

Note:

The following curriculum is a consolidated version. It is legally non-binding and for informational purposes only.

The legally binding versions are found in the University of Innsbruck Bulletins (in German).

Principal version published in the University of Innsbruck Bulletin of 27 June 2014, issue 35, no. 539

Amendment published in the University of Innsbruck Bulletin of 6 August 2014, issue 43, no. 592

Complete Version from 1 October 2014

Curriculum for the joint
Bachelor's Programme Economy, Health and Sports Tourism
at the University of Innsbruck and UMIT – Private University of Health Sciences,
Medical Informatics and Technology, Hall 1

Table of contents

- §1 Classification of the study programme
- § 2 Description of the study programme
- § 3 Qualification profile
- § 4 Scope and duration
- § 5 Admission
- § 6 Types of courses and maximum number of participants
- § 7 Allocation of places in courses with a limited number of participants
- § 8 Study orientation period
- § 9 Compulsory and elective modules
- § 10 Bachelor's thesis
- § 11 Examination regulations
- § 12 Academic degree
- § 13 Coming into effect

§1 Classification of the study programme

The Bachelor's Programme Economy, Health and Sports Tourism is – according to §54 of the Universities Act 2002 – grouped among the social and economic sciences.

§2 Description of the study programme

- (1) The joint Bachelor's Programme Economy, Health and Sports Tourism of the Leopold-Franzens-University (LFUI) and UMIT – Private University of Health Sciences, Medical Informatics and Technology, Hall in Tirol, is held in Landeck. The study programme offers academic economic education with focus on the sector of alpine health and sports tourism.
- (2) Regarding the organisation of the joint study programme, the regulations of the cooperation agreement between LFUI and UMIT on the realisation of the joint Bachelor's Programme Economy, Health and Sports Tourism apply. The cooperation agreement states that all study law questions are subject to the regulations of the LFUI.
- (3) The regulations of the LFUI apply for the evaluation of the courses.
- (4) The joint Bachelor's programme aims at supplying the students with theoretical, methodological and practical tools for making a contribution to the further development and the implementation of trends in tourism in the Alpine area. Focus lies on sustainable health and sports tourism. Thanks to practical experience and project studies as well as applied science, an intensive transfer to businesses and organisations, especially in the area of innovative health and sports tourism is aimed for.
- (5) The study programme is a full-time study programme with modular structure.

§3 Qualification profile

- (1) Successful graduates of the Bachelor's Programme Economy, Health and Sports Tourism know the basic theories, models and instruments of business management and economy. They are able to challenge them and to put them in a wider social and economic context.

They know about the specific character of regional tourist services with focus on health and sports tourism.

They are able to embed entrepreneurial action in a regional context and to participate in the setting up of co-operations in product development and marketing.

- (2) Graduates are able
 - to understand the structure of businesses related to tourism and leisure industry, analyse processes and further optimise these structures and processes.
 - to independently carry out smaller to medium-sized projects relating to business management, tourism and regional economy,
 - to participate in the development of tourist offers in relation to health and sports on a management and regional level,
 - to understand management concepts and to critically reflect on the field of conflict of economy, ecology and ethics and
 - to work in groups and teams and to contribute to problem solution.

- (3) Having completed this study programme, a wide range of professions and careers in economy are open to the graduates – especially in the area of tourist industry and sports management, management of health-related services, public administration, associations, chambers, lobbies and the media. The study programme has a special focus on the middle management level of accommodation businesses, tourist-related businesses like lift operators, facilities of leisure industry and event agencies, as well as industry-wide organisations of tourism and regional development (tourist boards, cooperation networks or regional development agencies).
- (4) The degree is, with regards to methodology and contents, the basis for a more-expansive scientific Master study programme.

§4 Scope and duration

The Bachelor's Programme Economy, Health and Sports Tourism covers 180 ECTS-Credits, corresponding to a duration of the study programme of six semesters. One ECTS-Credit corresponds to a work load of 25 hours.

§5 Admission

Admission to the study programme is regulated by the Rectorate according to the regulations of the Universities Act 2002 on the admission to Bachelor's programmes on the basis of the cooperation treaty between LFUI and UMIT for organising the joint Bachelor's Programme Economy, Health and Sports Tourism.

