

Module Catalogue

Winter Term 2026/27

English Course Offer
for Exchange Students

No. of Module:

[10546](#)

Module Title

German I – German as a Foreign language

SWS – credit hours per week

4

Credits

6

Contact/Lecturer

[Elisabeth Petersen](#)

Description

Students will receive an introduction to German culture and other relevant “survival” topics to start off their stay in Germany in the orientation course prior to the start of the semester. Following this course, they will be taught basic German language skills, as detailed below. Upon completion of this course, students should have completed the A1 level (CEFR).

Content

Core topics include: basic grammar, vocabulary for daily life situations (shopping, doctor visits, travel, etc.) and training of reading, listening, speaking and writing skills.

No. of Module:

10546

Module Title

Pre-semester orientation course (Part of German I)

SWS – credit hours per week

2

Credits

-

Contact/Lecturer

[Elisabeth Petersen](#)

No. of Module:

211013

Module Title

Business English II

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Ciara Colgan-Buchenau](#)

Description

It should enable students to read more challenging texts, follow lectures and discuss a wider variety of business topics. Students will apply what they have learned to participate in meetings, how to create a business report as well as visualising and explaining charts and diagrams. Key skills: speaking, listening, reading, and writing will be further developed.

Students will work in pairs and groups to analyse, discuss, and negotiate case studies. Presentation skills will be practiced extensively and students will prepare and hold presentations in teams. By working in teams, students will further develop their communication and problem-solving skills. On completion of this course, students should reach level B2.

Contents

The aim of this course is to consolidate the content and vocabulary acquired in the introductory Business English I course as well as introducing new business subjects. Possible topics include: human resources, working across cultures, international trade, ethics, leadership and competition.

No. of Module:

212059

Module Title

English for Tourism II

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Ciara Colgan-Buchenau](#)

Description

This course aims to consolidate the content and vocabulary acquired in the previous semester as well as teaching the students effective presentation skills and preparing them for the application process.

Classes this semester will focus on presentation skills. Students will be prepared for effective and professional presentations, including the presentation of statistics, and will be required to hold a presentation on a tourism topic. Students will be prepared for the application process in general from writing a CV and cover letter to preparing for successful interviews. Students will learn how to self-market themselves and present themselves in their written application as well as in interviews.

Content

Professional presentation skills, careers in tourism, writing effective resumés and cover letters, interviews.

No. of Module:

212059

Module Title

English for Tourism III

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Ciara Colgan-Buchenau](#)

Description

Knowledge

This course aims to consolidate the content and vocabulary acquired in the previous semester as well as teaching the students effective presentation skills and preparing them for the application process.

Skills

Classes this semester will focus on presentation skills. Students will be prepared for effective and professional presentations, including the presentation of statistics, and will be required to hold a presentation on a tourism topic. Students will be prepared for the application process in general from writing a CV and cover letter to preparing for successful interviews.

Personal competences

Students will learn how to self-market themselves and present themselves in their written application as well as in interviews.

Contents

Professional presentation skills, careers in tourism, writing effective resumés and cover letters, interviews.

No. of Module:

211051

Module Title

Spanish Basics

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Paula Molina de Rohde](#)

Description

Students reach the first level of elementary language use (A1 level of the Common European Framework of Reference).

They use familiar everyday expressions and very simple sentences aimed at satisfying very specific professional and personal needs. They understand very short texts in the form of dialogues, graphics, brochures, blogs, notice boards, personal emails, or texts supported by diagrams or images. They write or complete brochures, blogs, forms, and short emails if these are related to the topics covered.

You learn to understand the new culture and compare it with your own. In this way, you practice reflective self-criticism of cultures and their differences in order to identify the differences and similarities and use these as a starting point for successful communication and harmonious coexistence.

You work on the topics covered largely independently. By using the LMS and the exercises and self-assessment grids it contains, you recognize through self-reflection which skills and abilities you have mastered and which need more practice.

Contents

Possible topics include: "Getting to know each other," "Learning languages," "Hisp."anic American countries," "Family businesses," "Lifestyle," "Food," or "Shopping

No. of Module:

212062

Module Title

Spanish II

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Paula Molina de Rohde](#)

Description

Students learn the second level of elementary language use (A2 level of the Common European Framework of Reference for Languages) and continue to deal with the first level (B1 level) of independent language use.

They use familiar, everyday expressions and very simple sentences aimed at satisfying specific professional and personal needs. Students learn to deal with situations that are relevant to their everyday working life. They understand short simple texts about tourism in the form of brochures, diagrams, blogs, notice boards, emails or letters of a personal or business nature, job adverts, forms, if these are related to the topics covered.

