

Business



University of  
Applied Sciences

BACHELOR

# Tourism and Leisure Management

How do you stage an event and what challenges are involved? You'll work on these and other business-related questions in our full-time bachelor programme. Electives to choose:

- Hospitality Consulting
- Destination Consulting
- Adventure, Events and Sports Tourism
- Global Wellness and Spa Management
- Congress, Events and Conference Management

[www.imc.ac.at](http://www.imc.ac.at)

# Special features

## Studying the international way

Linguistically, you'll grow by leaps and bounds by perfecting your English skills – after all, the lectures are held in English. In addition, you'll learn or further improve another foreign language during your degree, choosing between Spanish or French plus Italian, German or Chinese. You can also go abroad with the option of spending semester 3 at one of our 170+ partner universities – the perfect opportunity to further develop your cross-cultural skills.

## Ideally equipped for the globalised world

While you're still at university, you'll cultivate contacts with important representatives of the tourism industry – during the excursion to ITB Berlin in semester 3 or an optional excursion to the IMEX Future Leaders Forum in semester 6, for instance. And lectures in Krems are held by experts in their field, who incorporate lots of practical examples and projects. Your training will be concluded with a sharp focus on an increasingly important set of soft skills. They'll help you to become a confident and self-assured tourism professional. In seminars and workshops, you'll develop your presentation, negotiation and sales skills as well as explore teambuilding methods.

## Discover your interests

One in ten jobs worldwide is directly linked to tourism – a good argument for pursuing a career in this sector. The Krems bachelor programme centres on the operational aspects of this fast-growing industry. In addition to general lectures on the tourism industry, towards the end of your studies you'll delve into specialised areas of tourism and leisure. In addition to general lectures on the tourism industry such as Event Management or Sustainability in Tourism in semester 5 you choose between two areas of specialisation: Hospitality Consulting or Destination Consulting. In semester 6 you can choose between the following electives: Adventure, Event- and Sports Tourism; Wellness and Spa Management; and Congress, Events and Conference Management.

## At a glance



### Full-time

Full-time courses take place from Monday till Friday all day.



### English

The language of instruction is English. This makes you ready for taking over a responsible job in a multi-cultural environment.



### Six semesters

You will complete your studies after three years and work for 180 ECTS in this time. Your previous knowledge counts: individual courses such as accounting can be credited. Your academic degree after having successfully completed your studies is Bachelor of Arts in Business (BA).



### 22-week internship

You can immediately put into practice what you have learned. The internships are an obligatory part of your studies.



### Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.



# Curriculum

## FULL-TIME

| Semester I                                 | CH | ECTS |
|--|----|------|
| <b>ACCOUNTING AND FINANCING</b>            |    |      |
| Accounting I                               | 2  | 4    |
| Accounting I – Exercises                   | 1  | -    |
| <b>MANAGEMENT</b>                          |    |      |
| Principles of Management                   | 2  | 3    |
| Sustainability and Ethics in Leadership    | 1  | 1    |
| <b>MARKETING</b>                           |    |      |
| Marketing I                                | 2  | 3    |
| <b>FUNDAMENTALS OF TOURISM</b>             |    |      |
| Understanding Tourism                      | 2  | 3    |
| Tourism Geography                          | 2  | 2    |
| <b>SOFT SKILLS</b>                         |    |      |
| Rhetoric and Presentation                  | 1  | 1    |
| <b>LANGUAGE</b>                            |    |      |
| French I (Level A1)*                       | 3  | 4    |
| French I (Level B1)*                       | 3  | 4    |
| Spanish I (Level A1)*                      | 3  | 4    |
| Spanish I (Level B1)*                      | 3  | 4    |
| Italian I (Level A1)*                      | 3  | 4    |
| German I (Level A1)*                       | 3  | 4    |
| German I (Level B1)*                       | 3  | 4    |
| Chinese I (Level A1)*                      | 3  | 4    |
| <b>BUSINESS MATHEMATICS AND STATISTICS</b> |    |      |
| <b>BUSINESS MATHEMATICS</b>                |    |      |
| Business Mathematics – Theory              | 1  | 2    |
| Business Mathematics – Exercises           | 1  | 2    |
| <b>SCIENTIFIC METHODS AND TOOLS</b>        |    |      |
| Foundations of Empirical Social Research   | 1  | 1    |
| Tourism Research Exercises                 | 1  | 1    |
| Principles of Business Data Analysis       | 2  | 3    |

