



European University

CENTER FOR MANAGEMENT STUDIES

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★★★★★

Bachelor of Business Administration in International Management Bachelor of Science in Hospitality Management

New Bachelor Programs in Austria

- 4** semesters at ITM Tourism College
- + 2** semesters of European University at ITM College in Austria
- A** Bachelor's Degree from European University

A Great Partnership

In business, networking and developing partnerships are part of the new formula for success in the global economy. European University and ITM College have found such a partnership in the world of higher education. Both schools have the same core values in delivering creative, cutting edge business education to the next generation of business leaders.

- A pragmatic, career-focused approach to education
- Small class sizes and personalized attention
- Accessible faculty who care about student success
- Outstanding employment record for our graduates

To find out more about how you can take advantage of this new and exciting opportunity, contact:

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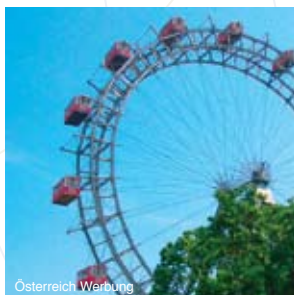
EU European University



Österreich Werbung/ Graf H.



Österreich Werbung/ Bartl



Österreich Werbung

Language	English
Start	September
Duration	6 Semesters
ECTS	180
Certificate	Official Austrian College Diploma and BBA in International Management or B.Sc. in Hospitality Management
Option	MBA, Cross MBA
Target group	Austrian high school graduates who aim for a sound practical education topped with an academic degree in the field of international management or hospitality and tourism management

Bachelor of Business Administration in International Management

Bachelor of Science in Hospitality Management

Year one

Semester 1	WHS	ECTS
Language and Communication		
Business English 1	4	2
Selected Language 1 *	3	4
Computer Science 1	2	1
Management		
Fundamentals of Marketing	2	2
Introduction Tourism	2	2
Principles of Management	2	3
Fundamentals of Economics	2	3
Introduction to Accounting	4	4
Applied Hospitality Management		
Restaurant Services 1	3	3
Nutrition and Food Production Management	2	2
Introduction to Hotel Operations	2	2
Tourism Industry Organisations	2	2
Total	30	30
Internship between semester 2 and 3		
	13 weeks	

Semester 2	WHS	ECTS
Language and Communication		
Business English 2	4	2
Selected Language 2	3	4
Computer Science 2	2	1
Management		
Marketing Concepts	2	2
Transportation and Travel	2	2
Strategic Management	2	2
Principles of Economics	2	2
Financial Accounting	4	4
Law 1	2	2
Applied Hospitality Management		
Restaurant Services 2	3	2
Practical Food Production 1	3	1
Wine Sommelier Seminar	3	3
Hotel Operations	2	2
Tourism Administration and Communication	2	1
Total	37	30

Year two

Semester 3	WHS	ECTS
Language and Communication		
Business English 3	4	2
Selected Language 3	3	3
Computer Science 3	2	1
Management		
Marketing Mix	2	2
Travel Agency Management	2	1
Human Resource Management	2	2
Micro and Macro Economics	2	2
Financial and Cost Accounting	3	3
Controlling	3	3
Law 2	2	2
Applied Hospitality Management		
Restaurant Services 3	2	1
Practical Food Production 2	3	1
Wine Sommelier Seminar	3	4
Hotel Reservation Systems	2	1
Tourism Organisation and Environment	2	2
Total	37	30

Semester 4	WHS	ECTS
Language and Communication		
Business English 4	4	2
Selected Language 4	3	3
Computer Science 4	2	1
Management		
Applied Marketing	2	2
Personality Training	2	2
Motivation and Leadership	2	2
Cost Accounting and Pricing	3	3
Planning and Controlling	3	4
Applied Hospitality Management		
Wine Sommelier Seminar	3	4
Meeting Industry Management	2	2
Project Paper	1	5
Total	27	30

Year three

Semester 5	WHS	ECTS
Global Business and Marketing	3	4
Financial Statement Analysis	3	4
Negotiation	3	4
Business Finance	3	4
Industrial Marketing	3	4
Change Management	3	4
Specialization International Management		
Business Logistics	2	3
Decision Analysis	2	3
Total	22	30
Specialization Hospitality Management		
E-Business and Hospitality	2	3
International Hospitality Management	2	3
Total	22	30

Semester 6	WHS	ECTS
Business Policy & Strategic Management	3	4
Budgeting & Control	3	4
Organizational Communication	3	4
Specialization International Management		
Cases in Marketing	2	3
Cases in Finance	2	3
Leadership & Team Building	2	3
Total Quality Management	2	3
Retail Mgt. & Merchandising	2	3
Portfolio Management	2	3
Total	21	30
Specialization Hospitality Management		
Cases in Hotel Management	2	3
Hospitality Marketing	2	3
Event Management	2	3
Conference Management	2	3
Hospitality and Public Policy	2	3
Trends in Hospitality	2	3
Total	21	30
Final Case in Marketing/ Finance/ Hospitality Mgt.	3	4
Thesis	6	8

* Languages offered: French, German, Spanish, Russian
WHS - weekly hours per semester
ECTS - European Credit Transfer System