

Tourism Development Strategies (TDS) 2 Semester

Modulcode	Modul	1st Sem.	ECTS Modul		2nd Sem.	ECTS Modul	
		ECTS		PL	ECTS		PL
	Tourism						
TDSM1500	<i>Tourism in Practice</i>					5	B
	Applied Tourism Management	2					
	International Field Trip				3		
TDSM1600	<i>Tourism Management</i>		5	K2			
	International Tourism Business Strategies	3					
	Supply Chain Management	2					
TDSM1700	<i>Stakeholder Management in Tourism</i>		5	K2			
	Business Ethics and Corporate Governance	2					
	Brand Communication and Media	3					
	Development						
TDSM1800	<i>Global Business Development</i>		6	K2			
	International Risk Management	3					
	Political Economy of Tourism	3					
TDSM1900	<i>Individual and Organizational Development</i>		5	HA			
	Diversity Management	2					
	Innovation & Change Management	3					
	Strategies and Implementation						
TDSM2000	<i>Strategic Human Resource Management</i>		5	PA			
	International Human Resource Management and Employer Branding	3					
	Negotiation Strategies	2					
TDSM2100	<i>Implementation</i>		5	PA			
	Case/Project	5					
TDSM2200	<i>Advanced Research</i>					6	B
	Scientific Circle				6		
	Master's Thesis and Colloquium						
TDSM2300	<i>Master's Thesis and Colloquium</i>					18	
TDSM2310	Master's Thesis				16		Thesis
TDSM2320	Master's Thesis Colloquium				2		M
	ECTS		31			29	

Legend: K2/K3 = two /three hours written exam, HA = assignment, PA = projekt work with presentation, M = oral eam, B = written paper

valid: from wintersemester 15/16 onwards