| Semester II                          | CH | ECTS |
|--------------------------------------|----|------|
| <b>ACCOUNTING AND FINANCING</b>      |    |      |
| Accounting II                        | 2  | 3    |
| Accounting II – Exercises            | 1  | -    |
| <b>ECONOMICS</b>                     |    |      |
| Microeconomics                       | 2  | 3    |
| <b>LAW</b>                           |    |      |
| Principals of Private and Public Law | 2  | 2    |
| <b>MARKETING</b>                     |    |      |
| Marketing II                         | 2  | 2    |
| <b>FUNDAMENTALS OF TOURISM</b>       |    |      |
| Event Management                     | 2  | 3    |
| <b>TOURISM SECTOR</b>                |    |      |
| Hospitality Management               | 2  | 2    |
| Destination Management               | 2  | 2    |
| <b>SOFT SKILLS</b>                   |    |      |
| Group Dynamics                       | 1  | 1    |

| <b>LANGUAGE</b>                            |   |   |  |
|--|---|---|--|
| French II (Level A2)*                      | 3 | 4 |  |
| French II (Level B1)*                      | 3 | 4 |  |
| Spanish II (Level A2)*                     | 3 | 4 |  |
| Spanish II (Level B1)*                     | 3 | 4 |  |
| Italian II (Level A2)*                     | 3 | 4 |  |
| German II (Level A2)*                      | 3 | 4 |  |
| German II (Level B1)*                      | 3 | 4 |  |
| Chinese II (Level A1/A2)*                  | 3 | 4 |  |
| <b>BUSINESS MATHEMATICS AND STATISTICS</b> |   |   |  |
| <b>BUSINESS STATISTICS</b>                 |   |   |  |
| Business Statistics – Theory               | 1 | 2 |  |
| Business Statistics – Exercises            | 1 | 2 |  |
| <b>SCIENTIFIC METHODS AND TOOLS</b>        |   |   |  |
| Qualitative Research Methods               | 2 | 4 |  |

| Semester III                              | CH | ECTS |
|---|----|------|
| <b>ACCOUNTING AND FINANCING</b>           |    |      |
| Managerial Accounting and Decision Making | 2  | 3    |
| <b>ECONOMICS</b>                          |    |      |
| Macroeconomics                            | 3  | 3    |
| <b>MARKETING</b>                          |    |      |
| Tourist Behaviour and Psychology          | 2  | 3    |
| Multi-Channel Distribution Systems        | 2  | 3    |
| <b>FUNDAMENTALS OF TOURISM</b>            |    |      |
| Sustainability in Tourism                 | 1  | 2    |
| Current Issues in Tourism                 | 1  | 2    |
| <b>TOURISM SECTOR</b>                     |    |      |
| Transportation                            | 2  | 3    |
| Tourism Intermediaries                    | 2  | 2    |
| <b>SOFT SKILLS</b>                        |    |      |
| Intercultural Competence                  | 2  | 2    |
| <b>LANGUAGE</b>                           |    |      |
| French III (Level A2/A2+)*                | 2  | 2    |
| French III (Level B1/B2)*                 | 2  | 2    |
| Spanish III (Level A2/A2+)*               | 2  | 2    |
| Spanish III (Level B1/B2)*                | 2  | 2    |
| Italian III (Level A2/A2+)*               | 2  | 2    |
| German III (Level A2/A2+)*                | 2  | 2    |
| German III (Level B1/B2)*                 | 2  | 2    |
| Chinese III (Level A2)*                   | 2  | 2    |
| <b>SCIENTIFIC METHODS AND TOOLS</b>       |    |      |
| Computational Thinking                    | 1  | 2    |
| Quantitative Research Methods             | 2  | 3    |

| Semester IV                          | CH | ECTS |
|--------------------------------------|----|------|
| <b>PRACTICAL TRAINING</b>            |    |      |
| Practical Training Semester          | -  | 28   |
| Practical Training Semester Coaching | 1  | 2    |

