



## UNDERGRADUATE PROGRAMS



**BBA**

Bachelor of Business Administration  
**IN TOURISM AND HOSPITALITY MANAGEMENT**

**BBA**

Bachelor of Business Administration  
**IN TOURISM, HOTEL MANAGEMENT AND OPERATIONS**

**BSc**

Bachelor of Science  
**IN INTERNATIONAL MANAGEMENT**

# ABOUT MODUL UNIVERSITY



## HISTORY

MODUL University Vienna is an international private university in Austria owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. The university campus is located on Kahlenberg, a scenic hill with a spectacular view of the capital of Austria.

The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the vocational training school with the longest tradition in tourism and hospitality education worldwide. Since 2007, MODUL University Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

The small size and personalized attention provides an academic experience unparalleled in larger institutions. With an intimate 10:1 student-faculty ratio, every student has his or her own academic advisor.

*“Graduates of MODUL University Vienna are prepared to challenge what we take for granted and embrace change (**Knowledge, Creativity, Innovation**), support the principles of equity and justice (**Personal Integrity**), value diversity and humanity (**Mutual Respect**), and serve as ambassadors of sustainable and responsible living (**Responsibility and Stewardship**). These fundamental values lay the basis and direction for the education offered by MODUL University Vienna.*

*As a result, the university is renowned for the quality of its study programs, the high level of student satisfaction, the methodological competencies of its faculty and graduates, and a rigorous commitment to innovation and sustainability as key drivers of success in a dynamic and knowledge-based society.”*

## WHY STUDY AT MODUL UNIVERSITY VIENNA

- A 60% international student body provides a multicultural learning environment (students from more than 70 different nationalities have studied at MU)
- All courses are taught in English by an internationally experienced faculty
- Business-oriented education promotes the spirit of enterprise and effective service delivery
- Excellent possibilities for internships and job placements at over 400 exclusive partner companies
- Opportunity for an exchange semester at one of our partner universities in Asia, Australia, Europe, Latin America, and the US
- All programs are accredited by the **Agency for Quality Assurance and Accreditation Austria**, a member of the European Association for Quality Assurance in Higher Education (ENQA)
- Additionally, both BBA programs are accredited by the **United Nations World Tourism Organization**

