: Wirkungsabschätzung von Mobilitätsmanagement - Ansatzpunkte zur Modellierung & Ableitung von Potenzialen und Wirkungen am Beispiel des betrieblichen Mobilitätsmanagements  
 Wissenschaftsrat (WR) Zum wissenschaftspolitischen Diskurs über Große gesellschaftliche Herausforderungen  
 Schweizerische Normenvereinigung (SNV): Mobilitätsmanagementsysteme - Anforderungen mit Anleitung zur Anwendung  
 Working and teaching materials are provided.

**SL6 Service Providers in Incoming Tourism**

<b>No:</b> SL6	<b>Mandatory elective module:</b> Service Providers in Incoming Tourism (2 courses out of at least 3)	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 4	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180h		<b>Form of examination:</b> KL80	
<b>Contact hours:</b> 56h		<b>Self-study hours:</b> 124h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Stefan Küblböck		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Management of Attractions and Cultural Institutions				V+Ü	2
Hotel Management				V+Ü	2
Sports and Health Tourism				V+Ü	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Management of Attractions and Cultural Institutions:</u> Students will learn key aspects of managing top performers in market segments. These include attractions such as museums, musicals, adventure worlds and theme parks. In addition, there are architectural cultural assets such as churches and castles. The instructor will present theories and models on how factors of attractiveness can be defined, distinguished, and applied in practice. She/he provides knowledge and techniques to consider when planning and operating such facilities. These include visitor count projections, life cycles, catchment area estimates, accessibility aspects, and sustainable operator models. Model aspects form the structure of the course. Students deal with the appropriate transfer to different types of attractions. In addition to commercial institutions, the lecture focuses on cultural institutions that are usually initiated and financed by the state or by foundations through non-market support. In this context, working methods of monument preservation, cultural promotion and cultural marketing are presented. In addition, the spatial implications of attractions are considered.					
<u>Hotel Management:</u> - Basics of the brand hotel industry - Operator concepts - Corporate and competitive strategies - Online marketing - Approaches of hotel controlling - Human resource management in the hotel industry - Law in the hotel and catering industry - Eco-management in the hotel industry					
<u>Sports and Health Tourism:</u> Sports Tourism: - Basics of sports tourism - Sport as a travel motif - Definition of sports tourism - Types of sports tourism demand - Sport as a component of the tourist offer					

- Suppliers in sports tourism and their products: Sports tour operators, transport operators, accommodation providers, destinations, "artificial worlds of experience", sports events
- Developments and trends in sports tourism: Tourism-relevant sports and selected sports-tourism markets, trends

#### Health Tourism:

- Fundamentals of health tourism: introduction to tourism science
- Health as a travel motif
- Definition health tourism
- Types of health tourism demand
- Importance of the healthcare market
- Supply and demand analysis

### Learning objectives and competencies to be imparted

#### Management of Attractions and Cultural Institutions:

The overarching learning objective is to understand and assess the possibilities and limitations of the transferability of management specifics to the range of market participants. In addition, the students grasp the interactions between attractions and the system of the destination.

Professional skills: Students build on previously acquired management knowledge and techniques. They expand their expertise by linking them to new approaches as well as adapting the familiar to attractions. They gain in-depth insights into submarkets and their players and deal with specific models and theories.

Academic skills: Students specify scientific ways of thinking through the examination of content. They make connections to theories and models and recognize the application relevance of discursive ways of working.

**Social skills: The pedagogical concept is based on dialogue. Students should approach new problems based on their already acquired expertise and the additional specialized knowledge to be assimilated and deal with them in an argumentative manner. They are encouraged to participate in group discussions and small group assignments.**

Self-competence: Students expand their own thinking through the discursive approach. They explore their interests in the market segment, which can guide them in their choice of internship and career entry.

#### Hotel Management:

After attending the course, students will be able to name and evaluate basic brand hotel strategies. They are able to name and evaluate suitable operator concepts. Industry-specific key figures are known to them and can be interpreted. The instruments of the marketing mix can be transferred to hotel-specific examples and evaluated.

Students will be able to name labor market-specific characteristics of the hotel industry and derive measures for human resource management from them. Human resource management processes and tasks contained therein can be explained and evaluated. The contractual legal bases of accommodation and related obligations for the contracting parties can be reproduced by the students. They are able to describe the necessity and challenges of eco-management in the hotel industry as well as to explain instruments and measures.

#### Sports and Health Tourism:

##### Sports Tourism:

After working together on the theoretical foundations and characteristics of sports tourism, students will examine the importance of different types of sports and offers in the context of vacation travel. They should be able to assess the supplier structures and competitive conditions of destinations and sports tour operators, as well as evaluate the prospects of sports tourism offers.