They learn to understand the new culture and compare it with their own. In this way, they practise reflective self-criticism of cultures in order to recognise their differences and similarities and use these as a starting point to enable successful communication and harmonious living and working together. They write e-mails and reply to e-mails in connection with the topics dealt with. They write short travel plans and ask for information.

They learn to understand the language in the different registers and to adapt it to the different actors, e.g. they are able to distinguish between internal communication, external communication or friendly relations in the foreign language and adapt their language so that communication is successful.

They work on the topics covered largely independently. By using the LMS and the exercises and self-assessment grids it contains, they recognise through self-reflection which skills and abilities they have mastered and which require more practice.

Contents

Possible contents are: "Work-professional and personal relationships", "work plans", "Experiences in the past" and "Innovations in tourism".

No. of Module:

212063

Module Title

Spanish III

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Paula Molina de Rohde](#)

Description

Students reach the first level of independent language use (B1 level of the Common European Framework of Reference).

Students learn to cope with situations that are relevant to their everyday working lives. They understand texts such as diagrams, blogs, reports, emails, news items, brochures, plans, travel plans, catalogs, websites, advertisements, and marketing reports when these relate to the topics covered.

They learn to understand the language in its various registers and to adapt it to different actors, e.g., they are able to distinguish between internal communication, external communication, and friendly relationships in the foreign language and to adapt their language so that communication is successful.

Students are sensitized to potential differences and similarities between their country of origin and the target country with regard to the importance of time management and the weighting of rules and agreements in working life, and can adapt their own behavior accordingly. They are aware of the importance of informal contacts and relationships, of openness and consideration between superiors, colleagues, and employees in the workplace, and of potential differences in directness, and can adjust their own actions accordingly.

Students present a destination in relation to its problems in tourism and tourism development, and present solutions to these problems. They can understand the main points of current news in tourism in oral and written form when clear standard language is used and when familiar topics are discussed. They write and respond to letters in a professional context.

They work on the topics covered largely independently. By using the LMS and the exercises and self-assessment grids it contains, they recognize through self-reflection which skills and abilities they have mastered and which need more practice.

Contents

Possible topics include:

- Types of tourism
- Tourism routes
- Marketing in tourism
- Urban tourism
- Problems of tourism
- Development of tourism

No. of Module:

215011

Module Title

Cognition, Learning and Neuropsychology

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Daniela Aidley](#)

Description

After successfully completing the module, students will be able to explain and present basic knowledge from the field of cognitive psychology and supplement existing knowledge from the field of social and personality psychology. They are able to present and discuss cognitive psychological knowledge as a basis for understanding processes of information acquisition and processing. Students are able to derive practical recommendations for action from the knowledge they have acquired.

Contents

Fundamentals of cognitive psychology:

- Attention and perception
- Learning, memory and forgetting
- Language: comprehension and production
- Problem solving and judgement
- Consciousness
- Cognition and emotion

No. of Module:

211037

Module Title

Managing Diversity/ Diversity Management

SWS – credit hours per week

2

Credits

5

Contact/Lecturer

[Prof. Dr. Daniela Aidley](#)

Description

Students should understand the psychological background to the perception and treatment of minorities and the implications of these perception processes for the workplace. Students should gain an insight into how diversity and accessibility are achieved and supported in an international comparison and be able to develop and evaluate concrete suggestions for improvement for a fair and accessible workplace.

Contents

This module focuses in particular on diversity in terms of protected characteristics, i.e. gender, ethnic origin, sexual orientation, age, maternity and pregnancy, transgender, faith and religion, and disability. Cultural diversity is also addressed.

1. Psychological explanations of prejudice and discrimination
2. Demographic developments and implications for diversity in working life
3. Legal framework conditions for equal opportunities and accessibility
4. Discussion and evaluation of concrete solutions in professional practice

No. of Module:

10124

Module Title

Intercultural Psychology

SWS – credit hours per week

4

Credits

7

Contact/Lecturer

[Prof. Dr. Daniela Aidley](#)

Description

In the module Intercultural Psychology, students contrast and evaluate theories of intercultural psychology and acquire practical skills for intercultural management tasks (such as the integration of migrants) or intercultural marketing. From this, they derive implications for marketing and personnel management and develop instruments for operational practice. In the field of marketing: orientation of consumer goods, services and marketing strategies towards intercultural customer segments. In the field of human resources: integration of employees from different cultural backgrounds into the labour market and the company, secondment of employees abroad.

