

Studienplan Tourism Development Strategies (TDS) 3 Semester

valid: from winter semester 15/16

Modul-Code		1st Sem.	ECTS Modul		2nd Sem.	ECTS Modul		3rd Sem.	ECTS Modul	
	Modul	ECTS		PL	ECTS		PL	ECTS		PL
	Foundations									
TDSM1000	<i>Tourism Fundamentals</i>		5	K2						
	Economics and Global Tourism	3								
	Sales	2								
TDSM1100	<i>Managing People and Prices</i>		5	K2						
	Performance Management	3								
	Pricing Strategies	2								
TDSM1200	<i>Managing Tourism Markets</i>		6	PA						
	Tourism Product Development	3								
	Sustainability in Tourism	3								
TDSM1300	<i>Destination</i>		6	PA						
	Spatial Tourism Planning	3								
	Strategic Destination Development	3								
TDSM1400	<i>Personal Skill Development</i>		8	K3						
	Research Competencies	5								
	Self Management	3								
	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		30			31			29	

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