##### Health Tourism:

Students will learn the specifics of health tourism and will be able to assess its importance for the tourism market. In addition, they can analyze and evaluate the offers on the basis of practical examples.

### Literature and teaching aids

#### Management of Attractions and Cultural Institutions:

##### Basic literature

Drews, K. (2018): Kulturtourismus im ländlichen Raum an «dritten Orten» der Begegnung als Chance zur Integration von Kultur und Tourismusentwicklung. Eine Befragung von touristischen und einheimischen Kulturbesuchern in ländlichen Regionen Niedersachsens. In: Universität Hildesheim, <https://hildok.bszbw.de/frontdoor/index/index/docId/729>

Edelheim, J.R. (2015): *Tourist Attractions From Object to Narrative*. Bristol: Channel View Publications

Falk, H., Dierking, D. (2013): *The Museum Experience Revisited*. London und New York (:Routledge)

Fyall, A. Garrod, B. Leask, A. (Hg) (2008): *Managing Visitor Attractions*. Amsterdam et al.

Gerlach-March; R. (2010): *Kulturfinanzierung*. Wiesbaden

Heinrichs; W. (2012): *Kulturmanagement: Eine praxisorientierte Einführung*. Darmstadt

Höhne, S.(2009) *Kunst- und Kulturmanagement: Eine Einführung*. Stuttgart

Küblböck, S., Müller, D. (Ed.)(2020): *Management von Attraktionen*. Constance (:UVK, in the process of publication)

Klein, A. (2011) *Kulturmarketing: Das Marketingkonzept für Kulturbetriebe*. Frankfurt

Pechlaner, H., Weiermair, K., Bieger, T. (2006): *AttraktionsManagement*. Innsbruck

Pöllmann, L. (2018): *Kulturmarketing: Grundlagen - Konzepte – Instrumente*. Wiesbaden (Springer, Gabler)

Swarbrooke, J., Page, S. J. (2012): *Development and Management of Visitor Attractions*. London

### **Selected special essays on subtopics**

Hung, K., Yang, X. Wassler, P. Wang, D. Lin, P. Liu, Z. (2016): *Contesting the Commercialization and Sanctity of Religious Tourism in the Shaolin Monastery, China*. In: *International Journal of Tourism Research*, Int. J. Tourism Res., 19: 145–159 (2017)

Plaza et al. (2009): *Bilbao's Art Scene and the "Guggenheim effect" Revisited*. In: *European Planning Studies* Vol. 17, No. 11, November 2009, pp. 1711 - 1729.

Maier, M. (2014): *Tourism and innovation, innovation in tourism or tourism innovation?* In: Küblböck, S., Thiele, F. (2014) (Ed.): *Tourismus und Innovation*. Mannheim 2014, pp. 11 - 30 (: *Studien zur Freizeit und Tourismusforschung*, 10)

Shackley M. 2001. *Managing Sacred Sites*. London (:Thomson).

Thurner, I. (2011): *Sehenswürdigkeiten: Konstruktion und Rezeption*. In: Kagermeier, A., Steinecke, A. (2011) (Ed.): *Kultur als touristischer Standortfaktor*. Paderborn: Paderborner Geographische Studien zu Tourismusforschung und Destinationsmanagement, volume 23, p. 1-17.Hinterhuber, H. (2015): *Strategische Unternehmensführung*, 9th edition, ESV, Berlin.

Krüger, W. (2015): *Business Management: Grundlagen des Managements*, Schäffer-Poeschel, Stuttgart.

Müller, H.-E. (2017): *Business Management: Strategie, Management, Praxis*, 3. Auflage, Oldenbourg, Berlin/Boston.

Robbins, S. P./Coulter, M./Fischer, I. (2017): *Management: Grundlagen der Unternehmensführung*, 12th edition, Pearson, Hallbergmoos.

Vahs, D./Schäfer-Kunz, J. (2012): *Einführung in die Betriebswirtschaftslehre*, 7th ed. edition, Schäffer-Poeschel, Stuttgart.

Wöhe, G./Döring, U./Brösel, G. (2016): *Einführung in die Allgemeine Betriebswirtschaftslehre*, 26th edition, Vahlen, Munich.

Working and teaching materials are provided.

