

Module title	Management Simulation im Tourismus - Studentischer Coach oder Medienteam
Module title in English	Management Simulation in Tourism - Student Coach or Media Team
Level/Degree program hosting the module	Master Tourismus and Sustainable Regional Development
Module number	
Institutional anchoring	WFI
Module coordinator	Prof. Dr. Harald Pechlaner
Credit points (ECTS-Punkte)	5 ECTS credits
Learning outcomes	Students can take part in the Tourism Management Simulation in a supporting role, either as student coaches or as members of the media team, and will: ▪ apply academic knowledge of entrepreneurship and the fundamentals of business administration by advising the student teams as part of the simulation, thereby contributing to guidance, support and quality assurance; ▪ further develop their organisational and presentation skills by independently preparing and conducting workshops for the competing teams; ▪ observe the activities of the competing student teams; ▪ gain insights into evaluation methods by assessing the activities of the student teams, thereby further developing their critical thinking skills; ▪ reflect on their own role, what they have learnt and their activities (both regularly throughout the course and as part of their portfolio); ▪ contribute to the organisation of the management simulation; <i>Additionally, if participating as a student coach:</i> ▪ present tasks and analyses to the entire group of participants in the management simulation; ▪ conceive and design supplementary course components that contribute to the local integration of the simulation and the simulation concept; ▪ advise visiting students and guest lecturers and channel perspectives; ▪ support students in resolving content-related and intercultural conflicts from their student perspective; ▪ document the Winter School programme from planning through to implementation and follow-up. <i>Additionally, if participating as a member of the media team:</i> ▪ advise the competing student teams, in particular on the development and implementation of their marketing strategy; ▪ monitor and assess marketing and other activities of the competing student teams;

	- document the management simulation using media (film and photography) and prepare the material for reporting in accordance with the requirements; - plan and conduct interviews with participating students and lecturers. The roles of student coaches and the media team are particularly suitable for students who have previously taken part as members of a competing team.
Contents/topics	The course is based on a tourism management simulation in which student teams compete against one another to run a business that is modelled on a real-world company, using real KPIs. Each round of the simulation (one day equals one year) is assigned to a specific thematic focus (e.g. business model development, marketing). The teaching modules cover both theoretical and practical concepts and comprise the following units: 1. Introduction and preparation session 2. Introduction to relevant topics incl. theories and concepts (e.g. tourism, marketing, management) In addition to these preparatory sessions, which are offered to all participants in the Management Simulation and which the student coaches and the media team may attend on a voluntary basis, their preparation includes workshops designed to equip them for their specific roles (e.g. intercultural skills, advising and supporting learning processes, reflection). Separate sessions are also offered tailored to specific roles, such as digital marketing for the media team and conflict management for the student coaches. 3. Team building 4. Round 1 (Year 0) 5. Round 2 (Year 1) 6. Round 3 (Year 2) 7. Round 4 (Year 3) 8. Final presentation 9. Summary reflection and closing event.
Formal requirements for participation	None The module is recommended for Master's students and advanced Bachelor's students who have previously taken part as members of a competing team.
Teaching and examination language	English
Teaching methods/course types	Interactive Seminar (4 SWS) consisting of (1) preparatory online seminars, (2) on-site business game with group work under the guidance of lecturers and (3) self-directed learning

ECTS awarding criteria	Contact/self-study in seminar with a minimum grade of "adequate": Portfolio (100 %)
Workload / Distribution of ECTS credits	Contact-time (Seminar): 45 h (1,5 ECTS credit) Preparation/Follow-up: 45 h (1.5 ECTS credits) Examination preparation: 60 h (2 ECTS credits)
Module grade	Transcript of records
Polyvalence with other degree programs/accessibility notes	
Course rotation	Winter semester
Subjects involved	Business Administration, Geography
Remarks	Cooperation with international partners represents an added value of the module and will be reflected in the intercultural knowledge transfer of the underlying student teams. No sign-up via KU.Campus - Please see application and registration procedure https://www.ku.de/en/the-ku/faculties/wfi/information-for-students/managementsimulation-in-tourism