

Note:

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Complete Version as of 1 October 2023

Curriculum for the joint
Bachelor's Programme Economy, Health and Sports Tourism
at the University of Innsbruck and UMIT – UMIT TIROL - Private University of
Health Sciences and Technology, Hall in Tirol

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§ 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 TIROL - Private University of Health Sciences 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 TIROL on the realization of the joint Bachelor's Programme Economy, Health and Sports Tourism from 13 September 2013, in the currently valid version, 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 TIROL – Hall in Tirol 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: 50.
 3. **Working groups (AG)** serve to treat a topic in collective fashion, examining the theories, methods and techniques of an area using group work. 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: 120.
 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) Within the scope of the Studies and Orientation Stage, which takes place in the first semester, the following course examinations must be passed:
 1. SL Introduction to Management (4 ECTS-Credits)
 2. SL Introduction to Economics (4 ECTS-Credits)
 3. SL Fundamentals of Tourism (4 ECTS-Credits).
- (2) Successful passing of all exams of the Studies Induction and Orientation Stage entitles to passing all further courses and examinations as well as to writing the Bachelor's Thesis.
- (3) Before successful completion of the Studies Induction and Orientation Stage courses amounting to 18 ECTS-Credits may be passed.

§ 9 Compulsory modules

- (1) Compulsory modules covering 136 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	UNIT TIROL
b.	VU Strategic Management Importance of strategic management; key elements of strategic business management; strategic management in the tourism industry	2	4.0	UNIT TIROL
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; Specifics of Family Businesses	3	6.0	LFUI
	Total	7	14.0	
	Learning Outcomes: Students are able to <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.	VU 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 TIROL
b.	VU Financial Management Fundamentals of financial management incl. investment accounting; self-financing and credit financing; alternative financing decisions	2	4.0	UMIT TIROL
c.	VU Management Accounting and Control General introduction to accounting; cost accounting, full cost accounting, marginal analysis, controlling, cost management; from cost to performance control, performance measurement systems for information, planning and controlling from operative to strategic management control	5	10.0	UMIT TIROL
	Total	10	20.0	
	Learning Outcomes: Students are able to <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 TIROL
b.	VO 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 TIROL
	Total	6	12.0	
	Learning Outcomes: 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: Services Marketing	h	ECTS-Credits	Univ.
a.	VU Fundamentals of Marketing and Services Marketing Basic understanding of marketing and marketing management. Meaning and characteristics of services; specifics of service marketing; consumer behaviour in the service sector; relationship management; service perception and evaluation.	2	8.0	UNIT TIROL
b.	VU Destination Management and Marketing Terms destination and destination management and destination marketing; destination and tourism organisations; goals and principles of destination management and marketing; business models of destinations; design options for location management; function and design of destination management organisations (DMOs); planning and financing of a destination.	2	4.0	LFUI
c.	VU Online Communication and Marketing Multi-channel publication/dissemination (dissemination); social media monitoring; communication; customer retention (engagement); semantic engagement; tools for online communication		4.0	
	Total	4	16.0	
	Learning Outcomes: The students <ul style="list-style-type: none"> – can describe the methods of marketing and implement marketing projects, – solve specific problems of services marketing independently, – can critically discuss the essential communication, distribution and pricing policy instruments of service companies and destination marketing, – can analyse and discuss marketing strategies for core tourism products and attractions in the tourism destination, – have in-depth knowledge of online communication concepts, methods and tools in e-tourism, – -know available frameworks for publicising travel and booking hotels, – are able to critically examine the possibilities in terms of online communication and retention of clients in new platforms and channels available on the internet. 			
	Prerequisites: none			

5.	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	6.0	LFUI
	Total	8	18.0	
	Learning Outcomes: Students <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			

6.	Compulsory Module: Tourism	h	ECTS-Credits	Univ.
a.	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	2	4.0	LFUI
b.	VU 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	2	4.0	LFUI
	Total	4	8.0	
	Learning Outcomes: Students <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			

7.	Compulsory Module: Sports and Health	h	ECTS-Credits	Univ.
a.	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	2	4.0	UMIT TIROL
b.	VU Prevention, Nutrition and 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;	3	6.0	UMIT TIROL
	Total	7	10.0	
	Learning Outcomes: 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			

8.	Compulsory Module: 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 Enterprise Law Introduction to business-relevant contract, liability, work and business law	2	4.0	LFUI
	Total	4	8.0	
	Learning Outcomes: 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			

9.	Compulsory Module: Statistics and Empirical Economic Research	h	ECTS-Credits	Univ.
a.	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	3	6.0	LFUI
b.	VU Methods of Empirical Economic Research Advanced statistical, econometric methods and application of these to empirically test economic hypotheses.	2	4.0	LFUI
	Total	4	10.0	
	Learning Outcomes: 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 a subject-related discussion in English. 			
	Prerequisites: none			

10.	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	2	4.0	UMIT TIROL
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	LFUI
	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	1	2.0 + 10.0	LFUI
	Total	5	20.0	
	Learning Outcomes: 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			

(2) Elective modules covering 44 ECTS-Credits must be passed.