### Hotel Management:

Dettmer, H. [ed.] (2012): *Organisations-/ Personalmanagement und Arbeitsrecht in Hotellerie und Gastronomie*, 4th updated edition, Verlag Handwerk und Technik, Hamburg

Dettmer, H. [Hrsg.]; Hausmann, T. (2008): *Recht in Gastgewerbe und Touristik*, 2nd updated edition, Verlag Handwerk und Technik, Hamburg

Führich, E. (2018): *Basiswissen Reiserecht: Grundriss des Pauschal- und Individualreiserechts*, 4th revised edition. Munich: Publisher Franz Vahlen

Gardini, M. (2015): *Marketing-Management in der Hotellerie*, 3rd revised and updated edition, De Gryter, Oldenbourg

Gardini, M. A. (2014): *Fundamentals of the hotel industry and hotel management: Hotelbranche – Hotelbetrieb – Hotelimmobilie*, 2nd revised edition, Oldenburg Wissenschaftsverlag, Munich

Hänssler, K.-H. (2011): *Management in der Hotellerie und Gastronomie: betriebswirtschaftliche Grundlagen*, Oldenbourg, München

Henschel, K. (2018): *Hotelmanagement*, 5th, updated edition, De Gryter, Oldenbourg

Hotelverband Deutschland (IHA) e.V. (2019): *Hotelmarkt Deutschland*, IHA-Service GmbH, Bonn

von Freyberg, B. (2019): *Strategisches Hotelmanagement. Theorie und Praxisbeispiele*, 2nd, fully updated and expanded edition, De Gryter, Oldenbourg

Working and teaching materials are provided.

Sports and Health Tourism:

Cassens, M. (2013): Gesundheitstourismus und touristische Destinationsentwicklung. Ein Lehrbuch, Oldenbourg Verlag, München

Groß, M. (2017): Gesundheitstourismus, UVK/Lucius, München

Heise, P./ Axt-Gadermann, M. (2018): Sport- und Gesundheitstourismus 2030. Wie die „Generation plus“ den Markt verändert, Springer Gabler, Wiesbaden

Peris-Ortiz, M./ Álvarez-García, J. (2015): Health and Wellness Tourism. Emerge of a New Market Segment, Springer, Cham

Roth, R. (ed.)/ Schwark, J. (ed.)/ Abegg, B. (2017): Wirtschaftssektor Sporttourismus. Ressourcenmanagement, Produkt- und Destinationsentwicklung, Erich Schmidt-Verlag, Berlin

Working and teaching materials are provided.

**FS4 Business English IV**

<b>No:</b> FS4	<b>Mandatory module:</b> Business English IV	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> Each spring term		<b>Term:</b> 4	
		<b>Workload:</b> 90h		<b>Form of examination:</b> KL40	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 28h	<b>Self-study hours:</b> 62h		
<b>Course</b>		<b>Module commissioner:</b> M.A. Jaqueline McPartland		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Business English IV				S	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Business English IV:</u> - Theoretical consideration of the tourism process: <ul style="list-style-type: none"> <li>• Definition of tourism</li> <li>• Demand in tourism</li> <li>• Market for tourism</li> <li>• Trends in tourism</li> <li>• Motivation to travel</li> <li>• Destination analysis</li> <li>• Statistical analysis</li> <li>• Case study: Goa, India</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English IV:</u> In English for Tourism Management IV, subject-related and specialized topics are covered and specialized vocabulary is practiced so that students are able to participate in professional discussions. The course is taught entirely in English and uses specially designed materials that are updated every semester. The main objective of the course is the acquisition of specialized vocabulary. Grammar is practiced specifically and as needed. Active participation is encouraged. It is encouraged to think about the issues and join in the discussion. After the course, students should be able (at the B2 level) to express themselves adequately both orally and in writing.					
<b>Literature and teaching aids</b>					
<u>Business English IV:</u> Working and teaching materials are provided.					

## 5. Term 5

### AL13 Business Management Specialization

No: AL13	Mandatory elective module: Business Management Specialization (2 courses out of at least 3)	Language: German		Credit points: 6
		Frequency: Each fall term		Term: 5
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80
Contact hours: 60h		Self-study hours: 120h		
Courses:		Module commissioner: Prof. Dr. Heinz-Dieter Quack	Teaching and learning types	Scope (SWS)
E-Business			V+Ü	2
Advanced Market Research			V+Ü	2
Quality Management			V+Ü	2
This module is used for the following degree programs: TM				
<b>Contents</b>  <u>E-Business:</u> <ul style="list-style-type: none"> <li>- E-business as part of the corporate strategy</li> <li>- Teaching the theological basics</li> <li>- Delineation of success and risk factors</li> <li>- Analysis and evaluation of existing business models</li> <li>- Forms and business systems of online commerce</li> <li>- Differentiation of various e-business trends</li> <li>- Discussion of the legal framework</li> </ul> <u>Advanced Market Research:</u> <ul style="list-style-type: none"> <li>- Quantitative market research with bivariate evaluation methods (correlation, regression), multivariate evaluation methods (factor analysis, cluster analysis, conjoint analysis, etc.), case studies</li> <li>- Qualitative market research with methods, selection procedures, survey instruments, guideline development, implementation in the field, processing and evaluation procedures, presentation of results, case studies</li> <li>- Application of market research methods in tourism, e. g. market analysis, market segmentation, product positioning, competitor research, customer satisfaction research or preference research, case studies</li> </ul> <u>Quality Management:</u> <ul style="list-style-type: none"> <li>- Basic concepts of TQM with the individual impact components (among others, framework concept, quality understanding, implementation, quality dynamics)</li> <li>- Specific requirements of service QM: quality criteria; problem of valid measurement; quality management systems, quality seals, quality marks, quality brands; development and control of service quality</li> <li>- Relevant case studies</li> </ul>				
<b>Learning objectives and competencies to be imparted</b>  <u>E-Business:</u> Students will be able to classify e-business in corporate strategy and marketing policy. Technological basics are known to the students. Success and risk factors can also be evaluated and delineated. Of central importance				

