

Curriculum

Surely, the primary objective of any degree programme is to ensure professional competence. But we are also committed to developing your social competence.

In addition to sound professional expertise, the job market also requires excellent social and personal skills.

For this reason, the HTW Chur also helps you develop your proficiency in social interactions, presentation skills and public speaking. This allows you to develop into a person who is able to assert themselves successfully in their everyday working life.

Full-time study programme (6 semesters / 3 years)*

- Professional competence
- Social and personal competence
- Methodological and language competence
- Bachelor Thesis
- Major/Minors

Semester	Professional competence								Social and personal competence		Methodological and language competence		Bachelor Thesis		Bachelor level	
6th semester	Entrepreneurship and Business Planning		Distinguished Speakers Series		Major		Minor 3		Bachelor Thesis							
			Foreign language													
5th semester	Strategic Management in Tourism		Landscape Planning and Tourism Infrastructure		International Management Competence		ECO 3: International Economics in Tourism		Major		Minor 1		Minor 2			
							Foreign language									
4th semester	eTourism		Service Management		Destination Management		Transportation and Mobility		Intercultural Competence		Academic Writing: Tourism and Sustainability		Project Management in Practice		English	
													2nd foreign language			
3rd semester	Tourism Financing		Environment and Sustainability		Tourism Marketing		Consumer Behaviour		Cultural Studies		Ethics: Responsibility in a Globalised Context		Project Management in Theory		English	
	Law 2: Tourism Law		Products in the Tourism and Leisure Industry								Empirical Social Research: Practical Experience		2nd foreign language			
2nd semester	ECO 2: Macroeconomics		GM 2: Material Logistics and Production		GM 2: Organisation		Law 1: Introduction		Financial Management in Tourism		Applied Statistics		Scientific Research Methodology: Research Paper		English	
			GM 2: Marketing and Distribution		GM 2: Human Resources				Soft Skills 3: Sociology		Decision-making Methodology		2nd foreign language			
1st semester	ECO 1: Microeconomics		Finance and Accounting		GM 1: Introduction to Management		Soft Skills 1: Psychology		Mathematics		Presentation and Moderation Techniques		Essential Aspects of Scientific Work		English	
					Introduction to Tourism		Soft Skills 2: Communication				Applied Information Technology		2nd foreign language			

* May be subject to change