

MTM

Master in International Tourism Management

Full-time

Degree: Master of Business Administration (MBA)

Profile

► The MTM program provides students with specific competencies for the tourism business in a practice-oriented and holistic approach. It takes into account the fact that the prosperous tourism sector is recruiting more and more managers with a recognized academic qualification and with high sensitivity towards international and intercultural management needs. The program delivers key competencies required in the tourism business and build on the previous studies of students.



The core emphases of the course are the following:

- Strategic and operative marketing competence in tourism
- International and global tourism management
- Sensitivity towards the tourism environment
- Specific management competencies in tourism (e.g. project management, e-tourism, quality management, operations management)

Target Group

► The postgraduate course Master in International Tourism Management (MTM) offers compulsory subjects only, all of which focus on the systematic preparation of future managers for the various tasks within international tourism management in a global environment. In order to address the complexities in coordinating the different tourism-related industries and to fulfill the need to upgrade skills in this sector, training needs to be improved.

Your Choice:

MBA Master in International Tourism Management

Program Duration:	Two Semesters, including Master's Thesis and Oral Defense
Structure:	Full-time Program
Start of the Program:	October
Language of Instruction:	English
Tuition Fees:	12,500 Euros
Size of the Classes:	30 Students maximum
Degree Title:	MBA
Application Period:	January 1 - May 31 Non-EU Applicants January 1 - July 31 EU Applicants

Curriculum

Modules	Course Requirements	ECTS Credits	Percentage of Total Grade	Class Hours
1. The Phenomenon of Tourism and its Systems	Exam	4	5	30
2. Economics of Tourism and its Industries	Exam	4	5	30
3. Environments of Tourism	Exam	6	8	60
4. Tourism Demand	Exam	4	5	30
5. International and Global Tourism Management	Exam	6	8	60
6. Culture and Cross Cultural Management	Exam	4	5	30
7. Tourism Marketing	Exam	6	8	60
8. Marketing Research	Exam	4	5	30
9. Strategic Planning in Tourism	Exam	6	8	60
10. Business Policies and Ethics	Exam	4	5	30
11. Specific Management Functions in Tourism	Exam	4	5	30
12. Managing International Projects	Exam	4	5	30
13. E-Tourism	Exam	4	5	30
14. Communication	AC			30
15. Master's Seminar	AC			30
16. German for Foreign Students	AC			60
17. Master's Thesis			23	
Total	13 Exams; 3 ACs (Attendance Certificates)	60	100	630

For more information

www.mtm.hs-bremen.de

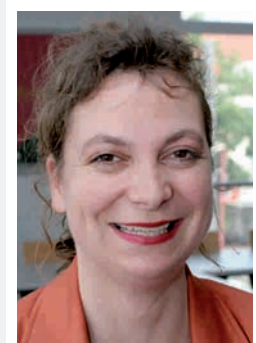
MBA Master in International Tourism Management



Prof. Ulrich G. Rohr
Program Director
Hochschule Bremen
Am Brill 19 · 28195 Bremen
Tel.: + 49 421 163 860
Fax: + 49 421 163 8666
euroserv@hs-bremen.de



Regine Hink
Program Management
Hochschule Bremen
Werderstraße 73 · 28199 Bremen
Tel.: + 49 421 5905-4814
Fax: + 49 421 5905-4815
rhink@fhn.hs-bremen.de



Danielle Herman
Office Manager
International Graduate Center
Süderstraße 2 · 28199 Bremen
Tel.: + 49 421 5905-4769
Fax: + 49 421 5905-4768
dherman@fhn.hs-bremen.de