are the various e-business models. Students will be able to distinguish between different forms of online commerce and critically examine current trends. The legal framework is known to the students.

#### Advanced Market Research:

Building on the Market Research module, students learn extended methodological knowledge that is suitable for practical use and at the same time meets the standards of scientific research. For this purpose, an additional spectrum of evaluation methods is taught in the area of quantitative market research. In qualitative market research, students become familiar with the specific features of the market research process as compared to quantitative research. Students will gain the skills to conduct the complete market research process using not only quantitative but also qualitative methods. In order to connect theoretical knowledge with the different realities of tourism, case studies from tourism are used. This enables students to apply the various market research methods in tourism practice.

#### Quality Management:

Students acquire a basic understanding of the dimensions of the concept of quality in service processes. They are able to analyze and evaluate existing service processes in order to be able to intervene and to design them.

### **Literature and teaching aids**

#### E-Business:

Heinemann, G. (2019): Der neue Online-Handel: Geschäftsmodelle, Geschäftssysteme und Benchmarks im E-Commerce, 10th edition, Springer Gabler, Wiesbaden  
 Kreuzer, R. (2018): Praxisorientiertes Online-Marketing: Konzepte – Instrumente – Checklisten, 3rd edition, Springer Gabler, Wiesbaden  
 Heinemann, G. (2016): SoLoMo Always-on im Handel: die soziale, lokale und mobile Zukunft des Omnichannel-Shopping, 3rd edition, Springer Gabler, Wiesbaden  
 Wirtz, B. (2019): Medien- und Internetmanagement, 10th edition, Springer Gabler, Wiesbaden  
 Mülder, W. (2016): E-Business, 1st edition, Kohlhammer Verlag, Stuttgart  
 Wirtz, B. (2018): Electronic Business, 6th edition, Springer Gabler, Wiesbaden  
 Current legal texts  
 Working and teaching materials are provided

#### Advanced Market Research:

Baggio, R./Klobas, J. (2017): Quantitative methods in tourism. a handbook, 2nd edition, Channel View Publications, Bristol, Blue Ridge Summit  
 Berekoven, L./Eckert, W./Ellenrieder, P. (2009): Marktforschung, Methodische Grundlagen u. praktische Anwendung, 12th edition, Gabler Verlag / GWV Fachverlage GmbH, Wiesbaden  
 Buber, R./Holzmüller, H. H. (2009): Qualitative Marktforschung. Concepts - Methods - Analyses, 2nd edition, Gabler Verlag / GWV Fachverlage GmbH, Wiesbaden  
 Eisenstein, B. (Ed.) (2017): Marktforschung für Destinationen, 1st edition, Erich Schmidt Verlag, Berlin  
 Fantapie Altobelli, C. (2017): Marktforschung: Methoden, Anwendungen, Praxisbeispiele, 3rd, completely revised edition, UVK Verlagsgesellschaft mbH, Konstanz and Munich  
 Hammann, P./Erichson, B. (2000): Marktforschung, 4th edition, Lucius & Lucius, Stuttgart  
 Herrmann, A./Homburg, C./Klarmann, M. (2008): Handbuch Marktforschung. Methoden – Anwendungen – Praxisbeispiele, 3rd edition, Gabler, Wiesbaden  
 Hillmann, W./Radel, K. (Ed.) (2018): Qualitative methods in tourism research. theory and practice. 1st edition, Channel View Publications, Bristol, Blue Ridge Summit  
 Koch, J./Gebhardt, P./Riedmüller, F. (2016): Marktforschung: Grundlagen und praktische Anwendungen, 7th edition, De Gruyter Oldenbourg, Munich  
 Kuß, A./Wildner, R./Kreis, H. (2018): Marktforschung: Grundlagen der Datenerhebung und Datenanalyse, 6th edition, Springer Gabler, Wiesbaden  
 Magerhans, A. (2016): Marktforschung: eine praxisorientierte Einführung, Springer Gabler, Wiesbaden  
 Naderer, G./Balzer, E. (2011): Qualitative Marktforschung in Theorie und Praxis. Grundlagen – Methoden – Anwendungen, 2nd edition, Gabler Verlag / Springer Fachmedien Wiesbaden GmbH, Wiesbaden  
 Pepels, W. (2014): Moderne Marktforschung: systematische Einführung mit zahlreichen Beispielen und Praxisanforderungen. Auswahlverfahren, Erhebungsmethoden, Datenauswertung, Absatzprognose, 3rd edition, Duncker & Humblot, Berlin  
 Schnell, R./Hill, P. B./Esser, E. (2018): Methoden der empirischen Sozialforschung, 11th edition, De Gruyter Oldenbourg, Munich  
 Seitz, E./Meyer, W. (2006): Tourismusmarktforschung. Ein praxisorientierter Leitfaden für Touristik und Fremdenverkehr, 2nd edition, Vahlen, Munich



