



International Tourism Management

2024-04-09

Anneli Andersson
Programme Director

Sem	Year 1			
1	<p style="text-align: center;">Tourism Studies I – Introduction to tourism, 15, cr. The Global Tourism Production System, 15 cr.</p>			
2	<p style="text-align: center;">Business Administration I – Organisation & Leadership, 7.5 cr. Marketing Foundations, 7.5 cr. Management Control and Cost Accounting, 7.5 cr. Fundamentals of Finance, 7.5 cr.</p>			
	Year 2			
3	<p style="text-align: center;">Business Administration II – E-Commerce, 7.5 cr. IMC & Brand Management, 7.5 cr. Consumer Behaviour and Consumer Culture, 7.5 cr. Innovation Management, 7.5 cr.</p>			
4	<p style="text-align: center;">Tourism Studies II – Destination Management, 7.5 cr. Hospitality Management, 7.5 cr. Events Management, 7.5 cr. Tourism Entrepreneurship, 7.5 cr.</p>			
	Year 3			
5	<p style="text-align: center;">Tourism Studies III – Tourism as Business Phenomenon in Contemporary Society, 7.5 cr. Methods in Tourism Studies, 7.5 cr. Degree Project (Bachelor), 15 cr.</p>			<p style="text-align: center;">Alternative electives courses, 30 cr. includes <i>Studies Abroad</i></p>
6	<p style="text-align: center;">Programme-related electives, 30 cr. includes <i>Studies Abroad</i></p>	<p style="text-align: center;">Tourism Management Strategic and Practical Application, 30 cr. (<i>Internship</i>)</p>	<p style="text-align: center;">Business Administration III – Perspectives in Retail Research, 7.5 cr. Research Methods, 7.5 cr Degree Project (Bachelor), 15 cr</p>	<p style="text-align: center;">Business Administration III – Perspectives in Retail Research, 7.5 cr. Research Methods, 7.5 cr Degree Project (Bachelor), 15 cr.</p>
L	<p style="text-align: center;">Bachelor of Science with specialization in Tourism Main field of study: <i>Tourism Studies</i></p>		<p style="text-align: center;">Bachelor of Science with specialization in Tourism Main field of study: <i>Tourism Studies</i> + Bachelor of Science Main field of study: <i>Business Administration</i></p>	<p style="text-align: center;">Bachelor of Science Main field of study: <i>Business Administration</i></p>

Guaranteed courses if **generell degree** in BA – Autumn 2024

- Guaranteed place on below courses of a maximum of 30 credits, provided you meet the requirements at the latest when the course starts and have applied in time, **deadline 15th of April**.

- If you also apply freestanding courses – you can totally be admitted to a maximum of 45 credits.

Be aware of your course ranking when you apply!

Course code	Course Titel	Credits	Subject	Period
1FE680	Sales operations and techniques with an international perspective	7.5	Business Administration	1
1FE693	Business Administration II - Business relations	7.5	Business Administration	1
1FE611	Advertising Campaign Planning	7.5	Business Administration	3
1FE658	Business Administration II - International Sales	7.5	Business Administration	3
1FE663	Business Administration II - International Purchasing and Supply Chain Management	7.5	Business Administration	4
1FE949	International Key Account Management / distance	7.5	Business Administration	3-4
1IK600	Digital Marketing	7.5	Informatics	3
1ST403	International Market Analysis and Statistics	7.5	Statistics	2
2FE424	New Technologies in Marketing	7.5	Business Administration	4

How to apply for the next semester

Please see information at your programme room in Moodle – you need to be logged in!

<https://moodle.lnu.se/course/view.php?id=39862>

International Tourism Management Programme

▼ Apply to programme courses for next semester

Before the upcoming programme semester, programme students at the School of Business and Economics need to apply for the programme course/s via universityadmissions.se

- Application for the **spring programme courses** takes place at the **beginning of October** every year
- Application for the **autumn programme courses** takes place at the **beginning of April** every year

Instructions and which programme courses (incl. application code) you need to apply to can be found on the Moodle page: [Information from the School of Business and Economics](#) under the heading 'Apply to programme courses'.



Optional courses semester 5, 2024 122.4 KB

Information from the School of Business and Economics

▼ Apply to programme courses

Before the upcoming programme semester, programme students at the School of Business and Economics need to apply for the programme course/s via universityadmissions.se

- Application for the **spring programme courses** takes place **2 October to 16 October**
- Application for the **autumn programme courses** takes place **2 April to 15 April**



Instructions and applications codes for programme courses at School of Business and Economics, Autumn 2024

263.2 KB