

# **ANNUAL REPORT**

## **2019/2020**

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## Contents

1. THE UNIVERSITY'S DEVELOPMENT .....	5
2. STUDY PROGRAMS AND STUDENTS .....	7
2.1. <i>Overview of the Study Programs</i> .....	7
2.2. <i>Changes in the study and examination regulations</i> .....	8
2.2. <i>Figures of the Study Programs</i> .....	11
2.3. <i>Figures of the Study Programs: Comparison over 5 years at the Vienna campus</i> .....	11
2.4. <i>Student Mobility</i> .....	14
2.4.1. On the Vienna campus .....	14
2.4.2. On the Nanjing campus .....	15
3. STAFF.....	15
3.1. <i>Academic Staff</i> .....	15
3.1.1. Functions, Teaching Load and Work Time of the Academic Core Staff .....	19
3.1.2. External Lecturers: Contracted Hours, Qualifications .....	22
3.1.3. Ratio between internal and external lecturers.....	24
3.1.4. Documentation of the Selection and Promotion Procedures.....	24
3.1.5. Activities to Promote Young Researchers and Other Human Resource Development Activities .....	25
3.2. <i>Administrative staff</i> .....	26
3.3. <i>Measures for gender equality</i> .....	27
4. FINANCES AND RESOURCES.....	28
5. RESEARCH.....	28
5.1. <i>Modul University's Research Profile</i> .....	28
5.2. <i>Research focal areas</i> .....	28
5.3. <i>Publications</i> .....	29
5.4. <i>Awards and Conferences</i> .....	30
5.5. <i>Research Projects 2019-2020</i> .....	32
5.6. <i>Third-party funding</i> .....	34
5.7. <i>Other Services to Academia</i> .....	35
5.8. <i>Library</i> .....	37
5.8.1. Library on the Vienna Campus .....	37
5.8.2. Library on the Nanjing Campus .....	38
6. CO-OPERATIONS AND COLLABORATIONS.....	38
6.1. <i>Academic Co-operations with other Universities</i> .....	38
6.2. <i>Co-operations with Networks and Associations</i> .....	39
6.3. <i>Collaboration with Professional Environment and Relevant Social Players</i> .....	40
7. INTERNATIONALIZATION.....	41
8. QUALITY MANAGEMENT.....	41
8.1. <i>Organization and Instruments of Quality Management</i> .....	41
8.2. <i>Evaluations</i> .....	42
8.2.1. Course Evaluations at the Vienna Campus .....	42
8.2.2. Course Evaluations at the Nanjing Campus .....	42
8.3. <i>Collaboration of Student Representatives</i> .....	42
8.3.1. On the Vienna Campus.....	42
8.3.2. On the Nanjing Campus.....	43
<b>ANNEX I – COURSE EVALUATION TABLES.....</b>	<b>44</b>
COURSE EVALUATIONS IN VIENNA.....	44
<i>Fall 2019</i> .....	44
<i>Spring 2020</i> .....	49
COURSE EVALUATIONS IN NANJING.....	51
<b>ANNEX II – CHANGES OF STUDY AND EXAMINATION REGULATIONS .....</b>	<b>52</b>
<i>Study Regulations for the Bachelor of Science in International Management</i> .....	52
<i>Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management</i> . 60	
<i>Study Regulations for the Bachelor of Business Administration in Tourism, Hotel Management, and Operations</i> .....	69

<i>Study Regulations for the Master of Science Programs at Modul University Vienna (ITM 123, SDMP 224, MGMT 323)</i> .....	79
<i>Study Regulations for the Master of Business Administration Program at Modul University Vienna (423)</i>	92
<i>Study Regulations for the Doctor of Philosophy in Business and Socioeconomic Sciences (540)</i> .....	100
<i>Examination Regulations and Student Code of Conduct</i> .....	110

## 1. The University's development

2019/2020 started as a normal year, and so was the Fall 2019 semester. However just after the start of the Spring 2020 Semester, the University Board decided to switch to online teaching as of March 16. This meant switching all courses held face-to-face to an online format. The only courses that were not switched to the online format were the practical courses of the BBA in Tourism, Hotel Management and Operations, which were postponed to September 2020 before the start of the Fall Semester 2020. Moreover, some students in the two BBA study programs had to stop their internship, which they had already started in many cases. On a case-by-case basis, the Dean of the Undergraduate study programs allowed these students to join classes, so that they would not lose a semester.

As of March 11, the Academic Office provided all the necessary technical support for the switch to the online teaching. It was soon decided that MS Teams was to be the only tool used for meetings and online teaching. On April 2, the University Board published Guidelines for MS Teams for faculty, staff, and students. General Guidelines for online teaching were also developed for lecturers and faculty. With the switch to the online teaching only, lecturers were asked to revise their syllabi and send them to the Deans and the ACO, who checked them and shared them with the students. Throughout the semester, a constant communication was maintained with lecturers regarding changed guidelines, recommendations, etc. and students on academic matters. The examination regulations were revised for the online teaching. Until the end of June 2020, online teaching was maintained, even if some examinations were organized on campus in June, with a second session of examinations in September for students not able to travel to Vienna in June.

The COVID-19 pandemic also affected the operations on the Nanjing campus. On January 15, the University Board was informed that Nanjing Tech University was closed due to COVID-19. All courses for the Spring semester were taught online until May 2020. Nanjing Tech University decided to use a platform called *Chaoxing*. On-campus assessments were avoided and replaced by other forms of comprehensive evaluation (e.g., reports, papers, online presentations, etc.). Students in their sixth and last semester were supposed to complete their mandatory internship during the Spring semester 2020. For those students that were not able to complete their internships due to the special circumstances, the Academic Director, in agreement with Modul University Vienna, decided that they would submit an essay instead of doing their internship.

In addition to the COVID-19 pandemic, 2019/2020 also marked a change in the ownership of Modul University Vienna. On August 23, 2019, Mag. Meinhard Eckl, Director of the Chamber of Commerce, informed Modul University Vienna that the Chamber of Commerce has sold 90% of their shares to Mr. Suresh Sivagnanam, a businessman and investor from London/UK. The deal was finalized in July 2020 as the situation in Dubai and the COVID-19 pandemic led to delays.

Moreover, during the academic year 2019/2020, Modul University Vienna prepared its reaccreditation application which was submitted in May 2020. Two study program accreditations, for a BSc in International Management with Professional Experience and a BSc in Applied Data Science, were also submitted in June and July 2020. In 2020, Modul University Vienna also successfully renewed the UNTWO Ted.Qual certification of its tourism-related study programs with the excellent overall score of 91.12%. Modul University Vienna was ranked 101-200 among the best universities in the world in the THE Impact Sustainability Ranking of Universities and #129 out of 780 universities in the GreenMetric Ranking. Additionally, MU Vienna reached the third place in the category top-cited publications among 1,800 universities in the world in the U-Multirank university ranking by the European Union.

On the side of the international activities, Prof. Andreas Zins, Academic Director of the program offered with Nanjing Tech University (China), left the university in April 2020 and was replaced by Prof. Serdar Durmusoglu. A Letter of Understanding was negotiated and decided on March

3, 2020 by Nanjing Tech University and Modul University Vienna to address possibilities for improvement in quality assurance procedures based on the experiences made in Dubai. After extensive negotiations both partners agreed on a new collaboration contract and new Guidelines of Academic Collaboration (GAC) in April 2020. On May 28, 2020, the President signed an Honesty Commitment proving that the regulations of Modul University Vienna in Nanjing comply with relevant laws and regulations.

As for the former Dubai campus of Modul University Vienna, MU DMCC, the former partner of Modul University Vienna in Dubai, approached Modul University Vienna in October 2019 to re-negotiate the situation. The Academic Office drafted a proposal to outline the academic conditions for a joint teach-out, which after several months of negotiations, were finally accepted in an amended form by MU DMCC and approved by the respective authorities (AQ Austria and KHDA). Dubai students were invited to decide if they want to join a teach out in Vienna or Dubai until the end of January 2020. 198 students in total have opted for one of the three teach-out options offered by Modul University Vienna. 186 have decided to continue their studies in Dubai; 12 students decided to continue their studies in Vienna; although there have been several requests by students to continue their studies online, no student finally decided to select this option. The teach out will last until fall 2023. It was assessed whether all students who joined the teach out in Vienna or Dubai fulfilled the admissions criteria according to the study regulations. Finally, after several requests for additional documents, all - except 4 students - could be admitted. For three students, Modul University Vienna received the missing additional documents, one student had to be rejected due to fact that she did not meet the required qualification stipulated in the University regulations. On March 4, after the UAE Federal Ministry of Education as well as KHDA's announcements, Modul University Vienna's cooperation partner in Dubai decided that all courses for the Spring 2020 semester shall be temporarily delivered through distance learning mode from 8th March 2020 up until 5 April 2020 in compliance with KHDA's guidelines related to COVID-19. Later this period was extended until further notice.

## 2. Study Programs and Students

### 2.1. Overview of the Study Programs

In the academic year 2019/2020, Modul University offered twelve study programs in Vienna, Dubai<sup>1</sup> and Nanjing. Basic information on these programs can be found in the following table. The current curricula and study regulations can be found on the [University's website](#).