Prof. Dr. Karl Wöber  
President, MODUL University Vienna



# UNDERGRADUATE PROGRAMS

Prof. Dr. Dagmar Lund-Durlacher  
Dean of Undergraduate Programs

PROGRAM	FOCUS	CAREER OPPORTUNITIES
<p><b>BBA</b> <b>BACHELOR OF BUSINESS ADMINISTRATION IN TOURISM AND HOSPITALITY MANAGEMENT</b></p> <p>Duration: 3 years Internship: min. 3 months required Credits: 180 ECTS</p>	<ul style="list-style-type: none"> <li>• Core courses focus on teaching general business administration and managerial knowledge</li> <li>• Promotes spirit of enterprise and effective service delivery</li> <li>• Focus on innovative technology and sustainability-oriented courses</li> <li>• Strong industry ties put students' careers on the right track through exceptional mentoring and career partner program</li> </ul>	<ul style="list-style-type: none"> <li>• Tourist boards and tourism offices</li> <li>• Hospitality industry (hotels, wellness &amp; spa industry, and restaurants)</li> <li>• Service-oriented industries (banks, insurance companies, retail, etc.)</li> <li>• Travel agencies and tour operators</li> <li>• Tourism and hospitality consultancy (e.g. hotel and property development)</li> <li>• Cruise and aviation industries</li> <li>• Luxury and brand management</li> </ul>
<p><b>BBA</b> <b>BACHELOR OF BUSINESS ADMINISTRATION IN TOURISM, HOTEL MANAGEMENT AND OPERATIONS</b></p> <p>Duration: 4 years Internship: min. 3 months required Credits: 240 ECTS</p>	<ul style="list-style-type: none"> <li>• First year of program focuses on culinary arts, restaurant and service management, rooms division management, and hotel management and operations</li> <li>• Years 2 - 4 follow 3-year BBA curriculum</li> <li>• Emphasis on teaching practical knowledge to meet hotel industry needs</li> <li>• In-depth understanding and hands-on experience in hotel operations</li> <li>• Management techniques taught by faculty and industry leaders</li> </ul>	<ul style="list-style-type: none"> <li>• International hotel industry</li> <li>• Event and conference management</li> <li>• Restaurant and catering industry</li> <li>• Service-oriented industries (banks, insurance companies, retail, etc.)</li> <li>• Travel agencies and tour operators</li> <li>• Tourism and hospitality consultancy (e.g. hotel and property development)</li> <li>• Cruise and aviation industries</li> <li>• Luxury and brand management</li> </ul>
<p><b>BSc</b> <b>BACHELOR OF SCIENCE IN INTERNATIONAL MANAGEMENT</b></p> <p>Duration: 3 years Internship: no internship required Credits: 180 ECTS</p>	<ul style="list-style-type: none"> <li>• Emphasis on teaching general business administration and managerial knowledge</li> <li>• Focus on international management concepts and techniques</li> <li>• Acquired competences valued by the business community and public sector</li> <li>• Prepares students for entering master level programs offered by leading national and international universities</li> </ul>	<ul style="list-style-type: none"> <li>• Controlling and finance (e.g. investment banking, multinational companies)</li> <li>• Consultancy (e.g. corporate consulting, process and supply chain management)</li> <li>• Human resources (e.g. headhunting firms, international companies, retail)</li> <li>• Sales and marketing (e.g. multimedia companies, service providers, advertising)</li> <li>• Research and development (e.g. research institutes, governmental and non-governmental organizations, universities)</li> </ul>



# STUDYING IN VIENNA

## YOUR HOME AWAY FROM HOME IN THE HEART OF EUROPE

- Vienna is an international city with a population of more than 1.7 million people
- It hosts an official United Nations headquarters (UNIDO, IAEA, UNODC)
- Vienna was selected as the **Top City for Quality of Life** by Mercer Consulting, 2009 - 2012
- It was ranked the **5th Best Student City** worldwide by QS World University Rankings in 2012
- Europe's music capital offers cultural and historic highlights in a modern world city
- Vienna has excellent public transportation and infrastructure facilities
- More than 50% of the city is covered with green space



## DIVERSITY IN ACTION

MU is proud of its diverse community, with over 70 countries represented in the student body. Among the event highlights is the annual International Day, where students, alumni, staff, faculty, and the public come together in a colorful celebration of shared food, fashion, dance, and song. The MU community uses the occasion to raise funds for one of our partner charities involved with an international cause.

*"Studying at MU Vienna was the best choice for my education! The location of the university in the Vienna Woods was the perfect atmosphere for learning, while living in a vibrant, cosmopolitan city."*



# YOUR LIFE AT MU

*Become a part of the MU community - vibrant, international, culturally diverse, charitable, and responsible - a university experience unlike any other!*



## MU CARES

MU is about more than academics: it's about being a part of a community that gives back. Good students are good citizens too! The MU Cares program allows students to volunteer their time with various partner charities or with university development projects. Student volunteers decide which projects they wish to support, from cancer research fundraising to refugee assistance, and those who contribute their time receive a special certificate and recognition when they graduate.

- Orientation Week for new students includes info sessions, cultural excursions, and social events
- International students are paired with a “buddy” who helps newcomers settle comfortably in Vienna
- The Student Service Center provides visa and housing assistance for international students
- Events such as sports tournaments, BBQs, and movie nights help build a strong community
- Join the Wine Society, MU Choir, Football Club, Hotel Club, Chess Club - MU has extracurricular activities for every interest!



