

# TOURISM & SUSTAINABLE MANAGEMENT

Master of Arts



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### STUDY CONTENT

The Masters (MA) degree in 'Tourism & Sustainable Management' (TSM) at the CBS is a joint programme conceived by the Department of International Tourism Management (ITM) and the Center for Advanced Sustainable Management (CASM) to explore the complexities of putting tourism business development alongside sustainable growth. By incorporating both teaching and research, TSM strives to incorporate the modern condition, social issues and current trends alongside critical dialogue to develop new conceptual frameworks collectively.

During the first semester, you will be grounded in the basics of international business and sustainable management. You will learn to link CSR and corporate governance to the fundamentals of tourism management.

The second semester is dedicated to case studies to apply acquired knowledge and further understand the relationships between global sustainable management and the ethics of tourism development. The business project allows you to use your knowledge in a consultancy project with a company in the tourism industry. You will also have the opportunity to participate in an overseas fieldtrip to explore tourist culture and reflect critically on the self and the world at large.

The third semester is about integrating sustainable management approaches and reviewing tourism through digitalization, innovation and social entrepreneurship. You will learn to have a critical look at connections between tourism, culture and sustainable management.

Graduates from this study program will work in the following companies and functions amongst others:

- Cultural industries
- Destination Management
- Consulting
- Marketing/Sales
- Corporate Social Responsibility
- Non-governmental organisations
- Events Management
- Airline/Airport Management
- Entertainment Sector
- Hotel Business & Operations
- Travel Agencies
- Tour Operators

### AT A GLANCE

#### START OF STUDIES

Fall (August)

#### LECTURE LANGUAGE

English

#### DURATION

4 semesters incl. master's thesis

#### STUDY LOCATION

Cologne

#### FORM OF STUDY

Full-time (120 ECTS)

#### INTERNSHIP

Minimum 8 weeks (obligatory)

#### SEMESTER ABROAD

In the 4th semester (optional)

#### BUSINESS PROJECT

In the 2nd semester

#### FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

#### SOFT SKILLS

From 1st – 3rd semester

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## Study plan

### 1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
Fundamentals of Tourism	Module 4	3 ECTS
Tourism Geographies	Module 4	3 ECTS
Advanced Crosscultural Team & Selfmanagement	Module 12	2 ECTS
Advanced Negotiation & Influencing Skills	Module 15	2 ECTS
Language & Communication Skills I <sup>1</sup>	Module 18	2 ECTS

### 2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Sustainable Business Models in Tourism	Module 6	3 ECTS
Social Entrepreneurship	Module 6	3 ECTS
International Perspectives on Sustainable Management	Module 7	3 ECTS
Tourism, Politics & Societies in Emerging Economies	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
International Project Management	Module 13	3 ECTS
Emotional Intelligence	Module 16	2 ECTS
Language & Communication Skills II <sup>1</sup>	Module 19	2 ECTS

### 3. SEMESTER

Tourism Economics	Module 9	3 ECTS
Sustainable Tourism Supply Chains	Module 9	3 ECTS
Sustainability in Event & Congress Management	Module 10	3 ECTS
Tourism & Digitalisation	Module 10	3 ECTS
Cultures of Consumption	Module 11	3 ECTS
Tourism Development & Destination Management	Module 11	3 ECTS
Storytelling for Marketing & Branding Purposes	Module 17	2 ECTS
Language & Communication Skills III <sup>1</sup>	Module 20	2 ECTS
Skills Elective <sup>2</sup>	Module 26	2 ECTS
Master Thesis Tutorial	Module 22	2 ECTS
Internship <sup>3</sup> (at least 8 weeks)		10 ECTS

### 4. SEMESTER

Master Thesis	24 ECTS
Master Thesis Tutorial	2 ECTS
Internship <sup>3</sup> (at least 8 weeks)	10 ECTS

General economic science teaching content

Programme-specific teaching content

Interdisciplinary competences

Each course usually comprises two hours per week during the semester.

<sup>1</sup> For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.

<sup>2</sup> In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

<sup>3</sup> During the semester break you will complete an internship of at least eight weeks at home or abroad.