

**Course description of the Bachelor's degree course
Leisure and Tourism Management
(valid from WS2014_2015)**

COMPULSORY SUBJECTS

No./ Code of module	LTM8B1000
Name of module	Introduction to Management
Semester	3 rd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B1010 Management Concepts LTM8B1020 Human Resource Management
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2900 Social Sciences in Tourism, LTM8B3000 Business Ethics and LTM8B4400 Sustainability and CSR.
Language of teaching	English
ECTS-Credits (based on the workload)	8
Workload and its composition (self-study, contact time)	240 hours (144 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	This module aims to provide an introduction of terminologies of management concepts and human resource management and extensive knowledge considering antecedents and current developments in management theory. Students will be able to understand and differentiate among various management approaches and will be able to critically discuss and compare them. Particular management concepts in marketing, finance, operations and human resources are considered, analyzed and assessed. Human resources covers in particular functions e.g. training, recruitment and HR marketing, payroll, attendance, performance evaluation, fluctuation and absenteeism of the entire workforce. Human resources may therefore be perceived as human capital –

	the human asset for potential competitive advantages.
Contents of the module	The terminology of management, the development of management theory including different concepts, leadership styles, particular management concepts e.g. change management, innovation management, marketing management, and human resource management, managing the organization's human assets.
Teaching and learning methods	seminar-orientated lectures, discussions, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B1100
Name of module	Project Management
Semester	2 nd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B1110 Introduction to Project Management LTM8B1120 Applied Project Management
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1000 Introduction to Management and LTM8B2800 Events and Projects.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	The module LTM8B1100 Project Management incorporates two courses – LTM8B1110 Introduction to Project Management and LTM8B1120 Applied Project Management. Well prepared projects are entirely dependent on the theoretical foundation based on a sound structure with an initial planning stage, care and precision in project organization and execution, consideration and controlling of potential risks, and excellent team work. Students will start with the first course “Introduction to Project Management” that provides theoretical knowledge

	and skills related to the project management cycle with its underlying structure. For further development students familiarise with real projects in the subsequent course “Applied Project Management” relevant for their studies in leisure and tourism management. Working in real projects for business and management the project process incorporates phases, e.g. to initiate, plan, execute, monitor, control and successfully complete projects applying specific skills, instruments and tools to accomplish the project and meet the project requirements.
Contents of the module	Introduction into project management and management in general, cross-linked thinking of different but interdependent processes, project management cycle, developing a check-list in project management, risk analysis, project planning, execution, monitoring and closure. Based on a theoretical foundation, students will be capable of carrying out projects relevant to the leisure and tourism industry.
Teaching and learning methods	lectures, workshops, computer software, projects
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB1200
Name of module	Special Aspects of Management
Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTMB1210 Intercultural Management LTMB1220 Leadership
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1000 Introduction to Management, LTM8B2900 Social Sciences in Tourism and LTM8B4500 Branding.
Language of teaching	English
ECTS-Credits (based on the workload)	6
Workload and its composition (self-study, contact time)	180 hours (116 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %

Aim of course (expected learning outcomes and competencies to be acquired)	In this course the students learn the general and specific basics of leadership as well as of intercultural management – the focus is primarily on their implications in the economic practice. With concrete examples and situations the acquired knowledge will be applied.
Contents of the module	The students receive general and special knowledge about the following contents: <ul style="list-style-type: none"> • Basics of leadership and intercultural management • Theory und models of leadership and intercultural management • Leadership and intercultural management in the economic practice
Teaching and learning methods	lectures, presentations, discussion rounds, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB1300
Name of module	Corporate Finance
Semester	6 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is the basis for all other finance courses, the financial aspects of the business and marketing plan and for the degree course Baltic Management Studies.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<u>Knowledge & Understanding</u> The courses deliver the basic approaches for understanding of the figures and numerical data on the one

	<p>side, the calculation basis to determine the efficiency of investments and tools of financing these on the other side.</p> <p><u>Applying Knowledge & Understanding</u> The theoretical knowledge is being applied in tasks close to reality, case studies and every day information in the news</p> <p><u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of business decisions.</p> <p><u>Communication</u> These basic subjects are a mix of ex cathedra lecturing where the students are actively involved by questions, class (individual and group) work and homework and presentation and discussion of the results</p> <p><u>Learning Skills</u> Treat and work with the data and monetary framework as decision basis for entrepreneurial and general business decisions</p>
Contents of the module	Financial Environment – Investment Calculation – Portfolio Decisions – Financial Planning – Financial Management
Teaching and learning methods	The combination of lecture and seminar and several small cases are the basis for practising the theoretical knowledge.
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB1400
Name of module	Working Techniques
Semester	2 nd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTMB1410 Scientific Publishing LTMB1420 Presentation Techniques LTMB1430 Basics of Research
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for all LTM modules.
Language of teaching	English

ECTS-Credits (based on the workload)	6
Workload and its composition (self-study, contact time)	180 hours (84 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	assignment
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Students will familiarise with the “Science of Knowledge”. They will be able to work scientifically and develop higher competencies concerning both research and the critical use of online and offline information resources. They will be able to present scientific results and information in various written, situational and multimedia-based form. The students gain knowledge and develop skills in several methods – particularly in data gathering, learning & reflection, analysing data, problem-solving, and presentation techniques. This module aims to develop skills in grounded scientific research, appropriate academic writing and presentation skills.
Contents of the module	Introducing to research methods, philosophy and epistemology, scientific research – find the right data at right resources, analysis of appropriate literature (academic journals), organisation of literature, presentation of scientific work in an appropriate academic and correct style (Harvard Referencing), structure of a presentation, research of contents, effective presentation skills, basics of Power Point and Web Design.
Teaching and learning methods	lectures, workshops, presentations, discussion rounds
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB1500
Name of module	Economics
Semester	1 st
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module equips students with an essential understanding for the workings of market economies, for the

	<p>interaction of the central players of individual markets, supply & demand (Microeconomics), as well as for economic interactions within economies and on a global scale (Macroeconomics).</p> <p>This module is thus the basis for all modules (irrespective of the degree course) requiring an understanding of economic interaction and for a successful management career.</p> <p>This module is also applicable for Baltic Management Studies.</p>
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p><u>1) Knowledge and Understanding</u> On the basis of textbooks for undergraduate students, and supported by additional material on current issues (newspaper articles, TV new programmes) students acquire the essential knowledge about the interplay of economic actors on national and international levels and on policies directed at guiding and supporting markets.</p> <p><u>2) Applying knowledge and Understanding</u> Students are required to apply the theoretical knowledge gained to current issues of national and international economic decisions & present their results in class and defend their position.</p> <p><u>3) Making Judgments</u> Students are able to analyse and assess current national & international economic policies.</p> <p><u>4) Communication</u> The issues analysed by students have to be presented in class and theoretically substantiated.</p> <p><u>5) Learning Skills</u> Through guided and assessed analysis of current issues, students are prepared for a more independent study of issues.</p>
Contents of the module	<p>Introduction - Economic science as a social science – Homo economicus and the findings of Behavioural Economics - A historical survey of economics - Market forms - Supply, demand & equilibrium - Markets and welfare - Public goods and private goods - Externalities – Social costs and social value - Perfect and imperfect competition – Monopoly, oligopoly & monopolistic competition - Macroeconomics vs. microeconomics - Macroeconomic goals and economic indicators - The scope and limitations of the GDP - Achieving economic growth - Inflation theories - Unemployment and its natural rate -</p>

