

Module W1 12	Consumer Behaviour in the Tourism Industry				
	<i>Konsumentenverhalten am Beispiel der Tourismusbranche</i>				
	Module type		Elective		
	Module ID number		205304200		
	Credit points (LP)		5 LP		
	Semester hours per week (SWS)		2 SWS		
	Semester	4th semester	Workload (total) of which	Classroom hours	150 h
	Term	Every spring semester (spring term)		Self-study	30 h
	Duration	1 semester			120 h
Qualification objective:	Students of this course understand the relevance of consumer behaviour knowledge. Using tourism as an example, they recognise the importance of human thinking and behaviour for market understanding and business decisions.				
Expertise:	The module focuses on demand-related issues in economics. It places the consumer at the centre of entrepreneurial action. Using the example of tourists, it is shown on the basis of behavioural science how knowledge of consumer behaviour is relevant for understanding the market and for entrepreneurial decisions.				
Methodological competence:	Students build skills in locating, evaluating and summarising scientific literature and information sources. They train their competence to structure and visualise presentations.				
Social and personal skills:	Students improve their ability to give presentations and answer questions as well as to participate in scientific discussions.				
Course and study formats:	Seminar				
Module coordinator:	Prof. Dr. Bernd Eisenstein				
Prerequisites:	None				
Applicable degree program:	B.A. International Management – BWL				
Language of instruction:	English				
Comments / Other:	Part of elective 1.				

W1 12: Submodule 1	Consumer Behaviour in the Tourism Industry				
	<i>Konsumentenverhalten am Beispiel der Tourismusbranche</i>				
	Submodule number	205304201	Study format	Seminar	
	Semester hours per week (SWS)	2 SWS	Workload (submodule)	150 h	
	Module Type	Required	of which	Classroom hours	30 h
	Planned Participants	31		Self-Study	120 h
	Preliminary examinations	none			
W1 12: Module exam	Exam				
	<i>Modulprüfung</i>				
	Exam number	205304205	Scope of the exam	50 min	
	Form of examination	Presentation plus discussion and poster	Exam preparation	0 h (see comments)	
	Graded exam?	Yes			
	Comments regarding the module exam	Presentation plus discussion (50 min.) with one-page poster as handout Exam preparation takes place during self-study for sub-module 1. <ul style="list-style-type: none"> • 80 h self-study self-study of scientific and practical literature • 40 h preparation of structure, visualisation and didactics of the presentation 			
Letzte Änderung: 05.02.2026					