

COURSE SCHEDULE

	Semester			
	1.	2.	3.	4.
INTERNATIONAL TOURISM AND EVENT MANAGEMENT				
Tourism Trends & Issues	5 CP			
International Tourism & Event Management	5 CP			
Crisis, Safety & Security Management in Tourism & Events		5 CP		
Big Data & Online Marketing in Tourism & Events		5 CP		
Experience Marketing & Design		5 CP		
Consumer Behaviour in Tourism & Events*			5 CP	
INTERNATIONAL BUSINESS MANAGEMENT				
Behavioural Decision Making	5 CP			
International Economics & International Management	5 CP			
International Marketing & Sales	5 CP			
Leadership & Strategy		5 CP		
Finance Management		5 CP		
Human Resource Management in Global Enterprises*			5 CP	
ADVANCED MANAGEMENT				
Research Methods	5 CP			
Digital Innovations		5 CP		
Cross-Cultural Communication**			5 CP	
International Experience			5 CP	
Sustainability Management & CSR in a Global Context				5 CP
MASTER'S ASSESSMENT				
Research Colloquium				5 CP
Master's Thesis				15 CP
Gesamt: 120 CP	30 CP	30 CP	30 CP	30 CP



You haven't completed your Bachelor's degree yet? At Hochschule Fresenius, you can start your Master's program and finish your Bachelor's program at the same time, provided you have attained at least 80 percent of the credit points by the time of enrollment. In addition, Bachelor's students at Hochschule Fresenius will only pay the monthly Master's tuition fees when starting the Master's program.

CP = Credit points in accordance with the ECTS

* The third semester takes the form of an internship abroad. "Consumer Behaviour in Tourism & Events" and "Human Resource Management in Global Enterprises" are e-learning modules.

** The "Cross-Cultural Communication" module takes place in the second semester and is assessed in the third semester.