

Breitenbrunn University of Cooperative Education

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Degree course in Tourism Business & Management

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Brief module description

<p>Module name: Introduction Preparatory Course and General Business Administration EBWPR-W-10 Semester 1 ECTS 5</p>	<p>Course content summary: <i>Students will be given an introduction to academic skills. They will learn about the process of preparing, structuring and writing academic papers, and about planning and learning techniques. The module provides a comprehensive overview of business administration in general and the key decisions required of business specialists and managers. It forms the basis of all subsequent business administration and accounting modules.</i></p>
<p>Marketing MAKTG-W-20 Semester 2 ECTS 5</p>	<p><i>This module presents marketing as a central component in the strategy of any business. Students learn about theoretical principles, market research processes, and marketing tools and methods, taking account of current developments and issues for specific sectors. The module includes independent decision-making exercises.</i></p>
<p>Personnel/Organisation/ Employment Law PEORG-T-30 Semester 3 ECTS 5</p>	<p><i>This module looks at company structure, human resources and employment law with a view to providing students with the knowledge to deal with and manage employees and workforces as factors of production.</i></p>
<p>Investment/Financing INFIN-T-40 Semester 4 ECTS 4</p>	<p><i>This module covers the different capital appropriation and procurement processes. Students are introduced to basic and advanced aspects of investment theory, and given an understanding of key issues in business financing.</i></p>
<p>Business Management UNFHG-W-50 Semester 5 ECTS 5</p>	<p><i>In this module, students study the fundamental requirements, content, methods and tools of normative, strategic and operational business management. They look at competitive management concepts, and how these can be applied to the practicalities of business management. They also learn about employee management and how to apply management methods.</i></p>

<p>Introduction to Tourism Business and Management/ Transportation ETBWL-T-10 Semester 1 ECTS 5</p>	<p><i>This module introduces students to the characteristics and operating principles of the tourism sector and explains the interaction of commercial, political, cultural and environmental factors. Students look at the tourism market and the players in different segments, and analyse factors influencing supply and demand. The principles, business systems and development of tourism transportation networks is another central theme.</i></p>
<p>Tourism Policy / Sustainable Tourism TPOLI-T-20 Semester 2 ECTS 5</p>	<p><i>This module looks at the complex nature of tourism, its political, economic, social and ecological context, and the interdependence of all these factors, as well as how they relate to sustainability. It also considers regional policy and development policy and their impact on tourism.</i></p>
<p>Tourism Marketing and E-Business TMARK-T-30 Semester 3 ECTS 5</p>	<p><i>The aim of this module is to deepen students' understanding of the methodological principles of modern marketing management, taking into consideration the tourism sector's "from the market, to the market" mindset in relation to marketing issues. This module focuses on the content and methodology involved with developing new marketing concepts in tourism.</i></p>
<p>Applied Tourism Management TMANA-T-60 Semester 6 ECTS 5</p>	<p><i>Students use the tools and methods they have studied to produce systematic analyses of economic problems in tourism and tourism businesses in projects and as part of a management game. This exercise also requires students to manage such problems and make commercial decisions, particularly in an international context. This is a comprehensive, case-based simulation of the complex decision-making processes involved in market-oriented tourism management at a micro and macro level, and is an exercise in the development of holistic solutions.</i></p>
<p>Microeconomics MIOEK-W-20 Semester 2 ECTS 5</p>	<p><i>This module covers basic economic principles and theories, and, building on this, the relationships within a national economy. Its key areas of focus are the theoretical principles of the market economy, the market, competition, budgets and companies.</i></p>