	Saving, investment and the financial system - Open-economy macroeconomics - the importance and workings of international trade – Current issues of global economic interaction.
Teaching and learning methods	This module is taught as a lecture interspersed with activities sections (test questions, discussions, current video clips).
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB1600
Name of module	Business Law/Travel Law
Semester	2 + 3
Duration of the module	zwei Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B1610 Business Law LTM8B1620 Travel Law
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	keine
Applicability of module for other modules and study programmes	Das Modul steht im thematischen Zusammenhang mit dem Modul LTMB5100 New Business Development.
Language of teaching	Deutsch
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 Stunden (126 h Selbststudium, 84 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	6 SWS
Methods and duration of examination	3-stündige Klausur
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	Die beste Marketing-Maßnahme ist zum Scheitern verurteilt, wenn sie mit den Regeln des Wirtschaftsrechts nicht in Übereinstimmung steht. Die Kenntnis des Wirtschafts- und Reiserechts ist deshalb für die Studierenden von essentieller Bedeutung. Dies gilt insbesondere im Hinblick auf die Entwicklung im europäischen Bereich. Die Studierenden werden befähigt, die Grundlagen des Wirtschafts- und Reiserechts zu verstehen und auf Konfliktfälle anzuwenden.
Contents of the module	Die Vorlesung gibt eine Einführung in das Wirtschaftsrecht und behandelt folgende Punkte:

	<ul style="list-style-type: none"> • Recht und Rechtsmethodik • Grundkenntnisse im allgemeinen Schuldrecht • Grundkenntnisse im Reisevertragsrecht
Teaching and learning methods	Vorlesung, Fallbeispiele
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B1700
Name of module	Mathematics/Statistics
Semester	1
Duration of the module	1 Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	keine
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	keine
Applicability of module for other modules and study programmes	Das Modul ist direkte Grundlage für die Module LTM8B1800 Analytical Statistics, LTM8B1900 Research Project und bildet eine wichtige Grundlage für alle management- und marketingrelevanten Fächer, insbesondere für das Modul LTM8B2500 Marketing III. Das Fach kann auch in anderen Studiengängen eingesetzt werden.
Language of teaching	Englisch/Deutsch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/trimester)	4 SWS
Methods and duration of examination	2-stündige Klausur
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> • Beherrschen von grundlegenden Methoden und Techniken der Wirtschaftsmathematik und Statistik • Kompetenz in der sachgerechten Anwendung der Verfahren auf ökonomische und touristische Fragestellungen • Befähigung zur aktiven und kreativen Teilnahme an der Lösung mathematisch-statistischer Fragestellungen mit Bezug zur quantitativen BWL und

	empirischen Tourismusforschung <ul style="list-style-type: none"> • Fähigkeit zur Interpretation und Bewertung der Ergebnisse in verschiedenen Kontexten • Weiterentwicklung des selbstständigen, zielgerichteten analytischen Denkens.
Contents of the module	Neben allgemeinen mathematischen Grundlagen wie lineare Algebra, lineare Gleichungssysteme oder Matrizenrechnung werden auch statistische Grundlagen wie etwa Datenmatrix, Lageparameter, Streuungsparameter, Verteilungen, Häufigkeiten, Korrelationen, lineare Regression und Zeitreihen gelegt.
Teaching and learning methods	Vorlesung, seminaristischer Unterricht, Übung
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B1800
Name of module	Analytical Statistics
Semester	6
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	keine
Frequency of module offer	jährlich Begin im Sommersemester
Prerequisites	LTM8B1700 Mathematics/Statistics bestanden
Applicability of module for other modules and study programmes	Das Modul ist direkte Grundlage für das Modul LTM8B1900 Research Project und bildet eine wichtige Grundlage für alle management- und marketingrelevanten Fächer, insbesondere für das Modul LTM8B2500 Marketing III. Das Fach kann auch in anderen Studiengängen eingesetzt werden.
Language of teaching	Englisch/Deutsch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/trimester)	4 SWS
Methods and duration of examination	2-stündige Klausur
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> • Verständnis für Zufall und Wahrscheinlichkeit, insbesondere auch im betriebswirtschaftlichen Kontext

	<ul style="list-style-type: none"> • Beherrschung der grundlegenden Gesetze der Wahrscheinlichkeitsrechnung, sowie Befähigung zu ihrer Anwendung bei betriebswirtschaftlichen Problemen • Fähigkeit zur Interpretation und Bewertung der Ergebnisse in verschiedenen Kontexten • Weiterentwicklung des selbständigen, zielgerichteten analytischen Denkens und Verstehen. • Sicheres Beherrschen der grundlegenden statistischen Konzepte und ihrer Anwendung in der Praxis der Tourismuswirtschaft • Vertiefung der Fähigkeit, touristische und betriebswirtschaftliche Sachfragen statistisch zu formulieren und unter anderem auch computer-gestützt (SPSS) zu lösen sowie insbesondere die Ergebnisse zu interpretieren.
Contents of the module	<ul style="list-style-type: none"> • Schließende Statistik • Wahrscheinlichkeitsrechnung • Zufallsauswahl • Schätz- und Teststatistik • Anwendung von Softwarepaketen (z.B. SPSS) zur Bewältigung der entsprechenden Verfahren.
Teaching and learning methods	Vorlesung, seminaristischer Unterricht, Übung
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B1900
Name of module	Research Project
Semester	7 + 8
Duration of the module	zwei Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B1910 Research Methods LTM8B1920 Research Project I LTM8B1930 Research Project II
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	LTM8B1400 Working Techniques und LTM8B1700 Mathematics/Statistics bestanden
Applicability of module for other modules and study programmes	Dieses Modul ist v.a. für das Modul LTM84300 Bachelor's Thesis and Colloquium zu verwenden.
Language of teaching	English/Deutsch
ECTS-Credits (based on the workload)	9
Workload and its composition (self-study, contact time)	270 Stunden (174 h Selbststudium, 96 h Kontaktzeit)

Contact hours (per week in semester/ trimester)	6 Stunden
Methods and duration of examination	Projekt
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende ist zur selbstständigen Planung und Durchführung empirischer Studien zu touristischen Themen sowie zur Analyse und Präsentation der erhobenen Daten befähigt. Seine Kompetenzen beziehen sich insbesondere auf die Formulierung und die empirische Bearbeitung von theoretisch fundierten Hypothesen. Der Studierende ist weiterhin befähigt, in unterschiedlichen quantitativen und qualitativen Erhebungsmethoden mit praktischen Fragen der Stichprobenziehung, der Auswahl und Anwendung entsprechender Analyseverfahren, der sachgerechten Interpretation der resultierenden Ergebnisse sowie deren kompetenter Darstellung umzugehen.
Contents of the module	Praktische Umsetzung eines Forschungsprozesses in Kleingruppen im Rahmen einer größeren Gesamtfragestellung inkl. folgender Aktivitäten: <ul style="list-style-type: none"> • Entwicklung konkreter Fragestellungen • Entwicklung konkreter Hypothesen • Gegebenenfalls Stichprobenziehung • Auswahl von empirischen Erhebungsmethoden • Entwurf eines Erhebungsinstruments • Konkrete Datenerhebung • Datenauswertung • Ergebnissicherung
Teaching and learning methods	seminaristischer Unterricht, computergestützte Übung mit Standard-Software (SPSS)
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTMB2000
Name of module	Cost Accounting
Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B2010 Financial Accounting LTM8B2020 Managerial Accounting
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1300 Corporate Finance and for the degree course Baltic Management

