

Module Catalogue

Summer Term 2026

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

Preconditions

Description

Content

No. of Module:

10579

Module Title

German II – German as a Foreign Language

SWS – credit hours per week

4

Credits

6

Contact/Lecturer

Elisabeth Petersen

Preconditions

A minimum of A2/B1 level German is required. Regular attendance is mandatory.

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 intermediate German language skills, as detailed below. Upon completion of this course, students should have completed the B1 level (CEFR).

Content

Core topics include:

Ability to understand the main points of information in conversations and texts on familiar matters relating to work, school and leisure time, etc. when clear, standard language is used.

Ways to deal with most situations typically encountered when travelling in German-speaking countries,

Tools to express yourself simply and coherently when talking about familiar topics and areas of personal interest.

Skills to be able to report on experiences and events, describe dreams, hopes and ambitions as well as make short statements and explanations.

As well as the corresponding grammar and training of reading, listening, speaking and writing skills.

No. of Module:

212058

Module Title

English for Tourism I

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Ciara Colgan-Buchenau

Description

As well as refreshing general English students should be confronted with communication and written skills needed to develop in order to work effectively and professionally in the international sector. Skills Students will acquire skills in participating in meetings, keeping records, creating a business plan as well as visualising and explaining charts and diagrams. The four skills, speaking, listening, reading and writing, will be practised extensively. 304 Personal competences Students will work in pairs and groups to analyse, discuss solutions and negotiate possible outcomes while working on case studies in the tourism sector as well as producing a written report and various forms of internal communication. On completion of studies, students will reach the B2/C1 level.

Content

Core topics include the history and development of tourism, current trends in tourism, advertising, trends in accommodation, event management, risk management, sustainability in tourism as well as presenting findings, describing statistics and writing reports.

No. of Module:

211009

Module Title

Business English I

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Ciara Colgan-Buchenau

Description

This course is designed to introduce students to Business English and provide them with a range of specialized business vocabulary, as well as improving their communication skills for the business environment. It particularly prepares students to work in an international environment. On completion of studies, students will reach the B2 level.

Contents

Possible topics include: brands and advertising, finance, organizational structures, business travel, managing international meetings, negotiating across cultures, as well as general business correspondence.

No. of Module:

212061

Module Title

Spanish for Tourism I

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Paula Molina de Rohde

Description

Students learn the first level of basic language use (A1 level of the 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. They communicate in a simple manner when their conversation partners speak slowly and clearly and are willing to help. They understand short, simple texts related to areas of interculturality. 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 identify the differences and similarities between them.

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

Contents

Possible topics include:

- Getting to know each other
- Getting around the city and airport
- Getting around the hotel
- Food
- Routines
- Weather

No. of Module:

10219

Module Title

Tourism Future

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Ulrich Reinhardt

Description

The students know different scenarios for the future of national and international travel and are able to analyze them. They are familiar with the social, economic and technological drivers, their characteristics and development trends, as well as the associated implications for tourism demand and the tourism industry.

Contents

Discussion of the methods of futurology and critical reflection on them. Study, examination and discussion of various publications on the future of tourism. In particular: National and global demand and supply trends; climate change; demographic change; globalization of competition; crises, wars, catastrophes; change in values.

No. of Module:

210019

Module Title

Management-oriented social competencies I: Intercultural Competence

SWS – credit hours per week

2

Credits

3

Contact/Lecturer

Sonja Göttel

Description

Dealing with customers 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. 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.

No. of Module:

10215

Module Title

Management-oriented social competencies II: Working in networks

SWS – credit hours per week

2

Credits

3

Contact/Lecturer

Sonja Göttel

Description

Successful business operations depend more and more on the ability to work within inter-organisational networks and collaborative projects. Accordingly, many tourism experts consider network management competencies to become a key management requirement in future. The course gives a comprehensive introduction to network and cooperation management in tourism. It displays and discusses different forms of networks and collaborative projects and reflects on helpful soft skills to successfully establish and manage network structures and processes.