# ALUMNI SUCCESS STORIES



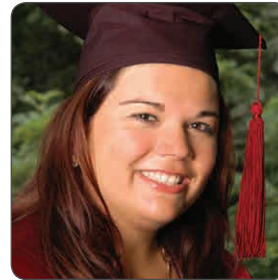
**Domonkos Kékesi, BBA 2012**  
Hungarian  
International Trainee  
Hyatt Regency Chicago



**Vanessa Hooper, BBA 2012**  
Austrian  
Assistant Manager  
Hollister Co., division of  
Abercrombie & Fitch



**Fábio Vilela, BBA 2010**  
Brazilian  
Luxury Travel Consultant/  
Founder  
Passageiro de Primeira



**Isabella Murgu, BBA 2010**  
Austrian  
Jazz Club Manager  
St. Regis Hotel Doha



**Mohammed Ahmed, BBA 2010**  
Egyptian  
Tourism Attaché  
Egyptian Tourism Authority



**Ying Tang, BBA 2010**  
Chinese  
Business Development  
Spirit Design Consulting

## RECENT INTERNSHIPS

<b>ADMINISTRATIVE ASSISTANCE</b>  RELAIS & CHÂTEAUX HOTEL (NEW YORK, USA)	<b>AIRLINE CATERING SUPERVISION</b>  DO & CO. (VIENNA, AUSTRIA)	<b>ACCOUNTING &amp; CUSTOMER SERVICE</b>  AMAZONAS-BIOPARK RESORT (AMAZONAS, BRAZIL)	<b>ROOMS DIVISION</b>  HOTEL HYATT REGENCY (CHICAGO, USA)	<b>EVENT, MARKETING &amp; SALES</b>  AVANTGARDE (MUNICH, GERMANY)
<b>FRONT OFFICE</b>  MAGIC CIRCUS HOTEL DISNEYLAND (PARIS, FRANCE)	<b>ENTERTAINMENT &amp; SPORTS</b>  STAR CLIPPERS LTD. (MONACO)	<b>FOOD &amp; BEVERAGE DEPARTMENT</b>  HOTEL HYATT AT THE BUND (SHANGHAI, CHINA)	<b>DESTINATION MANAGEMENT</b>  ACROSS AFRICA (CAPE TOWN, SOUTH AFRICA)	<b>FINANCE DEPARTMENT</b>  LE MERIDIEN HOTEL (VIENNA, AUSTRIA)
<b>BANQUETING &amp; RESTAURANT OPERATIONS</b>  KEMPINSKI HOTEL (BRATISLAVA, SLOVAKIA)	<b>CONTENT MANAGEMENT</b>  MYDESTINATION.COM (VIENNA, AUSTRIA)	<b>SALES &amp; MARKETING</b>  HOTEL MANDARIN ORIENTAL (MUNICH, GERMANY)	<b>MARKETING &amp; PUBLIC RELATIONS</b>  AUSTRIAN TOURISM MARKETING (STOCKHOLM, SWEDEN)	<b>WEDDING PLANNING</b>  SANDALS ROYAL RESORT (JAMAICA, CARIBBEAN ISLANDS)

# CAREER SERVICES

MODUL CAREER services are communicated via [www.modulcareer.at](http://www.modulcareer.at) and include:

- Providing a networking and information platform for more than 6000 MODUL College and MODUL University alumni through newsletters, events, and panel discussions
- Supporting current students in career exploration, internships, part-time and full-time job searches, and specialized advising needs
- Offering support in career planning and development to 200 graduates every year
- Organizing excursions to business and career fairs as well as industry events
- Annual Career Fair with up to 50 national and international partner companies who meet with current students
- Annual alumni and career networking soirée for former graduates, career partners, current students and faculty

*"I was delighted when Emirates Airlines offered me a position in their sales department in Vienna. With the support of MODUL Career, the internship definitely exceeded my expectations"*

