

## Bachelor of Arts (B.A.) Hotel and Tourism Management



### Course contents

Whether you've set your heart on the big wide world or your own region, our B.A. in Hotel and Tourism Management will prepare you perfectly for a career in the hospitality and tourism industry.

Whether you are the resident manager of an internationally-active hotel chain or a project manager in regional city-marketing; this course combines expertise in the hospitality and tourism industry with fundamental knowledge for aspiring young managers. Through modules such as business management, human resource management, hotel management, tourism management and marketing & sales, we provide you with important business know-how. In this way you will acquire a cross-functional understanding of the structures and strategies, organizational forms and current challenges facing the hospitality and tourism industry.

Building on this basic knowledge you will increase your knowledge in various specialized areas such as: meeting and event management in tourism, strategic marketing and business tourism, and travel and trade law, this includes the development of practical experience.

The placements are undertaken in a company of your choice within the hotel and tourism industry. During this time you will put the theory you have learned into practice and make valuable contacts for your future career.

From the third year of study you will make a free choice between focusing on „Tourism“ or „Hotel“. Basically, the B.A. in Hotel and Tourism Management involves the close integration of theory and

practice and thereby an intensive exchange with international companies. Because of this, the integration of foreign languages at university is essential. In addition to Business English you will also have the choice of Spanish or Swedish.

With key competencies in the fields of team management and presentation skills, your soft skills will also be strengthened and this will round out your portfolio as a specialist and an executive.

### Studienform

Stand: April 2015

### Full-time study

**Degree:** B.A. (Bachelor of Arts)

**Study location:** Schwerin

**Starts in:** October

**Study duration:** 3 years including 24 weeks of work placement at home or abroad

**One-Off Fee:** 150,00 € (upon selection); 500,00 € (final exam)

### Course contents

#### General Business Competence

»Business Administration  
»Management  
»Basics of Accountancy  
»Human Resource Management & Employment Law  
»Marketing & Sales

#### Activity & Leadership Skills

»Studies in practice (SiP)  
»Academic Research  
»Practical Transfer Project

#### Special Professional Expertise

»Basics of Tourism Management  
»Cultural Studies and the Sociological Foundations of Tourism  
»Meeting & Event Management in Tourism  
»Basics of Hotel Management  
»Business and Travel Law  
»Strategic Marketing for Hotel & Tourism  
»Business Tourism

»Destination Management/Regional Development  
»Interdisciplinarity in Tourism Management  
»Elective modules Tourism Management & Tourism Development  
»Electives modules Hotel Management & Hotel Development

#### Personal & Social Skills

»Business English - Communication & Presentation  
»2. Business language (Spanish or Swedish): Basics  
»2. Business language (Spanish or Swedish): Development  
»Team Management, Facilitation, Presentation & Negotiation  
»Self-Management & Self-Marketing



[www.fh-mittelstand.de](http://www.fh-mittelstand.de)



## Bachelor of Arts (B.A.) Hotel and Tourism Management

## For passionate Hosts & Travel Planners

### B. A. Hotel and Tourism Management

The leisure and tourism industry is booming. Already at this point, more than five million people nationwide are active in these sectors. This is a growing trend. These growth industries are the future markets of the 21st century. Well-trained professionals and managers increase the attractiveness of the hotel and tourism industry and expand the range of recreational, conference and leisure facilities to include additional innovative offerings.

You can study the Bachelor of Arts (BA) Hospitality and Tourism Management as a classic, full-time degree course or complete your studies in dual model and acquire the IHK vocational qualification "Hotel Professional" at the same time. Hotel professionals plan and organize all work-flows at the hotel. They work in various guest-facing areas and ensure the smooth-running of business operations such as reception, service, commercial areas or marketing. Hotel professionals look after guests, before during and after their stay at the hotel. They are responsible for reservations and for the service and care of the guests in their establishment. They are involved in all work-flows in the hotel which are directly related to the guests. If you choose to focus on Tourism Management, you will also be well-prepared for leadership roles in tourist organizations and destination-management.



Prof. Dr. Gerald Wetzlar  
Wissenschaftlicher Studiengangsleiter

### Vocational training and career opportunities

Do your passions include outstanding service and quality awareness along with enthusiasm for intercultural relations and foreign cultures? Do your strengths include cosmopolitanism, communication and team spirit? Then the undergraduate course in Hotel and Tourism Management at the Fachhochschule des Mittelstands (FHM) is exactly the right choice for you!

With the internationally-recognized Bachelor of Arts (BA) your range of later career choices includes: management positions at internationally-operating hotel chains, tour operators or airlines, it

*„The economy needs graduates who already have sufficient work experience. A dual degree directly connects in-depth knowledge with professional experience. For students and the economy, this course is a profitable mix and makes entry into working life significantly easier.“*

Jan Steffen  
Graduate

### Possible future areas of activity and employers:

- › Hotels, restaurants and catering
- › Tour operators and travel agencies
- › Airlines, cruise lines, train and bus companies
- › Institutions of tourism - regional planning and regional development
- › Tourism organizations
- › Local and regional tourism marketing and management
- › Sport organizers
- › Event agencies and convention centres
- › Spa and wellness facilities
- › Arts and cultural organizations
- › National Park Centres



We're happy to tell you more in person:

- › Individual consultation – on-site or by phone
- › Information event – every first Tuesday of the month
- › Taster – try before studying



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is also possible to enter the management of activities such as urban marketing or to join tourism associations. The professional training is suitable for everyone from a generalist in a traditional family-managed hotel in one of the popular tourist areas up to the head of a recreation and wellness facility.

Schwerin offers the ideal conditions for a place to study. As the state capital of Mecklenburg-Vorpommern, Schwerin is the centre of one of the most up-and-coming tourism regions in Germany. It offers many perspectives on both the hotel industry and the leisure industry. The beautiful natural scenery from the Baltic coast to the Mecklenburg Lake District guarantees a high quality of life. At the same time Schwerin's central location between the cities of Berlin and Hamburg facilitates internships and graduate courses with international companies.

*„As a professional host, in the hotel and tourism industry I only really have one selling point and it is well-being. From the first welcome to the last coffee, all goods and services are only tools and instruments used to produce the key product - well-being. When leaving the hotel or destination, the guest will decide intuitively whether or not s/he will come back here. This understanding is important to us and is at the heart of our teaching, because being a host is an honour!“*

Prof. Dr. Gerald Wetzlar  
Scientific Director of Studies