	Studies.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p><u>Knowledge & Understanding</u> The module delivers the basic approaches for the understanding of the financial accounting figures and the corresponding processes.</p> <p><u>Applying Knowledge & Understanding</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies.</p> <p><u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of businesses</p> <p><u>Communication</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions of the results as well as by presenting and defending the results of their homework</p> <p><u>Learning Skills</u> Treat and work with the data and monetary framework as a decision basis for entrepreneurial and general business decisions. Interpretation and evaluation of accounting figures.</p>
Contents of the module	<p>Financial Accounting:</p> <ul style="list-style-type: none"> • information for decision making • basic financial statements • the accounting cycle • accruals and deferrals • reporting financial results <p>Managerial Accounting:</p> <ul style="list-style-type: none"> • Accounting systems for measuring costs • costing and the value chain • cost-volume-profit analysis • incremental analysis
Teaching and learning methods	lecturers, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTMB2100
Name of module	Corporate Taxation
Semester	3
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	keine
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	keine
Applicability of module for other modules and study programmes	Dieses Modul kann auch im Studiengang Baltic Management Studies angewendet werden.
Language of teaching	Deutsch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	4 Stunden
Methods and duration of examination	2-stündige Klausur
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<u>Fachkompetenz:</u> Die grundsätzlichen Mechanismen der Unternehmensbesteuerung, insbesondere der Ertragsteuern, werden vermittelt. Steuerliche Rechtsquellen sowie die diesbezügliche Fachliteratur können gelesen und verstanden werden. <u>Methodenkompetenz:</u> Die Studierenden kennen die Methoden, um steuerliche Sachverhalte zu subsumieren.
Contents of the module	Ertragsteuern: - Einkommensteuer - Körperschaftsteuer - Gewerbesteuer
Teaching and learning methods	Vorlesungen mit Gruppenarbeit, aktuelle Fallstudien
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTMB2200
Name of module	Leisure and Tourism Markets

Semester	1 st
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B 2210 Basics of Leisure and Tourism Markets LTM8B 2220 Specials of Leisure and Tourism Markets
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM82600 Tourism Management and LTM8B2700 Leisure Management.
Language of teaching	English
ECTS-Credits (based on the workload)	6
Workload and its composition (self-study, contact time)	180 hours (116 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Students will develop in-depth theoretical insights and understanding of the leisure and tourism industry and will further be provided with current research data, trends and tourism-related innovations. Skills and competencies will be developed to critically reflect on, understand and analyse underlying concepts. This module further discusses branches e.g. accommodation, aviation, cruise-line, events, wellness, health, tourism & culture, sports tourism and hospitality considering an overall sustainable leisure and tourism business
Contents of the module	<ul style="list-style-type: none"> • History of leisure and tourism • Development of leisure and tourism • Theories in leisure and tourism • different branches in leisure and tourism e.g. accommodation, aviation, cruise-line, culture events, wellness, health, sports tourism and hospitality • Application of analytical instruments e.g. SWOT, PEST, STEEP, Cluster analysis, Tourism Satellite Account, Value-added Chain
Teaching and learning methods	lecture, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B2300
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Name of module	Marketing I
Semester	3 rd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM82400 Marketing II, LTM8B2500 Marketing III, LTM8B3500 Creative Project, LTM8B4500 Branding and LTM8B5100 New Business Development.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	In this course students will learn about theoretical and practice-oriented basics and the relevance of marketing. They will develop and interpret functions and impacts of marketing and will be able to apply them in practice.
Contents of the module	The students will gain basic knowledge about the following contents: <ol style="list-style-type: none"> 1. Models, theories and definitions of marketing 2. Marketing and brands 3. Analysis and strategic development as basics of marketing 4. Implementation of marketing mixes focussing on communication policies 5. Marketing and trends – in particular social media
Teaching and learning methods	lecture, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B2400
Name of module	Marketing II

Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM82300 Marketing I, LTM8B2500 Marketing III and LTM8B5100 New Business Development.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> • Gain knowledge of the unique aspects and challenges inherent in marketing and managing the delivery of services or other intangible offerings. • Develop the ability to think critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate valuable solutions. • Discover the critical success factors of service quality in both business and consumer markets, based upon evidence from academic research and current views of marketing practitioners. • Become more sensitive to key issues in building and managing customer relationships in service industries and to appreciate the value of loyal customers.
Contents of the module	<ul style="list-style-type: none"> • Particularities of services • Market research for services • Strategic service marketing • Promoting services • Channel management and distribution • Pricing • New service development • Loyalty programs • The human factor in services

	<ul style="list-style-type: none"> • TQM in services - service improvement
Teaching and learning methods	seminar-orientated lectures, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B2500
Name of module	Marketing III
Semester	6 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	Students can conduct their own primary or secondary analysis in any management module where market and customer evaluation is necessary. This module is applicable for LTM8B1900 Research Project, LTM82300 Marketing I and LTM82400 Marketing II.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>1) Knowledge and Understanding Students get familiar with the basic instruments used in marketing research. They learn to understand the methods and their functionality on different research subjects.</p> <p>2) Applying knowledge and understanding Ability to identify, evaluate and select target markets and their demand situation.</p> <p>3) Making judgments By working in groups, the students will evaluate several test designs which can apply for the specific case stud-</p>

	ies and decide for the ideal method. 4) Communication Results obtained are discussed in individual project groups focusing on specific subjects. 5) Learning skills This module shall give the student the ability to use and develop their independent working skills as well as the critical evaluation of market situations.
Contents of the module	<ul style="list-style-type: none"> • Introduction to “marketing research” tools • running a study on a primary or secondary empirical marketing research project • using IT tools in marketing research • applying statistical methods
Teaching and learning methods	lecture, case studies, running a practical project using relevant subjects on market research studies, project team work
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	using internet for method support and social media as a valuable resource for information, IT Information management tools in marketing research

No./ Code of module	LTM8B2600
Name of module	Tourism Management
Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B2610 Tour and Cruise Operations LTM8B2620 Attraction and Destination Management LTM8B2630 Integrated Tourism Planning
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2200 Leisure and Tourism Markets, LTM8B2700 Leisure Management and LTM8B4600 Transport in Leisure and Tourism.
Language of teaching	English
ECTS-Credits (based on the workload)	6
Workload and its composition (self-study, contact time)	180 hours (84 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	3 %

Aim of course (expected learning outcomes and competencies to be acquired)	<p>After completion of the module the student will be able to:</p> <ul style="list-style-type: none"> • define the various fields of tourism management • consider various perspectives within the tourism industry • synthesize information and provide solutions in response to future challenges within the tourism industry • identify different levels of tourism management ranging from micro to macro level while considering spatial perspectives as well • analyze main drivers of the performance of businesses, public sector institution as well as whole destinations in the field of tourism
Contents of the module	<ul style="list-style-type: none"> • Development and specifics of the tourism sector • Management strategies of tourism on different levels and in the role of various stakeholders • Sustainability as paradigm for future tourism development • Supply chain as well as value chain analysis and performance management
Teaching and learning methods	lecture, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	utilization of online-learning techniques, case studies, guest lecturers