§6 Types of courses and maximum number of participants

- (1) Courses without continuous performance assessment:
 - 1. **Lectures** (VO) are courses held in lecture format. They introduce the research areas, methods and schools of thought for a given subject.
 - 2. **Study orientation courses** (SL) provide an overview of the study programme and its structure. They give students an objective basis to assess their decision to pursue their chosen subject. Maximum number of participants: 30.
- (2) Courses with continuous performance assessment:
 - 1. **Practical courses** (UE) focus on the practical treatment of concrete scientific tasks within an area. Maximum number of participants: 30.
 - 2. **Seminars** (SE) are focused on detailed scientific discussion of contents and methods of an area of the subject. Presentations, papers and discussions are common tools of assessment. Maximum number of participants: 30.
 - 3. **Lectures with practical elements** (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture part of the course. Maximum number of participants: 30.
 - 4. **Practical training courses** (PR) provide practical experience with concrete scientific tasks, complementing occupational and academic training. Maximum number of participants: 30.
 - 5. **Project studies** (PJ) promote scientific collaboration of two or more fields through the treatment of multidisciplinary topics and the use of various methods and techniques. Maximum number of participants: 30.

§7 Allocation of places in courses with a limited number of participants

The following criteria are considered for allocating places for courses with a limited number of participants:

1. Students, the study time of whom would be prolonged without admission to the course, are given priority for admission.
2. Should criterion 1 not suffice for regulating the admission to a course, the available places are drawn.

§8 Studies induction and orientation stage

- (1) The induction and orientation period covers one semester (30 ECTS-Credits). It gives the students an overview of major aspects of the studies and their future course and creates a basis for making an objective personal review of their choice of studies.
- (2) Within the scope of the study orientation period the following course examinations, which may be repeated twice, have to be passed:
 1. SL Introduction to Business Management (4 ECTS-Credits)
 2. SL Introduction to Economics (4 ECTS-Credits)
 3. SL Fundamentals of Tourism (4 ECTS-Credits)
 4. SL Sports and Health Tourism (4 ECTS-Credits)
- (3) Having successfully passed the examinations listed in para. 2, students are admitted to all furthering courses and examinations and to the writing of the BA thesis as specified in the curriculum.

§9 Compulsory and elective

- (1) Compulsory modules covering 168 ECTS-Credits must be passed.

1.	Compulsory module: Management	h	ECTS-Credits	Univ.
a.	SL Introduction to Management Management as science; organisations as complex systems with regards to structure and processes; stakeholders of an organisation	2	4.0	UMIT
b.	VO Strategic Management Importance of strategic management; key elements of strategic business management; strategic management in the tourism industry	2	4.0	UMIT
c.	VU Foundation of an Enterprise and Entrepreneurship Definition and key elements of entrepreneurship; business opportunities and their realisation; business model; development of the business plan; start-up financing; growth management: obstacles & chances; legal foundation	2	4.0	UMIT
	Total	6	12.0	

	<p>Objectives Students are able to</p> <ul style="list-style-type: none"> – describe the important contents of Management, as well as the most common decision models, – apply the concept of strategic management, – explain the importance of entrepreneurship, – interpret business plans and explain the factors of success for a transfer of a business.
	Prerequisites: none

2.	Compulsory module: Financial Management and Control	h	ECTS-Credits	Univ.
a.	VO Bookkeeping and Financial Accounting Start-up; booking of current business transactions (fundamentals, cases resulting neither in profit nor loss, cases affecting net income, mixed cases)	3	6.0	UMIT
b.	VU Financial Management Fundamentals of financial management incl. investment accounting; self-financing and credit financing; alternative financing decisions	2	4.0	UMIT
c.	VU Management Accounting General introduction to accounting; cost accounting, full cost accounting, marginal analysis, controlling, cost management	3	6.0	UMIT
d.	VO Control Tasks and organisation of management control; from cost to performance control, performance measurement systems for information, planning and controlling from operative to strategic management control	2	4.0	UMIT
	Total	10	20.0	
	<p>Objectives Students are able to</p> <ul style="list-style-type: none"> – outline the fundamentals of the area of financial management and control, identify interrelations of the separate areas and include these in their analysis, – examine the interrelations of financial management, accounting and control and to assess the possible effects, – view control from different perspectives 			
	Prerequisites: none			