Contents

Students acquire knowledge of the methods of intercultural psychology as well as relevant theoretical models and concepts. This includes the role of language in intercultural communication, competences in intercultural leadership but also, for example, aspects of intercultural marketing and the role of cultural differences in responding to and managing the climate crisis.

No. of Module:

212054

Module Title

Strategic Management

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Dr. Sabrina Seeler](#)

Description

Students acquire the skills to analyze and assess the company's framework conditions in line with the situation. They acquire the skills to analyze the individual aspects of strategic management problems on the basis of theoretical approaches and to go through a strategy development process. This includes familiarizing themselves with the relevant literature including critical reflection, identifying the core problems of strategic management and transferring possible solutions to selected problems. In addition, they become familiar with suitable instruments for analyzing and evaluating company-relevant framework conditions and are able to apply these (e.g. market, environment and company analyses, SWOT and portfolio analyses).

Contents

The course focusses on the strategic planning process. In detail, the course covers the following topics: Market, environment, company analyses, SWOT and portfolio analyses; strategy formulation, implementation and evaluation.

No. of Module:

211016

Module Title

Sustainability Management

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Hanno Drews](#)

Description

This module teaches the basics and gives comprehensive insights into the sustainability management of companies and organizations. Students get to know the most important approaches of operational sustainability management and can reproduce the basic principles of sustainable strategy development as well as anchor them in different operational functional areas. The students know selected instruments of sustainability controlling and sustainability assessment through standards and can apply them to selected practical examples.

Contents

- Ethical foundations of corporate sustainability management
- Development of sustainability strategies for the reorientation of companies
- Leadership for sustainable business
- Environmental management systems (e.g. ISO 14001 or EMAS)
- Social standards in national and international frameworks (SA 8000, ISO 45001, ISO 26000, Supply Chain Due Diligence Act)
- Integrated management systems and sustainability controlling sustainability reporting

No. of Module:

232060

Module Title

Intercultural Management

SWS – credit hours per week

4

Credits

6

Contact/Lecturer

[Sonja Göttel](#)

Description

On the basis of a holistic understanding of culture, the students will gain competencies for understanding (inter-) cultural aspects and dimensions and discuss, analyze and evaluate their importance for business practice. They will be able to reflect on their own and foreign cultures and develop intercultural competence for working within a multinational working environment. This includes the knowledge and critical reflection of relevant literature and selected case studies, identification of central issues and the transfer of possible solutions for selected problems.

In addition to subject-specific knowledge, the students will further develop their competences to work in teams, train their critical thinking and analytical proficiency, and learn to present and critically discuss own opinions, ideas and results - both in groups as well as in front of the whole group.

Contents

Dealing with clients from all over the world, working together in a multi-national team and cooperating with partners worldwide requires cultural sensibility and the reflection and understanding of one's own as well as foreign cultures. Given increased globalization and new emerging markets e.g. in Asia, the quest for intercultural competence will even become more important in the future.

The course gives a comprehensive introduction to intercultural management. Based on a holistic understanding of the term culture, it displays and discusses different aspects and dimensions of culture and reflects on their impacts on business practice.

The course will cover the following main topics:

- Definition of culture and Intercultural Management
- Discussion and reflection of different cultural theories and dimensions
- Analysis and reflection of cultural differences within different nations
- Analysis and discussion of aspects within intercultural communication
- Analysis and evaluation of the impacts of intercultural aspects on business practice and development of solutions for intercultural competent behavior and processes
- Analysis and discussion of the aspects related to managing a multi-national team and development of solutions for intercultural competent leadership

The lectures will be supported by critical analysis of selected case studies, group work and group discussions.

No. of Module:

212066

Module Title

Sustainable Destination Management

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Julius Arnegger

Description

Upon completion of this course students will be able to:

- Name the core elements of sustainable destinations;
- Explain the implications of interactions between stakeholders and elements of the destination product for the implementation of sustainable development at destination level;
- Explain spatial aspects of destinations and their role in pursuit of sustainable destination development, including the concepts of frontstage and backstage, carrying capacity, zoning;
- Understand the broad context of potential destination development scenarios and apply them to different case study examples;
- Identify and assess the sustainability contexts and issues that are associated with different types of destinations, including urban areas, the rural areas, protected areas, indigenous territories and small islands;
- Explain approaches for visitor management, including visitation caps, redistribution, education and marketing, and apply them to suitable destination contexts;
- Understand the relationships and limitations of sustainable destination management with issues of sustainability in the global tourism system and beyond.