In Spring 2020, applications for the accreditation of two new study programs (BSc in Applied Data Science and BSc in International Management with Professional Experience) were submitted to AQ Austria. These two new study programs were successfully accredited in 2021. Students will thus also be recruited as of Fall 2021 for these two new study programs.

Name	Degree	ECTS	Min. duration	Tuition fee
<b>Modul University campus in Vienna</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	€ 12,333 p.a. (€ 37,000 total)
Bachelor of Business Administration in Tourism, Hotel Management. and Operations	BBA	240	4 years	€ 13,000 p.a. (€ 52,000 total)
Bachelor of Science in International Management	BSc	180	3 years	€ 12,333 p.a. (€ 37,000 total)
Master of Business Administration (MBA) ('Universitätslehrgang')	MBA	90	1.5 years	€ 16,666 p.a. (€ 25,000 total)
Master of Science in International Tourism Management	MSc	120	2 years	€ 12,000 p.a. (€ 24,000 total)
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years	€ 12,000 p.a. (€ 24,000 total)
Master of Science in Management	MSc	120	2 years	€ 12,000 p.a. (€ 24,000 total)
Doctor of Philosophy in Business and Socioeconomic Sciences	PhD	240	4 years	€ 45,000 total
<b>Modul University campus in Nanjing</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	RMB 25,000 p.a. (RMB 75,000 total)
<b>Modul University campus in Dubai (teach-out program as of February 13, 2019)</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	AED 53,950 p.a. (AED 161,847 total)

<sup>1</sup> The accreditation of the study programs at the Dubai campus was withdrawn by AQ Austria on February 18, 2019.

Name	Degree	ECTS	Min. duration	Tuition fee
Bachelor of Science in International Management	BSc	180	3 years	AED 56,518 p.a. (AED 169,554 total)
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years	AED 43,352 p.a. (AED 86,704 total)
Master of Business Administration (MBA) ('Universitätslehrgang')	MBA	90	1.5 years	AED 68,078 p.a. (AED 102,118 total)

**Note:** The Master of Business Administration (MBA) in New Media and Information Management, for professionals ('Universitätslehrgang') in Vienna and the Master of Business Administration (MBA) in Tourism Management, for professionals ('Universitätslehrgang') in Vienna were outbound study programs. Their accreditation expired in September 2020, when the last students enrolled in these study programs graduated. The AQ Austria was informed accordingly.

## 2.2. Changes in the study and examination regulations

In 2019/2020, the study regulations of all study programs were revised, as well as the examination regulations. The details of the changes are displayed in Annex II.

The following table gives an overview of the changes of the study and examination regulations and their justifications.

Regulation	Changes and justifications
<b>Changes common to the Study Regulations of the Undergraduate Study Programs</b>	<ul style="list-style-type: none"> <li>The prerequisite Financial Management and Investment Planning was removed for Entrepreneurship, Innovation and Business Planning in order to improve the easiness of studying of the degree program.</li> </ul>
<b>Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management</b>	<ul style="list-style-type: none"> <li>The specializations "Tourism Management" and "Event Management" were combined in one single specialization, "Tourism and Event Management" in order to give a broader orientation to the specialization. Students enrolled in one of the two specializations had one additional year to complete the remaining courses of their chosen specialization. As of Fall 2020, only the specialization "Tourism and Event Management" was offered.</li> <li>Tourism and Hospitality Business Analysis was made a prerequisite for the courses in the Module "Advanced Tourism and Hospitality Management".</li> </ul>
<b>Study Regulations for the Bachelor of Science in International Management</b>	<ul style="list-style-type: none"> <li>The specialization "Interactive Marketing" was renamed to "International Marketing".</li> <li>The specialization "Entrepreneurship and Governance" was renamed to "Entrepreneurship and Leadership".</li> </ul>
<b>Study Regulations for the Master of Science Programs</b>	<ul style="list-style-type: none"> <li>As the "Internship Preparation Seminar" was not found to be necessary, it was removed from the study regulations.</li> <li>Furthermore, it was clarified which type of professional experience/internships can be credited towards an MSc internship (i.e., previous practical experience not taken into account, but existing work contract can be credited if approved by the Dean)</li> </ul>

Regulation	Changes and justifications
	<ul style="list-style-type: none"> <li>• The name of the specialization “Sustainable Management and Governance” was changed to “Sustainable Management and Policy”.</li> <li>• In the MSc in Sustainable Development, Management and Policy, a new course “Conflict Management” (SE, 2h/week, 6 ECTS) was introduced in Module 1, while the course “Measuring and Assessing Sustainability” (SE, 2h/week, 6 ECTS) was removed from Module 3 to include a more management oriented perspective to the curriculum and to gain more synergies with the MSc in Management (efficiency related changes).</li> </ul>
<b>Study Regulations for the Master of Business Administration Program</b>	<ul style="list-style-type: none"> <li>• As all students enrolled in the old 422 MBA curriculum either graduated or successfully transferred to the new 423 MBA curriculum, the old 422 MBA curriculum was removed from the MBA study regulations.</li> <li>• The interview procedure during the admissions process were clarified (i.e., interview via video chat).</li> <li>• The exact duration of the MBA program was clarified (i.e., four terms plus two months, whereby the length of one term corresponds to four months).</li> <li>• The name of the specialization “Sustainable Management and Governance” was changed to “Sustainable Management and Policy”.</li> <li>• The mandatory attendance in the core module of the MBA courses was made clear.</li> <li>• A reference to the rules of academic integrity in place at Modul University Vienna for the thesis was introduced.</li> <li>• Some small clarifications were provided for the grading.</li> </ul>
<b>Study Regulations for the Doctor of Philosophy in Business and Socioeconomic Sciences</b>	<ul style="list-style-type: none"> <li>• The areas of Research Seminars offered in the PhD were defined more broadly, and the course titles of Research Seminars were removed to offer more flexibility and allow the combination of different areas of interest to the PhD students.</li> </ul>
<b>Examination Regulations</b>	<ul style="list-style-type: none"> <li>• The Examination Regulations were revised to improve the consistency, the clarity and the wording throughout the document.</li> <li>• The rules for credit transfer were revised: Students are able to apply for credit transfer at any time of their studies, although a credit transfer may only result in a tuition fee reduction when applied for prior to commencement of studies.</li> <li>• The Internship Coordinator was officially designated as responsible for processing credit transfer of practical experience.</li> <li>• All assessments, including make-up exams or retakes, are to be organized within the announced semester/term dates.</li> <li>• Lecturers are obliged to explain the reasons for failing assignments to students and to share the written assessment report for theses with students.</li> <li>• The procedure for grade corrections was clarified.</li> <li>• The procedure for course registration and deregistration was clarified.</li> </ul>

Regulation	Changes and justifications
	<ul style="list-style-type: none"> <li>• The procedures for cases of academic misconduct were clarified and outlined in more detail.</li> <li>• Lecturers are encouraged to communicate clearly with students on the policy on academic consequences.</li> <li>• Appeal periods to the Studies and Examination Committee were reduced to 7 days to enable a faster processing of cases.</li> <li>• The procedures for the Semester Conference and study contract termination were clarified and outlined in more detail.</li> <li>• A section on graduation documents was introduced to clarify the issuance, the signature, the possible reasons for changes.</li> </ul>

In the wake of the COVID-19 crisis, certain ad-hoc and provisory changes had to be made in the delivery mode of the different study programs. These were described extensively in the Interim Report on the Spring Semester 2020 submitted to the AQ Austria in Fall 2020. The table below summarizes these changes.

Study program	Changes during the Spring semester 2020
BBA in Tourism and Hospitality Management	<ul style="list-style-type: none"> <li>• Online learning as of March 16</li> <li>• Switch from internships to courses for some students</li> <li>• Some exams on campus in June and September 2020</li> </ul>
BBA in Tourism and Hospitality Management (Nanjing campus)	<ul style="list-style-type: none"> <li>• Online learning from January to May 2020</li> <li>• Switch from internships to make-up report for some students or to other internships for others</li> <li>• All exams online or at home</li> </ul>
BBA in Tourism, Hotel Management and Operations	<ul style="list-style-type: none"> <li>• Online learning as of March 16</li> <li>• Switch from internships to courses for some students</li> <li>• Practical courses postponed to September 2020</li> <li>• Some exams on campus in June and September 2020</li> </ul>
BSc in International Management	<ul style="list-style-type: none"> <li>• Online learning as of March 16</li> <li>• Some exams on campus in June and September 2020</li> </ul>
MSc, MBA, PhD Programs	<ul style="list-style-type: none"> <li>• Online learning as of March 16</li> <li>• All exams online or at home</li> </ul>

The examination regulations were also revised for the online teaching. Until the end of June 2020, online teaching was maintained, even if some examinations were organized on campus in June, with a second session of examinations in September for students not able to travel to Vienna in June.

