

# Study Programme

## MA International Tourism Management Heilbronn University

Code	Modules and Course Units	Course delivery	Contact hours per week in semester			ECTS credits
			1	2	3	
<b>182210</b>	<b>M1 Research Methods</b>					
182211	M1.1 Quantitative Methods	L/S	2			2,5
182212	M1.2 Qualitative Methods	L/S	2			2,5
<b>182220</b>	<b>M2 International Tourism Studies I</b>					
182221	M2.1 Contemporary Issues in International Tourism Management	L/E	4			5
182222	M2.2 E-Tourism	L/E	2			2,5
<b>182230</b>	<b>M3 Business Simulation</b>					
182231	M3.1 Business Simulation in Tourism Management	S/L/E	4			5
<b>182240</b>	<b>M4 International Management Studies</b>					
182241	M4.1 Specific Issues of International Management	S/E	4			5
182242	M4.2 Global Talent Management	L	2			2,5
182243	M4.3 Financial Analysis	L	4			5
<b>182250</b>	<b>M5 International Tourism Studies II</b>					
182251	M5.1 Tourism Policy, Planning & Development	L/E		4		5
182252	M5.2 Sustainable Tourism Management	S/E		2		2,5
182253	M5.3 Intercultural Management in Tourism	L/E		2		2,5
<b>182260</b>	<b>M6 Marketing in International Tourism</b>					
182261	M6.1 Destination Marketing	L/E		2		2,5
182262	M6.2 Hospitality Marketing	L/E		2		2,5
182263	M6.3 Tour Operator Marketing	L/E		2		2,5
<b>182270</b>	<b>M7 Integrated Tourism Project</b>					
182271	M7.1 Leading International Projects	S/E		2		2,5
182272	M7.2 Integrated Tourism Project	S/L/E		6		7,5
<b>182280</b>	<b>M8 Advanced Research Methods</b>					
182281	M8.1 Quantitative Methods/Econometrics	S		2		2,5
<b>182290</b>	<b>M9 Master Thesis</b>					30
Contact hours per week			24	24	30	48
ECTS			30	30	30	90
L = Lectures E = Exercises S = Seminar La = Laboratory						