Contents

The destination (or destination experience) is a core product in the tourism value chain. In most cases, the destination experience is the result of multiple interactions and relationships between stakeholders and other elements, including the hospitality industry, attractions, natural resources, public services, local population and civil society, and tourists themselves. This complex nature of the destination product in tourism implies that managing destinations successfully and sustainably requires balancing and coordinating interests and actions of a variety of actors. Furthermore, a sustainable approach is required because the destination is where many of the consequences of tourism occur – whether positive or negative – and it is therefore the focus for the planning and management of tourism. Sustainable destination management demands a long-term view of tourism and ensures that consumption of tourism neither exceeds a destination's social and environmental carrying capacity nor its ability to

provide for future tourists. In other words, it represents a trade-off between present and future needs. Adopting principles of sustainable destination management should thus lead to (a) measurable economic, social and environmental benefits and (b) to strengthened relations with and between local tourism stakeholders and the wider tourism industry.

Topics presented and discussed in this course include:

- Principles of sustainable development in destination contexts;
- Managing stakeholder interests;
- Sustainable development in different types of tourist destinations (e.g., urban, rural, protected areas);
- Visitor management approaches in sustainable destination management;
- Linkages between sustainable development in tourism at local and global levels;
- Etc.

Course topics are closely related to SDGs 1, 5, 8, 11, 12, 13, 14, 15.

No. of Module:

212072

Module Title

Hospitality and Sustainability

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Eric Horster

Description

- Students understand the core concepts and terms in sustainable hospitality
- Students understand and can identify current issues and trends in hospitality and sustainability in a national and international context
- Students are able to critically discuss current developments with respect to the fulfillment of the UN's 17 SDGs as well as the Paris Agreement and the industry aims regarding net-zero. Emphasis is given to SDGs which directly influence and are influenced by the hospitality industry (e.g., SDG2, SDG 6, SDG 7, SDG 8, SDG 12)
- Students can critically assess the roles and interplay of the demand (consumption) and supply side (production) in reaching sustainability goals in the hospitality industry
- Students are able to identify and critically discuss paradoxes and challenges in realizing sustainable development goals in the hospitality industry

Contents

The overall aim of this course is to discuss sustainability issues in the hospitality industry along the triple bottom line (social, ecological, economic). Hereby students will discuss current developments and business solutions that support the realization of the 17 sustainable development goals of the UN. Students will also critically discuss whether the industry's endeavors suffice or whether further action is required to ensure sustainable and resilient tourism futures.

The role of the hospitality industry (in a broader context) in sustainable tourism development as well as the global framework (UN's 17 SDG, Paris Agreement)

Sustainable supply chain management and value co-creation in the hospitality industry (e.g., Food and Beverage Management)

New sustainable business models and innovation in the hospitality industry (e.g., sharing economy such as "couch surfing", "eat with") as well as best practices in circular economy (e.g., Svart Hotel Norway)

Sustainable / green consumption (e.g., veganism, regionalism)

Sustainable attitudes and behavior

Hospitality & Social Sustainability

- o Community-based tourism in hospitality & Social Entrepreneurship
- o Corporate Social Responsibility in hospitality
- o Accessibility and inclusiveness

- o Ethics & Social washing

Hospitality & Ecological Sustainability

- o Water-energy nexus in hospitality
- o Eco-friendly strategies and environmental management practices in hospitality (e.g., waste reduction, energy consumption, green energy, intelligent / cloud-based solutions (e.g., Gastronoyi))
- o Smart Solutions in Hospitality / Sustainable PMS systems (e.g., Google Nest) for ecological and economic sustainability
- o Green Certification
- o Green Branding & Marketing
- o Green Washing

Hospitality & Economic Sustainability

- o Sustainability as business imperative / business model
- o Sustainable leadership in hospitality
- o Sustainable innovation in hospitality
- o Sustainability reporting / Key Performance Indicators
- o Sustainable investment and financing in hospitality
- o Economic growth models and sustainability

No. of Module:

212069

Module Title

Tour Operator and Sustainability

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Tim Harms

Description

The students understand the responsibility of the tour operator in designing a sustainable trip and thus can identify the importance of stakeholder engagement.

They learn to understand the principles of sustainable tour operating and are able to transfer them to individually selected tour operators in analysing case studies.

Students are able to critically analyse marketing concepts of tourism intermediaries (e.g. regarding green washing).

Students can differentiate certification schemes for sustainable tourism.