## 2.2. Figures of the Study Programs

	BBA THM	BBA THO	BSc IM	MSc ITM	MSc SDMP	MSc MGT	MBA <sup>7</sup>	PhD	Total MU Vienna	Change to last year	MU Nanjing
Students <sup>1</sup>	143	119	266	24	24	52	115	22	765	+14.7%	106
New Students 2019/2020	53	10	105	14	14	23	41	6	266	+18.2%	28
Female students' rate	69.9%	61.3%	41.7%	83.3%	54.2%	53.8%	47.8%	54.5%	53.7%	-2.5%	74.53%
Students per faculty <sup>2</sup>	6.5	5.4	12.1	1.1	1.1	2.4	5.2	1.0	34.8	+9.4%	
International students' rate <sup>3</sup>	71.3%	83.2%	72.9%	79.2%	87.5%	65.4%	76.5%	77.3%	75.2%	+4.0%	0%
Graduates	12	18	27	6	1	9	25	0	98	-19.7%	34
Female graduates' rate	100.0%	61.1%	51.9%	83.3%	0.0%	66.7%	32.0%	N/A	57.1%	-9.5%	73.5%
Average duration of studies at MU <sup>4</sup> (graduates, semester)	6.9	8.4	7.0	6	4	5.1	8.1 (in terms)	N/A	N/A	N/A	6
Withdrawal rate <sup>5</sup>	3.5%	2.5%	1.9%	4.2%	8.3%	5.8%	2.6%	4.5%	3.0%	+7.1%	3.0%
Expulsion rate <sup>6</sup>	4.9%	1.7%	3.4%	4.2%	4.2%	1.9%	7.8%	0.0%	3.9%	+14.7%	0.0%

<sup>1</sup>This figure includes all students that have been enrolled at some point from 01/09/2019 to 31/08/2020.

<sup>2</sup> Counted are all Full, Associate and Assistant Professors.

<sup>3</sup> Counted are all students with a non-Austrian citizenship. For details on the outgoing students and their destinations, see table "Student Exchanges".

<sup>4</sup> Number of semesters for the graduates (does not include the duration of studies at previous universities/programs).

<sup>5</sup> Rate of students who left the university on their own accord without graduating in relation to the total number of students in the study program.

<sup>6</sup> Rate of students expelled by the university in relation to the total number of students in relation to the total number of students in the study program.

<sup>7</sup> All MBA study programs.

## 2.3. Figures of the Study Programs: Comparison over 5 years at the Vienna campus

	BBA THM					BBA THO					BSc IM				
	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20
Students	227	181	154	133	143	101	112	135	138	119	146	169	184	217	266
New Students	46	40	38	43	53	44	33	33	37	10	61	58	68	79	105
Female students' rate	65.2%	68.0%	68.2%	70.7%	69.9%	73.3%	71.4%	65.9%	67.4%	61.3%	43.2%	44.4%	40.8%	39.2%	41.7%
Students per faculty <sup>1</sup>	6.4	9.0	6.7	6.3	6.5	2.7	5.6	5.9	6.6	5.4	3.9	8.4	8	10.3	12.1
International students <sup>2</sup>	70.0%	71.8%	68.8%	69.2%	71.3%	60.4%	67.9%	73.3%	79.0%	83.2%	64.4%	63.3%	66.8%	68.7%	72.9%

Graduates	56	62	48	31	12	4	13	20	25	18	16	43	30	33	27
Female graduates' rate	64.3%	61.3%	60.4%	77.4%	100%	75.0%	76.9%	75.0%	84.0%	61.1%	18.8%	53.5%	30.0%	36.4%	51.9%
Avg duration of studies <sup>3</sup>	6.8	7.6	7.4	6.9	6.9	5.0	7.0	8.1	8.7	8.4	5.3	6.0	6.6	6.7	7.0
Withdrawal rate <sup>4</sup>	4.8%	1.7%	3.2%	3.8%	3.5%	4.0%	1.8%	4.4%	1.4%	2.5%	2.7%	2.4%	6.5%	3.2%	1.9%
Expulsion rate <sup>5</sup>	4.8%	3.3%	8.4%	3%	4.9%	2.0%	1.8%	5.2%	2.9%	1.7%	3.4%	7.1%	8.7%	5.0%	3.4%

	MSc ITM					MSc SDMP					MSc MGT				
	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20
Students <sup>1</sup>	36	24	21	20	24	12	8	10	13	24	-	16	27	34	52
New Students	11	6	8	5	14	3	4	4	8	14	-	16	12	19	23
Female students' rate	75.0%	79.2%	76.2%	85.0%	83.3%	58.3%	37.5%	40.0%	46.2%	54.2%	-	75.0%	81.5%	61.8%	53.8%
Students per faculty <sup>2</sup>	0.9	1.2	0.9	1.0	1.1	0.3	0.4	0.4	0.6	1.1	-	0.8	1.2	1.6	2.4
International students <sup>3</sup>	88.9%	83.3%	81.0%	80%	79.2%	75.0%	62.5%	80.0%	84.6%	87.5%	-	75.0%	77.8%	61.8%	65.4%
Graduates	17	7	6	7	6	7	1	4	1	1	-	-	9	5	9
Female graduates' rate	70.6%	87.5%	50.0%	85.7%	83.3%	57.1%	100%	25%	100%	0.0%	-	-	88.9%	60%	66.7%
Avg duration of studies	6.0	4.3	5.3	5.7	6	4.4	4.8	4.3	7	4	-	-	3.9	4.8	5.1
Withdrawal rate <sup>4</sup>	0.0%	8.3%	9.5%	15.0%	4.2%	8.3%	0.0%	0.0%	0.0%	8.3%	-	6.3%	1.1%	2.9%	5.8%
Expulsion rate <sup>5</sup>	2.8%	8.3%	0.0%	0%	4.2%	8.3%	12.5%	20.0%	15.4%	4.2%	-	0.0%	0.0%	0%	1.9%

	MBA <sup>6</sup>					PhD					Total				
	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20	15-16	16-17	17-18	18-19	19-20
Students <sup>1</sup>	76	66	81	96	115	11	13	13	16	22	609	589	625	667	765
New Students	18	13	30	30	41	4	3	4	4	6	187	173	196	225	266
Female students' rate	50.0%	56.1%	43.2%	45.8%	47.8%	45.5%	46.2%	53.8%	50.0%	54.5%	59.4%	60.3%	56.5%	55.1%	53.7%
Students per faculty <sup>2</sup>	2.0	3.3	3.5	4.6	5.2	0.3	0.6	0.6	0.8	1.0	16.5	29.4	27.2	31.8	34.8
International students <sup>3</sup>	71.1%	74.2%	70.4%	76.0%	76.5%	90.9%	84.6%	76.9%	68.8%	77.3%	68.8%	69.6%	70.2%	72.3%	75.2%
Graduates	12	7	13	18	25	1	1	1	2	0	113	134	130	122	98
Female graduates' rate	50.0%	85.7%	61.5%	55.6%	32.0%	100%	0%	0%	0%	N/A	57.5%	62.7%	51.5%	63.1%	57.1%
Avg duration of studies	10.8	11.6	10.1	11.1	8.1	4.0	7.9	10	9	N/A	N/A	N/A	N/A	N/A	N/A
Withdrawal rate <sup>4</sup>	0%	0%	0%	1.0%	2.6%	0%	7.7%	0%	0%	4.5%	3.3%	2.2%	4.5%	2.8%	3.0%
Expulsion rate <sup>5</sup>	1.3%	13.6%	13.6%	2.1%	7.8%	0%	0%	0%	0%	0.0%	3.4%	5.4%	7.8%	3.4%	3.9%

<sup>1</sup> Counted are all Full, Associate and Assistant Professors.

<sup>2</sup> Counted are all students with a non-Austrian citizenship. For details on the outgoing students and their destinations, see table “Student Exchanges”.

<sup>3</sup> Number of semesters for the graduates (does not include the duration of studies at previous universities or programs).

<sup>4</sup> Rate of students who left the university on their own accord without graduating in relation to the total number of students.

<sup>5</sup> Rate of students expelled by the university in relation to the total number of students.

<sup>6</sup> All MBA study programs.

## 2.4. Student Mobility

### 2.4.1. On the Vienna campus

Modul University Vienna maintains exchange agreements with several universities across the world in 2019/2020:

<b>Erasmus partners</b>	<b>Location</b>
Boğaziçi University	Istanbul, Turkey
Cologne Business School	Cologne, Germany
Dublin Institute of Technology	Dublin, Ireland
ISAG European Business School	Porto, Portugal
La Rochelle Business School	La Rochelle, France
TSI Ramon Llull	Barcelona, Spain
University of Barcelona, Faculty of Economics and Business	Barcelona, Spain
University of Southern Denmark	Odense, Denmark
University of Surrey	Surrey, UK
University of West London, London College of Hospitality and Tourism	London, UK
<b>Other partners</b>	<b>Location</b>
City University of Macau	Macau, People's Republic of China
Hong Kong Polytechnic University, School of Hotel and Tourism Management	Hong Kong
Taylor's University	Selangor, Malaysia
Temple University, School of Tourism and Hospitality Management	Philadelphia, Pennsylvania, USA
San Francisco State University	San Francisco, California, USA
Universidad Internacional del Ecuador	Quito, Ecuador
Universidad Anahuac Mayab	Mexico
Universidade Europeia	Lisbon, Portugal
University of Central Florida	Orlando, Florida, USA
University of Florida	Gainesville, Florida, USA
Virginia Tech University	Virginia, USA

In 2019/2020, following exchanges took place:

<b>Fall 2019</b>	<b>INCOMING</b>	<b>OUTGOING</b>
CBS, Cologne	2	0
Hong Kong Polytechnic University, China	0	1
La Rochelle, France	3	0
Modul University Nanjing	8	1
Taylor's University Malaysia	2	0
TSI Barcelona, Spain	3	0
University of Barcelona	0	2
University of Central Florida, Orlando, USA	0	2
University of Surrey, UK	1	0

University of West London	2	0
<b>Total Fall 2019</b>	<b>21</b>	<b>6</b>

<b>Spring 2020</b>	<b>INCOMING</b>	<b>OUTGOING</b>
Bogacizi	1	0
City University of Macau	1	0
Dublin Institute of Technology, Ireland	1	0
Hong Kong Polytechnic University, China	2	0
IULM University – Milan	2	0
La Rochelle, France	2	0
San Francisco State University, USA	2	0
Southern Denmark	0	1
Universidade Europeia	8	0
University of Central Florida, Orlando, USA	5	0
University of Surrey, UK	0	1
<b>Total Spring 2020</b>	<b>24</b>	<b>2</b>
<b>Total 2019/2020</b>	<b>45</b>	<b>8</b>

#### 2.4.2. On the Nanjing campus

Modul School Nanjing tried to establish student exchange agreements to enable students in the dual-degree program to study one semester abroad.