No. of Module:

10528

Module Title

Tourism in developing countries

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Julius Arnegger

Description

Tourism is an important economic sector in many developing countries, and often the most important source of foreign exchange earnings. Compared to other industries, tourism is relatively labor-intensive, which can make it a suitable instrument for broad-based growth and employment promotion – even in peripheral regions that often have particularly attractive natural and cultural attractions. Moreover, with appropriate planning and implementation, tourism can effectively strengthen local value chains as a cross-cutting industry, for example by integrating the agricultural sector.

Tourism promotion therefore also plays a role in many international development cooperation (DC) projects.

On the other hand, inappropriate tourism development in developing countries also risks creating new dependencies, reinforcing social imbalances, and contributing to environmental degradation in destinations.

Learning Objectives:

In this course, students will acquire knowledge about frameworks and structures of tourism development in countries of the Global South, DC and its actors, and specifically tools to promote sustainable tourism development in the context of DC projects. After participating in the module, students will be able to reflect on the requirements and limits of tourism promotion in the context of development cooperation, apply them to selected examples and develop possible solutions.

Contents

- History, strategies, structures of tourism in countries of the Global South
- Tourism in developing countries against the background of global challenges (climate change, biodiversity crisis, COVID-19 pandemic, etc.)
- Actors and international framework of development cooperation
- Importance and potential of tourism as an instrument of poverty reduction and sustainable development
- Discussion of tourism concepts such as pro-poor tourism, community-based tourism, ecotourism
- Case studies: planning, implementation, monitoring and evaluation of (tourism) projects in DC
- Guest lectures by practitioners (e.g. representatives of Deutsche Gesellschaft für Internationale Zusammenarbeit - GIZ)
- Information on career opportunities for graduates of tourism management programs in development cooperation

No. of Module:

10083

Module Title

International Human Resource Management

SWS – credit hours per week

4

Credits

6

Contact/Lecture

Prof. Dr. Susanne Liebermann

Description

Students understand the consequences of internationalisation for Human Resource Management. They get to know different strategies for a successful internationalisation of Human Resource Management. The students gain awareness of possible challenges, which arise in the course of internationalisation from the perspective of Human Resource Managers, Leaders and Employees.

Contents

Internationalisation of Economic Relations, Consequences for HRM, Organisation and Conditions of HRM in International Settings. Culture Theories, International HR-Planning, International Recruitment, International Talent Management, International Leadership Trainings, International Benefits and Compensation Policies, Expatriation, Intercultural Teamwork, Leadership in International Teams

No. of Module:

232064

Module Title

Destination Development

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Eisenstein

Description

The students are able to assess different types of destination development concepts for tourist spatial units and to recognize the advantages and disadvantages in this context.

- They know the central aspects and contents of a modern tourism development concept and are able to work out deficiencies in existing concepts.
- Students will learn how destinations organize themselves and which concepts the tourism service in destinations can be based on. On this basis, they gain a deeper understanding of the control of complex, self-organizing networks in destinations (based on the interest-driven cooperation of individual actors) and how these networks interact with the political environment.
- Based on selected literature studies and concrete case studies, the students can independently work out the basic content of a tourism development concept and can identify the relevant coordination processes and management strategies of destinations and specify them for application.
- The acquired knowledge is deepened, and reflected on in case studies.

Contents

Based on real tourism development concepts, the advantages and disadvantages of destination concepts are worked out and compared with the relevant theory. Central components of a modern tourism development concept are defined: with the analysis phase, Strategy and target definition viewed. The involvement of the relevant stakeholders is also considered in a differentiated manner, with a focus on the integration and participation of the locals in tourism.

Topics include:

- Basics of destination-related tourism development
- Effects of tourism
- Life cycle of the destination
- Coordination in the destination
- Conception of destinations
- The principle of sustainability as an overarching objective
- Central barriers to change
- Organizational models
- Leadership strategies
- Destinations as Networks
- Involvement of interest groups/stakeholder management
- Destination governance practical examples

- Tourism concepts practical examples
- Relation to SDG

No. of Module:

232065

Module Title

International Perspectives and Cooperation in Tourism

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Sonja Göttel

Description

Upon completion of this module, students are able to...