Weiß, H. C./ Steinmetz, P. (2012): Marktforschung, 8th edition, Kiehl, Herne  
Working and teaching materials are provided

Quality Management:

Bruhn, M. (2016): Qualitätsmanagement für Dienstleistungen. Handbuch für ein erfolgreiches Qualitätsmanagement. Grundlagen – Konzepte – Methoden, 10th rev. and ed. edition, Springer Gabler, Berlin; Heidelberg

Bruhn, M./ Meffert, H./ Hadwich, K. (2018): Dienstleistungsmarketing. Grundlagen – Konzepte – Methoden, 9th completely revised and updated edition, Springer Gabler, Wiesbaden

Corsten, H./ Roth, S. (2017): Handbuch Dienstleistungsmanagement, Verlag Franz Vahlen, München

Haller, S. (2017): Dienstleistungsmanagement. Grundlagen – Konzepte – Instrumente, 7th updated edition, Springer Gabler, Wiesbaden

Zollondz, H.-D./ Ketting, M./ Pfundtner, R. (2019): Lexikon Qualitätsmanagement. Handbuch des Modernen Managements auf Basis des Qualitätsmanagements, 2nd completely revised and updated edition, Walter de Gruyter, Munich

Working and teaching materials are provided.

**SL7 Case Studies**

<b>No:</b> SL7	<b>Mandatory module:</b> Case Studies	<b>Language:</b> German		<b>Credit points:</b> 9	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 270h		<b>Form of examination:</b> PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 90h	<b>Self-study hours:</b> 180h		
<b>Course</b>		<b>Module commissioner:</b> Prof. Dr. Ernst-Otto Thiesing		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Case Studies				S	6
This module is used for the following degree programs: TM					
<b>Contents</b>					
<p>Problem-oriented investigation and processing of concrete projects/case studies from tourism management in project teams under continuous supervision and guidance by the instructor. Students are made aware of the connection between science and practice by taking up specific topics from their previous studies. They design and go through an entire research process, which prepares them for their final thesis.</p>					
<b>Learning objectives and competencies to be imparted</b>					
<p>Students are able to apply and transfer knowledge from the more theory-oriented modules. By working on concrete case studies/projects in teams, students gain a deeper understanding of the connection between applied research and the problems of practice in companies and associations. They can evaluate the practical feasibility of theoretical models and solutions through investigation and analyses. The students broaden and consolidate their methodological competence: They are able to apply methods of market research, project planning, management and control and to present the results in a target group-oriented manner as well as to combine theory and practice on a scientifically appealing level. By making a significant challenging contribution to a group effort, they strengthen self and social skills.</p>					
<b>Literature and teaching aids</b>					
<p>Depending on the topic, the subject-related literature varies.</p> <p>Beller, S. (2016) Empirisch forschen lernen. Konzepte, Methoden, Fallbeispiele, Tipps, 3rd, revised and extended edition, Hogrefe, Bern</p> <p>Durbarry, R. (2018): Research Methods for Tourism Students. London, New York, Routledge</p> <p>Kuckartz (2012): Qualitative Inhaltsanalyse. Methoden, Praxis, Computerunterstützung. Weinheim (Beltz-Juventa)</p> <p>Preißner, A. (2012): Wissenschaftliches Arbeiten. Internet nutzen, Text erstellen, Überblick behalten, 3rd, fundamentally revised edition, Oldenbourg, Munich</p> <p>Steiner, E., Benesch, M. (2018): Der Fragebogen: Von der Forschungsidee zur SPSS-Auswertung. Wien (:UVK)</p> <p>Working and teaching materials are provided.</p>					