**Robert Wilfing, BBA 2012**  
Austrian



# STUDY ABROAD PROGRAM



*"Orlando was an unforgettable experience! The Rosen College of Hospitality Management at the University of Central Florida has remarkable facilities."*

**Pia Kapounek, BBA 2010**  
Austrian



University of Surrey,  
United Kingdom



The Hong Kong Polytechnic  
University, Hong Kong SAR



Temple University,  
USA



San Francisco State University,  
USA



Breda University of Applied  
Sciences, The Netherlands



Bogazici University,  
Turkey



Texas A&M University,  
USA



Taylor's University,  
Malaysia



Syddansk Universitet  
University of Southern Denmark,  
Denmark



University of Central Florida,  
USA



Universidad Anáhuac Mayab,  
Mexico



Victoria University,  
Australia

# BBA IN TOURISM AND HOSPITALITY MANAGEMENT (3 years)



## Enrichment Courses are offered in the fields of:

Business English, E-marketing, Web Design, Revenue Management, Sustainable Tourism, Hospitality Management, Mentoring, special tourism segments (Aviation Management, Event & Meeting Management, Health & Wellness Tourism). **Note:** Enrichment Course offerings are subject to change.

A variety of non-mandatory language courses are offered through partner institutions. Students may take up to four language courses included in the tuition.

- Core Courses
- Tourism and Hospitality Management Courses
- Enrichment Courses



# BBA IN TOURISM, HOTEL MANAGEMENT AND OPERATIONS (4 years)

<b>The Hospitality Industry</b> 6 ECTS	<b>Food and Beverage Management &amp; Controlling</b> 6 ECTS	<b>Culinary Theory and Practice</b> 12 ECTS	<b>Personal Development</b> 6 ECTS	<b>Hotel Management and Operations</b> 6 ECTS	<b>Rooms Division Management</b> 6 ECTS	
<b>Restaurant and Service Management</b> 8 ECTS	<b>Hotel Simulation Project</b> 4 ECTS	<b>Business Communication</b> 6 ECTS	<b>Marketing &amp; Consumer Behavior</b> 8 ECTS	<b>Accounting &amp; Management Control I</b> 6 ECTS	<b>Accounting &amp; Management Control II</b> 6 ECTS	<b>OPTION I</b> <b>Bachelor Thesis</b> 12 ECTS
<b>Organizational Behavior &amp; Corporate Social Responsibility</b> 6 ECTS	<b>Operations &amp; Supply Chain Management</b> 4 ECTS	<b>Entrepreneurship, Innovation &amp; Business Planning</b> 6 ECTS	<b>Marketing Research &amp; Empirical Project</b> 8 ECTS	<b>HR Management &amp; Management Development</b> 8 ECTS	<b>Financial Management &amp; Investment Planning</b> 6 ECTS	<b>OPTION II</b> <b>Additional Internship</b> 12 ECTS
<b>Macroeconomics</b> 4 ECTS	<b>Economic Geography</b> 6 ECTS	<b>Microeconomics</b> 4 ECTS	<b>Math &amp; Statistics I</b> 6 ECTS	<b>Math &amp; Statistics II</b> 6 ECTS	<b>Operations Research &amp; Forecasting</b> 6 ECTS	<b>OPTION III</b> <b>Additional Advanced Tourism and Hospitality Management Courses</b> 12 ECTS
<b>Information Systems</b> 6 ECTS	<b>New Media &amp; E-Business Applications</b> 6 ECTS	<b>Law &amp; Introduction to Business Law</b> 6 ECTS	<b>European Law</b> 4 ECTS	<b>Advanced Business Communication</b> 4 ECTS	<b>Academic Writing</b> 4 ECTS	
<b>Mandatory Internship</b> 8 ECTS	<b>Tourism &amp; Hospitality Business Analysis</b> 8 ECTS	<b>Economics of Recreation, Leisure &amp; Tourism</b> 4 ECTS	<b>Hotel Property Development &amp; Project Management</b> 6 ECTS	<b>Destination Management</b> 6 ECTS	<b>Hospitality Management</b> 6 ECTS	
<b>Latest Trends in Tourism &amp; Hospitality</b> 2 ECTS	<b>Enrichment Course I</b> 4 ECTS	<b>Enrichment Course II</b> 4 ECTS	A variety of non-mandatory language courses are offered through partner institutions. Students may take up to four language courses included in the tuition.			<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #fff9c4; border: 1px solid black; margin-right: 5px;"></span> Core Courses</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #c8e6c9; border: 1px solid black; margin-right: 5px;"></span> Tourism and Hospitality Management Courses</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #bbdefb; border: 1px solid black; margin-right: 5px;"></span> Hotel Management and Operations Courses</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #e1bee7; border: 1px solid black; margin-right: 5px;"></span> Enrichment Courses</li> </ul>

