

Unofficial reading version

Examination regulations (statutes) of the West Coast University of Applied Sciences for the Master's degree programme in International Tourism Management From 13 February 2024

Based on Section 52 (1) of the Schleswig-Holstein Higher Education Act (Hochschulgesetz - HSG) in the version of 5 February 2016 (GVOBl. Schl.-H. p. 39), last amended by Article 1 of the Act of 3 February 2022 (GVOBl. Schl.-H. p. 102), the following statutes are issued following a resolution by the Convention of the Faculty of Business on 17 January 2024 and with the approval of the Presidential Board of the West Coast University of Applied Sciences on 13 February 2024.

§ 1 General provisions

- (1) The current version of the examination procedure regulations of the West Coast University of Applied Sciences applies.
- (2) Furthermore, the current versions of the following documents also apply:
 - a. the enrolment regulations of the West Coast University of Applied Sciences and
 - b. the statutes of the Faculty of Business of the West Coast University of Applied Sciences on aptitude tests for internationally oriented Master's degree programmes.

§ 2 Study objectives

- (1) The Master's degree programme in International Tourism Management (ITM) qualifies students to take on responsible management positions in domestic and foreign companies in the global tourism market. The programme imparts comprehensive industry-specific knowledge, specialist business and tourism management knowledge as well as key qualifications in the areas of social, methodological and learning skills. Students should acquire practical knowledge, skills and abilities at a high academic level in order to meet the requirements of the global labour market.
- (2) The specific study objectives are in accordance with the professional requirements in the teaching of:
 - a. Professional skills: Professional competence includes in-depth technical and specialised knowledge in the fields of tourism science and business administration. This opens up a wide range of employment opportunities for graduates in n areas relevant to tourism.
 - b. Leadership skills: In addition to imparting specialist knowledge, the programme promotes personality development and the acquisition of leadership knowledge and techniques for taking on management tasks. Students should be enabled to take on management tasks in companies.
 - c. Methodological skills: With the help of in-depth knowledge of economic and social science methods, students are enabled to recognise the possibilities and limitations of problem-solving techniques, weigh them up against each other and apply them to specific cases.
 - d. Social skills: The programme includes elements for the targeted promotion of teamwork, communication, integration as well as conflict resolution skills, presentation and

moderation techniques. Teaching a sense of responsibility and social skills are also an integral part of the curriculum.

- e. Learning competence: Students expand their ability to independently develop their professional, methodological and social competences.
- f. International skills: The international competence of the students is deepened and further developed through the parts of the curriculum taught in English and the teaching of intercultural management.

- (3) The aim of the Master's degree programme is the deepening and specialisation in the field of International Tourism Management on the basis of general business management and subject-related prior knowledge. The programme focuses on combining problem-solving methodological skills with tourism-specific knowledge and cross-functional management theories with an international orientation. The acquired knowledge is applied in case studies in order to transfer the scientific-theoretical methodological knowledge into practice-relevant management skills and abilities using the example of the international tourism industry. The application-orientated teaching of tourism management-related specialist knowledge and methodological skills is supplemented by the acquisition of key qualifications in the areas of social and learning skills. Students should acquire sound knowledge and, in particular, the ability to use and develop sophisticated scientific methods. They will be enabled to work independently and scientifically, to think conceptually and to reflect critically on scientific findings and their theoretical categorisation in an overall context. After completing the Master's degree programme, graduates should be able to independently apply and further develop the methodological and analytical skills they have acquired in different contexts specific to their profession in order to meet the complex demands of a managerial role in a global industry.

§ 3 Academic degree

The West Coast University of Applied Sciences awards the academic degree "Master of Arts" (M.A.) for the subject "International Tourism Management" upon successful completion of the Master's programme.

§ 4 Structure of the degree programme

- (1) The standard period of study for the Master's degree programme is four semesters, consisting of three semesters and a one-semester Master's thesis, and comprising 74 semester hours per week (SWS). A total of 120 ECTS points (European Credit Transfer System points) are awarded. Of these, 35 ECTS points are allocated to tourism-related topics, 30 ECTS points to specialisations in business administration, 25 ECTS points to methodological specialisations and case studies and 30 ECTS points to the Master's thesis' examination.
- (2) The standard study and examination plan (appendix 1) provides a tabular overview of the subjects and modules, the distribution of ECTS credits, their semester hours per week and the credits awarded for successful participation. This plan also shows the type and scope of examinations. The appendix is part of these examination regulations.
- (3) The programme is taught entirely in English and can be completed **without any** knowledge of German.