Students learn to classify opportunities and limitations of sustainable action pertaining to tour operators and will be able to develop solutions and action plans considering the triple bottom line on their own account.

They can identify current challenges in the travel agency sector.

Learnings from the course contribute to the most of the SDG, but especially to SDGs 10 (reduced inequality) (affordable and clean energy), 11 (sustainable cities and communities) 12 (responsible production and consumption) and 17 (partnerships for the goals).

Contents

Based on worldwide case studies and Best Practices in sustainable tourism operations, the specific challenges of sustainable tourism for tour operators will be analysed and discussed. One or more of these topics will be addressed:

- Definitions and principles of sustainable tourism
- Sustainability and its significance for Tour Operators
- Tour Operator and Corporate Sustainability
- Tour Operator sustainable supply chain management
- Certifications for sustainable tourism
- Sustainable Tourism Marketing and Promotion for Tour Operators
- Reporting and Evaluation for Tour Operators
- Crisis Management
- SDGs and their influence on tourism concepts and internal/external communication
- Sustainable Business Travel Management
- Sustainable travel behaviour

No. of Module:

212075

Module Title

Transport, Mobility and Sustainability

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Julius Arnegger

Description

Upon completion of the module, the students can:

explain the technical, practical and scientific developments of the transportation industry as well as the theoretical and practical basics of transportation and traffic management in the context of sustainable tourism;

can explain the role and impacts of mobility and transport in tourism for sustainable development at different spatial levels and contexts;

are able to analyze concrete case studies (e.g. destinations) within the framework of the concepts dealt with and develop possible solutions for challenges of sustainable transport and mobility in tourism.

Contents

Contents include:

- Basics of transport and mobility, and their impacts on climate and environment;
- Social and economic aspects of transport and mobility;
- Conventional and new forms of long-distance travel as core elements of tourism;
- The role(s) of technological innovations (e.g., e-fuels) vs. behavioral changes (e.g., restrictions of long-haul flights) as tools for achieving greater sustainability in tourism;
- Potential of new technologies for tourist mobility at the destination level (e.g., e-mobility, ride sharing, public transport, autonomous driving, etc.);
- Mobility, urban development and public space(s) in tourist destinations: balancing needs of citizens, local economy and the tourism sector.
- Topics are closely related to the SDGs, notably SDGs 9, 11, 12, 13.

No. of Module:

232058

Module Title

Current topics in tourism

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Phil. Tim Harms](#)

Description

This module gives students the opportunity to engage intensively with current incidents and topics in international tourism on a deeper level, e.g.:

- Current trends
- Supply and demand side drivers
- Globalization
- Impacts of tourism on destinations
- Overtourism and Tourism Acceptance
- Transformation and Resilience
- Change Management
- Digitalisation in Tourism
- Lack of skilled workers
- Experience orientation in tourism

and to strengthen tourism-related knowledge components. The students will be able to critically deal with different information sources and evaluate them scientifically.

They will be able to link information from different disciplines and evaluate and classify the consequences of current incidents with regard to their effects, possible adaptations and reactions. In addition, based on existing data, they will be able to build future scenarios, explain their reasoning and outline supply-side adjustments to the changes.

Contents

An analysis of current issues in tourism based on current scientific literature and studies, original documents from institutes to trade journal articles and even the daily press. Discussion and evaluation of facts from different information sources. Defence of own conclusions, evaluations and solutions/suggestions.

No. of Module:

232059

Module Title

Aspects of tourist behaviour

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Anne Köchling](#)

Description

- Students are able to explain important theories of consumer behaviour in tourism and their interrelations
 - They can select and apply suitable methods for specific scientific questions related to tourist behaviour and can critically evaluate those methods in terms of advantages and disadvantages
- Students are able to critically assess actions applied in tourism with regard to their desirable positive influence on travel behaviour and to formulate recommendations for action to be implemented by tourism practitioners in practice.

Contents

In the course, selected aspects and theories of consumer behaviour in tourism and methodological approaches are taught in depth. Based on the theoretical knowledge gained it will be discussed, how tourist behaviour can be (positively) influenced by different stakeholders to support a sustainable tourism development in line with the Sustainable Development Goals (SDGs). The selection of the theories and topics discussed is based, among other things, on current issues, such as why the gap between attitudes towards sustainable behaviour and actual behaviour is so large or how digitalisation affects travel behaviour. Further, it will be discussed what the tourism industry and politics can do to promote sustainable travel behaviour and support positive transformation. Learnings from the course particularly contribute to SDG 12 (responsible consumption and production).