<p>Macroeconomics/ Globalisation MAOEK-W-30 Semester 3 ECTS 5</p>	<p><i>Macroeconomics essentially deals with national accounting. In particular, students learn about the links between money and currency as the key regulatory elements of a national economy. Foreign trade, the environmental economy and public finance are also considered.</i></p>
<p>External Accounting /Taxes EXREW-T-12 Semesters 1 and 2 ECTS 9</p>	<p><i>This module looks at commercial law and tax regulations as they relate to accounting. Students apply the double-entry method both manually and with the aid of computers to ensure that changes to assets and capital are transparent. They are also given an overview of the key features of taxation. In addition, the module covers the legal basis for annual financial statements, and the design and content of statements, taking into consideration companies' various legal forms and sizes. Students look at the recording and valuing of assets and liabilities, and accrual accounting, and undertake critical analysis of balance sheets and income statements.</i></p>
<p>Internal Accounting INREW-W-30 Semester 3 ECTS 6</p>	<p><i>Students are given a basic overview of cost/revenue accounting in the context of internal in-company accounting, and the associated options for in-house income calculations, performance review and monitoring. Examples will be given of the methods and processes involved in each cost accounting system, and how these are applied in cost and benefit management. The module provides a solid foundation which, when combined with more advanced modules, will enable students to evaluate different courses of action in relation to business process design. It also serves as an introduction to controlling.</i></p>
<p>Controlling CONTR-T-40 Semester 4 ECTS 5</p>	<p><i>Along with marketing, controlling is a key pillar in the successful management of any modern, medium-sized business. This module covers the strategic and operational tools involved with planning, managing and controlling a business. Working from specific business situations, students learn how to select the appropriate tools and methods, and use them for analysis and evaluation.</i></p>
<p>Business Mathematics WMATH-W10</p>	<p><i>The module seeks to ensure that students understand the fundamental mathematical methods and processes required for</i></p>

Semester 1 ECTS 5	<i>business. It focuses on ensuring that students master these skills and are able to apply them independently in a commercial context. The course does not deal with solutions to mathematical problems; instead, it uses mathematics as a useful tool for dealing with practical problems.</i>
IT Skills ITKOM-W-10 Semester 1 ECTS 4	<i>This module looks at the development and functions of computer systems and networks. It provides an introduction to hardware components, operating systems and standard software, analysing how they work together. It also explains the structural design and potential applications of computer networks in business, and, given their increasing importance, deals in detail with data protection and data security.</i>
Statistics STAT-W-20 Semester 2 ECTS 5	<i>This module seeks to ensure that students understand the basic statistical models and methods that are required for business. It focuses on ensuring that students master the methods taught, and can apply them effectively in a commercial context. The course does not deal with solutions to mathematical problems; instead, it uses mathematics as a tool for resolving statistical issues and undertaking quantitative modelling of commercial processes in order to assist with decision-making.</i>
Social, Communicative and Intercultural Competence SOKOM-T-40 Semester 4 ECTS 4	<i>This module develops students' social and communication skills in the context of day-to-day management, using a combination of theory and practical exercises in conflict management, negotiation, moderation and discussion. Students are trained in how to build relationships and conduct conversations in a goal-oriented and confident manner. They are also made aware of the need to acquire intercultural skills in order to promote intercultural communication in professional situations.</i>
Legal Competence JUKOM-T-50 Semester 5 ECTS 5	<i>The module offers an introduction into the principles and general concepts of the Civil Code as well as legal working methods. Key aspects covered include the Civil Code, commercial law and company law. Case studies are used to help students learn to apply abstract legal concepts to practical issues. Students acquire the skills to conduct contract negotiations and conclude contracts.</i>
Business English B 2 ENGB2-W-34 Semesters 3 and 4	<i>Building on the school-leaver's certificate i.e. Level B1 of the Common European Framework of Reference for Languages, the course provides an introduction to English as the international lingua</i>

<p>ECTS 6</p>	<p><i>franca of business. It equips students with basic skills in oral and written business communication.</i></p> <p><i>Building on the skills and competencies acquired, students' knowledge of business English is extended through focus on specific topics. This enables students to participate in professional conversations and provide them with a wide range of linguistic skills for communicating about business transactions in writing.</i></p> <p>The course level corresponds to Level B2 of the Common European Framework of Reference for Languages.</p>
<p>Business English C 1 ENGC1-W-56 Semesters 5 and 6 ECTS 6</p>	<p><i>Sector-specific content enables students to build on the knowledge acquired in Business English – Level B2, perfecting their existing linguistic skills and capabilities. The aim of the course is to give students the ability to deploy a wide repertoire of conversational techniques flexibly and effectively, to express themselves easily in English, and to understand specialist literature with occasional recourse to a dictionary.</i></p> <p>The course level corresponds to Level C1 of the Common European Framework of Reference for Languages.</p>
<p>Second Foreign Language Spanish A 1 SPAA1-W-50 Semester 5 ECTS 5</p> <p>Also applies to Russian and Italian (A2 and B1 also possible)</p>	<p><i>This module familiarises students with the basics of the relevant language (Spanish or Russian) and enables them to express themselves orally and in writing using a rudimentary range of linguistic skills in simple, structured everyday situations.</i></p> <p>The course level corresponds to Level A1 of the Common European Framework of Reference for Languages.</p>
<p>Second Foreign Language Spanish A 2 SPAA2-W-60 Semester 6 ECTS 5</p> <p>Also applies to Russian and Italian (B1 and B2 also possible)</p>	<p><i>Building on the skills acquired in Second Foreign Language Level A1, this module uses selected topics to deepen students' knowledge of the foreign language, providing a solid grounding in basic technical and intercultural skills and equipping students to handle everyday and elementary business situations with ease and confidence.</i></p> <p>The course level corresponds to Level A2 of the Common European Framework of Reference for Languages.</p>
<p>Destination Management DESTI-T-45 Semesters 4 and 5</p>	<p><i>This module examines the fundamentals, features and structures of tourist destinations, and how these can be shaped by means of destination management. The course also explores the links between commercial, organisational and destination-related issues. Students</i></p>

