
Tourism and Leisure Management

Bachelor Degree Programme

A Partnership Between

IMC University of Applied Sciences Krems, Austria

October 6 University, Egypt

Bachelor of Arts in Business | 180 ECTS Credits

Language: English | Duration: 4 Years (8 Semesters)

Internship: 22 Weeks | QAAA Accredited



Table of Contents

Program Overview	3
Program Highlights	3
About the Partnership	4
Academic Collaboration	4
Dual Certification	4
Curriculum Structure	5
Course Distribution	5
Detailed Curriculum.....	6
1st Semester	6
2nd Semester	6
University Elective Requirements (3 Credit Hours).....	6
Faculty Elective Requirements (6 Credit Hours)	6
3rd Semester.....	7
4th Semester.....	7
5th Semester.....	7
6th Semester (Practical Training)	8
7th Semester.....	8
Program Elective Requirements - Semester 7 (2 Credit Hours)	8
8th Semester.....	8
Program Elective Requirements - Semester 8 (2 Credit Hours)	9
Program Benefits	10
Industry-Focused Business Education	10
Practice-Oriented Learning	10
International Recognition	10
Strategic Location	10
Career Opportunities	11

Program Overview

The Tourism and Leisure Management Bachelor Degree Programme is a prestigious transnational educational initiative delivered in partnership between IMC University of Applied Sciences Krems (Austria) and October 6 University (Egypt). This programme offers students a unique opportunity to earn a European-accredited degree while studying in Cairo.

What are tourists' top needs? What might tourism products look like in the future? How do you market a tourist destination? How do you stage an event and overcome the challenges involved? You will work on these and other business-related questions in our full-time bachelor degree programme.

All courses are taught in English by international lecturers, bringing together global perspectives and local expertise. In just four years, you will be ready to design modern tourism concepts, contribute to the growth of one of Egypt's most important industries, and launch a successful international career.

Program Highlights

- European Bachelor of Arts in Business degree from IMC Krems
- QAAA accredited programme meeting European quality standards
- 180 ECTS credits over 8 semesters (4 years)
- 22-week practical internship in Egypt or abroad
- Optional exchange semester in Krems, Austria
- Dual certification: European and Egyptian recognition

About the Partnership

Academic Collaboration

The Faculty of Tourism and Hotels at October 6 University has established a strategic partnership with IMC University of Applied Sciences Krems to deliver the Tourism and Leisure Management programme. This collaboration brings together the academic excellence of both institutions, combining European educational standards with Egyptian hospitality expertise.

The programme is taught according to the agreement terms as follows:

0. October 6 University - Faculty of Tourism and Hotels teaches 60% of the programme courses at the university campus in Egypt.
1. IMC Krems University (Austria) teaches 40% of the programme courses, either at October 6 University campus in Egypt or at IMC Krems campus in Austria.
2. The programme administration determines and distributes the courses between both universities according to the cooperation agreement.

Dual Certification

Upon successful completion of the programme, graduates receive:

- Bachelor of Arts in Business degree from IMC Krems (European Union accredited)
- Certificate recognized by the Supreme Council of Universities in Egypt
- QAAA (Quality Assurance and Accreditation) certification

Curriculum Structure

The programme curriculum is carefully designed to provide students with comprehensive knowledge and practical skills in tourism and leisure management. The curriculum combines theoretical foundations with hands-on experience, preparing graduates for successful careers in the global tourism industry.

Course Distribution

The programme consists of the following credit hour distribution:

Category	Credit Hours
University Mandatory Requirements (UM)	6
University Elective Requirements (UE)	3
Faculty Mandatory Requirements (FM)	18
Faculty Elective Requirements (FE)	6
Program Mandatory Requirements (PM)	97
Program Elective Requirements (PE)	4
Total Credit Hours	134

The curriculum spans 8 semesters covering fundamental business administration, tourism-specific courses, practical training, and elective subjects that allow students to specialize in their areas of interest.

Detailed Curriculum

The following tables provide a detailed breakdown of all courses by semester, including course codes, credit hours, and prerequisites.

1st Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
UM 1	Ancient Egyptian History	3	--	3	--
UM 2	Human and Environment	3	--	3	--
FM 1	Crisis Management in Tourism	2	--	2	--
FM 2	Information Technology and Tourism	1	2	2	--
FM 4	Air Lines (1)	1	2	2	--
FM 6	English for Tourism	1	2	2	--
FM 8	Tourism Correspondence	1	2	2	--

2nd Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
FM 3	Total Quality Management in Tourism	2	--	2	--
FM 5	Air Lines (2)	1	2	2	FM 4
FM 7	Tourism Terminology	1	2	2	--
FM 9	Advanced English For Tourism	1	2	2	FM 6

University Elective Requirements (3 Credit Hours)

Code	Course Title	Theory	Applied	Total	Prerequisites
UE 1	Museums and Sites Management	3	--	3	--
UE 2	Public Health and First Aids	2	2	3	--
UE 3	Human Rights	3	--	3	--
UE 4	English	2	2	3	--

Faculty Elective Requirements (6 Credit Hours)

Code	Course Title	Theory	Applied	Total	Prerequisites
FE 1	Travel and Tourism Automation	2	2	3	--
FE 2	Formalities and Protocol	3	--	3	--
FE 3	Health Tourism	3	--	3	--