The International Affairs Department signed a student exchange agreement with Modul University Vienna and was negotiating an agreement with Poznan University of Economics as of end of August 2020.

<b>Fall 2019</b>	<b>INCOMING</b>	<b>OUTGOING</b>
Modul University Vienna (BBA in Tourism and Hospitality Management)	1	8
<b>Total Fall 2019</b>	<b>1</b>	<b>8</b>

<b>Spring 2020</b>	<b>INCOMING</b>	<b>OUTGOING</b>
Modul University Vienna (BBA in Tourism and Hospitality Management)	0	0
<b>Total Spring 2020</b>	<b>0</b>	<b>0</b>
<b>Total 2019/2020</b>	<b>1</b>	<b>8</b>

### 3. Staff

#### 3.1. Academic Staff

<b>Modul University Vienna Campus</b>
---------------------------------------

	Teaching Responsibility <sup>1</sup>	Basic Research	Transfer Services <sup>2</sup>	Administration and Sustainable Development <sup>3</sup>
<b>Faculty<sup>4</sup></b>				
<b>Full Professor (FProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	30% 10 WSHY	40%	10%	20%
<b>Associate Professor (AscProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	30% 10 WSHY	40%	10%	20%
<b>Assistant Professor (AssProf)</b> Post-Doc, non-habilitated academic employee, basic and applied research	30% 10 WSHY	50%	10%	10%
<b>Senior Lecturer (SL)</b> Post-Doc, non-habilitated academic employee, applied research	60% 20 WSHY	0%	10%	30%
<b>Researcher and Lecturer (RL)</b> Pre-Doc currently studying	25% 2/6 WSHY (1/2 yr)	50%	0%	25%
<b>Lecturer (L)</b> Post- or Pre-Doc	50-100%	0%	0-50%	0-50%
<b>Other Academic Employees<sup>4</sup></b>				
<b>Researcher (R)</b> Post- or Pre-Doc	0%	0-100%	0 -100%	0%
<b>Scholarship Students<sup>5</sup></b>				
<b>PhD Student (PhDS)</b> e.g. scholarship in collaboration with the industry	15% 2 WSHY (2 <sup>nd</sup> yr) 4 WSHY (3 <sup>rd</sup> yr+)	85%	0%	0%
<b>Graduate Assistantship Student (GAS)</b> studying at MU's MSc study programs	0-10 hours/week			

<b>Modul University Nanjing Campus</b>			
	Teaching Responsibility <sup>1</sup>	Research	Administration and Services
<b>Faculty (funded by Pujiang IHD resources)</b>			
<b>Full Professor (FProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	40% 12 WSHY	25%	35%
<b>Associate Professor (AscProf)</b>	40% 12 WSHY	25%	35%

Post-Doc, habilitated or equivalently qualified academic employee			
<b>Assistant Professor (AssProf)</b> Post-Doc, non-habilitated academic employee, basic and applied research	45% 15 WSHY	35%	20%
<b>Senior Lecturer (SL) / Assistant Professor</b> Post-Doc, non-habilitated academic employee, applied research	90% 30 WSHY	0%	10%
<b>Researcher and Lecturer (RL)</b> Pre-Doc currently studying	25% 3/8 WSHY (1 <sup>st</sup> /2 <sup>nd</sup> year)	50%	25%
<b>Lecturer (L) Type A</b> Post- or Pre-Doc without administrative tasks	100% 34 WSHY	0%	0%
<b>Lecturer (L) Type B</b> Pre-Doc with substantial administrative tasks	60% 20 WSHY	0%	40%
<b>Other Academic Staff</b>			
<b>Senior Researcher (SR) / Assistant Professor</b> Post-Doc, non-habilitated academic employee, basic and applied research	0%	50-100%	0-50%
<b>Researcher (R)</b> Post- or Pre-Doc	0%	50-100%	0-50%

<sup>1</sup> WSHY = Weekly semester hours per year; approximate percentage of total hours of employment; the percentage of teaching responsibilities includes preparation time for classes.

<sup>2</sup> including time for applied (industry) research.

<sup>3</sup> Tasks that are considered a contribution to sustainable development are, for instance, the participation in the Sustainability Committee, or the involvement in projects approved by the Sustainability Committee (e.g., creating a life cycle assessment for the university, implementing sustainable improvements in the university's food and beverage concept).

<sup>4</sup> Responsibilities defined in the labor contract.

<sup>5</sup> Responsibilities defined in the study contract.

Broken down in departments, the academic staff of Modul University at the Vienna campus and at the Nanjing campus included in 2019/2020:

	IM	NMT	SGM	TSM	Total Vienna	Total Nanjing
Full Professors	1	1	2	5	9	2
Associate Professors	1	0	2	1	4	0
Assistant Professors	2	2	2	3	9	1
Researchers/Lecturer	1	0	1	3	5	0
Lecturer	3	1	1	0	5	4
Researcher	0	4	1	4	9	0
<b>Total</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>16</b>	<b>41</b>	<b>7</b>

On August 1, 2020, a new Department of Applied Data Science was launched and the Department of New Media Technology was transformed to a Research Center of New Media Technology.

### 3.1.1. Functions, Teaching Load and Work Time of the Academic Core Staff

No.	Surname	Name	Acad. Degree	Function <sup>4</sup>	Department	Teaching 2019/2020 <sup>2</sup>		Work Time
						Class hours	Thesis & exam supervision	
<b>Modul University Vienna Campus (Modul University and Modul Technology)</b>								
1				R	MT	-	-	20 h
2				R-Admin	NMT	-	-	30 h
2				R	MT	-	-	38 h
3				RL	IM	1.5 h	0.0 h	40 h
4				AscProf	SGM	9.15 h	2.9 h	40 h
5				AssProf	NMT	18.16 h	0.15 h	40 h
6				FProf, Dean, Dep. Head <sup>3</sup>	TSM	7.75 h	2.0 h	34 h
7				L	IM	19.0 h	0.3 h	20 h
8				R	TSM	-	-	5h
9				R	NMT	-	-	20 h
10				SL-AscProf, Dean	IM	11.5 h	1.2 h	40 h
11				AscProf, Dean	TSM	8.75 h	0.7 h	40 h
12				L	IM	27.0 h	0.0 h	25 h
13				RL	TSM	14.0 h	0.4 h	40 h
14				AssProf	SGM	10.0 h	1.3 h	40 h
15				RL	TSM	4.75 h	2.0 h	40 h
16				AssProf	TSM	3.0 h	5.1 h	40 h
17				L	SGM	24.0 h	0.0 h	25 h
18				SL-AssProf	IM	0.0 h	0.0 h	4 h
19				L	IM	26.3 h	0.3 h	20 h
20				FProf	TSM	6.0 h	1.7 h	20 h
21				FProf	SGM	5.0 h	0.0 h	20 h
22				RL	TSM	2.0 h	0.0 h	40 h

No.	Surname	Name	Acad. Degree	Function <sup>4</sup>	Department	Teaching 2019/2020 <sup>2</sup>		Work Time
						Class hours	Thesis & exam supervision	
23				FProf	TSM	7.0 h	0.5 h	20 h
24				R	TSM	-	-	10 h
25				R	SGM	-	-	40 h
26				AssProf	NMT	8.75 h	2.5 h	40 h
27				R	TSM	-	-	6 h
28				FProf, Dean	SGM	8.75 h	2.6 h	40 h
29				R	NMT	-	-	10 h
30				FProf, Dep. Head	NMT	2.65 h	0.25 h	40 h
31				AscProf, Vice P., Dep. Head	SGM	9.5 h	1.5 h	40 h
32				FProf	TSM	2.0 h	0.0 h	20 h
33				R	MT	-	-	20 h
34				R	NMT	-	-	40 h
35				AssProf	TSM	15.0 h	0.0 h	40 h
36				FProf, Dep. Head	IM	10.84 h	2.0 h	40 h
37				RL	SGM	2.0 h	0.0 h	40 h
38				AssProf	IM	12.0 h	0.45 h	40 h
39				SL-AssProf	SGM	10.0 h	3.1 h	30 h
40				FProf, President	TSM	2.25 h	0.0 h	40 h
41				AssProf	TSM	14.0 h	2.3 h	40 h
42				R	TSM	0.0 h	0.0 h	32 h
<b>Total actual teaching load:</b>						<b>335.85 h</b>		
<b>Modul University Nanjing Campus</b>								
1				FProf	TSM/MSN	-	-	40 h
2				L	TSM/MSN	18.75h	-	40h