**SL8 Service Providers in Outgoing Tourism**

<b>No:</b> SL8	<b>Mandatory elective module:</b> Service Providers in Outgoing Tourism (3 electives out of at least 4)	<b>Language:</b> German		<b>Credit points:</b> 9	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 5	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 270h		<b>Form of examination:</b> KL120	
<b>Contact hours:</b> 90h		<b>Self-study hours:</b> 180h			
<b>Courses:</b>		<b>Module commissioner:</b> Prof. Dr. Ernst-Otto Thiesing		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Tour Operator Management				V+Ü	2
Travel Agent Management				V+Ü	2
Travel Management Processes				V+Ü	2
Airline Management				V+Ü	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Tour Operator Management:</u>					
<ul style="list-style-type: none"> <li>- Market structure and development of the tour operator market</li> <li>- Tour operator business models</li> <li>- Strategic management and service provision (planning, purchasing, calculation) with tour operators</li> <li>- Marketing of tour operators (product design, quality management, catalog design, distribution)</li> </ul>					
<u>Travel Agent Management (Leisure &amp; Business):</u>					
<ul style="list-style-type: none"> <li>- Structure and development of the travel intermediary market</li> <li>- System of tourism distribution and role/functions of the travel agent in the value chain</li> <li>- Economic and legal status</li> <li>- Analysis of the services of a tourist travel agency</li> <li>- Business management structure</li> <li>- Strategic management and marketing of travel agencies</li> <li>- E-commerce and digitalization of travel agencies</li> </ul>					
<u>Travel Management Processes:</u>					
<ul style="list-style-type: none"> <li>- Business travel in the context of business administration</li> <li>- The functions of the travel manager in the company</li> <li>- Litigants: travelers, companies, travel agents, service providers and external service companies</li> <li>- Tools for optimizing the process chain: credit cards, booking systems, billing systems, work flow systems</li> <li>- Basics of travel expense reporting</li> <li>- Incentive and event travel within the framework of business travel management</li> <li>- Practical examples from companies, travel agents and service providers in business travel management</li> <li>- National and international business travel agencies</li> <li>- Analysis of the services of a business travel agency</li> <li>- Strategic management of business travel agencies</li> <li>- Practical examples of cooperation between companies and travel agencies</li> </ul>					
<u>Airline Management:</u>					

- Introduction of basic aviation terms and definitions
- Description of the processes, participants and boundary conditions of strategic airline management
- Analysis of business and economic factors influencing the success of airlines
- Presentation and comparison of airline business models
- Airlines as part of society and analysis of airline strategies in the context of societal challenges such as demographic and climate change - solutions proposed and measures taken by airlines
- Representation of the operational processes of an airline
- Influence of safety and security events and measures on the management of airlines
- Presentation of different concepts of operational airline management
- Analyzing the impact of digital transformation on intermodal travel and its relationship to airline management

### **Learning objectives and competencies to be imparted**

#### Tour Operator Management:

Students will recognize the role of tour operators in the tourism value chain. They understand the specifics of the package tour product and the structure and development of the German and international tour operator market. They have a basic understanding of the significance of the Internet for the market and competition. Necessary strategic questions for tour operators as well as the procurement of services and the production of services are taught. In addition, the market development of tour operators is considered.

#### Travel Agent Management (Leisure & Business):

Students will gain a basic knowledge of the structure and development of the tour operator market and will recognize the role of travel intermediaries in the tourism value chain. In addition to analyzing the services of a tourism travel agency, students will understand the business structure and legal status of travel agents. They will learn the basics and specifics of managing travel agents and gain insight into marketing. In the process, they extend their knowledge to the online business of travel agents as part of the digitalization process.

#### Travel Management Processes:

Students will gain a basic understanding of the business travel process chain. For this purpose, selected tools for optimizing the process chain are explained. An overview of selected sub-processes and individual issues of business travel management will be presented. Students are able to classify and explain process participants. Basic features of incentive and event travel as well as mobility management are known. The importance of business travel agencies in the process chain of business travel can be explained by the students as well as the services of a business travel agency can be described. They are able to present the in- and outsourcing of services as design elements of the cooperation with travel agencies and to explain theoretical approaches on the basis of practical examples.

#### Airline Management:

This course provides basic airline-specific knowledge required to understand air transportation and, in particular, to operate an airline. Students learn basic terms and relationships that describe the complex interactions between an airline and other stakeholders involved in air transport. In this context, both business and economic as well as socially relevant aspects such as demographics and climate protection, which are taken into account in strategic airline planning, and processes and responsibilities of operational airline business are considered. As (air)travel models are currently undergoing massive changes in the course of digitalization, their impact on the management of air travel and the management of an airline, taking into account intermodal travel options to and from the airport, will be analyzed. Students are thus enabled to work on and solve a wide variety of operational and strategic tasks in aviation companies.