- identify and compare framework conditions and structures of tourism and development in countries with different political and socio-economic situations;
- explain relationships of power, dependencies and inequalities in the global tourism system;
- describe and critically assess tourism's potentials and risks in pursuit of sustainable development and just transition;
- evaluate the importance of tourism for different countries and analyze opportunities and risks of investing in tourism development in light of current global developments;
- describe tourism's role as instrument in Development Cooperation (DC) projects in the Global South, and present appropriate tools to promote sustainable tourism development in the context of DC projects;
- critically reflect on the requirements and limitations of tourism development in the context of DC projects; 385
- analyze, select and apply appropriate strategies for tourism development to selected case studies, and develop possible solutions.

Contents

In this course, current issues in tourism development are discussed from different international perspectives. In addition to looking at the tourism industry and related cooperations in countries of the Global North, developments in countries of the Global South will be considered. Tourism is an important economic sector in many low and middle income countries, and often the most important source of foreign exchange earnings. Tourism promotion therefore also plays a role in many international Development Cooperation (DC) projects. The opportunities (e.g. economic growth, employment, strengthening of local value chains) and risks (e.g. new dependencies, environmental impacts) associated with tourism in developing countries are discussed. Furthermore, the view for intercultural differences in the assessment of global issues such as climate change is sharpened and implications are critically assessed. Learnings from the course will contribute to several Sustainable Development Goals, among others, SDG 8 Decent work and economic growth, SDG 9 Industry, Innovation and Infrastructure and SDG 10 Reduced inequalities. Topics include (individual focus in the seminar):

- History, strategies, structures of tourism in countries with different political and socio-economic positions
- Tourism development in countries of the Global North and Global South against the background of global challenges (climate change, biodiversity crisis, energy crisis, health crisis etc.)
- Actors and international framework of Development Cooperation

- Importance and potential of tourism as an instrument of poverty reduction and sustainable development
- Discussion of tourism concepts such as pro-poor tourism, community-based tourism, ecotourism
- Case studies: planning, implementation, monitoring and evaluation of tourism projects in countries of the Global North and Global South
- Guest lectures by practitioners (e.g. representatives of Deutsche Gesellschaft für Internationale Zusammenarbeit - GIZ) and partners from the International Competence Network of Tourism Research and Education (e.g. representatives of North-West University South Africa)

No. of Module:

232060

Module Title

Digital Transformation in Tourism

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Reif

Description

- Students are aware of the comprehensive technological and societal change caused by digitalisation.
- They critically assess the influence of digitalisation on the customer journey.
- Students can classify the benefits of technological innovations for tourism practice and understand that digitisation is neither good nor bad.
- Students can accompany digital transformation processes in tourism businesses.
- They can evaluate current digital trends and estimate the potential for tourism businesses.
- Learnings from the course particularly contribute to SDGs 9 (industry, innovation and infrastructure), 11 (sustainable cities and communities) and 12 (responsible consumption and production)

Contents

Based on current technological trends the digital transformation in tourism will be discussed. 388

One or more of these topics will be addressed:

- New business models for the tourism industry based on digitalisation
- Technological innovations in tourism
- The digital tourist
- Smart Tourism and Smart Destinations
- Online Information and Inspiration
- Future of digital payment (e.g. Paypal, blockchain)
- Platform Economy and its impact on destinations
- New Data sources for tourism and their possibilities
- Open Data and Big Data and their implications for tourism
- Digitalisation as enabler and solution for overtourism issues
- Augmented Reality and Virtual Reality Applications in tourism
- The Metaverse
- New Work
- Digital visitor management in destinations
- Digital Leadership in Tourism
- Artificial Intelligence in Tourism

No. of Module:

232067

Module Title

Sustainability, Management & Communication

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:

- Explain the historic and conceptual foundations as well as current tendencies in sustainable development, and critically evaluate the concept in tourism contexts;
- Identify challenges of current tourism structures at different spatial levels, and describe possible solutions related to implementation of sustainable tourism;
- Describe state-of-the-art approaches to sustainability management in tourism (tools, sustainability assessments) in various subsectors and apply them to different case studies;
- Explain the role of communication and marketing in pursuit of sustainable tourism;
- Critically discuss rhetoric sustainability communication with regard to concepts of green washing / social washing, etc.
- Understand the role of Corporate Social Responsibility, standards and certifications as instruments for quality control and marketing in sustainable tourism; 391
- Discuss new forms of marketing and communication (e.g., influencer / social media marketing) and their risks and opportunities for sustainable tourism;
- Discuss tourism's role in, interlinkages with, and potential solutions to broader global challenges such as the biodiversity and climate crises.
- Explain cross-cutting issues impacting on sustainable tourism, e.g. social justice, ethics, diversity.
- Develop scenarios for sustainable tourism future(s).

