

Goodbye Semmering ...



... Welcome Bad Vöslau!

After 23 years of hosting students from all over the world in Semmering, the ITM - International College of Tourism & Management proudly presents its brand new facilities in Bad Vöslau. The town is famous as a wellness resort and offers ample opportunities for leisure activities. Cities such as Vienna, Bratislava, Wiener Neustadt etc. are just a stone's throw away and can be reached easily by public transport.

The new campus location provides students with the following facilities:

- ★ beautiful study environment with park landscape
- ★ comfortable student lounge and cafeteria
- ★ state-of-the-art seminar rooms
- ★ on campus accommodation: spacious single/double rooms with all amenities

In addition, in order to enhance the quality of the programmes, students are welcome to work and gain practical experience in the adjacent College Garden Hotel*** by „action-learning“.

STUDY PROGRAMMES: COLLEGE DIPLOMA & BACHELOR DEGREE



Entrance requirements: secondary school leaving certificate
Duration: 4 semesters, full time
Degree: Austrian state diploma
Language of instruction: English

Hospitality & Tourism Management

Gain expertise in exciting fields such as foreign languages and communication, business administration, marketing, travel & tourism mgt. and attend practical classes in food & beverage management.

Wellness & Spa Management

Become an attractive asset for the wellness industry and receive training in languages and communication, business administration, marketing or attend classes such as nutrition, natural sciences, therapies and products.



Entrance requirements: college diploma
Duration: 2 semesters, full time or part time
Degree: bachelor degree, accredited in the Netherlands
Language of instruction: English

Bachelor of Business Administration in International Management

In business, developing partnerships is the formula for success in the global economy. European University and ITM have joined such a partnership in order to deliver cutting edge business education to the next generation of business leaders. With this new programme, Austrian graduates from business/tourism colleges can top their diploma with a bachelor's degree. It allows them to gain profound understanding of the complexity of modern international business organizations and prepares them for immediate entry into management positions.

Discover the World of Tourism & Management

Semester 1 ITM	WHS	ECTS
Language and Communication		
Business English 1	2	2
Selected Language 1 *	4	4
Computer Science 1	2	1
Management		
Fundamentals of Marketing	2	2
Introduction Tourism	2	2
Principles of Management	2	3
Fundamentals of Economics	2	3
Introduction to Accounting	4	4
Specialization Hospitality & Tourism		
Restaurant Services 1	3	2
Nutrition and Food Production Management	2	2
Introduction to Hotel Operations	2	2
Tourism Industry Organisations	2	2
Practical Applications	3	1
Total	32	30
Specialization Wellness & Spa		
Restaurant Services 1	3	2
Nutrition and Dietary Trends	2	1
Introduction to Wellness Hotel Operations	2	2
Tourism Industry Organisations	2	2
Wellness & Spa Business	2	1
Practical Applications	3	1
Total	34	30

Internship between semester 2 and 3	13 weeks
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* French/German/Russian/Spanish
 WHS - weekly hours per semester
 ECTS - European Credit Transfer System

Semester 3 ITM	WHS	ECTS
Language and Communication		
Business English 3	2	2
Selected Language 3	4	3
Computer Science 3	2	1
Management		
Marketing Mix	2	2
Travel Agency Management	2	1
Human Resource Management	2	2
Micro and Macro Economics	2	2
Financial and Cost Accounting	3	3
Controlling	3	3
Law 2	2	2
Specialization Hospitality & Tourism		
Restaurant Services 3	2	1
Practical Food Production 2	3	1
Wine Sommelier Seminar	3	3
Hotel Operations	4	2
Tourism Organisation and Environment	2	2
Total	38	30
Specialization Wellness & Spa		
Restaurant Services 3	2	1
Healthy Food Production 2	3	1
Wellness and Spa Business	2	2
Natural Sciences	2	2
Hotel Operations	2	1
Tourism Organisation and Environment	2	2
Total	37	30

Semester 5 EU	WHS	ECTS
Global Business and Marketing	3	4
Financial Statement Analysis	3	4
Negotiation	3	4
Business Finance	3	4
Industrial Marketing	3	4
Change Management	2	3
Small Business Management	3	3
Business Logistics	2	2
Decision Analysis	2	2
Total	24	30

Semester 2 ITM	WHS	ECTS
Language and Communication		
Business English 2	2	2
Selected Language 2	4	4
Computer Science 2	2	1
Management		
Marketing Concepts	2	2
Transportation and Travel	2	2
Strategic Management	2	2
Principles of Economics	2	2
Financial Accounting	4	4
Law 1	2	2
Specialization Hospitality & Tourism		
Restaurant Services 2	3	2
Practical Food Production 1	3	1
Wine Sommelier Seminar	2	3
Hotel Operations	2	1
Tourism Administration and Communication	2	1
Practical Applications	3	1
Total	35	30
Specialization Wellness & Spa		
Restaurant Services 2	3	2
Healthy Food Production 1	3	1
Therapies and Products	2	3
Hotel Operations	2	1
Tourism Administration and Communication	2	1
Practical Applications	3	1
Total	37	30

Semester 4 ITM	WHS	ECTS
Language and Communication		
Business English 4	2	2
Selected Language 4	4	3
Computer Science 4	2	1
Management		
Applied Marketing	2	2
Transportation and Travel	2	1
Motivation and Leadership	2	2
Cost Accounting and Pricing	3	3
Planning and Controlling	3	3
Specialization Hospitality & Tourism		
Wine Sommelier Seminar	3	4
Meeting Industry Management	3	3
Personality Training	2	2
Project Paper	1	4
Total	29	30
Specialization Wellness & Spa		
Wellness and Spa Business	2	3
Business Organisation	3	3
Meeting Industry Management	2	3
Project Paper	1	4
Total	28	30

After the successful completion of your **college diploma**, you can

- ★ start your career in the field of tourism or
- ★ continue with your **bachelor studies**

Semester 6 EU	WHS	ECTS
Business Policy & Strategic Management	3	4
Budgeting & Control	3	4
Organizational Communication	3	4
Cases in Marketing	2	3
Cases in Finance	2	3
Leadership & Team Building	2	3
Total Quality Management	2	3
Retail Mgt. & Merchandising	2	3
Portfolio Management	2	3
Total	21	30
Final Case in Marketing/ Finance/ Hospitality Mgt.	3	4
Thesis	6	8

CONTACT UNTIL JUNE 30th 09: CONTACT FROM JULY 1st 09:

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