### **Literature and teaching aids**

#### Tour Operator Management:

Dörnberg, E.-A.; Freyer, W.; Sülberg, W. (2018): Reiseveranstalter- und Reisevertriebs-Management. Funktionen Strukturen Prozesse, 2nd, revised and expanded edition, De Gruyter Oldenbourg, Berlin ; Boston  
 Freyer, W. (2015): Tourismus. Einführung in die Fremdenverkehrsökonomie, 11th, revised and updated edition, De Gruyter Oldenbourg, Berlin ; Munich ; Boston  
 Mundt, J. W. (2013): Tourismus. 4th, revised and supplemented edition, Oldenbourg, Munich  
 Mundt, J. W. (2011): Reiseveranstaltung. Lehr- und Handbuch, 7th, completely revised and supplemented edition, Oldenbourg, Munich  
 Voigt, P. (2012): Internationales Reiseveranstaltungsmanagement, Oldenbourg, München  
 Working and teaching materials are provided.

Travel Agent Management (Leisure & Business):

Freyer, W. [ed.] (2008): Reisebüro-Management. Gestaltung der Vertriebsstrukturen im Tourismus, 2nd, completely revised edition, Oldenbourg, Munich

Heller, Markus (1996): Dienstleistungsqualität in der touristischen Reisevermittlung. Ein Leitfaden zur Verbesserung der Wettbewerbsfähigkeit kleiner und mittlerer Reisebüros, Paul Haupt, Bern

Kirstges, T. H. (2011): Management von Tourismusunternehmen. Organisation, Personal- und Finanzwesen bei Reiseveranstaltern und Reisemittlern, 3rd, completely revised and expanded edition, Oldenbourg, Munich

Kirstges, T. H. (2014): Grundlagen des Reisemittler- und Reiseveranstaltermanagements. Marktüberblick, Geschäftsmodelle, Marketingmanagement, rechtliche Grundlagen, 2nd, revised edition, Oldenbourg, Munich

Maess, T.; Erben, T. (1997): Das Reisebüro. Erfolgreich gründen und führen. Bundesverband Mittelständischer Reiseunternehmen, Luchterhand, Neuwied

Working and teaching materials are provided.

Travel Management Processes:

Brochhausen, E.; Melzer, M.; Thurner, M.; Vordenbäumen, H. (2004): SAP Travel Management, 1st edition, SAP PRESS, Bonn

Foerster, A.-F. (2008): Das neue Reisekostenrecht, Betriebswirtschaftlicher Verlag Dr. Th. Gabler / GWV Fachverlage GmbH, Wiesbaden

Grasmück, V. (2008): Reisekosten, Bewirtung und Repräsentation im Steuerrecht. Geschäftsreisen, Dienstreisen, privater Kfz-Nutzungsanteil, Bewirtungskosten, Geschenke, Repräsentation, Studienreisen, Kongresse, Fahrten zum Betrieb und zur Arbeitsstätte, Kraftfahrzeug-Überlassung, doppelte Haushaltsführung, Schäffer-Poeschel, Stuttgart

Kressel, D. (2002): Geschäftsreise und Recht. Fallstricke vermeiden, Verträge optimieren, Alabasta-Verlag, München

Lehrburger, H. (2001): Geschäftsreise-Analyse. MIS im Travel-Management, eine Marktübersicht, 1st edition, Alabasta-Verlag, Munich

Otto-Rieke, G. [ed.] (2003): Modernes Geschäftsreise-Management 2004. Verband Deutsches Reisemanagement e.V., Alabasta-Verlag, München

Popp, M. (2014): Handbuch Reisekostenrecht 2014: für die Personal- und Abrechnungspraxis; aktuelles Recht; Praxisfälle, 19th revised edition, Datakontext, Verl.-Gruppe Hüthig, Jehle, Rehm, Heidelberg/ Hamburg

Zimmermann, A. (2005): Wirksame Reiserichtlinien. vom Genehmigungsverfahren bis zur Abrechnung, 2nd, revised edition, Alabasta Verlag, Munich

Zimmermann, A.; Otto-Rieke, G. [eds.] (2002): Geschäftsreisekosten: Auswahl und Einführung effizienter Abrechnungssysteme, 1st edition, Alabasta-Verlag, Munich

Working and teaching materials are provided.

Airline Management:

Pompl, W. (2007): „Luftverkehr: eine ökonomische und politische Einführung“, Springer-Verlag, Berlin/Heidelberg

Conrady, R. (2019): „Luftverkehr: betriebswirtschaftliches Lehr- und Handbuch“, 6th edition, Oldenbourg Verlag, Munich

Maurer, P. (2006): Luftverkehrsmanagement: Basiswissen, 4th edition, Oldenbourg Verlag, Munich

Judge S. (2013): „Luftsicherheit-Einführung in die Aufgaben und Maßnahmen zum Schutz vor Angriffen auf die Sicherheit des zivilen Luftverkehrs“ (3rd edition) Stuttgart: Richard Boorberg Verlag

