

Module title	Management Simulation im Tourismus
Module title in English	Management Simulation in Tourism
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	The students will, as members of the competing teams: ▪ Improve their entrepreneurial and intercultural skills; ▪ Apply academic knowledge in a management simulation ▪ Develop a strategy for a touristic institution in a competitive business environment using theoretical approaches; ▪ Analyze a product portfolio; ▪ Coordinate within the intercultural and interdisciplinary team and define functions within the team; ▪ Apply operational and financial planning and information systems; ▪ Break down strategy into operational decisions and activities – including purchasing and sales activities, recruiting and managing staff, investing in renovations and services, and marketing; ▪ Learn crisis communication; ▪ Develop marketing instruments and channels; ▪ Present their ideas to stakeholders in different formats; ▪ Analyze competitors in the market.
Contents/topics	The basis is a management simulation in tourism, which has to be run as a real business with real KPIs by student teams competing against each other. The teaching units address both theoretical and practical concepts and include the following units: 1. Introduction and preparation session 2. Introduction to relevant topics incl. theories and concepts (e.g. tourism, marketing, management) 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.
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	Studium.Pro, 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