

**BA in Innovation and Management in Tourism (English)**

Program Code: IMTE-B

Courselist 2020/21

**International Coordinator: Contact person for all academic-related questions and learning agreement.**

Ms Rosalyn Eder, MA

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Office hours: 10am to 12nn and 1pm to 2pm, Tuesdays, Wednesdays and Thursdays; for urgent issues please request an appointment by email.

**Courses offered in IMTE-B in the winter / fall semester (October – February)**

Course Code	Semester 1	ECTS
IMEB1BADVO	Business Administration	4
IMEB1ECOVO	Economics 1	3
IMEB1ACCIL	Accounting 1	3
IMEB1TFUVO	Tourism Marketing 1 (must be taken with Tourism Fundamentals)	3
IMEB1TFUVO	Tourism Fundamentals (must be taken with Tourism Marketing 1)	3
IMEB1TMVO	Innovation and Creativity Techniques	2
IMEB1LSSIL	Learn and Study Skills	3
IMEB1ICCIL	Intercultural Communication	3
Course Code	Semester 3	ECTS
IMEB3MCOIL	Marketing Communication in Tourism	3
IMEB3MREIL	Market Research in Tourism	4
IMEB3TITIL	Trends in Tourism	3
IMEB3EVMIL	Event Management	2
IMEB3STAIL	Statistics (must be combined with Statistics Tutorial)	3
IMEB3STAIL	Statistics Tutorial (Practice/Exercise) (must be combined with Statistics)	1
IMEB3ACCIL	Accounting 3	3
IMEB3ITTVO	IT-Applications in Tourism	2
IMEB3QPMVO	Quality and Process Management	3
IMEB3IHOIL	Innovations in Destination Management (slots limited to 3 incoming students)	3
IMEB3IDEIL	Innovations in Hotel Management (slots limited to 3 incoming students)	3
Course Code	Semester 5	ECTS
IMEB5EMAIL	e-Marketing	2
IMEB5FINVO	Finance and Investment	3
IMEB5HRMVO	Human Resource Management	2
IMEB5SUTIL	Sustainability in Tourism	2
IMEB5WEBIL	Web Publishing	2
IMEB5PCDPT	Product Development Cases Destination Management (slots limited to 2 incoming students!)	4
IMEB5PCHPT	Product Development Cases Destination Management (limited to 2 seats for incoming students)	4

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Enrollment in these courses will be decided by the start of the semester. Limited seats for incoming students.

Course Code	Semester 1	ECTS
IMEB1ITAIL	Italian 1	3
IMEB1SPAIL	Spanish 1	3
IMEB1GERIL	German 1	3
Course Code	Semester 3	ECTS
IMEB3SPAIL	Spanish 3	3
IMEB3ITAIL	Italian 3	3
IMEB3GERIL	German 3	3
Course Code	Semester 5	ECTS
IMEB5SPAIL	Spanish 5	3
IMEB5GERIL	German 5	3
IMEB5ITAIL	Italian 5	3

Elective languages (final list will be released before the semester starts).

Course Code	Elective Languages	ECTS
IMTEGER1IL	German 1 (Beginners)	2
IMTEGER3IL	German 3 (Intermediate)	2
IMTEFRA1IL	French 1 (Beginners)	2
IMTEITA1IL	Italian 1 (Beginners)	2
IMTECHI1IL	Chinese 1 (Beginners)	2
IMTESPA1IL	Spanish 1	2
IMTERUS1IL	Russian 1	2
IMTEBJAP1IL	Japanese 1 (Elective)	2
IMTEFOO1IL	Food Tourism	3
	Career Coaching for Tourism Students	1

**Courses offered in IMTE-B in the summer / spring semester (February – July)**

Course code	Semester 2	ECTS
IMEB2ACCIL	Accounting 2	3
IMEB2CFMIL	Conflict Management	1
IMEB2PNSIL	Presentation, Negotiation and Sales Skills	2
IMEB2SMIIL	Strategic Management & Innovation in Tourism	4
IMEB2RMEIL	Research Methodologies	4
IMEB2DEMIL	Introduction Destination Management	3
IMEB2HOMIL	Introduction Hospitality Management	3
IMEB2TMIL	Tourism Marketing 2	3
IMEB2ECOVO	Economics 2	2

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Course code	Semester 4	ECTS
IMEB4ITEVO	Internet Economy	2
IMEB4ITLVO	International Law	3
IMEB4ARMIL	Advanced Research Methodologies	4
IMEB4ZRMIL	Applied Research	1
IMEB4ADMIL	Advanced Destination Management (cannot be taken with Advanced Hospitality Mgmt)	3
IMEB4PDDIL	Product Development Destination Management (see portfolio requirement; cannot be taken with Product Development in Hospitality Management)	4
IMEB4AHMIL	Advanced Hospitality Management (cannot be taken with Advanced Destination Mgmt)	3
IMEB4PDHIL	Product Development Hospitality Management (see portfolio requirement; cannot be taken with Product Development in Destination Management)	4
Course code	Semester 6	ECTS
IMEB6CONIL	Controlling	3
IMEB6ENPIL	Entrepreneurship in SME	2
IMEB6IHRIL	Innovative Approaches in HRM	2
IMEB6ESMIL	e-Marketing and Social Media Marketing	2
IMEB6HETIL	Health Tourism	2
IMEB6TOMIL	Tour Operator Management	2
IMEB6TRAIL	Transportation Management	2

Enrollment in these courses will be decided by the start of the semester. Limited slots for incoming students.

Course code	Semester 2	ECTS
IMEB2GERIL	German 2	3
IMEB2ITAIL	Italian 2	3
IMEB2SPAIL	Spanish 2	3
Course code	Semester 4	ECTS
IMEB4GERIL	German 4	3
IMEB4ITAIL	Italian 4	3
IMEB4SPAIL	Spanish 4	3
	Social and Sustainable Business	1

**Portfolio requirements:**

IMEB4PDHIL Product Development in Hospitality Management and IMEB4PDDIL Product Development in Destination Management is limited to three exchange students per course. Students must already have basic knowledge in Marketing, Innovation Techniques, Project Management and Destination / Hospitality Management before joining the course. Language requirement is English at least B2 level, preferably C1. Enrollment in both courses is not allowed.

Send your portfolio to [rosalyn.eder@fh-salzburg.ac.at](mailto:rosalyn.eder@fh-salzburg.ac.at).

Please also note that these are advanced courses and students work on real projects with industry clients who require 100% commitment in the full cycle of project management on the part of the

students. Therefore, students are expected to actively contribute to the class activities and to the quality of the project outcomes.

**Courses not available:**

Due to organisational issues, the following courses are **not** offered to exchange students:

IMEB4FMSRC Simulation Financial Management  
IMEB4ZRMIL Applied Research  
IMEB4MIDIL Markets and Innovations in Destination Management  
IMEB4MIHIL Markets and Innovations in Hospitality Management  
IMEB5BBASE Bachelor Thesis Seminar 1  
IMEB6BASE Bachelor Thesis Seminar 2  
IMEB6CPSRC Corporate Planning and Simulation  
IMEB6BPRBP Final oral exam  
IMEB6ITRIL Internship 2