Topics include, but are not limited to:

- Needs, motives, motivation and expectations of leisure travel
- Emotions and experiences in tourism
- Information behaviour and travel decisions for holiday trips
- Theories explaining impacts on travel behaviour in general (e.g. attitudes, social norms, perceived behavioural control)
- Theories explaining the attitude behaviour gap with regard to sustainable travel decisions (e.g. conflicts of interests)
- Strategies to close the attitude behaviour gap
- Personal effects of travel (happiness, prestige, transformation / learning etc.)
- Social change (e.g. demographic change, globalization, crises) and travel behavior
- Methods of tourism psychology (e.g. experiments)

No. of Module:

232060

Module Title

Intercultural Management

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Sonja Göttel](#)

Description

On the basis of a holistic understanding of culture, the students will gain competencies for understanding (inter-)cultural aspects and dimensions and analyse and discuss their importance for business practice. They will be able to reflect on their own and foreign cultures and develop intercultural competence and increased intercultural sensitivity. They will be able to critically discuss, analyse and reflect relevant literature and selected case studies, identify central issues and transfer possible solutions for selected problems. Through panel discussions and group work, the students will deepen their competencies in teamwork, critical thinking, analytical proficiency, and discussion and presentation skills.

Contents

The tourism industry is per definition set up within a multicultural working atmosphere. Dealing with tourists from all over the world as well as often working together in a multi-national team and with cooperation partners worldwide requires intercultural sensitivity and intercultural competence to reflect and understand one's own as well as foreign cultures. Given increased globalization and new emerging markets, the quest for intercultural competence will even become more important in the future. The course gives a comprehensive introduction to intercultural management. Based on a holistic understanding of the term culture different aspects and dimensions of culture will be displayed, discussed and reflected upon their impacts on business practice. The course will cover the following main topics:

- definition of culture and intercultural management
- cultural theories and dimensions
- intercultural communication
- intercultural impacts on business practice
- working with international teams
- intercultural management & leadership
- intercultural marketing

The module contributes to the SDG's goals no. 4 Quality education, no. 10 Reduced inequalities, and no. 16 Peace, justice and strong institutions

No. of Module:

232061

Module Title

Management Accounting

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Ralf Kesten](#)

Description

The students will be able to list and refer aims and tasks of management accounting and corporate planning. They will be able to understand and to apply international popular management accounting concepts. They will be enabled to create a bottom-up corporate planning and understand the impacts to the financial value of the firm. The students will be able to use a management simulation (business game) and the spreadsheet program MS-Excel.

Contents

The module contains various topics of Management Accounting. With the help of a management simulation and additional cases the students will understand the context of decision-making in companies. In detail the topics are: Fundamentals of Accounting, Profit/Loss-Statements, Break-Even Analysis, Contribution Margins, Cashflow-Statements, Corporate Planning and Managerial Control, Capital Investment and Lifetime Decisions with Present Values, Decision Trees and Marginal Profits, Make-or-Buy Analysis, Activity-Based-Costing.

No. of Module:

232062

Module Title

Scientific Writing

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Julian Reif](#)

Description

- Students understand and can apply essential rules of scientific writing.
- Students can identify relevant academic sources, are able to critically review them. Based on their research they are able to synthesise their central ideas in a summarising conceptual / theoretical framework and derive research hypotheses / assumptions.
- Students understand how to reference relevant sources correctly following the reference style of FH Westküste University of Applied Sciences (Faculty of Business). They are also aware of different reference styles (e.g., Harvard, APA).
- They can identify relevant international tourism journals and understand rankings.
- They get to know how to use IMRaD to structure academic papers and adapt this structure to their own work.
- They can apply the appropriate grammar, vocabulary and sentence structure for scientific writing.
- They understand the OBC-Framework (Observe, Bridge, Challenge) for creating research ideas and can formulate relevant research aims and questions.
- They are able to develop their own research proposal.

Contents

In this course, students will be able to think and work in an academic way and generate their own research ideas. Students choose their own topic and apply the content.

- Scientific thinking and writing in tourism research
- Research process
- IMRaD
- OBC Framework
- Different types of academic literature
- Literature research and referencing
- Building conceptual / Theoretical frameworks
- Data visualisation

No. of Module:

232063

Module Title

Qualitative & Quantitative Research Methods

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Phil. Tim Harms](#)

Description

The students know and can distinguish the different research instruments for quantitative and qualitative research. They are able to position these instruments and their purpose in the general process of creating scientific knowledge.