No.	Surname	Name	Acad. Degree	Function <sup>4</sup>	Department	Teaching 2019/2020 <sup>2</sup>		Work Time
						Class hours	Thesis & exam supervision	
3				AssProf	TSM/ MSN	5 h	-	40 h
4				L (NJPJI Internal Lecturer)	TSM/ MSN	4 h	-	40 h
5				L (NJPJI Internal Lecturer)	TSM/ MSN	2 h	-	40 h
6				L (NJPJI Internal Lecturer)	TSM/ MSN	2 h	-	40 h
7				FProf	TSM/ MSN	5 h	-	40 h
<b>Total actual teaching load:</b>						<b>36.75 h</b>		

<sup>1</sup> partly on maternity leave/not employed during the whole reporting period, left university or started during the period

<sup>2</sup> in accredited study degree programs only, incl. supervision of theses

<sup>3</sup> promoted/elected during the reporting period

<sup>4</sup> RL: Researcher/Lecturer; SL: Senior Lecturer; AssProf: Associate Professor; R: Researcher; FProf: Full Professor; L: Lecturer; AssProf: Assistant Professor; Dep. Head: Department Head; Vice P.: Vice President.

Modul University Vienna is also proud to keep academic ties with its adjunct faculty and research associates<sup>2</sup>, scholars who studied at Modul University, worked there or feel connected with Modul University in some other way:

<b>Adjunct Professors</b>	Prof. Dr. Daniel Fesenmaier (University of Florida) FH-Prof. Dr. Scholz, Markus, M.Sc. (LSE) (FH-Wien) Prof. Dr. Andreas Zins (MODUL School of Tourism and Hospitality Management Nanjing)
<b>Adjunct Assistant Professors</b>	Dr. Xavier Matteucci
<b>Research Associates</b>	Dr. Valeria Croce (European Commission) Dr. Clemens Költringer (Vienna Tourism Board) Dr. Karin Wegenstein (University of Applied Sciences Wiener Neustadt)

<sup>2</sup> The full list is also available on the University's website: <https://www.modul.ac.at/about/faculty-and-staff/research-associates>

### 3.1.2. External Lecturers: Contracted Hours, Qualifications

In 2019/2020, the following external lecturers taught at Modul University:

No.	Surname	Name	Title	Program	Teaching h <sup>1</sup>
<b>Modul University Vienna Campus</b>					
1				MBA	0.5 h
2				UG	5.0 h
3				MBA	2.0 h
4				UG	2.0 h
5				UG	1.0 h
6				MBA	1.5 h
7				MSc	2.0 h
8				MBA	1.5 h
9				UG	2.0 h
10				MBA	1.5 h
11				UG	1.0 h
12				MSc	2.0 h
13				MBA	1.5 h
14				MBA	1.5 h
15				UG	4.3 h
16				MSc	2.0 h
17				UG	2.0 h
18				MBA	3.0 h
19				UG	6.0 h
20				MBA	1.5 h
21				UG	4.0 h
22				UG	2.0 h
23				UG	6.0 h
24				UG	2.0 h
25				UG	7.0 h
26				UG	6.0 h
27				UG	6.0 h
28				UG	3.0 h
29				MBA	1.5 h
30				MBA	1.5 h
31				UG	9.4 h
				MSc	2.0 h
				MBA	0.5 h
				UG	1.0 h

No.	Surname	Name	Title	Program	Teaching h <sup>1</sup>
32				UG	2.0 h
33				UG	3.0 h
34				UG	3.0 h
35				UG	1.0 h
36				UG	3.0 h
37				MBA	1.5 h
38				UG	7.3 h
39				MBA	1.5 h
40				MBA	1.5 h
41				UG	5.0 h
42				UG	3.0 h
43				UG	10.0 h
44				MSc	1.0 h
45				UG	3.0 h
46				MBA	1.5 h
47				UG	1.0 h
48				UG	1.0 h
49				MBA	2.0 h
50				MBA	1.5 h
51				UG	4.0 h
52				MBA	3.5 h
53				UG	5.0 h
54				UG	6.0 h
55				UG	6.0 h
56				UG	1.0 h
57				MBA	1.5 h
58				UG	1.0 h
59				MSc	2.0 h
60				UG	2.0 h
61				MBA	3.0 h
62				MBA	0.4 h
63				UG	4.0 h
				MBA	1.5 h
64				UG	2.0 h
65				UG	1.7 h
66				UG	2.0 h
67				UG	2.0 h
68				MBA	1.5 h
69				MBA	0.5 h
70				UG	9.0 h

No.	Surname	Name	Title	Program	Teaching h <sup>1</sup>
<b>Total</b>					<b>209.6 h</b>
<b>Modul University Nanjing Campus</b>					
1				BBA THM	5.0 h
2				BBA THM	1.0 h
3				BBA THM	2.0 h
4				BBA THM	3.0 h
5				BBA THM	5.0 h
6				BBA THM	3.0 h
7				BBA THM	12.0 h
<b>Total:</b>					<b>42.0 h</b>

<sup>1</sup> including supervision of thesis (in Vienna only)

### 3.1.3. Ratio between internal and external lecturers

The ratio between internal and external teachers is displayed in the next table:

	BBA & BSc Programs	MSc Programs	MBA Program	PhD Program	Vienna Total	Nanjing Total
h total <sup>1</sup>	368.3 h	75.4 h	75.5 h	16.3 h	<b>535.5 h</b>	<b>78.8 h</b>
h internal <sup>1</sup>	210.6 h	64.4 h	44.6 h	16.3 h	<b>335.9 h</b>	<b>36.8 h</b>
h external <sup>1</sup>	157.7 h	11.0 h	40.9 h	0.0 h	<b>209.6 h</b>	<b>42.0 h</b>
<b>Internal ratio</b>	<b>57.2%</b>	<b>85.4%</b>	<b>59.1%</b>	<b>100.0%</b>	<b>62.7%</b>	<b>46.7%</b>

<sup>1</sup> in accredited study degree programs; including supervision of thesis (in Vienna only).

In Nanjing, a search process for a Senior Lecturer/Assistant Professor was on-going in 2019/2020 in order to address the imbalance between the external and internal lecturers.

### 3.1.4. Documentation of the Selection and Promotion Procedures

In 2019/2020, six new faculty members started working at Modul University Vienna.

In 2018/2019, a call for a Full Professor in Real Estate and Regional Economics was launched by the University Senate and a Search Committee was elected during the Senate meeting of March 18, 2019. A new part-time Full Professor in Real Estate and Regional Economics, Gunther Maier, was consequently hired and started in the Department of Sustainability, Governance and Methods in October 2019.

To replace faculty members leaving Modul University Vienna at the end of the Spring 2019 Semester (Florian Aubke, Irem Önder), several selection procedures to hire new faculty members were initiated. This resulted in the recruitment of Jason Stienmetz as an Assistant Professor in Tourism Information Technology and Digitalization and Richard Hrankai as a Senior Lecturer in Hospitality Management and Entrepreneurship in the Department of Tourism and Service Management. They both started their employment at Modul University Vienna in September 2019.

Several new Research and Lecturers were hired as of Fall Semester 2019, Gaukhar Chekembayeva in the Department of International Management, Kimberley Marr in the Department of Tourism and Service Management and Gabriel Trettel Silva in the Department of Sustainability, Governance and Methods.

Additionally, several third-party funded researchers were hired for research projects involving Modul University Vienna: Jennifer Sin Hung von Zumbusch started her position in January 2020 and Xavier Matteucci in May 2020 in the Department of Tourism and Service Management. Mario Diaz Munoz, affiliated to the Department of Sustainability, Governance and Methods, started working on an ICONN FFG funded research project in July 2020. Arlind Avdullahi and Nina Spiegl started as part-time Researcher for Modul Technology, respectively in March and June 2020.

Finally, one new Lecturer & Academic Assistant, Davis Gibbs, was hired in the Department of Sustainability, Governance, and Methods as of May 2020.

In 2019/2020, Professor Andreas Zins, the MSN Academic Director, left the Modul University Vienna's Campus in Nanjing by the end of April and was replaced by Professor Serdar Durmusoglu, hired after a selection procedure conducted by a Search Committee. Moreover, Mike Jang and Thomas Folan left MSN in the course of the year and were replaced by external lecturers.

There was no promotion procedure at Modul University in 2019/2020, neither on the Vienna campus, nor on the Nanjing campus.