§ 5 Master's examination

- (1) Examinations as part of the Master's degree programme are intended to determine whether the student has acquired the skills and knowledge in accordance with § 2.
- (2) The Master's thesis should deal with a topic relevant to tourism. It must be completed within a period of 21 weeks and should not exceed or fall short of 100 pages +/- 10%. The topic, task and scope of the Master's thesis must be selected by the first examiner in such a way that the deadline for completion can be met.
- (3) The Master's thesis is written and presented as part of a Master's seminar and defended in a colloquium. The presentation accounts for 5 ECTS credits, the colloquium for 5 ECTS credits and the Master's thesis for 20 ECTS credits.
- (4) Only students who have completed all examinations up to and including the second semester will be admitted to the Master's thesis.

§ 6 Colloquium

- (1) The colloquium is a special form of interdisciplinary oral examination that covers the subject area of the final thesis and related course content. Students should demonstrate that they
 - a. Are able to explain and defend the results of their work independently,
 - b. are furthermore able to recognise scientific and practical problems related to the topic of the thesis and to identify possible solutions, and
 - c. are able to practically apply the scientific knowledge gained through their thesis.
- (2) The colloquium lasts a minimum of 30 minutes and a maximum of 45 minutes. The examination should be conducted by the examiners for the final thesis. The examiners present examine on an equal footing.
- (3) The colloquium should be held no later than four weeks after submission of the thesis.

§ 7 Semester abroad

- (1) Students can complete a study semester at a (partner) university outside their home country.
- (2) The prerequisite for recognition of the study semester abroad is the successful completion of three modules totalling at least 15 ECTS at the foreign (partner) university. Details on the recognition of examination and study achievements are regulated in §19 PVO.

§ 8 Qualification for the degree programme, language skills and admission to the Master's degree programme

For the assessment of the qualifications and language skills required for admission to the degree programme and for admission to the Master's degree programme, the statutes of the West Coast University of Applied Sciences' Faculty of Business and Economics on aptitude tests for internationally oriented Master's degree programmes apply.

§ 9 Effectiveness of statute

- (1) This statute becomes effective on the day following this announcement.

- (2) It applies for the first time to all students starting the Master's degree programme in International Tourism Management in the winter semester 2024/25.
- (3) The courses offered in accordance with these statutes are introduced on a semester-by-semester basis.

Heide, 13 February 2024

Prof Dr Hanno Drews
Dean of the Faculty of Business

Attachments

Appendix 1: Standard curriculum for the Master's degree programme in International Tourism Management (ITM)

International Tourism Management M.A. - Regelstudienplan													
Semester	SWS				Prüfungsleistungen ^{*1)}				ECTS-Punkte				
	1	2	3	4	1	2	3	4	1	2	3	4	
Modul													
Economy													
Intercultural Management	4				K				5				
Management Accounting	4				K				5				
Sustainability Management & Communication		4				PF				5			
Innovation Management & Entrepreneurship		4				H				5			
Strategic Management			4				H				5		
Leadership			4				K				5		
Tourism													
Current Topics in Tourism	4				H				5				
Aspects of Tourist Behaviour	4				M				5				
International Perspectives and Cooperation in Tourism		4				H				5			
Digital Transformation in Tourism		4				H				5			
Destination Development		4				PF				5			
Crisis Management & Resilience			4				H				5		
Selected Aspects in Tourism			4				H				5		
Methods													
Scientific Writing	4				H				5				
Quantitative & Qualitative Research Methods	4				K				5				
Case Study I		4				H				5			
Case Study II			4				H				5		
Critical Thinking			4				M				5		
Masterseminar				2				H				5	
Masterthesis								MA				20	
Kolloquium								M				5	
Semestersumme	24	24	24	2	6	6	6	3	30	30	30	30	
Gesamtsumme	24	48	72	74	6	12	18	21	30	60	90	120	

Legende

^{*1)} Die folgenden Formen von Prüfungsleistungen (PL) sind möglich: K = Klausur, H = Hausarbeit/Referat, M = mündliche Prüfung, PF = Portfolioprüfung, MA = Masterarbeit. Steht eines dieser Kürzel im Prüfungsplan, so ist die Form der Leistung fest vorgegeben. Steht "PL" im Prüfungsplan, so ist die Prüfungsform nicht vorgegeben. In diesen Fällen wird durch die Dozierenden jeweils zu Beginn der Lehrveranstaltung im Semester der Prüfungsleistung eine Prüfungsform festgelegt.