

MTM

# Master in International Tourism Management

Full-time

Degree: Master of Business Administration (MBA)

## Profile

► The MTM program provides students with specific competencies for the tourism business in a practice-oriented and holistic approach. It takes into account the fact that the prosperous tourism sector is recruiting more and more managers with a recognized academic qualification and with high sensitivity towards international and intercultural management needs. The program delivers key competencies required in the tourism business and builds on the previous studies of students.



The core emphases of the course are the following:

- Strategic and operative marketing competence in tourism
- International and global tourism management
- Sensitivity towards the tourism environment
- Specific management competencies in tourism (e.g. project management, e-tourism, quality management, operations management)

## Target Group

► The postgraduate course Master in International Tourism Management (MTM) offers compulsory subjects only, all of which focus on the systematic preparation of future managers for the various tasks within international tourism management in a global environment. In order to address the complexities in coordinating the different tourism-related industries and to fulfill the need to upgrade skills in this sector, training needs to be improved.

## Your Choice:

### MBA Master in International Tourism Management

<b>Program Duration:</b>	Two Semesters, plus Master's Thesis and Oral Defense Full-time Program
<b>Structure:</b>	October
<b>Start of the Program:</b>	English
<b>Language of Instruction:</b>	12,500 Euro
<b>Tuition Fee:</b>	30 Students maximum
<b>Size of the Classes:</b>	MBA
<b>Degree Title:</b>	1 semester (30 ECTS credits)
<b>Internship option:</b>	January 1 - May 31 Non-EU Applicants
<b>Application Period:</b>	January 1 - July 31 EU Applicants

**Entry requirements:** An academic, business related degree (Bachelor) and one year of professional experience

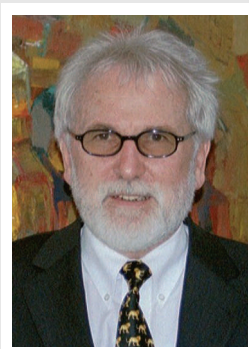
## Curriculum

	1. Semester	SWS	SS	CP	2. Semester	SWS	SS	CP	3. Semester	SWS	SS	CP	
1	<b>Introduction</b> A: The Phenomenon of Tourism and its Systems B: Economics of Tourism and its Industries	4	8	6	<b>Tourism Marketing</b> A: Specifics of Tourism Marketing B: Marketing Operations	4	8	6	<b>Masters' Thesis</b>			6	
2	<b>Environments of Tourism</b> A: SCEPTICAL-Analysis B: Changing & uncertain Environment	4	8	6	<b>Strategic Planning in Tourism</b> A: Strategy Planning B: Implementation of Strategic Plans	4	8	6					6
3	<b>International and Global Tourism Management</b> A: Globalization of the Tourism Market B: Need for a Sense of local Focus	4	8	6	<b>Specific Management Functions in Tourism</b> A: Financial, HR & Operations Management B: Masters' Seminar	4	8	6				60	6
4	<b>Culture and Ethics</b> A: Culture and Cross Cultural Management B: Business Policy & Ethics	4	8	6	<b>Managing International Projects</b> A: Projects in International Tourism B: Organizing Projects	4	8	6					6
5	<b>Tourism Demand</b> A: Tourism Demand B: Marketing Research	4	8	6	<b>Business Communication</b> A: Communication in Tourism B: E-Tourism Functions	4	8	6					6
	Total per Week	20	40			20	40				60		
	Total per Semester	300	600	30		300	600	30			900	30	
	Workload Semester	900				900				900			
	Workload Program	2700											

For more information

[www.mtm.graduatecenter.de](http://www.mtm.graduatecenter.de)

## MBA Master in International Tourism Management



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