### **3.1.5. Activities to Promote Young Researchers and Other Human Resource Development Activities**

During the reporting period, Modul University Vienna offered **five positions for young researchers and lecturers**, giving them not only the possibility to focus on their doctoral thesis, but also including them in the scientific community, encouraging them to visit international congresses and to take part in research projects. Also, six young researchers were included in the scientific community at Modul University as researchers on projects.

To help each faculty member to clarify its scientific and professional objectives and to structure its research, as well as to monitor the development and the progress of the faculty as a whole, each faculty member's Faculty Professional Development Objectives Plan is discussed every year with the respective Department Head. The Full and Associate Professors complete an evaluation every three years by submitting the Performance Report and Objectives Plan for Full and Associate Professors to the University Board.

Modul University also supports publications in renowned peer-reviewed journals for all faculty with premiums for publications. The premium for A-rated journal amounts to € 1,000 (for a single author), the premium for B-rated journals to € 500 (for a single author).

In 2019/2020, 4 premiums for A-rated journals and 12 for B-rated journals were given for the total sum of 4,308.34 EUR.

Since spring 2015, Modul University Vienna also publishes its "Working Papers Series" (<https://www.modul.ac.at/research/publications/working-paper-series/>), which help young (and senior) researchers to get feedback on their papers before submitting them. Modul University Vienna also uses a research publication documentation database (PURE). Both platforms help to make Modul University's research success more visible.

### 3.2. Administrative staff

In 2019/2020, 42 administrative staff in Vienna and 3 in Nanjing were working at Modul University in the different administrative organizational units. The following table presents the administrative staff working for Modul University as of August 2020.

Department	Positions	Names	Headcount	Full-time equivalent
<b>Modul University (Vienna Campus)</b>				
<b>Academic Office (ACO)</b>	Head of Academic Office		1	1
	Study Program Manager		4	3.25
	Quality Support Manager		n/a	0.25
	President's Office & Accreditation Manager		1	1
<b>Accounting</b>	Head of Accounting & Administration		1	0.75
	Accounting and Administration		1	0.75
	Student Accounts Officer		3	1.5
	Controller		1	0.75
<b>Admissions &amp; Services</b>	Head of Admissions & Services		1	1
	Bachelor Admissions Manager		1	1
<b>Events &amp; Facility Management</b>	Event and Facility Manager		1	1
	Office Assistant		1	0.23
	Head of Cafeteria		1	1
	Cafeteria Helpers		2	1.5
	Cleaners		2	1.63
	House technician		1	1
<b>Global Recruitment, Marketing, Communications Office</b>	Head of Global Recruitment, Marketing & Communications		1	1
	Design & Editorial Marketing Manager		1	1
	Digital Marketing Manager		1	1
	Team Leader Global Recruitment & Marketing		1	1

Department	Positions	Names	Headcount	Full-time equivalent
	Recruitment & Marketing Manager		3	3
Information Systems Services	Head of IT		1	1
	Software Developer		2	2
Library	Head of Library		1	0.63
	Librarian		1	0.63
Managing's Director Office	Managing Director		1	1
	Assistant Managing Director, Project Manager Global Campuses		1	1
MU Startup Hub	Curator Startup & Innovation Hub		1	1
Reception	Receptionist		1	1
Student Services & Career Center	Head of Student Services & Career Center		1	1
	Student Services Coordinator		2	1.88
	Career Services Manager		1	1
<b>Planned total</b>			<b>42</b>	<b>35.25</b>
<b>Modul University (Nanjing Campus)</b>				
MSN	Assistant to Program Director		1	1
MSN	Academic Office		1	1
MSN	Student and Career Service		1	1
<b>Planned total</b>			<b>3</b>	<b>3</b>

### 3.3. Measures for gender equality

Modul University is committed to ensuring gender equality among its staff and faculty members as a responsible employer and in respect of the law.

Already in 2015, the Inclusion and Diversity Committee (IDC) was established in order to deepen Modul University Vienna's commitment to diversity management, including all issues related to gender equality, special needs, religious freedom, etc. Elected by the University Senate, the IDC also reviews the implementation of the [Affirmative Action Plan for Managing Inclusion and Diversity](#) by guaranteeing its respect. This document states the commitments and guiding principles of Modul University Vienna in terms of gender equality and more generally, of diversity.

## 4. Finances and Resources

In order to improve transparency, as well as the global quality management of Modul University, the annual accounts are being checked by an external auditor. The financial report for 2019/2020 is provided in Annex III.

## 5. Research

### 5.1. Modul University's Research Profile

Modul University Vienna is a genuine international university. Therefore, it is vital to further develop the quality of research and teaching at a parallel pace. Research is determined to be the prerequisite of high-quality teaching and the University pursues a research-led teaching approach. As a result, researchers at Modul University Vienna are committed to conducting contemporary, as well as future-oriented basic and applied research. The University's research profile is characterized by a dynamic development of research activities, where researchers of various disciplines are highly innovative and meet the criteria for cutting-edge research. Interdisciplinary research activities shape the research profile of the institution. For example, the areas of information systems, management, tourism, and sustainable development clearly focus on entrepreneurial and societal challenges that are faced in current fast-changing environments.

In 2019/2020, Modul University Vienna was organized into four departments: International Management; Tourism and Service Management; Sustainability, Governance, and Methods; New Media Technology. Over the summer 2020, the Department of New Media Technology was transformed in a Research Center and a new Department in Applied Data Science was created in the wake of the application for the accreditation of a new BSc in Applied Data Science. Through these bodies, researchers of several disciplines are actively contributing to the institution's research output.

As any other research university, Modul University must cope with an increasingly competitive environment. Accordingly, it is crucial to identify and design research foci and to assemble a supportive research environment that procures these focus areas. In order to provide such an environment, professional research management and support needs to be developed in conjunction with internal advancement programs and career path models – in line with the mission of freedom of teaching and research.

### 5.2. Research focal areas

Modul University Vienna identified 17 core research areas that were recently merged into five research focal areas:

1. Digitalization and business transformation
2. Big Data analysis, artificial intelligence, and blockchain
3. Governance for innovation and sustainable development
4. Socioeconomic aspects of climate change
5. Travel behavior, trend, and competition analysis

More information on the 17 core research areas are included in the [Development Plan 2020-2032](#) published on the University's website.

### 5.3. Publications

In the academic year 2019/2020, in total 146 times faculty members of Modul University at the Vienna Campus have contributed to publications, in the form of journal articles, books or reports, book chapters, conference papers, contributions and others.

Department	Journal Articles	Books/ Reports	Book Chapters	Conference Papers & Contributions	Other	Total
IM	21	3	8	15	1	48
NMT	5	2	3	11	0	21
SGM	9	1	2	3	0	15
TSM	35	6	6	12	3	62
MSN	0	0	0	0	0	0
<b>Total 2019/2020</b>	<b>70</b>	<b>12</b>	<b>19</b>	<b>41</b>	<b>4</b>	<b>146</b>
<b>Evolution to 2018/2019</b>	+22,8%	+33,3%	-13,6%	-12,8%	+300,0%	+7,4%

Note: For the publications who have co-authors of different Departments of the University, the Department of the first co-author is considered to categorize the publication.

## 5.4. Awards and Conferences

The figures refer to the participation of faculty members of the respective departments and campuses in one of these activities.

Department	Awards	Conferences & events			
		Invited Presentation	Presentation	Participation	Total
IM	1	4	9	2	15
NMT	0	3	4	5	12
SGM	1	3	15	7	25
TSM	1	4	10	15	29
MSN	0	0	0	0	0
<b>Total</b>	<b>3</b>	<b>14</b>	<b>38</b>	<b>29</b>	<b>81</b>
<b>Total 2018-2019</b>	<b>7</b>	<b>22</b>	<b>44</b>	<b>8</b>	<b>74</b>
<b>% p.y.</b>	-57.1%	-36.4%	-13.6%	262.5%	9.5%

In 2019/2020, faculty members of Modul University Vienna received the following awards:

Name of the Award	Awarding Institution	Recipient
Certificate of Recognition for Habilitation	Dr. Maria Schaumayer Stiftung Stiftung zur Förderung von Frauenkarrieren	Marion Garaus
ANPPAS Master Thesis Award 2019	Associação Nacional de Pós- Graduação e Pesquisa em Ambiente e Sociedade (Brazilian National Association for Research and Graduate Studies on the Environment and Society)	Gabriel Trettel Silva
Schätzung der CO2 Emissionen des europäischen Städtetourismus - Wien im internationalen Vergleich	City of Vienna	Ulrich Gunter

In 2019/2020, members of Modul University's Faculty participated or presented in the following conferences:

No.	Name of Conference/Event
1	10th EMAC Regional Conference
2	13th International Conference of the European Society for Ecological Economics
3	15th TourMIS Users' Workshop & International Seminar on Innovation in Tourism Planning
4	27th European Conference on Information Systems
5	3rd Pre-ECIS Workshop on Blockchain Research
6	4th EUSNA
7	60th ERSA Congress
8	60th European Regional Science Association (ERSA) Congress
9	6th French-Austrian-German (FAG) Workshop on Consumer Behavior
10	7th Conference of the International Association for Tourism Economics