3.	Compulsory module: Leadership Human Resources	h	ECTS-Credits	Univ.
a.	VO Organizational Behavior Individual and motivation; group and group dynamics; leadership theories; corporate culture; change and development	2	4.0	UMIT
b.	VU Concepts and Instruments of Personnel Management Basic instruments in human resources management	2	4.0	LFUI
c.	VU Current Developments in Personnel Management Gender mainstreaming and diversity management; international human resources management; workplace health promotion	2	4.0	UMIT
	Total	6	12.0	
	Objectives Students are able to <ul style="list-style-type: none"> – understand and analyse the behaviour of individuals and groups in an organisation, – analyse and apply instruments of human resources management 			
	Prerequisites: none			

4.	Compulsory module: Information Systems and Process Management including E-Tourism	h	ECTS-Credits	Univ.
a.	VO Backend Systems Object management systems; hotel information systems; selling points; accounting and salary accounting systems; inventory management systems	2	4.0	LFUI
b.	VU Booking and Yield Management Booking systems; direct booking; multi-channel booking; yield management; value management	2	4.0	LFUI
c.	VU Online Communication and Marketing Multi-channel publication/distribution (dissemination); social media monitoring; communication; customer retention (engagement); semantic engagement; tools for online communication	2	4.0	LFUI
	Total	6	12.0	
	Objectives Students <ul style="list-style-type: none"> – have a profound knowledge of information systems, booking and yield management, online communication concepts, methods and tools of E-tourism, – know the available framework for announcing journeys and hotel booking, – know methods, tools and strategic guidelines for improving income management and for increasing the number of bookings, – are able to critically examine the opportunities relating to online communication and customer retention on new Internet platforms and in new channels. 			
	Prerequisites: none			

5.	Compulsory module: Marketing	h	ECTS-Credits	Univ.
a.	VO Fundamentals of Marketing Basics for understanding marketing and marketing management	2	4.0	UMIT
b.	VO Services Marketing Importance and features of services; specifics of services marketing; consumer behaviour in the services area; relationship management; services perception and evaluation	2	4.0	UMIT
	Total	4	8.0	
	Objectives Students are able to <ul style="list-style-type: none"> – outline marketing methods and implement marketing projects, – independently solve specific problems of services marketing, – critically discuss the most important communication, distribution and price policy instruments of service providing businesses and of destination marketing, – analyse and discuss marketing strategies for key tourist products and attractions of tourist destinations. 			
	Prerequisites: none			

6.	Compulsory module: Economics	h	ECTS-Credits	Univ.
a.	SL Introduction to Economics Economics as science; shortage – allocation; markets and market behaviours; household and production theory as well as fundamental classification features of markets	2	4.0	LFUI
b.	VO Macroeconomics Macroeconomic business ratios and stylised facts about macroeconomic contexts are imparted; introduction to fundamental models of macroeconomics and their application in analysis of actual economic-political questions; determining factors of production, employment and price level; discussion of macroeconomic markets: merchandise market, finance market, capital market, employment market	2	4.0	LFUI
c.	VO Economic Policy Theoretical fundamental of politico-economic interventions are imparted; reasons for and effects of state intervention; normative and positive theory of economic policy and finance resp. (theory of market failure/welfare economics and theory of public choice); introduction to the most important politico-economic instruments on European, national and regional level	2	4.0	LFUI
d.	VU Managerial Economics Markets and market forms; characteristics of markets; elements of game theory, strategies of price setting; regulation of markets	2	4.0	LFUI
	Total	8	16.0	

	<p>Objectives Students</p> <ul style="list-style-type: none"> – know the fundamental terms, can understand and make use of scientific literature and can integrate and critically reflect on the current politico-economic discussion and – can analyse simple microeconomic and macroeconomic problems by using comparative, statistic models and draw economic conclusions from the results.
	Prerequisites: none