No./ Code of module	LTM8B2700
Name of module	Leisure Management
Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B2710 Sports Development LTM8B2720 Art and Culture Markets
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1500 Economics, LTM8B2200 Leisure and Tourism Markets, LTM8B2300 Marketing I and LTM8B2600 Tourism Management.
Language of teaching	German/ English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 hours self-study, 64 h contact time)
Contact hours (per week in semester)	4

Methods and duration of examination	2-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>This module focuses on two fundamental realms of leisure management: sports and recreation as well as art and culture.</p> <p>After completion student's abilities to identify, analyse and synthesize the intricacies of the global sports industry and art and culture will be improved.</p> <p>They will be enabled to understand the particularities and uniqueness of both, the sports and culture industry. Students will be in a position to recognize the interdependencies as well as possibilities of sports and culture markets for the overall economy. Further, students will be aware of the consequences of changes in society and in particular how these changes impact both fields of leisure management. They will critically observe, analyse and interpret relevant developments such as trends in sports, the role of the media for sports/ recreation and art and culture.</p> <p>Participants will be familiarized with the significance of sports/ recreation and arts and culture for tourism. Appropriate management strategies to foster culture will be applied.</p>
Contents of the module	<p>Sports/ recreation and society; trends in sports, sports marketing; economic impact of sports/ recreation; sports and tourism, sports and media</p> <p>What is regarded as arts and culture?; Audience and strain of art and culture; Performing arts and visual art and museums: costs and revenue; Artists and the labor market; Art: the economic impact and development</p>
Teaching and learning methods	lectures, seminars, case-studies, presentations, discussions
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B2800
Name of module	Events and Projects
Semester	3 rd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B2810 Event Management LTM8B2820 Event Operations
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none

Applicability of module for other modules and study programmes	This module is applicable for LTM8B2700 Leisure Management and for the degree course Baltic Management Studies.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (146 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>After finishing this module students will be enabled:</p> <ul style="list-style-type: none"> - to apply economic principles and understand dimensions of the event industry - to plan, organise, implement and evaluate an event by using a planned approach - to acquire the relevant terminology and recognize the significance of the event industry as a part of the overall tourism product - to act and re-act appropriately during different event-phases - to get an understanding for the policy and planning implications - to connect and apply project management skills with the methods, processes and tools of event management - to increase their methodical as well as social skills by realising an own individual event
Contents of the module	<p>I. Introduction II. Planning III. Marketing IV. Risk Management</p>
Teaching and learning methods	lecture, seminar-orientated, projects, case studies, group work, discussions
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	Participants create, plan, stage and evaluate a real event.

No./ Code of module	LTM8B2900
Name of module	Social Sciences in Tourism

Semester	1 st
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B2910 Psychology LTM8B2920 Sociology LTM8B2930 Geography
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1000 Introduction to Management, LTM8B2600 Tourism Management and LTM8B3000 Business Ethics.
Language of teaching	English/German
ECTS-Credits (based on the workload)	6
Workload and its composition (self-study, contact time)	180 hours (84 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	The module is aimed at <ul style="list-style-type: none"> - raising awareness of the connection between individual, group, society and spatial environment - understanding of psychological, sociological and geographical theories, models and concepts - sensitization of students regarding to the differences between psychological and social processes, self-perception and interpersonal perception and the influence of these processes on thinking, behaviour, motivation and decisions in the leisure and tourism field - achieving knowledge and holistic understanding of society in general and individual behavior and it's impact on the spatial context - applying the gained psychological, sociological and geographical knowledge and skills to the study of travel and tourism - strengthening of knowledge concerning main fields of physical and human geography in reference to the tourism field - expanding student's understanding and introductory skills to work with geography
Contents of the module	The students receive general and special knowledge about the following contents: <ul style="list-style-type: none"> - psychological, sociological and geographical

	<ul style="list-style-type: none"> theories, models and concepts - history of psychology, sociology and geography - demographic change and its impacts on tourism industry - leisure and travelling behavior - costs and benefit of travelling - social processes in tourism groups - national and international perspectives - basic terms and concepts of geography, destination geography, physical and human geography with specific reference to the tourism field - climates, climate change and its impact on tourism
Teaching and learning methods	lecture, seminar-orientated, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	utilization of online-learning techniques, guest lectures

No./ Code of module	LTM8B3000
Name of module	Business Ethics
Semester	7 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2900 Social Sciences in Tourism, LTM8B4400 Sustainability and CSR and for the degree course Baltic Management Studies.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	The overall aim of this module is to provide students with both, information and knowledge, to develop practical skills and competencies to identify, understand and navigate ethical issues within business, management,

	and societal contexts. Students on undergraduate levels will familiarize with national and international business ethics resources to work on elaborated questions. This module aims to develop knowledge and understanding of issues in business ethics, the influence of changing corporate contextual factors on business ethics and management. Advanced development of abilities and skills e.g. critical analysis, reflection on, and evaluation of business ethics in practice to carry out ethically sophisticated endeavour within and outside business and management.
Contents of the module	This module familiarize undergraduate students with ethics and business ethics, morality, societal values and an over-embracing value system existent in any society, law and ethics in business, ethics in the marketplace and ethics within corporate settings. The evaluation and differentiation of normative and descriptive ethical theory, stakeholder theory versus shareholder theory, CSR, ethical decision making process, corporate accountability, and corporate citizenship depict innovative and elaborated ideas about business ethics and their multifaceted ramifications – inter alia – also applicable for an innovative ethical business strategy.
Teaching and learning methods	case studies, group work, lecture, project work
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B3100
Name of module	Field Trips
Semester	7 th + 8 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B3110 Field Trip I LTM8B3120 Field Trip II
Frequency of module offer	once a semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B4000 Internship and Evaluation and LTM8B4300 Bachelor's Thesis and Colloquium.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (114 h self-study, 96 h contact time)
Contact hours (per week in semester/ tri-	6 hours

mester)	
Methods and duration of examination	report (passed/failed)
Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • analyse the characteristics of the leisure industries in different destinations. • experience and evaluate differing approaches to leisure industries service provision within a national and an international destination • analyse cultural influences on management principles and practice related to leisure industries service provision nationally and internationally • undertake fieldwork with due regard for safety and risk assessment. <p>Students will be given the opportunity to develop their key skills in the following areas during the course of this module:</p> <ul style="list-style-type: none"> • communication and literacy • independent learning and working • problem-solving • working with others • specific vocational skills: field work
Contents of the module	The module provides an opportunity for students to analyse the provision of national and international leisure industries services and to undertake relevant fieldwork in different destinations. This module has been designed to build upon students' knowledge and understanding of theories of service delivery and management in the context of the leisure industries (events, hospitality, leisure, tourism).
Teaching and learning methods	lectures, field studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	field trips

No./ Code of module	LTM8B3200
Name of module	Media Economics
Semester	7th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B3210 Media in Leisure and Tourism