| Semester V                            | CH | ECTS |
|---------------------------------------|----|------|
| <b>ACCOUNTING AND FINANCING</b>       |    |      |
| Finance and Investment                | 2  | 3    |
| <b>ECONOMICS</b>                      |    |      |
| Economics in Tourism and Leisure      | 2  | 3    |
| <b>LAW</b>                            |    |      |
| International and Tourism Law         | 2  | 3    |
| <b>MANAGEMENT</b>                     |    |      |
| Project Management                    | 1  | 2    |
| Human Resource Management             | 2  | 2    |
| <b>MARKETING</b>                      |    |      |
| Digital Tourism                       | 2  | 3    |
| <b>FUNDAMENTALS OF TOURISM</b>        |    |      |
| Culture, Heritage and Tourism         | 2  | 2    |
| <b>SPECIALISED TOURISM MANAGEMENT</b> |    |      |
| ELECTIVE 1: Hospitality Consulting    | 2  | 4    |
| ELECTIVE 2: Destination Consulting    | 2  | 4    |
| <b>SOFT SKILLS</b>                    |    |      |
| Negotiation and Sales Skills Training | 1  | 2    |
| <b>LANGUAGE</b>                       |    |      |
| French IV (Level A2/B1)*              | 2  | 3    |
| French IV (Level B2)*                 | 2  | 3    |
| Spanish IV (Level A2/B1)*             | 2  | 3    |
| Spanish IV (Level B2)*                | 2  | 3    |
| Italian IV (Level A2/B1)*             | 2  | 3    |
| German IV (Level A2/B1)*              | 2  | 3    |
| German IV (Level B2)*                 | 2  | 3    |
| Chinese IV (Level A2+)*               | 2  | 3    |
| <b>SCIENTIFIC METHODS AND TOOLS</b>   |    |      |
| Bachelor Seminar I                    | 1  | 3    |

| Semester VI   | CH | ECTS |
|---|----|------|
| <b>ACCOUNTING AND FINANCING</b>                         |    |      |
| Controlling   | 2  | 3    |
| <b>MANAGEMENT</b>                                       |    |      |
| Entrepreneurship and Start-ups                          | 2  | 4    |
| <b>MARKETING</b>  |    |      |
| Digital Marketing                                       | 2  | 3    |
| <b>FUNDAMENTALS OF TOURISM</b>                          |    |      |
| Experience Design in Tourism                            | 3  | 4    |
| <b>SPECIALISED TOURISM INDUSTRIES</b>                   |    |      |
| ELECTIVE A: Adventure, Events and Sports Tourism        | 2  | 3    |
| ELECTIVE B: Global Wellness and Spa Management          | 2  | 3    |
| ELECTIVE C: Congress, Events and Conference Management* | 2  | 3    |
| <b>LANGUAGE</b>   |    |      |
| French V (Level B1)*                                    | 2  | 3    |
| French V (Level C1)*                                    | 2  | 3    |
| Spanish V (Level B1)*                                   | 2  | 3    |
| Spanish V (Level C1)*                                   | 2  | 3    |
| Italian V (Level B1)*                                   | 2  | 3    |
| German V (Level B1)*                                    | 2  | 3    |
| German V (Level C1)*                                    | 2  | 3    |
| Chinese V (Level A2/B1)*                                | 2  | 3    |
| <b>SCIENTIFIC METHODS AND TOOLS</b>                     |    |      |
| Bachelor Seminar II and Bachelor Paper                  | 1  | 8    |
| Bachelor Exam   | -  | 2    |