7.	Compulsory module: Tourism	h	ECTS-Credits	Univ.
a.	<p>SL Fundamentals of Tourism Economic, sociologic and cultural-science related fundamentals of tourism: definition and concepts of tourism; history of tourism; overview of the development of tourism; touristic demand (influencing factors and typology); touristic offer (influencing factors and typology); importance of tourism; tourism policy</p>	2	4.0	LFUI
b.	<p>SL Sport and Health Tourism Definition and concepts of health and sports; health, sports and tourism; development of health tourism, sports tourism; health market and trends, health- and sports touristic development of businesses and destinations; professional fields in sports and health tourism</p>	2	4.0	UMIT
	Total	4	8.0	
	<p>Objectives Students</p> <ul style="list-style-type: none"> – have an overview of the tourism industry and can describe and integrate sub-areas, – can define the area of sports and health tourism and match offer and demand structures, – can assess the effects of economic and social developments on tourist markets. 			
	Prerequisites: none			

8.	Compulsory module: Sports and Health	h	ECTS-Credits	Univ.
a.	<p>VO Fundamentals of Sports & Health Psychology & Sociology Psychological processes in sports action; effects of sports on psychological factors, sports-specific motivation, cognition and emotion theories; sports-psychological techniques used in practice; contents and concepts of health psychology; psychological measures of intervention and prevention; relations and interactions of sports and health; relations and interactions of sports and society/culture; social processes and structures in sports</p>	3	6.0	UMIT
b.	<p>VU Prevention & Nutrition & Movement Introduction to prevention research; preventive effects of exercise and sports; special prevention I: musculoskeletal system/sensorimotor function; special prevention II: cardiovascular/breathing/metabolism; causes of movement disorders/diseases; preventive, rehabilitative and therapeutic measures; preventive training methods and exercise strategies; fundamentals of nutritional science; importance of nutrition in prevention; interaction of exercise and nutrition;</p>	3	8.0	UMIT

c.	VU Applied Sports and Health Research in the Alpine Region Health and sports science approaches; applied research methods in health and sports sciences; dealing with current projects of sports and health research in the alpine area (epidemiological studies, studies on sports textiles and sports and training equipment)	2	4.0	UMIT
	Total	8	18.0	
	Objectives Students <ul style="list-style-type: none"> – can relate psychological processes in sports action and the effects of sports and health-oriented action to psychological aspects, – can match aspects of prevention to big thematic areas (musculoskeletal system/sensorimotor function or cardiovascular/breathing/metabolism) resp.) and understand the preventive effects of exercise and sports, – recognize trends in preventive offers and have an overview of the basic concepts of nutritional science, – can give an overview of current projects in sports and health science in the alpine area (epidemiological studies, textile studies, sports equipment). 			
	Prerequisites: none			

9.	Compulsory module: Health Care Sector and Sport Economics	h	ECTS-Credits	Univ.
a.	VO Public Health and Epidemiology Basic Public Health terms; methods and fields of application of epidemiology; methods of health sciences; health system research; allocation of resources and health-economic evaluation; medical decision analysis; medical health care research	2	4.0	UMIT
b.	VU Health Economics Economic importance of the health care sector; specific features of the markets in the health care sector, regulation of different institutionalised frameworks for the health care sector	1	2.0	UMIT
c.	VO Sport Economics Economic importance of sports, specific features of sports production and sports markets, effects of different institutionalized frameworks on popular and professional sport	1	2.0	UMIT
	Total	4	8.0	
	Objectives Students can <ul style="list-style-type: none"> – explain the economic importance of the health care sector and sports, – analyse markets and offers and demand in the sports and health care sector, – explain the variety of institutional facilities and their structure. 			
	Prerequisites: none			

10.	Compulsory module: Sports, Health and Enterprise Law	h	ECTS-Credits	Univ.
a.	VO Introduction to the Fundamentals of Law Introduction to the Austrian legal system including basic influences by European law	2	4.0	LFUI
b.	VO Fundamentals of Business Law Introduction to business-relevant contract, liability, work and business law	2	4.0	LFUI
c.	VO Sports and Health Law Introduction to sports and health law	2	4.0	LFUI
	Total	6	12.0	
	Objectives Students can <ul style="list-style-type: none"> – identify basic problems of the business-relevant contract, liability and business law, – develop simple case solutions. 			
	Prerequisites: none			