No.	Name of Conference/Event
11	ACM Multimedia 2019
12	Advisory Committee Meeting, Hong Kong Polytechnic University, September 2019
13	Analysis Of Ethnic Minorities' Human Capital And Employability Development British Academy of Management Annual Conference
14	Austrian Higher Education Conference, December 2019
15	Austrian Higher Education Conference, Vienna 2019
16	Austrian Private University Conference, December 2019
17	Austrian Private University Conference, October 2019
18	Central European Conference in Regional Science
19	Conference of the Board of Trustees of the Agency of Quality Assurance and Accreditation Austria, October 2019
20	Degrowth Vienna 2020 Conference
21	Degrowth Vienna 2020 Conference - Strategies for social-ecological transformation
22	Digital Tourism Expert Seminar, November 2019
23	Digital Tourism Expert Seminar, October 2019
24	Digital Tourism Expert Seminar, September 2019
25	EFPSA Conference 2019, Environmental Psychology. Humans in their Surrounding World.
26	EMAC JCR/IJRM Author Development Workshop
27	ENTER 2019 eTourism Conference
28	ENTER 2020 eTourism Conference
29	ENTER2020
30	ERSA (European Regional Science Association) Web Conference 2020
31	FAG Workshop 2019
32	Fourth meeting of the United for Smart Sustainable Cities Initiative (U4SSC)
33	Futouris Scientific Advisory Board Meeting & Strategy Workshop
34	General Assembly Meeting of the Agency of Quality Assurance and Accreditation Austria, October 2019
35	ICORIA 2019
36	IMX 2020 conference
37	International Conference on Multimedia and Expo
38	International Network for Social Network Analysis, 40th Annual INSNA Sunbelt
39	JCR/IJRM Author Development Workshop
40	Kärntner Tourismstag 2019
41	Kongress der Österreichischen Gesellschaft für Soziologie
42	Metadata Developers Network (MDN)
43	Multi-Stakeholder Platform on Quality of Tourism Accommodation Services
44	NEM Summit 2020
45	NONCON 2020
46	ÖHV Kongress 2020
47	Pre-ICIS Annual Workshop on HCI Research in MIS
48	Pre-ICIS SIGPBS Workshop on Blockchain and Smart Contract
49	RANLP 2019
50	ReTV Stakeholder Meeting
51	Runder Tisch "Ethik im Tourismus"
52	Secondary data collection and analysis in tourism research

No.	Name of Conference/Event
53	Themenworkshop Tourismus: Fortschrittsdarstellung zur Anpassung an den Klimawandel in Österreich
54	TourCert Certification Board Meeting
55	TRIANGLE Network Partner Meeting
56	TU Graz TopThink
57	VHB Jahrestagung 2020
58	WeB2019 Workshop on e-Business
59	Winterseminar of "Gesellschaft für Regionalforschung"
60	Workshop on Sustainable Tourism Monitoring Schemes
61	Workshop Regionalität Naturpark Kaunergrat: Nachhaltiges Speisenangebot
62	XVII ISQOLS Conference

### 5.5. Research Projects 2019-2020

In 2019/2020, the four research departments of Modul University Vienna led different research projects, for some of which they collaborated with other institutions and organizations.

No.	Name of the Project	Department	Other Involved Institution(s)
1	APCC Special Report on tourism, large culture and sport events and climate change	TSM	University of Natural Resources and Life Sciences, Vienna
2	Carrying Capacity Methodology for Tourism	NMT, SGM, TSM	Österreichisches Institut für Raumplanung; University of Ljubiana, School of Economics and Business
3	DTE – Digital Tourism Expert Qualifizierungsnetzwerk	NMT, TSM	Österreichische Forschungsförderungsgesellschaft (FFG), Universität Innsbruck
4	ECM Benchmarking Report	TSM	European Cities Marketing (ECM)
5	ECM Meetings Statistics Report	TSM	European Cities Marketing
6	ECM MICE Study	TSM	European Cities Marketing (ECM)
7	EcoMove	NMT, SGM, TSM	webLyzard technology; Unwired Networks GmbH; NAST Consulting ZT GmbH
8	EPOCH - Extracting and Predicting Events from Online Communication and Hybrid Datasets	NMT, SGM, TSM	Modul Technology GmbH; webLyzard technology; Ketchum Publico GmbH; KPMG Austria GmbH
9	GENTIO - Generative Learning Networks for Text and Impact Optimization	NMT	webLyzard technology; Ketchum Publico GmbH; "Observer" Medienbeobachtung & Analyse GmbH; Forschungsinstitut Rechenintensive Methoden der WU Wien
10	i-CONN: Interdisciplinary connectivity: Understanding and managing complex systems using connectivity	SGM	University of Durham; Jacobs University Bremen; AAI Scientific Cultural Services; European University Cyprus; University of

No.	Name of the Project	Department	Other Involved Institution(s)
			Vienna; University of Natural Resources and Life Sciences, Vienna; Environment Agency; Masarykova Univerzita; Aix-Marseille Université; University of Sheffield; University of Maryland; IIASA International Institute for Applied Systems Analysis
11	Indigenous Communities, Land Use and tropical Deforestation (INCLUDE)	SGM	University of Bern
12	Media in political campaigns. Twitter and broadcast media at the 2014 Scottish Referendum.	SGM	TU-Munich, UCL-London
13	Open Innovation Platforms in Tourism: A Case Study of the Vienna Tourist Board	TSM	Vienna Tourist Board
14	Qualifikationsnetzwerk "Smart Data Analytics für die Hotellerie"	NMT, TSM	Technische Universität Wien
15	ReTV - Enhancing and Repurposing TV Content for Trans-Vector Engagement	NMT	webLyzard technology; Nederlands Instituut voor Beeld en Geluid; Centre for Research and Technology Hellas; Zattoo Deutschland GmbH (ZATTOO); Rundfunk Berlin-Brandenburg; Genistat AG
16	Schätzung der CO2-Emissionen des europäischen Städtetourismus - Wien im internationalen Vergleich	TSM	-
17	SDG Intelligence Platform	NMT	Modul University Vienna, webLyzard technology, UNEP
18	SmartCulTour	TSM	Katholieke Universiteit Leuven, NHTV Breda University of Applied Sciences, Ca' Foscari University of Venice, University of Split, University of Lapland/Lapin Yliopisto, UNESCO, Quantitas Srl, Toerisme Vlaanderen – VisitFlanders, Mediterranean Agronomic Institute of Zaragoza (IAMZ)
19	Syndication of Finance in the Venture Capital Industry	SGM	Heriot Watt University-UK
20	The ECM Academic Insights Newsletter	TSM	European Cities Marketing (ECM)
21	The Tourism Research, Innovation and Next Generation Learning Experience	TSM	-
22	Tourism Management Information System	TSM	European Cities Marketing (ECM); European Travel Commission; Austrian National Tourist Office

No.	Name of the Project	Department	Other Involved Institution(s)
23	Tourism Marketing Information System (TourMIS)	TSM	Austrian National Tourist Office, European Travel Commission, European Cities Marketing, Consortium of 9 Austrian Tourism Boards, Federal Chamber of Commerce, BMBWF
24	'Train-the-Trainer' Sustainable Food Workshops	TSM	Futouris e.V.
25	US Election 2020 Web Monitor	NMT	Modul University Vienna, webLyzard technology
26	User-driven Innovation in Tourism in Social Media Spaces	TSM	-

### 5.6. Third-party funding

Members of Modul University's Faculty of the Vienna Campus received third-party funding for different research projects:

No.	Funded project	Funding Institution	Funding for the whole project <sup>1</sup>	Funding in 2019/2020
1	APCC Special Report on Tourism, Large Culture and Sports Events and Climate Change	FFG, Klima- und Energiefonds, ACRP	€ 39,980	€ 9,995
2	Carrying capacity methodology	ESPON EGTC	€ 109,300	€ 27,325
3	ECM Benchmarking Report	ECM and Benchmark Group (WTV represented in both) (contractor)	€ 174,029	€ 20,700
4	ECOMOVE	FFG	€ 98,285	€ 40,953
5	i-conn Interdisciplinary connectivity: Understanding and managing complex systems using connectivity science	H2020-MSCA-ITN-2019	€ 4,030,279.63	€ 59,572
6	Innovation Training Program "Digital Tourism Experts"	FFG	€ 34,363	€ 24,256
8	Qualification-Network "Smart Data Analytics für die Hotellerie"	FFG	€ 54,831	€ 46,998
10	TourMIS	Austrian National Tourism Organization; BMBWF; WKO	€ 89,100	€ 8,064
13	WKW Monitor	WKW	€ 4,120,920	€ 40,115

<b>Total</b>	<b>€ 277,978</b>
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<sup>1</sup> Modul University Vienna, Modul Technology, and Modul Research share only.

## 5.7. Other Services to Academia

This section gives a brief overview of the many ways, in which members of the faculty in Vienna supported the academic world in 2019/2020. It is a list of all the tasks that enable the academia to exist and to develop, ranging from being member of an editorial board or a reviewer of a journal, to activities that aim at presenting research outcomes to a broader public.

