

Business Administration/Tourism

Degree	Bachelor of Arts (B.A.)
Type of study	Cooperative
Standard period of study	6 semesters (incl. internship)
Commencement of studies	Winter semester (1 Oct)
Credits (ECTS)	210
Language of instruction	German
Department / Central Institute	Department of Cooperative Studies

Degree programme

Are you ready for the wide world of Tourism? The variety and range of opportunities presented by a career in Tourism is reflected in the range of teaching provided in this cooperative studies degree programme. Students of the degree programme Business Administration/Tourism switch between theoretical training and practical phases, whilst concentrating on selected branches in the Tourism sector. Dealing with a range of issues pertinent to both Business Administration and Tourism, they apply their knowledge and skills in specific tourist projects; they usually use their practical training phases as a springboard for a future career.

The cooperative structure of the course is matched by a pronounced focus on internationality; students profit from the in-depth Business Administration and Services Management-oriented foreign language training which they receive. All modules of the degree programme teach a foundational understanding of Business Administration issues with a tourism-specific orientation. This is supplemented by practice-based case studies and projects; excursions to selected companies; the targeted application of English language skills; foundation skills in selected computer systems; and the acquisition of a range of further key skills.

Professional field

The position of Germany at the heart of Europe makes it a key tourist destination, which is set to increase. Berlin assumes a key position within Germany's tourist

Student advisory service

Department of Cooperative Studies

Personal counselling for dual study programmes

+49 30 30877-2000

studienberatung.dual@hwr-berlin.de

Office hours (without advance notice)

Thu 15.00 -17.00

Study counselling by telephone

Thu 14.00 -15.00

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industry.

This cooperative studies degree programme qualifies its graduates to assume commercial and managerial duties in a range of areas including: Hotel- iery; Travel Agents; State Marketing Agencies; Health and Beauty providers, spa experience providers; Air Passenger Travel; cruise lines; and Leisure and Event Management.

Degree structure

In addition to the main topics of Business Administration (Business Administration, Economics and Accounting, Law etc.), the degree programme teaches subject-specific skills in all areas of the tourism sector: Hotel Management (inc. Accommodation and Leisure Management; Food and Beverage Management); Tour Operator and Travel Agency Management; Business Travel Management (inc. Tourism Management, the principles of Competition Law and Cash Management); Destination Management; and Public Tourism/Health and Beauty (inc. Tourism Policy and projects in the Spa Industry).

Study and internships abroad can be completed in the fifth semester and during the practical phases.

Course contents

The cooperative studies degree programme Business Administration/Tourism provides a well-grounded training in these fields. Focussing on both international and German Tourism companies, the degree programme covers the processes of globalization, sustainability and digitalization.

National and International Hotel Management teaches Accommoda- tion and Leisure Management; Food and Beverage Management; Marketing Management; Marketing Management; Human Resources Management; Hotel Accounting; Yield Management; Hotel Project Management and Feasibility. The teaching in this area also covers selected aspects of Leisure and Event Management.

National and International Destination Management deals with the tasks, legal forms and organizational structures of Tourism organizations as well as promoting the sustainable development of destinations. Teaching in this area also considers aspects of Health Tourism, including Spas and Wellness.

Travel Agency/Business Travel Management considers the market and competition situation in the travel sector; Tourism Marketing and Procure- ment; the principles of Competition Law; Price Policies for Travel Agents; Cash Management; Tax Law and Strategic Planning.

Admission requirements

- University entrance qualification or an entrance qualification for a University of Applied Sciences
- A contract (on a form) with a suitable apprenticeship institution/ company

Application procedure and deadlines

Those interested in a dual study program do not apply to the HWR Berlin but



directly to the dual partners using the partner database on our website. These partners select their future dual students from the applicants and conclude a study agreement with them.

Apply in time: Many companies select their dual students more than one year before the start of studies.

The cooperation partners of this study programme are listed at the end of this page.

Accreditation

Programmakkreditiert durch den Akkreditierungsrat

Fees and grants

Tuition fees	None
Semesterfee	ca. € 300 per semester (incl. local transport semester ticket)