11.	Compulsory module: Subject Related Communication	h	ECTS-Credits	Univ.
a.	UE: Business Communication English I Learning of the basics of business science and economics and the appropriate terms; dealing with current themes of business science and economy; working with business and economic news	1	2.0	UMIT
b.	VU Statistics Introduction to a statistics software; descriptive statistics; random variables and special probability distributions (normal distribution, binomial distribution, Poisson distribution), inductive statistics; regression analysis	2	4.0	LFUI
	Total	3	6.0	
	Objectives Students <ul style="list-style-type: none"> – have a command of instruments, which give them active and passive access to subject-related communication, – can understand and relate to specialist literature with simple statistic and econometric methods, – can assess the results of empirical papers, – can independently make simple empirical analyses, – can follow a specialist lecture in English and contribute to an subject-related discussion in English, – can write subject-related texts in English. 			
	Prerequisites: none			

12.	Compulsory module: Introduction to Scientific Working	h	ECTS-Credits	Univ.
a.	SE Fundamentals of Scientific Working Types of scientific papers; finding of ideas; relevance of problem statements; structure of scientific papers; research and evaluation of literature; correct handling of sources	1	2.0	LFUI
b.	SE Seminar for Writing the Bachelor's Thesis Synopsis In-depth scientific work; handling of theories in the Bachelor's thesis; empirical social research; qualitative and quantitative research methods; presentation and discussion of the synopsis	2	4.0	UMIT
	SE Seminar with Bachelor's Thesis Students write a paper on a theme taken from the areas of economy, health, sports and tourism, which introduces to scientific working. Within the scope of the oral presentation, the exam candidate's skills for scientific discourse are evaluated.	1	2.0 + 10.0	LFUI/ UMIT
	Total	4	8.0	
	Objectives Students are able to <ul style="list-style-type: none"> – formulate a scientific question in a clear way, – embed results in scientific literature – identify suitable instruments for analysing a specific theme – independently make empirical analyses and carry out simple research tasks with guidance. 			
	Prerequisites: none			

13.	Compulsory module: Specialisation	h	ECTS-Credits	Univ.
a.	PJ Project Study A project study acc. to §9 para. (2) 1, unless the "Project Studies" module has been selected.	1	6.0	LFUI
b.	VO Family Enterprises and Transfer of Business Definition of family business; family businesses and their economic importance; conflict area family and business; generational change; succession processes; succession models	2	4.0	LFUI
c.	VO Risk Management Introduction to risk management; risk policy, risk aggregation; risk management; case study	2	4.0	UMIT
d.	VU Destination Management and Marketing Terms of destination, destination management and destination marketing; destinations and tourist organisations; aims and fundamentals of destination management and marketing; business models of destinations; possibilities of location management; tasks and organisation of destination management organisations (DMO); planning and financing of a destination	3	6.0	LFUI
e.	VO Regional Economics Different definitions of space; classic regional-economic models; the regional structure in the EU; European regional policy; databases for regional analysis; methods of descriptive regional analysis	2	4.0	LFUI

f.	VO Sustainable Tourism Management Tourism as man-environment-system; definitions and concepts of sustainable tourism; types and importance of sustainable tourism; advanced: climatic change, energy and tourism; implementation of sustainable tourism forms; monitoring of sustainability in tourism	2	4.0	LFUI
g.	VO Management of Sports and Health Offers in Tourism Analysis and evaluation of different sports and health offers in tourism; planning, realisation and evaluation of health- and sports-oriented leisure-time programmes in tourism, target-group-oriented planning of sports and health events	2	4.0	UMIT
h.	VU Trends, Health & Leisure Sports, Pedagogics Definition of health and leisure time sports; health-oriented basics of exercise and/or physical activity; thematic fields and settings of the leisure time sports; health- and leisure-time-oriented sports programmes; trends in health and leisure time sports; pedagogy in sports; sports- and exercise-pedagogical measures and methods; best-practice examples of sports and exercise pedagogy; active experiencing and creating of sports and health offers (alpine courses, climbing, hiking etc.)	2	4.0	LFUI
i.	VU Econometrics Fundamentals of linear regressions; pre-conditions of OLS: basics of simulation; inductive statistics of OLS	2	4.0	LFUI
j.	UE Business Communication English II Learning of different forms of communication in business contexts in English; self-portrayal; motivation, feedback, argumentation, talks, meetings, presentation, negotiations, presenting information; working with business news	1	2.0	UMIT
k.	VO Gender Lecture This course presents gender-related aspects of topics relevant to the study programme (e.g. health, personnel, marketing, tourist offer, law).	1	2.0	LFUI/ UMIT
	Total	-	18.0	
	Objectives Students complement or deepen their knowledge gained in the compulsory modules by combining them with courses matching their specific interests. This makes an individual profile possible.			
	Prerequisites: none			
	The module is passed once courses corresponding to 18 ECTS-Credits have been successfully completed.			