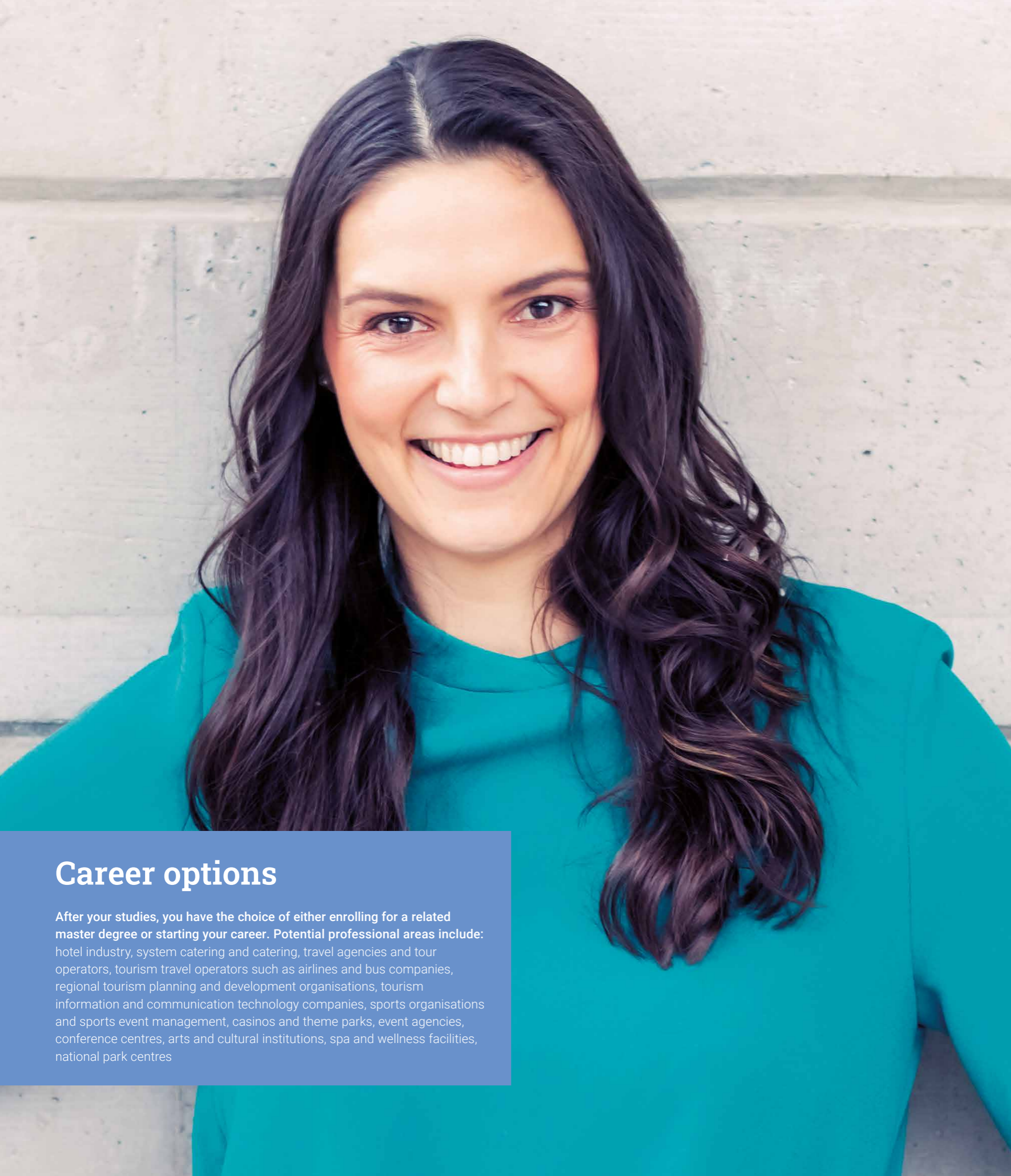
CH: Contact Hours

\* Students choose one language

Students choose one of the electives 1-2 (semester V) and electives A-C (semester VI)

Subject to possible alterations.





## Career options

After your studies, you have the choice of either enrolling for a related master degree or starting your career. Potential professional areas include: hotel industry, system catering and catering, travel agencies and tour operators, tourism travel operators such as airlines and bus companies, regional tourism planning and development organisations, tourism information and communication technology companies, sports organisations and sports event management, casinos and theme parks, event agencies, conference centres, arts and cultural institutions, spa and wellness facilities, national park centres

## A very personal story

INES LOCHMANN GRADUATED FROM TOURISM AND LEISURE MANAGEMENT. THE GERMAN-BORN IS ALREADY HOLDING THE POSITION OF DIRECTOR OF HUMAN RESOURCES. SHE LIKES AUSTRIA SO MUCH THAT AFTER A FEW YEARS IN THE COUNTRY SHE FEELS LIKE A NATIVE. HER FAVOURITE WAYS TO KEEP FIT INCLUDE MARATHON RUNNING AND BOXING.

### Good reputation opens many doors

I had already acquired a hotelier qualification in Germany before I applied to study at IMC Krams. The programme in Krams was a perfect add-on, because it was in English, and because I was also able to study two more foreign languages. Of course, I've also benefited from getting to know my colleagues – I still meet up with them and we share our experiences. The IMC Alumni Network is well organised.

### From Berlin to Krams

Moving from Berlin to Krams was no easy decision, but I got to know a lot of people and from the very first day I was part of the group. I integrated very quickly – learning the various Austrian dialects. When I receive applications from IMC Krams graduates or students for internships or an advertised position at the hotel, I immediately feel a connection. I know how intensive the programme was, but that you also get a high-quality education.

### Intensive, emotional and open-minded

At my first job interview after completing my degree, they said: 'You know that you've studied at the best university of applied sciences for the tourism industry in Austria.' At the time, I didn't realise that IMC Krams was held in such esteem. The university's good reputation has opened many doors for me. If I had to describe my degree programme in three words, I would choose: intensive – because it was a real challenge; emotional – because there were ups and downs, but we went through them together; and open-minded – thanks to the internship and numerous international experiences.

## Tip

The service industry requires much passion, empathy and flexibility. It is important to be aware that this is a highly demanding field to work in, but it is also very rewarding – on a human level.

# IMC. It's all in me.

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## Accreditations



## Memberships

