

Courses commence in

spring 2004



International Executive MBA

Tourism and Leisure Management



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UNIVERSITY OF SALZBURG BUSINESS SCHOOL

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EIN UNTERNEHMEN VON REPUBLIK ÖSTERREICH • LAND SALZBURG • WÜSTENROT
UNIVERSITÄT SALZBURG • MANAGEMENT ZENTRUM ST. GALLEN, SCHWEIZ

INTERNATIONAL EXECUTIVE MBA IN TOURISM AND LEISURE MANAGEMENT — TRAINING WITH PERSPECTIVES

THIS POSTGRADUATE STUDY PROGRAMME FOR INTERNATIONAL PARTICIPANTS COMBINES TOPICS SPECIFIC TO THE FIELD WITH TRAINING IN GENERAL MANAGEMENT AND LEADS TOWARDS AN INTERNATIONALLY RECOGNISED MBA DEGREE.

EDITORIAL

The International MBA in Tourism and Leisure Management is oriented towards key qualifications required in the tourism and leisure industry and aims to convey specific methods and skills on an academic basis for activities in higher management. The goal of this MBA programme is to prepare potential candidates in positions of responsibility for appointments in top-level management.

The programme for the International Executive MBA in Tourism and Leisure Management has been elaborated in cooperation with internationally renowned partner institutions to meet the future demands of the constantly expanding tourism and leisure market.

This brand new MBA programme with its strong practical orientation gives you the opportunity to further develop your existing skills, expand your potential for responsible decision making, and to be more successful in facing the challenges of an increasingly complex future.



Dr. Gerhard Aumayr



Prof. Richard Hammer

Managing directors of the University of Salzburg Business School

ESSENTIALS

- ◆ The subject matter of the study programme is based on the concept of a management circulation. All topics are related to clear scientific disciplines and current results of research.
- ◆ The programme aims to convey state-of-the-art expertise, focuses on key qualifications essential in top management positions in the tourism and leisure industry.
- ◆ Partnerships with internationally renowned academic institutions and universities guarantee a network of first-class lecturers who convey theoretical and practical knowledge.
- ◆ Programme course: Four modules each lasting three weeks over a period of approx. 2 years. Final project is a master thesis related to the professional environment of the students.
- ◆ Four international venues: Salzburg (Austria), St.Gallen (Switzerland), Bozen/Bolzano (Italy), Canada.
- ◆ The innovative study programme is structured in such a way that students can follow their professional career while participating in the MBA programme.
- ◆ Maximum of 30 students. All courses are held in English.
- ◆ Students profit by practically oriented teaching, modern didactic methods, and a supplementary e-learning platform.
- ◆ Emphasis on polished skills: independent study programmes aim to further develop personal competence regarding knowledge application, problem solving, and inter-related skills.

COOPERATION WITH INTERNATIONAL PARTNERS AND A SUPERVISORY COMMITTEE OF EXPERTS GUARANTEE QUALITY

THE INTERNATIONAL EXECUTIVE MBA IN TOURISM AND LEISURE MANAGEMENT IS ORGANISED IN COOPERATION WITH

- ◆ THE INSTITUTE FOR PUBLIC SERVICES AND TOURISM, UNIVERSITY OF ST. GALLEN, SWITZERLAND
- ◆ EURAC RESEARCH, EUROPEAN ACADEMY BOZEN/BOLZANO SOUTH TYROL, ITALY
- ◆ UNIVERSITY OF APPLIED SCIENCES, SALZBURG-KLESSHEIM, AUSTRIA
- ◆ PARTNER UNIVERSITY IN CANADA

SUPERVISORY COMMITTEE OF EXPERTS

A distinguished committee of first-class representatives of the international tourism and leisure industry guarantees superb benchmarking and a direct transfer of theoretical and practical knowledge. This MBA programme ensures that its graduates are excellently equipped to meet the demands of top management in a rapidly expanding sphere.

Chairman:

- ◆ **Wolfgang Eisl**, Deputy Governor of *Land* Salzburg, Austria

Deputy-Chairman:

- ◆ **Edward Gordon**, Senior representative of the Association of Travel Agents and board member in the Tourism and Leisure section of the Austrian Chamber of Commerce

Members:

