

1. Semester	ECTS	SWS	2. Semester	ECTS	SWS	3. Semester	ECTS	SWS	4. Semester	ECTS	SWS	5. Semester	ECTS	SWS	6. Semester	ECTS	SWS
Deutsch B1/ Spanisch A1 & A2* (Deutsch für Hotel)	5	3	Deutsch B2 / Spanisch B1 (Deutsch für Hotel)	5	3	Destination Management & Marketing (bilingual EN/D)	5	3	Guest Relations, Reputation Management & Crisis Communication (Complaints etc.) Bilingual EN/D	5	3	Digital Communication (komplett Deutsch)	5	3	Destination Branding	5	3
Hospitality and Tourism	5	3	Hotel Management and Booking Systems	5	3	Operative and Strategic Hotel Management	5	3	Sustainability and Quality Management in Tourism	5	3	Green Service Strategies in Hospitality	5	3	Health and Wellness Strategies in Hospitality	5	3
Employability: Business English	5	3	Academic Writing and Empirical Methods	5	3	Employability: Agile & Creative Methods	5	3	Cultural Issues in International Tourism (Case Studies)	5	3	Project Management	5	3	Customer Relationship Management	5	3
Management Basics	5	3	HR & Organisation	5	3	Law	5	3	Statistics & Data Mining	5	3	Revenue Management	5	3	BA Thesis	15	1
Economics	5	3	Financial Accounting	5	3	Cost Accounting & Controlling	5	3	Taxes	5	3	Event Management Processes Event Planning	5	3			
Marketing, Sales & CRM	5	3	Service Management - Service 4.0	5	3	Intercultural Management	5	3	(International) Sales Management	5	3	E-Commerce	5	3			
	30			30			30			30			30			30	
<b>180 ECTS</b>																	

\*Spanisch für deutschsprachige Studienanfänger\*in

**Abkürzungsverzeichnis**

ECTS/LP = Leistungspunkte

SWS = Semesterwochenstunden (1 SWS = 45 Minuten)