	LTM8B3220 Classical and New Media
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2300 Marketing I and LTM8B4500 Branding.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	In this course the students learn and experience the relevance and functions of classical and new media. In the process the mechanisms of media will be imparted to the students. With concrete examples from the practice of media, the acquired knowledge will be evaluated and implemented. The students learn and understand connections in the media and can combine and implement the different classical and new media in a target-oriented way.
Contents of the module	The students receive general and special knowledge about the following contents: <ul style="list-style-type: none"> - Models and theories of communication - Basic information about the German and international media - Background, interaction and ways of impact of public relations, advertisement and new media - Social and market-oriented trends in the field of classical and new media - Target-oriented implementation of classical and new media in the international practice.
Teaching and learning methods	lectures, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	guest speaker

No./ Code of module	LTM8B3300
Name of module	Business English
Semester	1 st + 2 nd
Duration of the module	two semesters

Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B3310 Business English I LTM8B3320 Business English II
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	75 % of exercises passed
Applicability of module for other modules and study programmes	This course is a prerequisite for all modules taught in English (80%) as well as for an international internship and for writing the Bachelor's Thesis.
Language of teaching	English
ECTS-Credits (based on the workload)	8
Workload and its composition (self-study, contact time)	240 hours (144 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	20-minutes oral examination + 2-hour written examination
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> - Development of oral and written communication in business situations - Students expand their discussion skills on complex topics in business and tourism - Raising awareness of written spoken and written language styles – adapting register - Development of core reading skills for the comprehension of complex texts on concrete and abstract topics in business and tourism - Strengthening of grammar awareness as a key skill for reading, writing, listening and speaking - Development of core writing skills business correspondence and reports - Students develop their ability of self-expression with a degree of spontaneity which makes interaction with native speakers quite possible - Students improve their ability to take an active part in discussions in familiar contexts, accounting for and sustaining their views - Development of core presentation language skills - Development of core listening skills - Students develop a range of language learning techniques
Contents of the module	<ul style="list-style-type: none"> - Development of verbal and written communication abilities in business situations - Expressing views on familiar topics and areas of personal interest so that a normal discussion with native speakers is made possible - Justifying their position on current issues in business and tourism

	<ul style="list-style-type: none"> - Development of business vocabulary - Practicing core reading skills: understanding of articles and reports in business contexts - Focus on language accuracy, style - Review of basic grammar as required - Writing business letters, emails and reports - The style of written English - Punctuation - Presentation language skills including introductions, thesis statement development, voice work, conclusions and dealing with questions - Honing core listening skills - Acquisition of language learning techniques
Teaching and learning methods	seminar maximum: 25 participants per group
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B3400
Name of module	Internship and Job Training
Semester	2 nd
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B3410 Internship Training LTM8B3420 Job Training
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2900 Social Sciences in Tourism and LTM8B4000 Internship and Evaluation.
Language of teaching	German/English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	report (passed/failed)
Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>After finishing this module students will be enabled</p> <ul style="list-style-type: none"> • to prepare an appropriate (online) application in order to get internships and jobs • to do an interview successfully

	<ul style="list-style-type: none"> to plan, organize and pass an assessment centre <p>Furthermore, this module is aimed at</p> <ul style="list-style-type: none"> raising awareness of body language signals and internship-specific challenges
Contents of the module	<ul style="list-style-type: none"> designing an (online) application according to national and international standards job interview stress in the workplace – mobbing and burn out body language - signals of gesture, mimic and voice planning, organizing and passing an assessment centre
Teaching and learning methods	seminar-orientated lecturers, role-plays, discussions, group work LTM8B3420 Job Training: maximum 25 participants per group
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	guest lecturers, online-work

No./ Code of module	LTM8B3500
Name of module	Creative Project
Semester	6 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2300 Marketing I, LTM8B2400 Marketing II, LTM8B2500 Marketing III and LTM8B4500 Branding.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	project work
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning out-	After finishing this module students will be enabled to

comes and competencies to be acquired)	create and implement realistic, creative solutions using current examples out of the marketing and in particular the advertising practice (e.g. creation of names, slogans, advertising campaigns, etc.). The course arranges a fundamental knowledge about creativity, the creative process, about creative methods as well as systematic generation of ideas. Practice-suited ideas are generated through the use of theoretically acquired knowledge.
Contents of the module	<ul style="list-style-type: none"> • Definition and different approaches of creativity • The creative process (from an idea to the implementation) • Potential analysis and team building • Creative methods • Basics of creative communication and advertising • Creative praxis projects
Teaching and learning methods	seminar, discussion, project work
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B3600
Name of module	2 nd Foreign Language A1
Semester	1
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B3610 French I LTM8B3620 Spanish I LTM8B3630 Swedish I
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	75 % erfolgreich erbrachte Übungen
Applicability of module for other modules and study programmes	Dieses Modul bildet die Voraussetzung für ein Auslandssemester, ein Praktikum oder eine spätere berufliche Beschäftigung im Spanisch-, Französisch- oder Schwedisch sprechenden Ausland und in international agierenden Unternehmen, die Kontakte ins Spanisch-, Französisch- oder Schwedisch sprechende Ausland unterhalten.
Language of teaching	Französisch, Spanisch, Schwedisch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	4 Stunden

Methods and duration of examination	1-stündige Klausur
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende ist in der Lage, einfache Ausdrücke, Phrasen und Sätze, die auf die Befriedigung konkreter Bedürfnisse zielen, zu verstehen und anzuwenden. (Vgl. A1 des gemeinsamen europäischen Referenzrahmens)
Contents of the module	<ul style="list-style-type: none"> - einfache Alltagskommunikation - persönliche Themen wie Angaben zur eigenen Person, Wohnen, Reisen, Tagesablauf, Einkauf, Essen - Grundgrammatik - Verstehen einfacher Texte - Schreiben einfacher Texte - Führen kurzer Gespräche - Erwerb von Lerntechniken im Fremdsprachenunterricht
Teaching and learning methods	Seminar, Übung Minimum: 5 Teilnehmer pro Gruppe Maximum: 25 Teilnehmer pro Gruppe
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B3700
Name of module	2 nd Foreign Language A2
Semester	2
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B3710 French II LTM8B3720 Spanish II LTM8B3730 Swedish II
Frequency of module offer	jährlich Beginn im Sommersemester
Prerequisites	75 % erfolgreich erbrachte Übungen
Applicability of module for other modules and study programmes	Dieses Modul bildet die Voraussetzung für ein Auslandssemester, ein Praktikum oder eine spätere berufliche Beschäftigung im Spanisch-, Französisch- oder Schwedisch sprechenden Ausland und in international agierenden Unternehmen, die Kontakte ins Spanisch-, Französisch- oder Schwedisch sprechende Ausland unterhalten.
Language of teaching	Französisch, Spanisch, Schwedisch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study,	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)

contact time)	
Contact hours (per week in semester/ trimester)	4 Stunden
Methods and duration of examination	1-stündige Klausur
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende ist in der Lage, sich in einfachen und routinemäßigen Alltagssituationen, in denen es um einfachen und direkten Austausch über vertraute und geläufige Dinge geht, zu verständigen. (Vgl. A2 des gemeinsamen europäischen Referenzrahmens)
Contents of the module	<ul style="list-style-type: none"> - Alltagskommunikation, persönliche Themen wie Familie, Gesundheit, Wohnen, Reisen, Freizeit - Ausbau und Festigung der Grundgrammatik - Verstehen einfacher Briefe und Texte - Verfassen einfacher Texte und Briefantworten - Erwerb von Lerntechniken im Fremdsprachenunterricht
Teaching and learning methods	Seminar, Übung Minimum: 5 Teilnehmer pro Gruppe Maximum: 25 Teilnehmer pro Gruppe
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B3800
Name of module	2 nd Foreign Language B1
Semester	3 + 4
Duration of the module	zwei Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B3810 French III LTM8B3820 Spanish III LTM8B3830 Swedish III
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	LTM8B3600 2 nd Foreign Language A1 und LTM8B3700 2 nd Foreign Language A2 bestanden 75 % erfolgreich erbrachte Übungen
Applicability of module for other modules and study programmes	Dieses Modul bildet die Voraussetzung für ein Auslandssemester, ein Praktikum oder eine spätere berufliche Beschäftigung im Spanisch-, Französisch- oder Schwedisch sprechenden Ausland und in international agierenden Unternehmen, die Kontakte ins Spanisch-, Französisch- oder Schwedisch sprechende Ausland unterhalten.
Language of teaching	Französisch, Spanisch, Schwedisch

ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	4 Stunden
Methods and duration of examination	2-stündige Klausur + 20-minütige mündliche Prüfung
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende ist in der Lage, eine einfache und zusammenhängende Verständigung über vertraute Themen und persönliche Interessengebiete zu führen. Er ist weiterhin befähigt, Berichte über Erfahrungen und Ereignisse, Beschreibung von Wünschen, Hoffnungen und Zielen und kurze Begründung bzw. Erklärung zu Plänen und Ansichten zu kommunizieren. (Vgl. B1 des gemeinsamen europäischen Referenzrahmens)
Contents of the module	<ul style="list-style-type: none"> - Medien, Berufe, Konflikte und Lösungen, Wohnen, Erinnerungen - Ausbau der Grammatik - Verständigung über komplexere persönliche Themen - Verfassen persönlicher und einfacher offizieller Briefe - CV, Bewerbung, Geschäftskorrespondenz - Erwerb von Lerntechniken im Fremdsprachenunterricht
Teaching and learning methods	Seminar, Übung Minimum: 5 Teilnehmer pro Gruppe Maximum: 25 Teilnehmer pro Gruppe
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B3900
Name of module	2 nd Foreign Language B1+
Semester	7
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Pflicht
If necessary courses of the module	LTM8B3910 French IV LTM8B3920 Spanish IV LTM8B3930 Swedish IV
Frequency of module offer	jährlich Beginn im Wintersemester
Prerequisites	LTM8B3600 2 nd Foreign Language A1 und LTM8B3700 2 nd Foreign Language A2 bestanden 75 % erfolgreich erbrachte Übungen

Applicability of module for other modules and study programmes	Dieses Modul bildet die Voraussetzung für ein Auslandssemester, ein Praktikum oder eine spätere berufliche Beschäftigung im Spanisch-, Französisch- oder Schwedisch sprechenden Ausland und in international agierenden Unternehmen, die Kontakte ins Spanisch-, Französisch- oder Schwedisch sprechende Ausland unterhalten.
Language of teaching	Französisch, Spanisch, Schwedisch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	4 Stunden
Methods and duration of examination	2-stündige Klausur + 20-minütige mündliche Prüfung
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende ist in der Lage, sich spontan mit Muttersprachlern ohne größere Anstrengung zu verständigen. Er ist befähigt, aktiv an Diskussionen über bekannte Themen teilzunehmen und besitzt die Fähigkeit, eigene Ansichten zu erklären und zu verdeutlichen.
Contents of the module	<ul style="list-style-type: none"> - Diskussionen und Gespräche über komplexere Fragestellungen - Vertiefung der Grammatikkenntnisse - differenziertes Textverständnis - Verfassen komplexerer Texte und Stellungnahmen - Geschäftskommunikation und –korrespondenz - Erwerb von Lerntechniken im Fremdsprachenunterricht
Teaching and learning methods	Seminar, Übung Maximum: 25 Teilnehmer pro Gruppe
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	keine

No./ Code of module	LTM8B4000
Name of module	Internship and Evaluation
Semester	5 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B4010 Internship LTM8B4020 Internship Evaluation
Frequency of module offer	every semester
Prerequisites	Vorpraktikum + LTM8B3400 + 60 ECTS-Punkte

	(inklusive LTM8B3400)
Applicability of module for other modules and study programmes	This module is applicable for LTM8B4300 Bachelor's Thesis and Colloquium.
Language of teaching	English
ECTS-Credits (based on the workload)	30 [28 (LTM8B4010 Internship) + 2 (LTM8B4020 Internship Evaluation)]
Workload and its composition (self-study, contact time)	900 hours
Contact hours (per week in semester/ trimester)	at least 21 weeks
Methods and duration of examination	report and presentation (passed/failed)
Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	During the internship students get in contact with the real business world and are able to apply and deepen knowledge of their studies. They are able to work on own projects and to present the results of their internship in a report and oral presentation. The students understand the connection between the theoretical knowledge and its application in daily business and get help when it comes to decide on the own future professional activities.
Contents of the module	internship of 21 weeks and internship evaluation
Teaching and learning methods	field study
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B4100
Name of module	Special Topics
Semester	7 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2600 Tourism Management, LTM8B2700 Leisure Management and LTM8B4800 Tourism Operations and Leisure Trends.
Language of teaching	English

ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (118 h self-study, 32 h contact time)
Contact hours (per week in semester/ trimester)	2 hours
Methods and duration of examination	assignment
Emphasis of the grade for the final grade	3 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • articulate the unique aspects of the industry • demonstrate an understanding of world geography, major international tourism destinations and the concept of cultural diversity • evaluate the role of international tourism as an instrument for socio-economic • examine the unique problems involved in tourism development in different region • demonstrate an understanding of the basic concepts of E-tourism and its application in the Tourism Industry • analyze current trends and niche tourism products
Contents of the module	Topics address recently identified current events, skills, knowledge, and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student.
Teaching and learning methods	lectures, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of lecture	LTM8B4200
Name of lecture	Scientific Circle for Bachelor's Thesis
Semester	8 th
Duration of the lecture	every semester
Form of course (i.e. obligatory, elective course)	compulsory
Frequency of lecture offer	once a semester
Prerequisites	none
Applicability of lecture for other modules and study programmes	This module is applicable for LTM8B4300 Bachelor's Thesis and Colloquium.

Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (118 h self-study, 32 h contact time)
Contact hours (per week in semester)	2 hours
Methods and duration of examination	report
Emphasis of the grade for the module grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> - After completion student's ability to plan, structure and establish a scientific paper will be improved. - Participants will be enabled to critically observe, analyze and interpret relevant facts, to provide recommendations in order to solve issues as well as to draw conclusions. - Time-Management and their ability towards structuring and handling complexity are going to be sharpened. By that, student's self-consistency will be encouraged.
Contents of the lecture	<p>The course provides an overview over the whole research process. Students are expected to be able</p> <ul style="list-style-type: none"> - to develop their own hypothesis - to consider the existing literature - to distinguish different ways of empirical research and their implications - to elaborate empirical instruments such as questionnaires - to work out statistical analysis considering basic statistic knowledge - to interpret data - to write a proper report - to present the results in a oral way
Teaching and learning methods	lecture, workshops, individual guiding
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B4300
Name of module	Bachelor's Thesis and Colloquium
Semester	8 th
Duration of the module	9 weeks
Form of course (i.e. obligatory, elective course)	compulsory
If necessary courses of the module	LTM8B4310 Bachelor's Thesis LTM8B4320 Bachelor's Thesis Colloquium

Frequency of module offer	every semester
Prerequisites	LTM8B4310 Bachelor's Thesis: 199 out of 240 credit points (inclusive LTM8B4000 + LTM8B4200) have to be passed. LTM8B4320 Bachelor's Thesis Colloquium: 237 credit points have to be passed
Applicability of module for other modules and study programmes	The course LTM8B4320 Bachelor's Thesis Colloquium is open to all students of the university (beside a Bachelor's Thesis with 'Sperrvermerk').
Language of teaching	English
ECTS-Credits (based on the workload)	15 [12 (LTM8B4310 Bachelor's Thesis) + 3 (LTM8B4320 Bachelor's Thesis Colloquium)]
Workload and its composition (self-study, contact time)	360 hours / 9 weeks (360 hours self-study)
Contact hours (per week in semester/ trimester)	
Methods and duration of examination	Bachelor's Thesis and Bachelor's Thesis Colloquium
Emphasis of the grade for the final grade	35 %
Aim of course (expected learning outcomes and competencies to be acquired)	The purpose of the Bachelor's Thesis is to demonstrate the ability of the student in different categories: <u>Knowledge of underlying sciences</u> The student is expected to <ul style="list-style-type: none"> • systematically integrate knowledge acquired during the studies • demonstrate knowledge and understanding in the main field of study, including both broad knowledge in the field and substantially deeper knowledge. • demonstrate deeper methodological knowledge in the main field of study. • be able to assimilate the contents of the relevant literature and relate their work to this <u>Personal and professional skills</u> The student is expected to <ul style="list-style-type: none"> • plan, implement and document an independent degree project • formulate issues, plan and carry out advanced tasks within specified time limits • find and evaluate literature • be able to create, analyze and/or assess scientific issues in theories and methods
Contents of the module	The Bachelor's Thesis is of central importance to the student's Bachelor's award during which the student will be expected to bring together aspects of learning from previous modules as well as using this learning as the basis for planning, conducting and writing up a research-

	based project.
Teaching and learning methods	counseling, scientific colloquium, self study, independent research
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	often in co-operation with a company

COMPULSORY OPTIONAL SUBJECTS

No./ Code of module	LTM8B4400
Name of module	Sustainability and CSR
Semester	6 th + 7 th
Duration of the module	two semesters
Form of course (i.e. obligatory, elective course)	compulsory optional
If necessary courses of the module	LTM8B4410 Sustainable Tourism Development LTM8B4420 Corporate Social Responsibility
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2900 Social Sciences in Tourism and LTM8B3000 Business Ethics.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (114 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	The purpose of this module is to provide students with an extensive introduction of the conceptual framework to facilitate holistic understanding how corporations, organisations and managers can optimise their corporate policy according to the triple bottom line – by internalizing their corporate responsibility towards stakeholders through a successful Corporate Social Responsibility (CSR) strategy. Students will learn about corporate accountability in particular context to national and multinational corporations and their operation; enhance their awareness to facilitate understanding for past and contemporary issues concerning corporate social responsibility and examine underlying implications from an all-embracing stakeholder perspective. Skills and competencies in critical thinking will be developed via the application of concepts and theories to business cases.
Contents of the module	This module develops skills in awareness, understanding of CSR. Students will be provided with useful conceptual tools to conduct analysis and critical discussion from societal moral standards to the debate over the appropriate extent of an organisation's obligations to-

	wards stakeholders and society in particular – to inoculate CSR with a long-term perspective. Students learn to identify, think critically about, and resolve issues in CSR focusing on individual, organizational, and societal levels. Topics are e.g. the social responsibilities of organizations, environmental and community-related responsibilities, the demands of the population, realization and acceptance of the organisation's social responsibilities, ethical and socially responsible long-term implications. By the end of this module students will not only understand CSR theory, but consider and articulate their individually-enlightened position on the CSR debate.
Teaching and learning methods	lectures, workshop, discussion rounds, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B4500
Name of module	Branding
Semester	6 th + 7 th
Duration of the module	two semesters
Form of course (i.e. obligatory, elective course)	compulsory optional
If necessary courses of the module	LTM8B4510 Strategic Brand Management LTM8B4520 Destination and Tourism Branding
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	LTM8B2300 Marketing I recommended
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2300 Marketing I, LTM8B3200 Media Economics and LTM8B3500 Creative Project.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (114 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	In this course, students will learn about the background and the relevance of destination branding, focusing on tourism and destination brands. Among analysis and conception, the application and creative implementation

	of branding strategies will be highlighted.
Contents of the module	The students will gain general and specific about the following topics: <ol style="list-style-type: none"> 1. Basics of brand theory and practice. 2. Models and interdisciplinary approaches of brands. 3. Procedures of analysing brands and developing brand strategies. 4. Application and implementation of brand strategies – especially in the field of tourism and destinations. 5. Brands and the creative practice (naming, designing a logo, Corporate Design, advertisement, social media, etc.).
Teaching and learning methods	lectures, discussion rounds, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B4600
Name of module	Transport in Leisure and Tourism
Semester	6 th + 7 th
Duration of the module	two semesters
Form of course (i.e. obligatory, elective course)	compulsory optional
If necessary courses of the module	LTM8B4610 Transport for Leisure and Tourism LTM8B4620 Transport Management
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2600 Tourism Management and LTM8B2700 Leisure Management.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (114 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination
Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	The main objectives of the module are to <ul style="list-style-type: none"> • provide students with a basic understanding of transport planning and management

	<ul style="list-style-type: none"> • understand the significance of transport for today's society • introduce students to the interrelationship of transport and the leisure and tourism sector • provide tools for the analysis of transportation needs for the leisure and tourism industry • develop in students the ability to critically handle transportation demand and supply • develop transport products for the leisure and tourism sector
Contents of the module	<ul style="list-style-type: none"> • Overview on the transportation sector • Concepts of transport planning and management • Transport products • Best practice for transportation in leisure and tourism • Working techniques for analyzing and summarizing academic articles • Sustainability in transportation
Teaching and learning methods	lecture, case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	utilization of online-learning techniques, case studies, guest lecturers

No./ Code of module	LTM8B4700
Name of module	Advanced Leisure Management
Semester	6 th + 7 th
Duration of the module	two semesters
Form of course (i.e. obligatory, elective course)	compulsory optional
If necessary courses of the module	LTM8B4710 Strategic Leisure Management LTM8B4720 Contemporary Issues in Leisure Management
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	none
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2600 Tourism Management and LTM8B2700 Leisure Management.
Language of teaching	English
ECTS-Credits (based on the workload)	7
Workload and its composition (self-study, contact time)	210 hours (114 h self-study, 96 h contact time)
Contact hours (per week in semester/ trimester)	6 hours
Methods and duration of examination	3-hour written examination

