

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	Curriculum Content										Level
6th semester	Entrepreneurship and Business Planning	Distinguished Speakers Series	Major		Minor 3		Bachelor Thesis				Bachelor level
5th semester	Strategic Management in Tourism	Landscape Planning and Tourism Infrastructure	ECO: Topics in International Economics: European Integration	International Management Competence	Major		Minor 1		Minor 2		
4th semester	eTourism	Service Management	Destination Management	Transportation and Mobility	Intercultural Competence	Market and Social Research		Project Management in Practice	English		
3rd semester	Marketing: Practical Application in Tourism	Consumer Behaviour	Law: Tourism Law	Knowledge Management	Cultural Studies	Project Management		Scientific Work: Research Paper	English		
2nd semester	ECO: Macroeconomics	Law: Principles	Financial Management in Tourism	Soft Skills: Sociology		Statistics		Business Informatics	Scientific Work: Fundamental Aspects of Scientific Research	English	
1st semester	ECO: Microeconomics	Finance and Accounting	GM: Business Studies	Introduction to Tourism	Soft Skills: Communication	Mathematics		Presentation and Moderation Techniques	English		
				Soft Skills: Psychology	Soft Skills: Business Ethics			2nd foreign language			Assessment level

* May be subject to change