

► Master's studies 

Education in English

Business, Administration and Law

AVBUM Degree Programme in Sustainable Aviation Business

► **LEBUM Degree Programme in Leading Business Transformation**

STROME Degree Programme in Strategising in Organisations

Information and Communication Technologies

Service Industry

LEBUM24 Leading Business Transformation Master of Hospitality Management, 90 ECTS

Spring 2025

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		●
			0	5

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		●
			20	5

Thesis (All compulsory)

THE7HM601	Thesis Phase 1	10		●
THE7HM602	Thesis Phase 2	10		●
THE7HM603	Thesis Phase 3	10		●
			0	30

Specialisation Studies (Choose one)

Digital Business Opportunities (Select 20 ECTS)

DIG4HM101	Digital Service Design	5	●	
DIG4HM102	Business Analytics	5	●	

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DIG4HM103	Robotic Automation	5	●	
DIG4HM104	Emerging Technology Opportunities	5	●	●
DIG4HM106	Artificial Intelligence in Modern Business	5	●	
DIG4HM108	Digital Ethics	5		●
DIG4HM109	Digital Business Platforms and Ecosystems	5	●	
Experience Economy and Designing Services (Select 20 ECTS)				
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		●
Communication and Marketing Management (Select 20 ECTS)				
COM4HM101	Strategic Brand Management	5	●	
COM4HM102	H2H Communication	5	●	
COM4HM103	Digital Marketing Technologies	5	●	
COM4HM106	Leading Creative Planning and Production	5	●	
COM4HM107	Crisis Communication and Reputation Management	5		●
COM4HM108	Marketing and Sales in Metaversums	5		●
Leading Sales and Customer Experience (Select 20 ECTS)				
SAL4HM101	Processes and Strategic Development of Sales	5	●	
SAL4HM102	Developing Sales Oriented Organisation	5	●	
SAL4HM103	Development of Customer Journey and Leading Customer Experience	5		●
SAL4HM104	Online Store as Sales Channel	5		●
Leadership and Human Resource Management (Select 20 ECTS)				
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		●
LEA4HM110	Individuals in Organisation	5	●	
Strategic Thinking and Management (Select 20 ECTS)				
STR4HM101	Strategic Thinking and Growth Strategies	5	●	

Search: <input type="text"/>		ECTS	1	2
STR4HM102	Strategy in Practice	5	●	
STR4HM103	Experimental and Engaging Strategy	5	●	
STR4HM104	Responsible Business and Sharing Economy	5	●	
STR4HM105	Strategic Financial Management	5		●
			122.5	42.5
Free-Choice Studies (Select 20 ECTS)				
Other Studies (Select 0 ECTS)				
			0	0
ECTS credits per period / semester / academic year			142.5	82.5