# BSc IN INTERNATIONAL MANAGEMENT (3 years)



## Enrichment Courses are offered in the fields of:

Business English, E-marketing, Web Design, Revenue Management, Mentoring, and additional courses in the field of International Management. **Note:** Enrichment Course offerings are subject to change.

A variety of non-mandatory language courses are offered through partner institutions. Students may take up to four language courses included in the tuition.

- Core Courses
- International Management Courses
- Enrichment Courses

# APPLICATION DETAILS

## ADMISSION CRITERIA

- Qualification to enter university (e.g. A-levels, IB, high school leaving certificate)
- Proof of proficiency in English on a B2 level (i.e. IELTS 5.5, no sub-score lower than 5.0, TOEFL 76 Internet-Based)
- To gain acceptance, applicants must pass a formal admission interview (in person or video Skype)

## FINANCIAL INFORMATION

- The tuition fee for the BBA in Tourism and Hospitality Management or the BSc in International Management is **EUR 28,000 for the entire three-year program** (paid in three installments, includes reading material except books)
- The tuition fee for the BBA in Tourism, Hotel Management and Operations is **EUR 38,000 for the entire four-year program** (paid in four installments, covers the costs for all goods and materials used in practical courses as well as the clothing and equipment necessary for these courses, and all reading material except books)
- General living expenses: approx. EUR 8,000/year (including housing, public transportation, insurance and estimated living expenses)

## APPLICATION DEADLINES

- Spring semester:  
EU citizens January 31<sup>st</sup>. International: October 31<sup>st</sup>
- Fall semester:  
EU citizens August 31<sup>st</sup>. International: May 31<sup>st</sup>

## HOW TO APPLY

Apply online:

- Via MU's application system at <https://applynow.modul.ac.at>
- Or via the **Common Application** system at <https://www.commonapp.org>

Note: Applications will also be accepted before high school graduation and before the English test has been sat.

## CHECKLIST

Before submitting your application, please use this checklist to ensure that your application is complete. We only accept documents in English or German, so if documents are in other languages, please provide a certified translation. The following documents must be uploaded during the online application procedure.

- Curriculum Vitae (personal data sheet)
- Letter of motivation (description of reasons for applying to MODUL University Vienna)
- Copies of certificates and degrees (incl. transcripts)
- Copy of official test results of English proficiency test or other proof
- Two letters of recommendation (from academic sources)
- Short essay (in response to study-related question)
- Copy of passport
- Photo



# CONTACT

# WWW.MODUL.AC.AT



Dr. Markus Bernhard  
Head of Admissions

## ADMISSIONS SERVICES

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Fax: +43 1 320 3555-901

admissions@modul.ac.at

Accredited by



Agency for  
Quality Assurance  
and Accreditation  
Austria



MODUL University Vienna is a member  
of the National Association for  
College Admission Counseling  
and subscribes to the Statement  
of Principles of Good Practice.

THE COMMON  
APPLICATION



**MODUL University Vienna**

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made possible by*