ECTS 7	<i>learn how to apply complex business management to specific destinations, taking particular account of sources of financing, the service chain and quality assurance.</i>
Event Management EVENT-T-45 Semesters 4 and 5 ECTS 7	<i>This module deepens students' specialist knowledge and practical management skills, enabling them to prepare, implement and follow up on event projects i.e. managing companies in the events sector. It focuses on the application of complex business expertise to problems relating to the planning, organization, implementation, financing, technical implementation and monitoring of events i.e. of companies operating in the events sector.</i>
Tour Operators and Sales Management RVURM-T-45 Semesters 4 and 5 ECTS 7	<p><i>This module focuses on the business systems of tour operators and travel agencies, as well as potential management structures. At the same time, the course explores the links between commercial, organisational, operational and sales issues. It also covers basics of travel law.</i></p> <p><i>This includes specific information on how leisure travel services and travel technology are marketed by service providers, tour operators and stationary and virtual distribution channels. It also covers the application of complex business knowledge to problem-solving in travel agency management, with a focus on quality management, travel law and controlling. Finally, the course looks at the business travel market, and the complete management process involved in business travel.</i></p>
Hotel Management HOTMA-T-45 Semesters 4 and 5 ECTS 7	<i>This module covers the fundamentals and forms of, and developments in, the national and international hotel industry, paying particular attention to the decoupling of functions, forms of hotel ownership and the operation of hotel businesses in the context of economic, organisational and hotel-related topics. Students acquire advanced specialist knowledge and an understanding of strategic and operational hotel management. This includes consideration of the tasks involved in hotel operations and knowledge of specific hotel management-related functions, including staffing, marketing and controlling, and interdisciplinary topics such as quality, compliance and sustainability. It also looks at the connections between the hotel management business and the dynamics of selected markets and market segments</i>
Management in Health Tourism / SPA GTSPA-T-45 Semesters 4 and 5 ECTS 7	<i>This module covers the macroeconomic and microeconomic relationships in health policy, the health system and the health market, and explores the similarities and differences between spa resort management and spa management. It focuses on solid specialist knowledge of the processes involved in spa resorts, spas and wellness facilities. At the same time, the course explores the links between commercial, organisational and wellness issues.</i>

	<p><i>The module provides students with the necessary technical knowledge and practical management skills to manage spa resorts, spas and wellness facilities, and in particular the application of complex business expertise to problem-solving in the construction, operation and marketing of spa and wellness facilities. Finally, students will simulate the establishment and operation of a health and spa company.</i></p>
<p>Youth Hostel Management JUHEM-T-45 Semesters 4 and 5 ECTS 7</p>	<p><i>This module examines the fundamentals and forms of, and developments in, national and international youth tourism, with a particular focus on youth hostels. It looks at the links between issues relating to business administration, organisation and youth hostels, and the activities of federal and regional DJH associations (German Youth Hostel Association). Students acquire advanced specialist knowledge, and an understanding of the strategic and operational management of youth hostels. The module considers youth hostels as a special target group, paying particular attention to social skills, youth work and intercultural competencies and internationality – especially language skills and communication.</i></p>
<p>WPM Start-ups EXGRD-W-60 Semester 6 ECTS 5</p>	<p><i>Students will be taught the relevant skills for setting up a company. The module focuses on helping students to identify and take the necessary steps, and deploy the necessary tools, in specific situations. The key stages in setting up a business will be simulated, including developing and presenting a business plan, preparing for a meeting at the bank and seeking funding.</i></p>
<p>WPM Intercultural Competence Semester 6 ECTS 5</p>	<p><i>This module helps students to acquire intercultural skills, enabling them to understand culture-related differences in how people perceive, think, feel, act and judge themselves and others; they learn how to analyse their own cultural orientations and those of others, and to communicate effectively in professional situations.</i></p>
<p>WPM International Marketing (in English) INMAR-W-60 Semester 6 ECTS 5</p>	<p><i>Given the globalisation of the economy and the increasing internationalisation of markets, this module covers basic knowledge, trends, tools and relationships with regard to international marketing. It deals with the importance of a consistent market focus combined with international competencies in relation to language and culture for the success of international companies. The module is delivered in English.</i></p>

