

Business Studies

Speciality in Hotel and Tourism Management

Well-qualified employees are one of the most important contributory factors to a company's success. Specialist knowledge, soft skills and practical experience determine the level of competence and commitment in the firm. The Business Studies course in the form of a sandwich course alternating between the University of Cooperative Education and the company forms the ideal foundation:

Our parallel classroom/company timetable (2½ days practical training and (minimum) two days per week in the University) ensures on-going integration in the company and introduction to practical assignments. Students become actively engaged in the firm's daily activities from early on.

The overall economic environment

Tourism markets change ever more rapidly. New trends necessitate a high degree of flexibility and professionalism in terms of advice, tender conditions and implementation of individual customer demands on the part of contractors, service providers and organisers alike.

The University of Cooperative Education prepares students by means of sophisticated, management-orientated academic study to find the latest and most effective solutions for the industry.

Course objectives

The course objectives in 3 years at the University of Cooperative Education are ambitious. As a result, we demand from our students an above-average commitment, both in the company and in the classroom, as well as exceptional interest in their specific subjects and in the overall economic context.

Primary Aims of the Course:

- to impart the knowledge necessary for an academically-based and, at the same time, practically-orientated qualification within a short period.
- the attainment of methods and soft skills, both in the theoretical part of the course, as much as in the hands-on activity,
- to enable graduates to shoulder specialist and management tasks early on.

Fields of activity

Graduates are capable, immediately after finishing the Course, of taking on positions of responsibility in:

- Marketing and Sales
- Event Organisation
- Financial Controlling
- Planning and Organisation
- Human Resources

Companies

The course training partners can be any of the types of enterprise in the industry:

- travel agencies
- holiday organisers
- tour operators
- the hotel trade
- the catering trade
- Event Organisers
- Country Cottage Resorts and Theme Parks
- transport companies
- health resorts and spas
- receptive travel agencies



Course Duration:
3 years / 6 Semesters

Academic Award:
B.A. (Bachelor of Arts)
Speciality in Hotel and Tourism Management

Study Locations:
Darmstadt, Heidelberg,
Erfurt, Berlin, Bochum,
Cologne, Munich, Hamburg

Accommodation:
We will be pleased to help
you find accommodation.

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Curriculum*

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co-operation partner



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Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 1			
Module: Introduction to business administration (I)	1		5
Foundations of business administration	1	30	
Financial accounting	1	30	
Module: Foundations of economics (I)	1+2		
Foundations of economics 1	1	30	
Module: Computer science	1+2		
Computer science 1	1	30	
Module: Introduction to hotel and tourism management	1		6
Introduction to hotel and tourism management	1	80	
Module: Law	1+2		
Foundations of civil law	1	30	
Module: Business mathematics I	1		5
Business mathematics 1	1	40	
Module: General skills I	1+2		
Preliminary English 1	1	20	
Foundations of dissertation	1	20	
Theory-to-practice transfer I	1		5
Total semester 1		310	21
Semester 2			
Module: Business administration studies (II)	2		5
Foundations of operational decisions	2	30	
Balancing of accounts	2	30	
Module: Foundations of economics (I)	1+2		5
Foundations of economics 2	2	30	
Module: Computer science	1+2		5
Computer science 2	2	30	
Module: Tourism and hospitality management	2		6
Tourism and hospitality management	2	80	
Module: Law	1+2		4
Trade and company law	2	30	
Module: Business mathematics II	2		5
Business mathematics 2	2	40	
Module: General skills I	1+2		4
Rhetoric and communication	2	20	
Preliminary English 2	2	20	
Theory-to-practice transfer II (including a colloquium)	2	10	5
Total semester 2		320	39
Semester 3			
Module: Cost and financial management	3		6
Investment and finance	3	30	
Cost calculation	3	30	
Module: Marketing and distribution	3		4
Marketing and distribution	3	40	
Module: Tourism and hospitality marketing	3		6
Tourism and hospitality marketing	3	80	
Module: Statistics	3		7
Statistics	3	60	
Module: Economics (II)	3+4		
International economic policy	3	20	
Module: General skills II	3+4		
Presentation and moderation	3	20	
Vantage English 1	3	20	
Theory-to-practice transfer III (including a colloquium)	3	10	5
Total semester 3		310	28

Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 4			
Module: Corporate management I	4		6
Controlling 1	4	30	
Organisation / corporate leadership	4	40	
Management of international businesses	4	20	
Module: Technology in the hotel industry and tourism	4		6
Communication and distribution technology	4	40	
Tourist travel technology	4	40	
Module: Economics (II)	3+4		4
Finance	4	20	
Module: General skills II	3+4		6
Vantage English 2	4	20	
Module: Second Year Trainee Project	4	10	10
Total Semester 4		220	32
Semester 5			
Module: Corporate management II	5		7
Organisation and personnel management	5	30	
Controlling 2 (planned cost calculation, other planning processes)	5	30	
Corporate ethics	5	20	
Seminar: practice firm		20	
Module: International tourism and hospitality marketing	5		5
International tourism and hospitality marketing		60	
Module: Compulsory elective area	5	60	5
Module: Law II	5		4
Special law in the tourism business	5	20	
Solving practical legal problems	5	20	
Module: General skills III	5+6		
Intercultural competence	5	20	
Project management	5	20	
Higher English 1	5	20	
Theory-to-practice transfer IV (including a colloquium)	5	10	5
Total semester 5		330	26
Semester 6			
Module: External and international accounting	6		5
External accounting (consolidated accounts, international financial reporting)	6	30	
Case study and case analysis in external accounting (practical)	6	20	
Module: International tourism and hospitality management	6		5
International tourism and hospitality management	6	60	
Module: Compulsory electives area	6	60	5
Module: General skills III	5+6		7
Higher English 2	6	20	
Module: Bachelor Project	6	10	12
Total semester 6		200	34
Overall total		1690	180

Plus 120 hours Spanish (6x20 hours) or an additional 2nd foreign language according to availability.

Compulsory electives: Hospitality: Budgeting and finance; Management principles for congresses, conferences and trade fairs; Leadership tasks in the hotel industry / gastronomy; Business game - Management in the hotel industry and gastronomy.
Tourism: Environmentally sustainable tourism - from challenge to realisation; Quality management in guest representation and tour guidance; Business game - Management tasks in tourism; Incoming tourism management.