- ◆ **Prof. Reinhard Bachleitner**, Chairman of the Institute of Cultural Sociology, University of Salzburg
 - ◆ **Prof. Clemens Bechter Ph.D.**, President e4asia, Europe Office Waldkirch, Germany
 - ◆ **Dr. Nils Bickhoff**, Roland Berger Research & Development Hamburg, Germany
 - ◆ **Prof. Thomas Bieger**, Institute for Public Services and Tourism, University of St. Gallen, Switzerland
 - ◆ **Paul Blumenthal**, Passenger Transport Division, Swiss Federal Railway (SBB) Berne, Switzerland
 - ◆ **Astrid Clasen-Czaja**, Area management for tui Germany Ltd. in West, Central and Eastern Europe
 - ◆ **Alexandra Graff**, Director, McDonalds Franchise Ltd., Brunn a. Gebirge, Austria
 - ◆ **Prof. Richard M. Hammer**, Institute of Economics, University of Salzburg, Austria
 - ◆ **Petra Hedorfer**, Deutsche Zentrale für Tourismus e.V. Frankfurt am Main, Germany
 - ◆ **Walter E. Junger**, General Manager, The Ritz-Carlton Berlin, Germany
 - ◆ **Markus Kopp**, Human Resources, Deutsche Lufthansa AG Frankfurt am Main, Germany
 - ◆ **Elfriede Krempf**, Secretary General of the Austrian Association of Hoteliers, Vienna, Austria
 - ◆ **Herbert Laubichler-Pichler**, General Manager, Schlosshotel Fuschl Hof/Salzburg, Austria
 - ◆ **Wolfgang M. Neumann**, President, Hilton UK & Ireland, Watford, Great Britain
 - ◆ **Erhard Noreisch**, Vice-President and General Manager, Hotel Imperial Vienna, Austria
 - ◆ **Dr. Arthur Oberascher**, Austrian National Tourist Office Vienna, Austria
 - ◆ **Dr. Stephan Ortner**, Director, European Academy (EURAC) Bozen/Bolzano, South Tyrol, Italy
 - ◆ **Prof. Harald Pechlaner**, EURAC research, European Academy Bozen/Bolzano, South Tyrol, Italy
 - ◆ **Jürgen Scharkosi**, Maritime Business Center Salzburg-Wals, Austria
 - ◆ **Jürg Schmid**, Switzerland Tourism, Switzerland
 - ◆ **Michael Seeber**, LEITNER S.p.A. Sterzing/Mipiteno, Italy
 - ◆ **Dr. Piergiorgio Togni**, General Manager, Ente Nazionale Italiano per il Turismo (ENIT) Roma, Italy
 - ◆ **Dr. Guido Venturini**, Touring Club Italiano Milano, Italy
 - ◆ **Dr. Leo Wallner**, General Manager, Casinos Austria AG Vienna and IOC-Austria, Austria
 - ◆ **Mag. Leonhard Wörndl**, University of Applied Sciences, Salzburg-Klessheim, Austria
- ... and further nominated representatives from the [Paris-Lodron-University of Salzburg, Austria](#)

MODULES

4 MODULES EACH LASTING 3 WEEKS IN 4 SEMESTERS, 4 VENUES IN AUSTRIA, ITALY, SWITZERLAND AND CANADA. 2 BRANCH-RELATED OPTIONAL SUBJECTS, 1 MASTER THESIS, 1 FINAL EXAMINATION BEFORE A BOARD, FIRST-CLASS INTERNATIONAL LECTURERS AND EXPERIENCED PRACTICIANS

MODULE 1 Salzburg, March 2004

TOURISM AND LEISURE SYSTEM

- ◆ Ecology
- ◆ Economy
- ◆ Society and Culture
- ◆ Foundations of Tourism and Leisure Theory

PRODUCT AND DESTINATION PLANING

- ◆ Creativity and Visions
- ◆ Spacial Planning
- ◆ Tourism Product

PROCESS MANAGEMENT

- ◆ E-Marketing and Services

LEADERSHIP & HUMAN RESOURCE MANAGEMENT

- ◆ Self Management and Social Competencies

ACCOUNTING AND FINANCE

- ◆ Accounting

INEGRATIVES

- ◆ Project Management

MODULE 2 St. Gallen, September 2004

VALUE BASED MANAGEMENT

- ◆ Enterprise Value and Customer Value
- ◆ Company Policies

STRATEGY AND BUSINESS MODELS

- ◆ International Strategy Management
- ◆ Cooperation and Network Management
- ◆ Corporate Governance

LEADERSHIP AND HUMAN RESOURCE MANAGEMENT

- ◆ Management of Knowledge and Competencies

ACCOUNTING AND FINANCE

- ◆ Cost Calculation

INTEGRATIVES

- ◆ Seminar 1 (general introduction to industries)
- ◆ Project Management

MODULE 3 Bozen/Bolzano, March 2005

PRODUCT AND DESTINATION PLANNING

- ◆ Politics
- ◆ Destination Management
- ◆ Political Planning Process

PROCESS MANAGEMENT

- ◆ Service Management
- ◆ Marketing Management

INTEGRATIVES

- ◆ Seminar 1 (choice of two industries out of four: Destination, Hotel, Tour Operator, Transport Management)

ACCOUNTING AND FINANCE

- ◆ Accounting

MODULE 4 Canda, Autumn 2005

LEADERSHIP AND HUMAN RESOURCE MANAGEMENT

- ◆ Entrepreneurship
- ◆ Human Resource Management

ORGANISATION

- ◆ Organisation

ACCOUNTING AND FINANCE

- ◆ Corporate Finance

INTEGRATIVES

- ◆ Seminar 2 (study trip and real case)

EXCELLENT COURSES AND LECTURERS CONVEY STATE-OF-THE-ART EXPERTISE

Prof. Thomas Bieger (Course Director)

University of St. Gallen, Switzerland
Institute for Public Services and Tourism (IT-HSG)