3rd Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 1	Accounting I and Exercises	2	2	3	--
PM 2	Principles of Management	2	--	2	--
PM 3	Sustainability and Ethics in Leadership	1	--	1	--
PM 4	Marketing I	2	--	2	--
PM 5	Understanding Tourism	2	--	2	--
PM 6	Tourism Geography	2	--	2	--
PM 7	Rhetoric and Presentation	1	--	1	--
PM 8	Second Language 1	2	2	3	--
PM 9	Foundations of Empirical Social Research	1	2	2	--
PM 10	Principles of Business Data Analysis	1	2	2	--
PM 11	Business Mathematics and Exercises	1	2	2	--

4th Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 12	Accounting II and Exercises	2	2	3	PM 1
PM 13	Microeconomics	2	--	2	--
PM 14	Principals of Private and Public Law	2	--	2	--
PM 15	Marketing II	2	--	2	PM 4
PM 16	Event Management	2	--	2	--
PM 17	Hospitality Management	2	--	2	--
PM 18	Destination Management	2	--	2	--
PM 19	Group Dynamics	1	--	1	--
PM 20	Second Language 2	2	2	3	PM 8
PM 21	Qualitative Research Methods	2	--	2	PM 9
PM 22	Business Statistics and Exercises	1	2	2	--

5th Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 23	Managerial Accounting and Decision Making	2	--	2	PM 12
PM 24	Macroeconomics	3	--	3	--
PM 25	Tourist Behavior and Psychology	2	--	2	--
PM 26	Multi-Channel Distribution Systems	2	--	2	--

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 27	Sustainability in Tourism	1	--	1	PM 3
PM 28	Current Issues in Tourism	1	--	1	PM 9
PM 29	Transportation	2	--	2	--
PM 30	Tourism Intermediaries	2	--	2	PM 15
PM 31	Intercultural Competence	2	--	2	--
PM 32	Second Language 3	1	2	2	PM 20
PM 33	Computational Thinking	1	--	1	--
PM 34	Quantitative Research Methods	1	2	2	PM 9

6th Semester (Practical Training)

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 35	Practical Training Semester Coaching Seminar	1	--	1	--

7th Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
PM 36	Finance and Investment	2	--	2	--
PM 37	Economics in Tourism and Leisure	2	--	2	PM 13, PM 24
PM 38	International and Tourism Law	2	--	2	PM 14
PM 39	Project Management	1	--	1	--
PM 40	Human Resource Management	2	--	2	--
PM 41	Digital Tourism	2	--	2	PM 15
PM 42	Culture, Heritage and Tourism	2	--	2	--
PM 43	Negotiation and Sales Skills Training	1	--	1	--
PM 44	Second Language 4	1	2	2	PM 32
PM 45	Bachelor Seminar I	1	--	1	PM 9, PM 21, PM 34

Program Elective Requirements - Semester 7 (2 Credit Hours)

Code	Course Title	Theory	Applied	Total	Prerequisites
PE 1	Hospitality Consulting	2	--	2	PM 17
PE 2	Destination Consulting	2	--	2	PM 18

8th Semester

Code	Course Title	Theory	Applied	Total	Prerequisites
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Code	Course Title	Theory	Applied	Total	Prerequisites
PM 46	Controlling	2	--	2	PM 23, PM 36
PM 47	Entrepreneurship and Start-Ups	2	--	2	PM 39
PM 48	Digital Marketing	2	--	2	PM 41
PM 49	Experience Design in Tourism	3	--	3	PM 39
PM 50	Second Language 5	1	2	2	PM 44
PM 51	Bachelor Seminar II and Bachelor Paper	1	--	1	PM 45

Program Elective Requirements - Semester 8 (2 Credit Hours)

Code	Course Title	Theory	Applied	Total	Prerequisites
PE 3	Adventure, Events and Sports Tourism	2	--	2	--
PE 4	Global Wellness and Spa Management	2	--	2	--
PE 5	Congress, Events and Conference Management	2	--	2	--

Program Benefits

Industry-Focused Business Education

Build a strong foundation in business administration with a clear focus on the tourism and leisure industry. Learn to understand market trends, customer needs, and global tourism developments, preparing you to design innovative solutions for a rapidly evolving sector.

Practice-Oriented Learning

Benefit from international lecturers who bring both global perspectives and local expertise into the classroom, ensuring that what you learn is directly applicable in the real world. The 22-week internship provides invaluable hands-on experience.

International Recognition

Earn a fully accredited European Bachelor degree from IMC Krems. Whether you continue to postgraduate study or step directly into the workforce, you will be equipped to contribute to Egypt's tourism growth and compete confidently on the global stage.

Strategic Location

Study at October 6 University in Greater Cairo, where ancient heritage and modern tourism converge. From heritage destinations and Red Sea resorts to events, aviation, and travel tech - tourism is a powerhouse of opportunity across Egypt and the Middle East.

Career Opportunities

Graduates of the Tourism and Leisure Management programme are well-prepared for diverse career paths in the global tourism industry. The combination of business knowledge, practical experience, and international perspective opens doors to numerous opportunities:

- Hotel and Resort Management
- Destination Marketing and Management
- Event Planning and Management
- Travel Agency Operations
- Airline and Transportation Services
- Tourism Consulting
- Cultural and Heritage Tourism
- Digital Tourism and E-commerce
- Sustainable Tourism Development
- Entrepreneurship in Tourism

With a European degree and international experience, graduates can pursue careers both locally in Egypt and globally across the tourism industry.

Contact Information

Faculty of Tourism and Hotels

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In partnership with

IMC University of Applied Sciences Krems

www.imc.ac.at

QAAA Accredited | European Quality Standards