- The students can plan their own research project and select adequate methods for the solution to their research problem. They understand the advantages and disadvantages of the individual instruments, methods and procedures as well as evaluate the application's chances of success.
- The students can apply selected quantitative (i.e., descriptive statistics, test statistics, factor and cluster analyses) and qualitative (i.e., expert interviews, qualitative content analysis) research instruments.
- Critical reflection on the research results and limitations of the applied research design completes the students' competencies.

Contents

In this course, students get a comprehensive overview on empirical social sciences in tourism research. The students learn to apply selected empirical research methods with common software tools (i.e. Excel, SPSS) analyzing real-world data-sets. The students learn to interpret the results of their analyses through:

- Interview technique
- Focus groups
- Qualitative content analysis/grounded theory
- Descriptive statistics (incl. data visualization)
- Test statistics (t-test, ANOVA, linear regression)
- Factor analysis
- Cluster analysis

No. of Module:

232070

Module Title

Crisis Management & Resilience

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Sonja Göttel](#)

Description

The course enables the students to determine, analyse and critically reflect on conflicts, crises and disasters in relation to tourism including influencing factors and current and possible future impacts. The students will be able to identify central issues for upcoming crises and disasters and to evaluate and compare different solutions for crisis management. Through trend analysis, literature review and selected case studies, the students will be able to analyse, critically compare, reflect and evaluate different approaches, strategies and instruments for crisis prevention, crisis management and crisis recovery. They will be able to adapt and transfer solutions to new complex settings and to anticipate and plan for possible future developments. Through panel discussions, group work and presentations the students will deepen their competencies in teamwork, critical thinking and analytical proficiency and be able to present, defend and discuss own ideas and arguments in front of a professional audience.

Contents

Tourism has been exposed to a range of different crises in the past, whose origins (political, medical, environmental, etc.) as well as the impacts have varied widely in terms of total magnitude and geographic scale. Climate change, biodiversity loss, global pandemics such as COVID-19 and other crises increase the pressure on the tourism industry to develop coping and recovery strategies. Some experts argue that current crises can be a starting point to transform the tourism industry toward a more sustainable and ethical future. There appears to be a consensus that the tourism sector needs to become more resilient, although what exactly that means remains open to debate. The course gives a comprehensive overview on various conflicts, crises and disasters in relation to tourism including influencing factors and actual and possible future impacts. Trend analysis, literature review and selected case studies are used to identify central topics and patterns and to discuss possible measures and instruments for both, prevention as well as recovery. The course focus will be adopted to current issues and situations and may include the following main topics:

- Classifying and understanding crisis and disasters
- Strategic measures of crisis planning and crisis management
- Crisis management instruments
- Crisis prevention and mitigation
- Tourism crisis recovery and resilience
- Sustainability and destination recovery

The module contributes to the SDG's goals no. 4 Quality education, no. 10 Reduced inequalities, no. 16 Peace, justice and strong institutions, and no. 17 Partnerships for the goals.

No. of Module:

232071

Module Title

Selected Aspects in Tourism

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Phil. Tim Harms](#)

Description

This module gives students the opportunity to be intensively engaged with selected aspects of tourism. The students will critically deal with different sources of information and evaluate them. They will be able to link information from different disciplines, evaluate, and classify the consequences of current events in the form of their effects, adjustments and reactions. In addition, based on available data, they will be able to design future scenarios, justify them and outline supply-side adjustments to deal with the changes. By successfully completing the module, students get the opportunity to build an expertise in a relevant aspect of tourism, get an overview of the state of the tourism market, are able to analyse literature and other relevant sources in order to develop future scenarios and predict future developments regarding their chosen aspect of tourism.

Contents

Students are confronted with contemporary problems and relevant topics in tourism. They learn to analyse them in-depth and form an educated opinion on them. The topics are semester specific, e.g. the analysis of discrepancies between self and external perception using theories and empirical studies, production and reproduction of tourist areas – spatial and social theory studies but also niche topics like Wine & Culinary Tourism, Dark Tourism, Slow Tourism, Reproductive Tourism, Sex Tourism, Medical Tourism etc..