Prof. Richard Butler

University of Surrey, England
School of Management

Prof. William C. Gartner

University of Minnesota, USA
Department of Applied Economics

Prof. Colin Michael Hall

University of Otago, New Zealand
Department of Tourism

Prof. Richard M. Hammer (Course Director)

University of Salzburg, Austria
Institute of Economics

Prof. Martin Hilb

University of St. Gallen, Switzerland
Institute for Leadership and
Human Resource Management (I.FPM-HSG)

Eric Krauthammer

Eric Krauthammer Leadership Consulting,
Nyon, Switzerland

Prof. Georg von Krogh

University of St. Gallen, Switzerland
Institute of Management (IFB-HSG)

Dr. Christian Laesser

University of St. Gallen, Switzerland
Institute for Public Services and Tourism (IT-HSG)

Dr. Christoph Lechner

University of St. Gallen, Switzerland
Institute of Management (IFB-HSG)

Prof. Neil Leiper

Southern Cross University, New South Wales, Australia
School of Tourism & Hospitality Management

Prof. Kurt Luger

University of Salzburg, Austria
Department of Communication Science

Prof. Kurt Matzler

University of Innsbruck, Austria
Department of General and Tourism Management

Prof. Alfred Merl

Munich University of Applied Sciences, Germany
Department of Tourism Management

Prof. Harald Pechlaner (Course Director)

EURAC research, Italy
European Academy Bozen / Bolzano

Prof. Otto Penz

University of Calgary, Canada
Department of Sociology

Prof. Richard R. Perdue

University of Colorado at Boulder, USA
College of Business Administration

Dr. Alois Pircher

Treuhand Union Innsbruck, Austria
Wirtschaftsprüfungs- und
Steuerberatungsgesellschaft m.b.H.

Prof. Sven Reinecke

University of St. Gallen, Switzerland
Institute for Marketing and Retailing (IM/H-HSG)

Prof. Walter Scherrer

University of Salzburg, Austria
Institute of Economics

Prof. Walter Schertler

University of Trier, Germany
Organisation and Strategic Management

Mag. Bernhard Weidinger

next level consulting, Vienna, Austria

Prof. Klaus Weiermair

University of Innsbruck, Austria
Institute of Tourism and Service Sector Management

Bakk. Komm. Timo Wendling

Prokom Internet Marketing GmbH, Salzburg, Austria

Prof. Peter Williams

Simon Fraser University, Burnaby, B.C., Canada
Centre for Tourism Policy and Research

Mag. Leonhard Würndl

University of Applied Sciences Salzburg-Klessheim, Austria
Business Development in Tourism (EMTA)

... and further nominated lecturers from universities
in Vancouver, Toronto, and Calgary, Canada.

Extract from the pool of lecturers (subject to change).



Information & Registration

INFORMATION & REGISTRATION

Directors of the Study Programme

Prof. Thomas Bieger, Prof. Harald Pechlaner,
Prof. Richard Hammer

Timetable

Module 1: Salzburg, Austria	March / April 2004
Module 2: St. Gallen; Switzerland	September / October 2004
Module 3: Bozen / Bolzano, Italy	March / April 2005
Module 4: Canada	Autumn 2005

Teaching hours

4 modules, each lasting 3 weeks (Monday – Friday approx. 8:30 a.m. – 6:00 p.m.) comprising 780 teaching hours (each unit 45 minutes): 3/4 on campus, 1/4 independent study

Course venues

Salzburg (Austria), St. Gallen (Switzerland),
Bozen / Bolzano (Italy), Canada

Course Fee

€ 20800 (VAT exemption according to § 6 Zi.11 Austrian VAT Law). The fee includes all study materials but excludes accommodation and board. Advance payment of the partial fee per semester is obligatory.

Course Language

English

Number of participants

25 (max. 30)

Successful completion of the course dependent on regular attendance, oral and written examinations on lecture subjects, presentations, master thesis, final examination before a board of internal and external examiners.

Qualifications necessary for participation

Applicants should have an internationally recognised academic degree (all academic degrees in Austria, master or bachelor degree from Austrian or foreign universities or from polytechnic universities) OR a comparable qualification, for instance, at least three years of professional experience in a leading management position. Oral and written fluency in English is essential.

Conditions of admittance

All applicants will be invited to an assessment interview which will be partially held in English. The course directors have the right to decide whether a comparable qualification is acceptable and whether applicants have to submit supplementary evidence of achievements. Consideration of professional qualifications will be made during the acceptance procedure and assessed according to the relevance, level, and duration of the position held.

Information & Application

University of Salzburg Business School
Sigmund-Haffner-Gasse 1, 5020 Salzburg, Austria
Office hours: Mo – Fr 8:00 a.m. – 4:30 p.m.

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Dr. Franz Josef Promock, MAS, Project Director
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ORGANISATION

The University of Salzburg Business School (SMBS) has been set up by Salzburg Management Ltd to convey management expertise of the highest international standards. The SMBS offers master programmes, seminars and training for all spheres of strategic and operative management. The courses are designed for managers and all those who know that the only guarantee for professional success is further education. To find out more about our course programme please visit our website www.smbs.at. Our expert advisors will be glad to assist you in planning your individual training programme.

Impressum:

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