



Studying tourism management means diving into one of the world's largest growth sectors with exciting management positions in a relatively crisis-proof field of work.

CAREER PERSPECTIVES

Our programme qualifies graduates as management specialists and to meet the executive needs of the tourism industry. Graduates are able to develop and implement innovative and sustainable tourism management concepts. Due to the high dynamics within the tourism industry, niche markets have repeatedly developed in recent years. Tourism managers work worldwide in tourism organizations, in tourism or hotel management, in sports-, health- or wellness tourism, as well as in the city marketing or in the event sector.

COURSE CONTENT

In the Tourism Management Bachelor programme, you will:

- design, plan, implement, monitor and follow-up sustainable tourism concepts
- > be familiar with all topics of tourism, as well as specializations in business administration and cultural exchanges
- > have international communication through five linguistic and business elective areas (Arabic, Russian, French, Spanish, English)
- collect experience in intercultural cooperation through a semester abroad

COURSE FOCUS

The Tourism Management degree programme offers a large number of excursions and industry-related projects and events. In addition, a semester abroad and numerous language options can easily be integrated into your programme. The main tourist areas are Destination Management, Travel Management, Tourism Marketing, Tourism Sustainability, Business Travel, Health Tourism, Event Management and Transport Management. In business administration we offer international majors such as Financial & Management Accounting, International Finance, Human Resource Management, International Management or International Marketing.

COURSE OF STUDY (FULL TIME)

BASIC STUDIES

1ST AND 2ND SEMESTER

MAIN STUDIES

3RD AND 4TH SEMESTER

PRACTICAL SEMESTER 5TH SEMESTER

MAIN STUDIES
6TH AND 7TH SEMESTER

1 2

2 3

4

5

6 > 7

Bachelor B. A. 210 Credits master programme career

entry

General Introduction

- > Business Administration
- > Accounting and Finance
- <u>→ Tourism Management</u>
- > Economics
- > Law
- > Research Methods and Statistics
- > Tourism in digital Economics
- > Elective Language Area / Business Administration

Advanced Studies

- > Strategic Management
- > Sustainability and Ethics in Tourism Industry
- > Research Methods
- > Economics
- > Politics and Law in Tourism
- > Major Areas
- > Elective Language Area / Business Administration
- In the 4th Semester: Optional Semester Abroad

Internship

- Activity in a company of tourism branch
- The company can be regional / international
- > Independent work on own projects
- Contact with experienced tourism professionals
- > Practice in tourism everyday life
- → Can be completed abroad
- > Internship Seminar

Deepening

- > Law in Economics
- → E-Business in Tourism
- > Tourism Project
- > Entrepreneurship and Innovation

Heilbronn University of Applied Sciences

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- > Case Study in Digital Economics
- > International Specialization
- > Major Areas

CONTACT

visitor address:

- > Business Simulation
- > Tourism Seminar
- > Bachelor Thesis

ADMISSION REQUIREMENTS

- Advanced technical college entrance qualification, General higher education entrance qualification, subject-related higher education entrance qualification
- Corresponding professional qualification incl. Certificate for student guidance
- > Proficiency of German (at least level C1) and English (B2)

START OF PROGRAMME

Winter and summer semester Closing date for applications:

- > January 15th for summer semester
- > July 15th for winter semester

Please note: Non-German first-degree applicants have to apply to "Studienkolleg Konstanz" first (application deadline: June 1st).

APPLICATION

You will find all information you need for your application at www.hs-heilbronn.de/bachelorapplication

ADVICE

Academic advice

Prof. Dr. Ralf Vogler, Programme Dean B. A. Karina Wolf, Programme Coordinator E-Mail: tm@hs-heilbronn.de

Tel.: +49 7131 504-240 www.hs-heilbronn.de/tm



SELECTION PROCEDURE

The following criteria will be taken into account:

- Average grade of university entrance qualification
- Grades of Mathematics, German and the best-graded foreign language
- > Vocational training in a hotel, catering or tourism company as well as commercial training
- International experience- working, studying or living abroad (min. 3 month)