Contents

While sustainable tourism has initially sometimes been treated as a specific niche market in tourism, it has become evident that all forms of tourism need to become (more) sustainable. In this course, sustainable tourism is understood from a holistic perspective, that cannot be treated as independently from other sectors and aspects of sustainable development. At the same time, practical management approaches are presented, discussed and applied, that shall equip students with the necessary tools to achieve sustainability in various subsectors and contexts of the broader tourism industry. Understanding that sustainability does not only have to be achieved internally, e.g. at the business or destination level, but also be communicated to external stakeholders (including, but not limited to, customers), a strong focus in the course is on sustainable tourism marketing and communication at large. This includes not only external marketing to (potential) customers and stakeholders, but also internal communication with employees and other internal target groups. Topics are closely related to and in line with the SDGs, notably SDGs 1, 5, 8, 10, 11, 12, 13, 14, 15.

No. of Module:

232068

Module Title

Innovation Management & Entrepreneurship

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Horster

Description

After successfully attending this course, students can put themselves in the position of a company founder, recognize problems and opportunities in this environment and develop solutions to current problems. In particular, they are able to:

- explain the basic theories of entrepreneurship and innovation management and can assess them
- understand the main features of entrepreneurial decisions and to deal systematically with the changes in the environment of national and international companies
- define, analyze and prioritize project goals as part of change and innovation processes
- practically apply selected methods and instruments for planning, steering, monitoring and controlling an innovation process
- recognize the methods and tools of integrated scheduling and resource planning
- solve bottleneck situations by controlling intervention in the project and derive a realistic project budget from different concepts and procedures as well as weigh up risks in project situations
- explain typical problem areas that can arise in the management of innovations and (spin-off) start-ups and are able to identify and evaluate them

Contents

Founding a company and developing a company are the focus of the course. In addition, it is about innovation management and the increasingly important integration of entrepreneurial thinking and acting as well as innovation processes in established companies. The contents are:

- Basics of innovation management
- Innovation models over time and their development up to today's approaches such as open innovation
- Company formation and development with a focus on the customer experience
- the role of entrepreneurs and their personality that is relevant when starting a business
- Inter- and intra-organizational cooperations
- The concept of ambidextrous leadership
- Change management and corporate culture as issues that are crucial when establishing innovation processes
- Analysis of case studies with current reference are included in the lesson
- Marketing, financing and other business aspects that should be considered when starting a business and in innovation processes

No. of Module:

232069

Module Title

Case Study I

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Dr. Harms

Description

The students will be able to independently measure and analyse an empirical task under supervision, and define the project goal or are provided with it by a partner from the industry. They will be able to critically weigh the pros and cons of quantitative and qualitative research and justify meaningful decisions in the choice of methodology. They will be able to independently generate and evaluate empirical data and draw consistent conclusions. Different opinions and approaches will be able to be discussed objectively and with critical arguments.

Contents

Independent processing of an empirical research project: The students will design the work processes cooperatively and show that they can work purposefully, even under a higher work load. They will recognize the strengths and weaknesses of the team and know how to deal with them appropriately. They will be able to easily structure complex issues, weigh alternative courses of action well and actively participate in the development of proposed solutions, which will then finally be presented to a specialist audience and/or the partner from the industry who has provided the project goal.

No. of Module:

10231

Module Title

Dark Tourism

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Harms

Description

Students are introduced to the topic of dark tourism. They develop concepts related to the topic and learn about the problems of distinguishing it from other types of tourism (e.g. heritage tourism). Opportunities and risks for destinations in this field are discussed and the limits of marketing are highlighted. Finally, various case studies related to the above topics are examined.

