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# BACHELOR (B.A.) HOSPITALITY MANAGEMENT


Orchestrate wow moments, put a smile on guests' faces and master unexpected situations – these and other exciting tasks await you in the hospitality industry. Your bachelor's degree in hospitality management gives you the knowledge you need to excel in the hospitality industry. You will learn business and hotel-specific basics, evaluate practical case studies and study methods of quality control.

After getting to know the basics, you choose your electives from topics such as gastronomy and catering, tourism management and event management.


 **Degree**  
Bachelor of Arts (B.A.)


 **Study start**  
Official start date (online studies): September 1<sup>st</sup>, 2022\*  
Afterwards: Anytime

Official start date (on campus): October 2022  
(then 4 times a year; Oct, Jan, Apr or Jun)

 **Study model and accreditation\***

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

 **Duration**  
Online: 36, 48, or 72 months  
On Campus: 36 months

 **Ultimate flexibility**  
Our On Campus model means that...

- You can start your degree online for distance learning while taking care of visa issues and join us later in Germany to experience campus life. You say which semester you want to spend on campus or online.
- You want to go on a trip during your studies? No problem. You can study online at your own pace without missing any classes.

 **Fees**  
Online: From €75 per month  
Online/On Campus: From €449 per month

\*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

## Study Content

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		<b>1</b>		
Oct/Nov/Dec	Business Mathematics		5 ECTS	E
Oct/Nov/Dec	Introduction to Academic Work		5 ECTS	BWB
Oct/Nov/Dec	Accounting and Balancing		5 ECTS	E
Jan/Feb/Mar	Principles of Hospitality Management		5 ECTS	E
Jan/Feb/Mar	Collaborative Work		5 ECTS	OA
Jan/Feb/Mar	International Marketing		5 ECTS	E
		<b>2</b>		
Apr/May/June	Food and Beverage Management		5 ECTS	E
Apr/May/June	Business 101		5 ECTS	E/WAWA
Apr/May/June	Digital Skills		5 ECTS	AWB
Jun/Jul/Aug	Destination Management		5 ECTS	E/AWB
Jun/Jul/Aug	Corporate Finance and Investment		5 ECTS	WAWA
Jun/Jul/Aug	International Business Law		5 ECTS	E/AWB
		<b>3</b>		
Oct/Nov/Dec	Management Accounting		5 ECTS	E/WAWA
Oct/Nov/Dec	Intercultural and Ethical Decision-Making		5 ECTS	WACS
Oct/Nov/Dec	International Contract Management		5 ECTS	E
Jan/Feb/Mar	Strategic Hospitality Management		5 ECTS	E
Jan/Feb/Mar	Business Simulation: Tourism, Hospitality and Event		5 ECTS	POP
Jan/Feb/Mar	Statistics – Probability and Descriptive Statistics		5 ECTS	E
		<b>4</b>		
Apr/May/June	Managerial Economics		5 ECTS	E
Apr/May/June	Foreign Language*		5 ECTS	E
Apr/May/June	Rooms Division Management		5 ECTS	E
Jun/Jul/Aug	Sustainability Management in Tourism, Hospitality and Event		5 ECTS	WAWA
Jun/Jul/Aug	Planning and Development of Hospitality Businesses		5 ECTS	E
Jun/Jul/Aug	Principles of Management		5 ECTS	WACS
		<b>5</b>		
Oct/Nov/Dec	Distribution in Hospitality and Tourism		5 ECTS	E
Oct/Nov/Dec	Hospitality Revenue Management		5 ECTS	E
Jan/Feb/Mar	Crisis Management in Tourism, Hospitality and Event		5 ECTS	E/WACS
Apr/May/June	Seminar: Current Issues in Tourism, Hospitality and Event		5 ECTS	WARE
Online	Elective A		10 ECTS	
		<b>6</b>		
Online	Elective B		10 ECTS	
Online	Elective C		10 ECTS	
	Bachelor Thesis		10 ECTS	WABT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

## CHOOSE YOUR ELECTIVES

### Choose one elective from “Electives A” list\*\*:

- Event Management
- Gastronomy and Catering
- Tourism Management

### Choose one elective from “Electives B” list\*\*:

- Applied Sales
- Business Ethics and Sustainability
- Intercultural Psychology and CRM
- International Accounting, Planning and Control
- International Brand Management and Corporate Communication
- International HR and Leadership
- Intrapreneurship
- Managing People and Fundamentals of Business Psychology
- Market Research and Product Management
- Online and Social Media Marketing
- Organizational Development and Change Management

### Choose one elective from “Electives C” list\*\*:

- Applied Sales
- Business Ethics and Sustainability
- Event Management
- Foreign Language French
- Foreign Language German
- Foreign Language Italian
- Foreign Language Spanish
- Gastronomy and Catering
- Intercultural Psychology and CRM
- International Accounting, Planning and Control
- International Brand Management and Corporate Communication
- International HR and Leadership
- Intrapreneurship
- Managing People and Fundamentals of Business Psychology
- Market Research and Product Management
- Online and Social Media Marketing
- Organizational Development and Change Management
- Studium Generale
- Tourism Management

\*Choose one of the following language courses: Italian, French, Spanish, German

\*\* Choose one module from the Elective A, one module from the Elective B and one module from the Elective C. Each module can only be selected once. The same language can only be chosen once.