(2) One of the elective modules 1 and 2 must be passed.

1.	Elective module: Project Studies	h	ECTS-Credits	Univ.
a.	PJ Regional Project Study One or more regions are analysed with respect to a current question (e.g. competitiveness, innovation regime, tourist region) and the results are embedded into scientific literature. Results are presented to stakeholders of the region and discussed with them.	1	6.0	LFUI

b.	PJ Entrepreneurial Project Study One or several businesses are analysed with regard to a business-related theme complex. Results are presented to the stakeholders and discussed with them.	1	6.0	LFUI
	Total	2	12	
	Objectives Students are able to <ul style="list-style-type: none"> – develop and implement a project plan on a jointly determined task, – comment the results in a scientific way and present the results correctly and clearly to an interested audience. 			
	Prerequisites: none			

2.	Elective module: Work Experience	h	ECTS-Credits	Univ.
a.	SE Support Course Work Experience Students use this seminar to gain in-depth knowledge of the specific area relevant for the work experience. They develop a pattern for active observation and introduce it to their colleagues. Having finished their practical experience they reflect on their experiences and write a report summing up literature, experience and their reflection that must do justice to academic criteria but also be of use to the company providing the opportunity of the practical experience.	1	2.0	UMIT
b.	Work Experience In their work experience students deal with a problem agreed upon with the company providing the placement. On the contents and targets a practical experience agreement is made in accordance with the Dean of Study. Students can prepare for their practical experience in the seminar. The practical experience covers 250 hours and can be made in the fourth semester at the earliest.	-	10.0	UMIT
	Total	1	12.0	
	Objectives Students are able to <ul style="list-style-type: none"> – establish a relation between studying and working and can document it, – apply the methods learned in the study programme in practice, – reflect on their practical experience in the seminar and present the results of this reflection. 			
	Prerequisites: none			

§10 Bachelor's Thesis

- (1) The Bachelor's Thesis is an independent written paper amounting to 10 ECTS-Credits. It must be written and presented within the scope of the "Seminar with Bachelor's Thesis".
- (2) The Bachelor's Thesis must be handed in in writing and in the electronic form specified by the Director of Studies.
- (3) In accordance with the course lecturer the Bachelor's Thesis may be written in English.

§11 Examination regulations

- (1) A module examination must be passed for each module. Module examinations are exams that proof the knowledge and skills gained in a module. If all sections of a module examination have been positively passed, the module in question is passed.
- (2) Course examinations are used for assessing the performance in modules. Course examinations are
 1. exams that verify the knowledge and skills imparted in a course. The courses are evaluated by a single exam at the end of the course. The course lecturer has to fix and announce the method used for the exam (written and/or oral) and the evaluation criteria before the start of the exam.
 2. For courses with continuous performance assessment students have to make regular written and/or oral contributions. The course lecturer has to fix and announce the method used for the exam (written and/or oral) and the evaluation criteria before the start of the exam.

§12 Academic degree

Graduates of the joint Bachelor's Programme "Economy, Health- and Sports Tourism" receive the academic degree of "Bachelor of Science", in short "BSc".

§13 Coming into force/going out of force

- (1) This curriculum comes into force – subject to the required accreditation of the study programme at the UMIT by the "Agency for Quality Assurance and Accreditation Austria" – on 1 October 2014.
- (2) §8 goes out of force after 31 Dec. 2015.