



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA



Bachelor

Tourism and Leisure Management

*Studying the international way
at Hanoi University/Vietnam*

www.hanu.edu.vn/fmt

BUSINESS AND MANAGEMENT KNOWLEDGE





OW-HOW

Looking for challenges in the national and international sphere of the tourism and leisure sector.

AIMS OF OUR PROGRAMME

The Bachelor programme Tourism and Leisure Management has been developed to meet the national and international demand for tourism professionals with a high level of management expertise. It already enjoys an excellent reputation worldwide due to the ability to meet the requirements of the sector.

Throughout the course, emphasis is placed on the acquisition of skills for tourism development, business administration, languages, E-Tourism, and personality training. Furthermore it gives the students the opportunity cover cutting edge topics for the tourism sector, for example sports and cultural tourism, meeting industry management, sustainable tourism development and health and spa tourism.

PROGRAMME HIGHLIGHTS

Chương trình liên kết đầu tiên và duy nhất tại Việt Nam đào tạo hệ cử nhân quản trị du lịch hoàn toàn tại Việt Nam trong 3 năm do một trường quốc tế hàng đầu ở Châu Âu cấp bằng có giá trị toàn cầu.

Chương trình được quản lý đào tạo và giám sát chất lượng trực tiếp bởi trường đại học Hà nội, trường có nhiều kinh nghiệm nhất trong lĩnh vực đào tạo liên kết quốc tế tại Việt Nam, do các giáo viên hàng đầu của trường IMC Krems và trường đại học Hà nội giảng dạy.

Môi trường đào tạo hiện đại, chuyên nghiệp tại trường đại học Hà nội. Chất lượng quốc tế 5 sao với mức học phí ưu đãi, phù hợp nhất dành cho sinh viên Việt Nam. Một sự lựa chọn sáng suốt của sinh viên và các bậc cha mẹ.

SOUND KNOWLEDGE TOURISM ACTIVITIES

*Top education for future
tourism professionals.*

PROGRAMME OVERVIEW

Special feature

Students will attend tourism specific subjects from the beginning of their studies

Entrance requirements High school graduates (grade 12 in Vietnam)

Duration Six semesters

Language of instruction English

Start of semester September (one intake per year)

Academic degree Bachelor of Arts in Business (BA) – 180 ECTS*

* ECTS = European Credit Transfer System

FOR ALL WHO ARE

- Looking for challenges in the national and international sphere of the tourism and leisure sector
- Interested in the linkages between business administration, modern management and project techniques



GE FOR ES



The programme paves
the way for professional
flexibility.





CORE MODULES

This important area provides students with a solid base for future management activities. Emphasis is put on general business administration, covering subjects like marketing and controlling. The programme also concentrates on sector-specific problem solving in the areas of development of tourism products, economic aspects of tourism and leisure management and financial aspects. This, to a large extent, includes project-related teamwork.

■ Languages

The following languages are on offer: German and Chinese.

■ Information and Communication Technologies

This part of the programme emphasises training in all areas of information communication technologies. It covers intensive data processing training (e.g. all Microsoft Office applications) and international reservation and booking systems.

■ Specialised Tourism Subjects

Sports Tourism

Sports tourism plays a major role in the tourism and leisure business. This specialisation subject covers the areas of sports management, sports marketing, sports events and the aspects of sports in the tourism and leisure field.

Cultural Tourism

Culture as a significant part of each society is an important motive for travelling, especially in the area of city tourism. In this specialisation subject the various facets of the cultural tourism sector are discussed, including planning, financing and organising cultural events.

Meeting Industry Management

MIM represents the segment with the highest revenues per overnight stay. The specialisation subject covers the various fields of seminars, incentive travel, congresses and business tourism.

Health and Spa Tourism

Health is of major concern to our modern society. This specialisation subject covers current trends in health tourism as well as the management of spa institutions.