Emphasis of the grade for the final grade	4 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>Upon successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - identify the major issues to be taken into account when designing leisure-related service operations - identify the issues that arise in setting up a competitive strategy in the leisure industry - identify the options available to leisure service managers for relating capacity and demand - evaluate the utility of different forms of performance measurement in leisure-related services - critically assess the impact of service people and service environments on service outcome - critically analyze a leisure-related strategy using theoretical principles drawn from services management
Contents of the module	The module explores how the strategically and operationally oriented management activities contribute to our understanding of the design, delivery and development of leisure services.
Teaching and learning methods	lecture, field studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

ELECTIVES

No./ Code of lecture	LTM8B4800
Name of lecture	Tourism Operations and Leisure Trends
Semester	1 st
Duration of the lecture	one semester
Form of course (i.e. obligatory, elective course)	elective
Frequency of lecture offer	once a year beginning in the winter semester
Prerequisites	none
Applicability of lecture for other modules and study programmes	This module is applicable for LTM8B2200 Leisure and Tourism Markets, LTM8B2600 Tourism Management and LTM8B2700 Leisure Management.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)

Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	assignment
Emphasis of the grade for the module grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>On successful completion of this module the learner will be able to</p> <ul style="list-style-type: none"> - evaluate the contribution of the main techniques of quality management - identify differences and similarities in the management role in manufacturing and services situations - identify the major issues to be taken into account when designing leisure-related service operations - identify the issues that arise in seeking to control resources whilst maintaining/ developing customer service - analyse the key theoretical and ideological debates in contemporary tourism studies. - critically evaluate the relationship between tourism theory contemporary trends and niche tourism - critique current trends and issues in niche tourism markets, products and destinations
Contents of the lecture	<ul style="list-style-type: none"> - Introduction to Operations Management - Organisational, Personnel and Customer Role in the service encounter and their influence on the management of operations - Managing the "Physical Environment" of Tourism - The role of Servicescapes and their effect on employee and customer behaviour and interaction in tourism operations. - Introduction to environmental psychology in tourism. - Analysing and evaluating the shifting paradigms and discussing the dichotomy of this increasingly fragmenting industry. Increasingly, consumers are becoming drawn to alternatives that offer value-for-money with enhanced flexibility. - A range of contemporary debates within the leisure market will be explored, using a blend of theoretical discourses. Several emerging tourism segments are identified here with discussion around ways that development may occur and is evolving into mainstream areas of niche tourism consumption
Teaching and learning methods	lectures , case studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none

No./ Code of module	LTM8B4900
Name of module	Maritime Tourism
Semester	3
Duration of the module	ein Semester
Form of course (i.e. obligatory, elective course)	Wahlfach
If necessary courses of the module	keine
Frequency of module offer	jährlich Beginn im Sommersemester
Prerequisites	keine
Applicability of module for other modules and study programmes	Das Modul ist thematisch mit LTM8B2200 Leisure and Tourism Markets und LTM8B2600 Tourism Management verbunden.
Language of teaching	Deutsch
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 Stunden (86 h Selbststudium, 64 h Kontaktzeit)
Contact hours (per week in semester/ trimester)	4 Stunden
Methods and duration of examination	Bericht
Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	Der Studierende wird befähigt, <ul style="list-style-type: none"> - sein erworbenes Wissen im Bereich des maritimen Tourismus anzuwenden - Chancen, welcher der maritime Tourismus bietet, zu erkennen und zu reflektieren - Probleme und Risiken des maritimen Tourismus zu analysieren - sich kritisch mit Nutzungskonflikten im maritimen Tourismus auseinanderzusetzen
Contents of the module	<ul style="list-style-type: none"> - Touristische Inwertsetzung des maritimen Themas im Umfeld allgemeiner touristischer Dienstleistungen (Hotel, Restaurant) - Erlebnisreisen auf dem Wasser - Seekreuzfahrten, Flusskreuzfahrten, Segeltourismus, Hausboottourismus, Fährschiffahrt - Verknüpfungen zwischen Fluss- und Seekreuzfahrten - Baltic Sail

	<ul style="list-style-type: none"> - Infrastruktur für den maritimen Tourismus - Ökologische Problemfelder und Nutzungskonflikte im maritimen Tourismus - Nationalparks im maritimem Umfeld
Teaching and learning methods	Seminar, Übungen
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	Exkursion

No./ Code of module	LTM8B5000
Name of module	Business Simulation
Semester	4 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	elective
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the summer semester
Prerequisites	LTM8B2300 Marketing I recommended
Applicability of module for other modules and study programmes	This module is applicable for LTM8B2200 Leisure and Tourism Markets, LTM8B2300 Marketing I and LTM8B2400 Marketing II.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/ trimester)	4 hours
Methods and duration of examination	business game
Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p><u>Knowledge and Understanding</u> Learning and understanding strategic models for competition, positioning and test marketing. Use of controlling tools, contribution margin and KPI's in business.</p> <p><u>Applying knowledge and understanding</u> Ability to identify target markets, changing of customer behavior/needs, evaluating behavior of competitors from a strategic point of view.</p>

	<p><u>Making judgments</u> Students will evaluate market and competition behaviour from a strategic perspective.</p> <p><u>Communication</u> Results obtained in the business game are discussed in individual project groups, all interacting. Focusing on future decisions under uncertainty.</p> <p><u>Learning skills</u> This module shall give the student the ability to use the complete marketing mix, both from an operative as well on long term business point of view in a complex market situation.</p>
Contents of the module	<ul style="list-style-type: none"> • Business game analysis fundamentals • TOPSIM Marketing Business Simulation • Contribution Margin Calculation • Business intelligence IT tools
Teaching and learning methods	business game – learning by doing, projects, case studies, team work, presentations
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	active participation in game of all business game members

No./ Code of module	LTM8B5100
Name of module	New Business Development
Semester	7 th
Duration of the module	one semester
Form of course (i.e. obligatory, elective course)	elective
If necessary courses of the module	none
Frequency of module offer	once a year beginning in the winter semester
Prerequisites	LTM8B2400 Marketing II recommended
Applicability of module for other modules and study programmes	This module is applicable for LTM8B1300 Corporate Finance, LTM8B2300 Marketing I, LTM8B2400 Marketing II and LTM8B2500 Marketing III.
Language of teaching	English
ECTS-Credits (based on the workload)	5
Workload and its composition (self-study, contact time)	150 hours (86 h self-study, 64 h contact time)
Contact hours (per week in semester/trimester)	4 hours
Methods and duration of examination	project work

Emphasis of the grade for the final grade	0 %
Aim of course (expected learning outcomes and competencies to be acquired)	<p>Students will acquire the skills and capabilities necessary to generate profitable growth through developing creative new business opportunities.</p> <p>The aim of the course is to prepare students to face upcoming industry-driven requirements to think, plan, and act in an intrapreneurial way. The focus is based on both, customer-oriented behaviour and entrepreneurial thinking and therefore concentrating on a company's future development.</p> <p>Students will acquire the knowledge how to apply business-related creativity methods that help the screening process of innovation potential. Furthermore they will learn how to assess market opportunities, how to allocate resources, and how to set up an action plan.</p> <p>In sum: students will develop their intrapreneurial skills and expertise to contribute to a company's profitable future development.</p>
Contents of the module	<ul style="list-style-type: none"> • Creativity methods and innovative service development • Business environment analysis • Resource allocation and budget calculation • Targets and Measures, to-do list, action plan • Generating profitable growth, cash flow forecast
Teaching and learning methods	lecture, teamwork, creativity sessions, presentations, 360 degree feedback
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	none