Contents

Basic knowledge of the concept of dark tourism Distinction between dark tourism and other types of tourism Marketing of dark tourism sights Opportunities and risks for the destination offering the tourism Online and, if necessary, face-to-face lectures – As soon as possible: on-site seminar Various case studies.

No. of Module:

310005

Module Title

English I

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Frau Colgan

Description

Knowledge

This introductory course to Business and Technical English serves as a refresher course in general English as well as an introduction to technical and business terms and topics used in the corresponding fields.

Skills

This course will enable students to read technical texts, follow lectures and discuss a range of business and technical topics. Students will produce a written process plan and various forms of internal written communication. The four skills, speaking, listening, reading and writing, will be practised extensively.

Personal competences

Students will work in pairs and groups to analyse, discuss and negotiate case studies.

Social competences

Students will be enabled to communicate, network and socialise in a group both for business and leisure purposes. They will learn to listen to others' opinions, incorporate them and reflect within the group..

Contents

Possible business topics include:

- human resources
- staff development
- business correspondence
- Self-marketing

Possible technical topics include:

- developments in information communication technology (ICT)
- smart products and technology
- materials science
- systems and processes

No. of Module:

313009

Module Title

Englisch (Presentation, Negotiations, etc.)

SWS – credit hours per week

2

Credits

2

Contact/Lecturer

Colgan /Carolan / Petersen

Description

Knowledge

The aim of the course is to consolidate and develop the knowledge and vocabulary acquired to give effective presentations gained in the previous semester as well as dealing with business situations which will confront students in their future career.

Skills

Students will be confronted with realistic listening activities and situation-based speaking activities in professional contexts. Vocabulary, speaking, and listening activities are geared towards mastering negotiation skills.

Personal competences

Students will apply the knowledge and skills learnt in the previous semester to produce and hold an individual presentation on a topic relevant to their onboarding project. The methods and persuasive skills of negotiating will be practised and applied in speaking activities.

Social competences

Students will be able to give and receive peer feedback. They will learn how to deal effectively with their counterparts and present arguments and concessions in a negotiation situation.

Contents

Possible business topics include: time management, trade fairs, conflict, sales techniques and the art of persuasion.

Possible technical topics include: logistics, warehousing, security, health and safety and contracts.

No. of Module:

313012

Module Title

Human Resource Management Basic (Englisch)

SWS – credit hours per week

4

Credits

5

Contact/Lecturer

Prof. Dr. Stefano Di Pietro

Description

Students acquire in-depth specialist knowledge in strategic and operational human resource management.

They are familiar with the entire recruitment process. They can distinguish between quantitative and qualitative personnel requirements planning, explain the advantages and disadvantages of internal and external recruitment, and describe and schedule the recruitment process. Students are familiar with the organisational and temporal sequence of the application process, know how to analyse and evaluate application documents, and how to conduct a job interview. They can distinguish between different testing procedures and know the basic components of an employment contract.

In the area of personnel assessment, they can name the steps and different forms of personnel assessment. They are familiar with analytical personnel assessment procedures and know the criteria for assessing potential and performance. In addition, they can distinguish and recognise different inter- and intra-personal as well as situational assessment errors. Students are familiar with the objectives of personnel development from both the employer's and employee's perspective and can explain different forms and types. They know how personnel assessments and annual reviews are planned and conducted and are familiar with the phases of self-directed personnel development.

Students are familiar with various theories and studies on job satisfaction and employee motivation and know which factors can have a positive or negative impact on employee retention and motivation.

They are familiar with various forms of personnel support and personnel services, the basics of personnel remuneration, and the possibilities and limitations of working time and workplace design.

Students are familiar with the basics of staff redundancies, including the different forms of termination, legal principles and requirements. In the area of personnel controlling, they are familiar with various personnel key figures and are able to calculate selected key figures.

Through the analysis of case studies, social skills such as holistic thinking, teamwork and communication skills are also trained.

Contents

- Personnel planning and recruitment
- Personnel assessment
- Personnel development
- Job satisfaction and employee motivation
- Incentive systems and personnel support
- Personnel remuneration
- Working time arrangements
- Workplace design
- Personnel reduction
- Personnel controlling