<p>WPM Business Psychology WIPSY-W-60 Semester 6 ECTS 5</p>	<p><i>The module introduces students to the fundamentals of business psychology. Business psychology applies the scientific methods and findings of psychology to commercial activities. Combining psychological skills and entrepreneurial thinking enables students to evaluate business situations more comprehensively and thus be able to solve issues more expediently.</i></p>
<p>WPM Personnel Management PERSM-W-60 Semester 6 ECTS 5</p>	<p><i>This module provides students with the advanced knowledge they need to handle and manage employees and workforces as factors of production. Students thus gain a deeper understanding of the various processes and functions of staff management, and are able to identify personnel management problems and find solutions.</i></p>
<p>WPM Working with Children, Young People and Families ARKJF-W-60 Semester 6 ECTS 5</p>	<p><i>The aim of this module is to provide students with practical knowledge of the socio-economic and psychological characteristics of the target groups of children, young people and families. Students are thus given a grounding in developing typical products and services for children, young people and families, and an understanding of how these are marketed in the context of youth travel and youth hostels. Students are expected to participate in lively discussions and read extensively on the subject.</i></p>
<p>Practical Module I Business Overview PRAX1-T-10 Practical Semester 1 ECTS 6</p>	<p><i>With guidance, students reflect on what they have learned in the Introduction to General Business Administration and Tourism Business & Management modules, with reference to the corporate objectives, purpose and structure of their placement company. Students prepare a project paper, describing their company's corporate purpose and showing why the organisation chart is a fundamental tool in the company's overall organisational structure.</i></p>
<p>Practice Module II Marketing PRAX2-T-20 Practical Semester 2 ECTS 6</p>	<p><i>With guidance, students reflect on what they have learned in the Marketing module, with reference to their placement company's marketing concepts. They prepare a project paper, analysing and evaluating their company's marketing concept and providing recommendations for updating an existing marketing concept or implementing a new one.</i></p>
<p>Practical Semester III Personnel/Organisation</p>	<p><i>Students reflect on what they have learned in the Personnel/Organisation and Legal Skills modules, with reference to</i></p>

<p>PRAX3-T-30 Practical Semester 3 ECTS 6</p>	<p><i>their placement company. The focus here is on reciprocal relationships between the operating organisation and human resources management. Working from the organisational chart, students develop a staffing plan for a business and incorporate this within staff costs planning.</i></p>
<p>Practical Module IV Accounting/ Financing PRAX4-T-40 Practical Semester 4 ECTS 6</p>	<p><i>Students undertake targeted reflection on what they have learned in the Investments / Financing / Taxation and Cost Accounting and Profit and Loss Accounting modules in relation to the development and implementation of a business accounting system, with reference to their placement company. The focus here is on demonstrating their knowledge of accounting processes in the company, how to price products and services, and their understanding of financial planning for a business.</i></p>
<p>Practical Module V Business Management PRAX5-T-50 Practical Semester 5 ECTS 6</p>	<p><i>Students demonstrate what they have learned in the Management and Management Methods modules, referring to their placement company's strategic and operational management. The focus here is on the complex process of planning, managing and controlling a business to generate value and commercial success. This involves selecting and applying controlling tool kits in conjunction with strategy building, quality management and environmental management. Students' projects evaluate the company's existing quality assurance system.</i></p>
<p>Bachelor Thesis BACHA-T-60 Semester 6 ECTS 12</p>	<p><i>The Bachelor thesis includes the thesis itself and the student's defence of it. As part of an academic paper, students must demonstrate that they are able to apply the skills and knowledge they have acquired to deal independently with a practical problem using scientific methods. The thesis is written during the placement.</i></p>