▸ Master's studies ☰

Education in English

Business, Administration and Law

Information and Communication Technologies

Service Industry

▸ ATBUM Degree Programme in Aviation and Tourism Business

HOSBUM Degree Programme in Tourism and Hospitality Business

ATBUM21 Aviation and Tourism Business
Master of Culture and Arts, 90 ECTS

Spring 2021

| Structure | Description |

Classification   [Structure ▾]

Due to the timing of optional and elective courses, credit accumulation per semester / academic year may vary.

Select visible years, semesters and periods (when only one year is selected) by clicking buttons on the right. (S = Spring, A = Autumn)

| Year of study | 1 | 2 |
| Semesters | 1S 1A | 2S 2A |

Search:	ECTS	1	2
Compulsory Studies (All compulsory)			
RDI2HM101 Applied Design Research	5	●	
		5	0
Common Elective Studies (Select 15 ECTS)			
RDI2HM102 Data Analytics	5	●	
RDI2HM103 Futures Research	5		●
ORD2HM101 Evolving Organisations	5	●	
ORD2HM102 Learning Culture in Organisations	5	●	
ORD2HM103 Acting as Coach and Facilitator	5		●
		15	10
Thesis (All compulsory)			
THE7HM601 Thesis Phase 1	10	●	
THE7HM602 Thesis Phase 2	10	●	
THE7HM603 Thesis Phase 3	10		●
		20	10
Specialisation Studies (Choose one)			
Leading Sales and Customer Experience (Select 20 ECTS)			
SAL4HM101 Processes and Strategic Development of Sales	5	●	

		ECTS	1	2
SAL4HM102	Developing Sales Oriented Organisation	5	●	
SAL4HM103	Development of Customer Journey and Leading Customer Experience	5		●
SAL4HM104	Online Store as Sales Channel	5		●

Communication and Marketing Management
(Select 20 ECTS)

		ECTS	1	2
COM4HM101	Strategic Brand Management	5	●	
COM4HM102	H2H Communication	5	●	
COM4HM103	Digital Marketing Technologies	5		●
COM4HM106	Leading Creative Planning and Production	5		●

Digital Business Opportunities
(Select 20 ECTS)

		ECTS	1	2
DIG4HM101	Digital Service Design	5	●	
DIG4HM102	Business Analytics	5	●	
DIG4HM103	Robotic Automation	5		●
DIG4HM104	Emerging Technology Opportunities	5		●
DIG4HM106	Artificial Intelligence in Modern Business	5		●

Experience Economy and Designing Services
(Select 20 ECTS)

		ECTS	1	2
EXP4HM101	Service Design	10	●	
EXP4HM102	From Services to Experiences and Transformations	5	●	
EXP4HM103	Brand Experience Development	5		●
EXP4HM104	Design Service Systems and Value Networks	5		●
EXP4HM005	Imagineering with Lego Serious Play Methodology	5		●

Leadership and Human Resource Management
(Select 20 ECTS)

		ECTS	1	2
LEA4HM101	Strategic Human Resources Management	5	●	
LEA4HM102	Leadership Clinic	5	●	
LEA4HM103	Reflective Leadership	5	●	
LEA4HM104	Employee Experience and Employer Brand	5	●	
LEA4HM105	Conscious Leader	5		●
LEA4HM106	Diversity and Inclusion in Global Organisations	5		●

Strategic Thinking and Management
(Select 20 ECTS)

		ECTS	1	2
STR4HM101	Strategic Thinking and Growth Strategies	5	●	
STR4HM102	Strategy in Practice	5	●	
STR4HM103	Experimental and Engaging Strategy	5		●

Search:		ECTS	1	2
STR4HM104	Responsible Business and Sharing Economy	5		●
STR4HM105	Strategic Financial Management	5		●

Entrepreneurial Business Management
(Select 20 ECTS)

		ECTS	1	2
ENT4HM102	From Opportunities to Business	10	●	
ENT4HM106	Growth Through Entrepreneurial Resources and Networks	10		●
			85	85

Information Services and Systems
(Select 0-20 ECTS)

		ECTS	1	2
ICT4HM101	Cloud Services	5	●	
ICT4HM102	ICT Management Best Practices	5	●	
ICT4HM103	ICT Security Basics from Trust to Blockchain	5	●	
ICT4HM104	Management of Digital Service Development	5		●
ICT4HM105	Enterprise ICT Architecture	5		●
ICT4HM106	ICT Sourcing	5		●
ATB8HM101	**Air Transport Management**	**5**	●	
ATB8HM102	**Airport Management**	**5**	●	
ATB8HM103	**Aviation Business with Simulation**	**10**	●	
			35	15
ECTS credits per period / semester / academic year			160	120