No. of Module:

232072

Module Title

Strategic Management

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Sonja Göttel/[Dr. Sabrina Seeler](#)

Description

The students will be able to identify, analyse, compare, critically reflect and evaluate different approaches, strategies and instruments for strategic analyses, strategic planning and business strategy formulation. Through analysis of selected company examples and case studies the students will learn to evaluate and compare different strategic approaches and measures. They will be able to adapt and transfer strategic solutions to new complex settings and to take own positions in relation to strategic measures. Furthermore, the students will gain competencies for understanding networks and cooperation processes, critically reflect on their importance for business practice and analyse instruments and tools for establishing and managing professional networks. This includes the knowledge and critical reflection of relevant literature and selected case studies, the identification of central issues and the transfer of possible solutions for selected problems.

Through panel discussions, group work and presentations the students will deepen their competencies in teamwork, critical thinking and analytical proficiency and be able to present, defend and discuss own ideas and arguments in front of a professional audience.

Contents

The tourism industry is characterized by a highly fragmented market structure aligning diverse, often small and medium-sized companies along the tourism value chain. Successful business operations do highly depend on effective strategic decisions concerning (potential) markets and internal competences, as well as on the ability to establish and manage networks and cooperative structures with other partners of the tourism industry and beyond.

The course addresses central aspects and considerations in Strategic Management and gives a profound insight to Network Management and the strategic relevance of horizontal, vertical and lateral business networks and cooperation. Among others the course covers the following main topics:

- Central aspects in Strategic Management
- Strategic Planning and Strategic Analysis
- Formulation, implementation and evaluation of business strategies
- Central aspects in Network Management
- Role of networks and cooperation in tourism
- Network analysis
- Measures and instruments for establishing and developing networks

The module contributes to the SDG's goals no. 4 Quality education, no. 8 Decend work and economic growth, and no. 17 Partnerships for the goals.

No. of Module:

232073

Module Title

Leadership

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Julius Arnegger](#)

Description

Upon completion of this course students will be able to:

- Define leadership in the context of different historic and current basic frameworks (e.g., trait theory, behavioral models, situational leadership, transformational leadership, followership, etc.);
- Identify and explain themes and ideas that support the understanding of leadership concepts from interdisciplinary perspectives, e.g. psychodynamic approaches, ethics, diversity, power, teams and change.
- Critically compare, discuss and evaluate different approaches to leadership, and discuss strengths and weaknesses in different contexts.
- Apply leadership approaches and conceptually-based solutions to case studies.
- Identify current challenges to various ideas of leadership, including those coming from the areas of sustainable development and digitalization of businesses, economies and societies, and elaborate possible solutions.

Contents

This course discusses the main frameworks to leadership, from the 'Great Man' theory to modern approaches of followership. The main idea is to provide students with the knowledge and tools to define, identify, apply and, most importantly, critically evaluate notions of leadership in various contexts – rather than giving one single universal definition.

A special focus will be on current challenges in management and leadership, including transitions to sustainability and digitalization. A focus will be on SDGs 5, 8, 9, 12.

No. of Module:

232074

Module Title

Critical Thinking

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Julian Reif](#)

Description

- Students develop their critical thinking abilities.
- Students are able to evaluate and critically reflect on academic literature and learn to argue academically.
- Students can differentiate between principles and theories of tourism and critically assess them.
- Students develop academic reading skills.
- They learn how to develop their own view when reading research papers
- They develop their own voice in formulating their own opinions based on argumentation

Contents

Current and classic research papers are read and critically discussed in the course. The course aims for an integration of the different perspectives, theories and methods from related disciplines into tourism (e.g., sociology, psychology, geography). This includes the analysis and critical reflection on the current state of tourism, purpose, functions and role of tourism research, and main philosophies, paradigms, methodologies and processes of tourism science.

No. of Module:

232075

Module Title

Case Study II

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

[Prof. Dr. Phil. Tim Harms](#)

Description

Building on the module Quantitative & Qualitative Research Methods and Case Study I, students should be able to further deepen and expand their practical knowledge and skills in the area of empirical project processing. The students are able to fully independently analyse a larger set of qualitative or quantitative data according to a certain provided research problem with which they are provided by either the German Institute for Tourism Research or their respective supervisor. They can critically weigh up the advantages and disadvantages of quantitative and qualitative methodology and make well-founded sensible decisions in the choice of methods. They are able to process and evaluate empirical data independently and to draw logical conclusions. The students show that they can work in a goal-oriented manner even under higher pressure. They know their own strengths and weaknesses and know how to deal with them appropriately. They can structure complex issues easily, weigh up alternative courses of action well and are able to develop solutions that can ultimately also be presented convincingly to an expert audience.

Contents

- Processing of an empirical research project
- Choosing suitable methods
- Processing of all phases of a project from problem analysis to the final presentation
- Critical reflection on the project results
- Team- and self-assessment