

Curriculum Map: Course SERVICE SECTOR MANAGEMENT

Module Description, (ECTS-Credits), Curriculum Map, [Number of Attendance Hours]

Semester Subjects	Academic year 1		Academic year 2		Academic year 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
General Business Administration (69) [753]	Fundamentals of Service Business Administration (6) Fundamentals of Business Administration [36] Introduction to Service Management [36]	Basic Functions of Business Administration (5) Core Elements of the Value Chain [24] Cost-volume-profit Analysis [36]	Corporate Accounting (9) Financial Accounting and Basics of Financial Statement Analysis [44] Financing and Investment [33] Corporate Tax Management [22]	Organisation and Human Resources (5) Basic Principles of Organisational Design [22] Human Resource Management [33]	Integrated Management (6) General Management, Business Policy [30] Leadership [30]	
	Information Fundamentals of Service Marketing (5) Buying Behaviour [28] Marketing Research in the Service Sector: Data Collection Design [32]	Strategic and Operational Service Marketing (5) Objectives and Strategies of Service Marketing [24] Instruments of Service Marketing [36]	Controlling Tools for Service Management (7) Quantitative Service Management/ Marketing (Managerial Accounting for Service Management, Marketing Research: Data Analysis) [44] Selected Tools of Service Management [33]		Integrated Seminar on Selected Management Topics (5) Integration Seminar on Selected Service Topics [50]	
					Optional Subject I (study centre specific) (8) Optional Subject Ia [40] Optional Subject Ib [40]	
					Optional Subject II: (study centre specific) (8) Optional Subject IIa [40] Optional Subject IIb [40]	

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	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Profiling Subject I: (13) [137]	Profiling Subject I/I (study centre specific) (7)			Profiling Subject I/II (study centre specific) (6)		
	PS I/Ia [26]	PS I/Ib [26]	PS I/Ic [25]	PS I/IIa [20]	PS I/IIb [20]	PS I/IIc [20]
Profiling Subject II: (13) [137]	Profiling Subject II/I (study centre specific) (7)			Profiling Subject II/II (study centre specific) (6)		
	PS II/Ia [26]	PS II/Ib [26]	PS II/Ic [25]	PS II/IIa [20]	PS II/IIb [20]	PS II/IIc [20]
Semester Subjects	Academic year 1		Academic year 2		Academic year 3	
Other Core Modules (25) [280]	ECON I: Introduction and Microeconomics (5)		ECON II: Macroeconomics, Money and Currency (5)		ECON III: Economy Policy, Environmental Policy, Social Policy (5)	
	Introduction to Economics [30]	Microeconomics [30]	Macroeconomics [28]	Money and Currency [27]	Economic Policy [25]	Environmental Policy, Social Pol. [25]
	Law I: Civil Law (5)		Law II: Economic Law (5)			
	Fundamentals of Law, Civil Law I [30]	Civil Law II [30]	Commercial and Corporate Law [30]	Introduction to Labour and Insolvency Law [25]		

Semester Subjects	Academic year 1		Academic year 2		Academic year 3	
	Semester 1	Semester 2	Semester 3		Semester 1	Semester 2
Fundamental Methods (20) [230]	Applied Mathematics / Statistics (5)					
	Applied Mathematics [30]	Statistics [30]				
	Methods of Accounting I [30]	Methods of Accounting II [30]				
	Fundamentals of Information Management (5)					
Fundamentals of Information, Information Management, Information System [36]	Information Management in Business Practice) [24]					
Introduction to Academic Work [15]		Academic Work (5)		Outline of Bachelor Thesis [20]		
		Scientific Theories and Methods of Empirical Social Research [15]				

Semester Subjects	Academic year 1		Academic year 2		Academic year 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Key Quali- fications (10) [105]	Methodological and Social Skills I: (5)			Methodological and Social Skills II (5)		
	Presentation Skills [15] Communication Skills [25] Team Work/ Personality/ Further Subject [15]			Project Management [15] Company Simulation Models [20] Leadership Skills / Further Subject [15]		
Bachelor Thesis (12)					Bachelor Thesis (12)	
Practice Module (48)	Practice Module I (20) NN		Practice Module II (20) NN		Practice Module III (8) NN	
	(66)		(70)		(74)	
CP-Total			(210)			
Attendance Hours	[711]		[476]		[455]	
	[1.642]					