1.	Elective Module: Work Experience	h	ECTS-Credits	Univ.
a.	<p>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.</p>	2	4.0	UNIT TIROL
b.	<p>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.</p>	-	11.0	
	Total	2	15.0	
	<p>Learning Outcomes: Students are able to</p> <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			

2. Individual Choice of Specialisation (total maximum of 15 ECTS-Credits only)

For individual specialisation modules of the curricula of the bachelor programmes of the University of Innsbruck or of the UMIT TIROL corresponding to a maximum of 20 ECTS-Credits are to be chosen. The prerequisites specified by the respective curricula must be met.

3.	Elective Module: Specialisation Courses corresponding to 44 ECTS Credits must be chosen from the elective courses (if necessary together with the elective module Work Experience and/or Individual Choice of Specialisation)	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.	2	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.	2	6.0	LFUI
c.	VO Risk Management Introduction to risk management; risk policy, risk aggregation; risk management; case study	2	4.0	UMIT TIROL
d.	VO Sports and Health Law Introduction to sports and health law	2	4.0	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 Event Management and 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 TIROL
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.	VO Public Health 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 TIROL

j.	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	2	4.0	UMIT TIROL
k.	VO Sport Economics Economic importance of sports, specific features of sports production and sports markets, effects of different institutionalised frameworks on popular and professional sport	2	4.0	UMIT TIROL
l.	UE Business Communication English 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	2	4.0	UMIT TIROL
m.	UE Another Foreign Language from the Programme of the University of Innsbruck Learning of the basics of another foreign language	2	4,0	LFUI
n.	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
o.	AG Scientific Presentation In this working group the results of a project study or of the Bachelor's Thesis are compiled and presented.	1	2.0	LFUI
	Total	-	-	
	Learning Outcomes: Students complete or advance the contents of the compulsory modules by combining courses according to their specific interests. This makes individual profiles possible.			
	Prerequisites: none			

Instead of the elective modules acc. to par. (2) 1 Elective Module: Work Experience and 2 Individual Choice of Specialisation a Minor for Bachelor's Programmes or the respective parts can be passed, providing the availability of places. Minors are fixed modules from other disciplines covering 30 ECTS-Credits. They are published in the University of Innsbruck Bulletin.

§ 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) The performance of modules is assessed by course examinations. Course examinations are
 1. exams that serve to proof the knowledge and skills acquired in an individual course and for which the performance evaluation is based on a single examination at the end of the course. The course instructor has to specify and announce the examination method (written or oral) and the evaluation criteria before the start of the semester.
 2. For courses with continuous performance assessment, the evaluation is based on regular written and/or oral contributions of the participants. The course instructor has to specify and announce the evaluation criteria before the start of the semester.

§ 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

- (1) This curriculum comes into force – subject to the required accreditation of the study programme at the UMIT TIROL by the "Agency for Quality Assurance and Accreditation Austria" – on 1 October 2014.
- (2) [para 2 is omitted acc. to the University of Innsbruck Bulletin of 23 June 2017, Issue 45, No. 652]
- (3) §8 in the version of the University of Innsbruck Bulletin of 2 May 2016, Issue 24, No. 363 comes into force on 1 October 2016 and is to be applied to all students commencing their study programme as of the 2016/2017 winter semester and to all students, who have not yet passed the courses of the studies induction and orientation stage according to the previous regulations.
- (4) §11 par. 2 no 1 and 2 in the version of the University of Innsbruck Bulletin of 2 May 2016, Issue 24, no. 263 comes into force on 1 October 2016 and is to be applied to all students.
- (5) The changes of the curriculum acc. to the version of the University of Innsbruck Bulletin of 23 June 2017, Issue 45, No. 652 come into force on 1 October 2017 and are to be applied to all students.
- (6) The changes to the curriculum in the version of the University of Innsbruck Bulletin of 28 June 2023, Issue 53, No. 622 come into force on 1 October 2023 and are to be applied to all students.

§ 14 Transitional provisions

For students, who have started their study programme before the 2016/2017 winter semester, the limitation of ECTS-Credits that may be passed before completion of the studies induction and orientation stage according to §8 par.3 in the version of the University of Innsbruck Bulletin of 2 May 2016, Issue 24, No. 363 is not to be applied before 30 November 2017. After that point in time more courses and examinations may only be taken after successful completion of the whole studies induction and orientation stage.