Schlegel A. (2010): „Bodenabfertigungsprozesse im Luftverkehr - Eine statistische Analyse am Beispiel der Deutschen Lufthansa AG am Flughafen Frankfurt/Main“ Springer Verlag

**FS5 Business English V**

<b>No:</b> FS 5	<b>Mandatory module:</b> Business English V	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> Each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 90h		<b>Form of examination:</b> KL40	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 30h	<b>Self-study hours:</b> 60h		
<b>Courses:</b>		<b>Module commissioner:</b> M.A. Jaqueline McPartland		<b>Teaching and learning types</b>	<b>Scope (SWS)</b>
Business English V				S	2
This module is used for the following degree programs: TM					
<b>Contents</b>					
<u>Business English V:</u> - Case studies from the field of tourism: Case studies <ul style="list-style-type: none"> <li>• Ryanair – The Ultra Low Cost Airline Business Model</li> <li>• Belize – Conflict in Destination Development – Eco-tourism v. Cruise</li> <li>• Economic Effects of Tourism – Multiplier Effect</li> <li>• Sustainability in Tourism</li> <li>• Event Management - Mega Events Pros and Cons</li> <li>• Marketing in Tourism</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English V:</u> In English for Tourism Management V, case studies are studied. The case studies are subject-related and subject-specific. Not only pure information is conveyed, but also possible problems, consequences, connections, etc. are discussed. The course is taught entirely in English and uses specially designed materials that are updated every semester. The main objective of the course is the use of specialized vocabulary. Grammar is practiced specifically and as needed. Active participation is encouraged. It is encouraged to think about the issues and join in the discussion. After the course, students should be able to express themselves adequately (at B2/C1 level) both orally and in writing.					
<b>Literature and teaching aids</b>					
<u>Business English V:</u> Working and teaching materials are provided.					

## 6. Term 6

### SL9 Supervised Internship

<b>No:</b> SL9	<b>Mandatory module:</b> Supervised Internship	<b>Language:</b> Depends on where the internship is done		<b>Credit points:</b> 15
		<b>Frequency:</b> Each spring term		<b>Term:</b> 6
		<b>Workload:</b> 450h		<b>Form of examination:</b> -
	<b>Prerequisites for participation:</b> see "Praxissemesterrichtlinie"	<b>Contact hours:</b> 0h	<b>Self-study hours:</b> 450h	
<b>Courses:</b>		<b>Module commissioner:</b> Supervising lecturer		<b>Teaching and learning types</b>
Internship				<b>Scope (SWS):</b>
B				
<b>Contents</b>				
The content of the internship is determined by the respective internship host/area of responsibility				
<b>Learning objectives and competencies to be imparted</b>				
As a rule, the supervised internships are designed in such a way that the students work on a project at the hosting institution or receive a self-contained sub-project within this framework. In addition to a general orientation in the company / the hosting institution or the establishment of a working environment, the students spend the first weeks of their internship familiarizing themselves with their work and then work independently in the company or in the project.				
<b>Literature and teaching aids</b>				
Admission requirements and organizational matters according to the "Praxissemesterrichtlinie" and "Bachelor-Prüfungsordnung"				

**SL10 Bachelor's Thesis and Defense**

<b>No:</b> SL10	<b>Mandatory module:</b> Bachelor's Thesis and Defense	<b>Language:</b> Usually German		<b>Credit points:</b> 15
		<b>Frequency:</b> -		<b>Term:</b> 6
		<b>Workload:</b> 450h		<b>Form of examination:</b> BA + KO
	<b>Prerequisites for participation:</b> see BPO	<b>Contact hours:</b> 0h	<b>Self-study hours:</b> 450h	
<b>Courses:</b>		<b>Module commissioner:</b> Supervising lecturer		<b>Teaching and learning types</b>
Bachelor's thesis				B
Defense				B
<b>Contents</b>				
<ul style="list-style-type: none"> <li>- Work on a problem/task chosen by the student or specified by the internship host</li> <li>- Supervision in the editing process by supervisors at the university (search for sources, academic presentation of results, professional discourse)</li> <li>- Scientific treatment of the topic according to the criteria of scientific work</li> <li>- Defense of results</li> </ul>				
<b>Learning objectives and competencies to be imparted</b>				
<p>With their Bachelor's thesis, students demonstrate that they are able to independently work on a problem/task from their field of study, which is formulated by a supervisor/first examiner after consultation with the student, using scientific methods and within a specified period of time. The students should be able to analyze questions from practice/research and to answer them with the help of their expert knowledge and scientific sources. The student must be able to present the results in written and oral form. With the defense, students demonstrate that they can present complex tasks in a structured manner and defend the content. The exact procedure for this is regulated by the "Prüfungsordnung".</p>				
<b>Literature and teaching aids</b>				
Literature depending on problem/task				