Sustainable Tourism Development

The management of natural resources is a key challenge for tourism stakeholders. This specialisation subject covers issues ranging from nature tourism, sustainable tourism to both alpine and urban regional planning.

■ Soft skills

Personality training is a key component for success. Seminars and workshops help to round off the comprehensive practice-oriented training, e.g. preparation for internships, modern learning techniques, conflict management, teambuilding, personal success strategies as well as negotiating and sales techniques.



CURRICULUM

Semester I	H	ECTS
Accounting	2	3
Accounting Exercises	1	-
Principles of Management I	2	3
Marketing I	2	3
International Tourism Law	2	2
Software Applications I	2	2
Tourism and Leisure Management	2	3
International Tourism Markets	2	3
Personality Training I	1	1
First Selected Language English	2	2,5
First Selected Language (Exercises)	1	-
Second Selected Language German or Chinese	2	2,5
Second Selected Language German or Chinese (Exercises)	1	-
Statistics I	1	2
Research Methods	2	3
Weekly contact hours/Sum of ECTS	25	30

Semester II	H	ECTS
Tourism Reservation Systems I	3	3
Principles of Management II	2	3
Marketing II	2	3
Vietnamese Tourism Law	2	2
Software Applications II	1	1
Specialised Business Administration: Hospitality Management	2	3
Micro Economics	2	3
Personality Training II	1	1
First Selected Language English	2	2,5
First Selected Language Exercises	1	-
Second Selected Language German or Chinese	2	2,5
Second Selected Language German or Chinese (Exercises)	1	-
Statistics II	2	3
Research Seminar	1	2
Academic Writing	1	1
Weekly contact hours/Sum of ECTS	25	30

Semester III	H	ECTS
Managerial Accounting	2	3
Human Resource Management	2	3
Macro Economics	2	3
Tourism Reservation Systems II	2	2
Intercultural Competence	2	2
Tourism Consumer Behaviour	2	2
Marketing Research	2	3
Specialised Business Administration: Transportation Management	2	3
Specialised Business Administration: Tour Operating & Retail Travel Management	2	3
Personality Training III	1	1
First Selected Language English	2	2,5
Second Selected Language German or Chinese	2	2,5
Weekly contact hours/Sum of ECTS	23	30

Semester IV	H	ECTS
Practical Training Semester (22 weeks a 32 hours)	-	28
Practical Training Semester Coaching Seminar	2	2
	2	
Weekly contact hours/Sum of ECTS	28	30

Semester V	H	ECTS
Finance and Investment	2	3
Project Management	2	3
E-Tourism	2	2
Event Management	2	3
Meeting Industry Management	2	3
Tourism Product Development	2	3
Sustainable Tourism Development	2	3
First Selected Language English	2	2,5
Second Selected Language German or Chinese	2	2,5
Bachelor Seminar and Bachelor Thesis I	1	5
Weekly contact hours/Sum of ECTS	19	30

Semester VI	H	ECTS
Controlling	2	3
Entrepreneurship	2	2
Destination Management	2	3
Cultural Tourism	2	3
Health and Spa Tourism	2	3
Sports Tourism	2	3
First Selected Language English	2	2,5
Second Selected Language German or Chinese	2	2,5
Bachelor Seminar and Bachelor Thesis II	1	8
Weekly contact hours/Sum of ECTS	17	30

H = Weekly contact hours
ECTS = European Credit Transfer System

PROSPECTIVE STUDENT ADVISORY SERVICE

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The employment rate of graduates amounts to more than 98%.

CAREER PROSPECTS OF OUR STUDENTS

The programme paves the way for professional flexibility by enabling students to acquire hands-on experience while they are studying.

Companies can assess potential employees in real working conditions.

As a result career prospects for graduates are excellent. The demand for highly qualified experts with a profound academic business education in the tourism industry can be described as very favorable on a mid- and long-term basis.

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STUDYING INTERNATIONAL



ING THE ATIONAL WAY





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