<b>Function</b>	<b>Service provided to</b>
<b>Event, Conference or Workshop Organizer</b>	15th TourMIS Users' Workshop & International Seminar on Innovation in Tourism Planning
	ACM Multimedia 2019
	ACM Multimedia 2019 - Understanding – Vision and language track, October 2019
	EC-TEL 2019 (European Conference on Technology-enhanced Learning) Practitioner Track, September 2019
	ENTER 2020 Scientific Committee and PC for Research Notes, Demos and Late Breaking Results, Surrey, England, January 2020
	IEEE International Conference on Multimedia and Expo
	ISWC 2019 Doctoral Consortium, October 2019
	Scientific Committee LREC 2020, May 2020
	Scientific committee of the "Brazilian Journal of Tourism Research (RBTUR)"
	Scientific committee of the ENTER conference 2020
	Semantics 2019, September 2019
	Session chair ("Methods in quality of life") at the ISQOLS conference 2019 (Moderation)
	Special Session Organizer ERSA conference
	Submissions Selection Committee - Degrowth Vienna 2020
	TRIANGLE Network Partner Meeting
<b>Editorial Board Member and/or Journal/Conference Reviewer</b>	27th European Conference on Information Systems
	3rd Pre-ECIS Workshop on Blockchain Research
	6th International Workshop on Socio-Technical Perspective in IS Development
	Americas Conference on Information Systems
	Anatolia
	Annals of Tourism
	Annals of Tourism Research
	Annals of Tourism Research Empirical Insights
	Appetite
	Apuntes del CENES
	Biophysical Economics and Sustainability
	Cambridge Journal of Economics
	Creativity and Innovation Management
	Conference Enter 2020

Function	Service provided to
	Current Issues in Tourism
	Current Psychology
	Ecological economics
	Energy
	Environmental Values
	European Planning Studies
	Event Management
	Forecasting
	Frontiers in Blockchain
	Industrial Marketing Management
	Information Technology and Tourism
	International Journal of Contemporary Hospitality Management
	International Journal of Geo-Information
	International Journal of Sustainable Development & World Ecology
	International Journal of Tourism Cities
	Journal Information Technology & Tourism
	Journal of Business Research
	Journal of Cleaner Production
	Journal of Database Management
	Journal of Environmental Management
	Journal of Happiness Studies
	Journal of Hospitality and Tourism Insights
	Journal of Hospitality and Tourism Technology
	Journal of Information Systems
	Journal of Information Technology and Tourism
	Journal of Travel & Tourism Marketing
	Journal of Travel Research
	Modern Supply Chain Research and Applications
	Österreichische Gesellschaft für Agrarökonomie
	Schmalenbach Business Review
	Social Indicators Research
	Sustainability
	Tourism – Vision and Action (RTVA)
	Tourism Analysis
	Tourism Economics
	Tourism Management
	Tourism Management Perspectives
	Transtext(e)s Transcultures 跨文本跨文化
	Wirtschaftsinformatik
	Advisory Board for the Middle East Travel and Tourism Development Network Center

Function	Service provided to
<b>Leadership Roles (Chair, Co-Chair, Board Member)</b>	Advisory Board of the Hong Kong Polytechnic University Tourism School of Hotel and Tourism Management
	Austrian Private University Conference (ÖPUK)
	Board of the International Academy for the Study of Tourism
	European Real Estate Society
	European Union of Higher Education (EUPHE)
	External Evaluation Committee for the Faculty of Economics at HNEE
	International Federation for IT and Travel & Tourism (IFITT)
	International Association for Tourism Economics (IATE)
	Strategy Advisory Board of the Vienna Tourism Organization
	Tourist Research Center (TRC)
	World Cities Tourism Forum
<b>Other roles</b>	External Expert and Rapporteur for European Cooperation in Science and Technology (COST)
	Technical Advisor to European Cities Marketing (ECM)
	Technical Advisor to European Travel Commission (ETC)
	Technical Director of REGION, the journal of ERSA

## 5.8. Library

### 5.8.1. Library on the Vienna Campus

2019/20 began as a regular year for Modul University Vienna's Library (MU Library). Until the Covid-19 pandemic hit Europe, the opening hours on campus for students and faculty were 44 hours a week with librarians present throughout. The service for students not only included the availability of media and general support from librarians, but also a training session within the course "Academic Writing" near the beginning of each semester. The foremost goal of those classes is to make students acquainted with the offered media and library services. This guarantees that all students are equipped with the basic knowledge for the different research processes they will face throughout their studies, especially during the process of writing their final theses.

MU's reporting software, PURE, has been another focus in the duties of the Library. The tool makes it possible for MU to keep track of the faculty's research activities and publications, the Library extracts the information needed for the reporting on MU's academic activities.

MU Library is a subscriber of various electronic databases and several journals through which users have access to articles, reports, e-books etc. Statista, a leading online portal making available statistic data from all economic, political and social fields, was a new addition to the collection in 2019/20. The number of new print media has grown as well, while on the other hand, numerous books with outdated information have been withdrawn from the collection. The physical inventory of books can also be seen in connection with a change of location of the Library, which moved into a different part of the building in mid-summer 2020. The new rooms are exclusively used by the Library and thanks to this move, the librarians have a separate office space now.

Due to the Covid-19 pandemic, the opening hours of the library had to be suspended in mid-March 2020. The librarians made sure electronic data were available and service requests were answered

in the best possible way. From early April on, the borrowing and returning of books was made possible again. The Library was kept open to students for the remainder of the academic year. As the Library rooms could not be used as a working and studying spaces and remote work for employees was recommended, MU Library's opening hours on campus were limited to 3 days a week. Support for students and staff was also provided remotely, during as well as outside of the opening hours.

Data on the library in Vienna	
Inventory print media	3.649
Change in relation to last year	+9,8%
Newly catalogued media	326
Electronic journals	Approximately 5.200

### 5.8.2. Library on the Nanjing Campus

The Library runs an own English literature section for the Modul School Nanjing study program. Students and faculty members have access to the university library resources in the library premises only. The Library working hours are Monday to Sunday from 08:30 a.m. – 09:30 p.m. The Library is closed only during winter and summer holidays. Photocopying and scanning facilities are provided for student-use.

The Library has the following learning resources:

Data on the library in Nanjing	
Inventory print media	378
Electronic journals (in English)	1,111

Students and faculty members at MODUL School Nanjing have access to the online search in the catalogues from within the library premises and recently also from the campus via the following page (requires prior authentication outside the campus WIFI): <http://lib.njpi.cn>

The digital resources via EBSCO Business Premier subscription grant access to about 1.100 journals covering Business, Management and Economics. EBSCO Business Premier covers only a few journals in the field of tourism, hospitality, leisure and transportation.

Additionally, individual electronic subscriptions to the following journals are available: Cornell Hospitality Quarterly; Journal of Travel Research; Tourism Economics.

## 6. Co-operations and collaborations

### 6.1. Academic Co-operations with other Universities

The academic co-operations with other Universities are listed in 2.4. Student Mobility.

## 6.2. Co-operations with Networks and Associations

As an internationally oriented university with a strong research focus, Modul University Vienna maintains strong bonds and cooperation with different partners in academia, industry and in civil society on the national and the international levels.

In 2019/2020, Modul University is cooperating with the following non-industry networks and associations, either as a university or via one of its faculty members:

Level	Organization
<b>International</b>	Advisory Board of Hong Kong Polytechnic University Tourism School
	Association of Computing Machinery (ACM)
	Big Data Value Association (BDVA)
	Building Excellence for Sustainable Tourism Education Network (BEST EN)
	China Tourism Education Association
	College Board
	Deutsche Gesellschaft für Psychologie
	European Cities Marketing (ECM)
	ECM Benchmarking Group
	ECM Knowledge Group Research & Statistics
	European Marketing Academy
	European Travel Commission (ETC)
	European Union of Higher Education (EUPHE)
	European Universities Consortium (EUC)
	International Academy for the Study of Tourism (IAST)
	International Association for College Admission Counseling
	International Association of Scientific Experts in Tourism (AIEST)
	International Association for Tourism Economics (IATE)
	International Federation for IT and Travel & Tourism (IFITT)
	International Institute of Forecasters (IIF)
	International Society for Ecological Economics
	International Society for Quality of Life Studies
	Italian Statistical Society
	Middle East Travel and Tourism Development Network Center
	New European Media Initiative (NEM)
	Regional Studies Association
	Research & Degrowth
	Research Institution for Transformative Learning and Impact Assessment (RITA)
	SAB LOCOMOTION H2020 Project
	STI International
	Sustainable Fast Track
	The Council of International Schools (CIS)
	The Cyprus Agency of Quality Assurance and Accreditation in Higher Education
	The International Council on Hotel, Restaurant and Institutional Education (CHRIE)
	Tour Cert
	Tourism Education Futures Initiative (TEFI)
	Tourist Research Center (TRC)
	Travel and Tourism Research Association (TTRA)
	United Nations World Tourism Organization (UNWTO)
	World Cities Tourism Forum

Level	Organization
	World Tourism Cities Federation World Tourism Forum
<b>National</b>	Advisory Board to the Representatives of the Austrian People's Party Higher Education Member of Parliament Austrian Bologna Follow Up Group Austrian Ecolabe - Verein für Konsumenteninformation (VKI) Austrian Higher Education Conference Austrian Student Social Survey Advisory Group 2019 Board of Trustees at the Agency for Quality Assurance and Accreditation Austria Bundesinstitut für Bildungsforschung, Innovation & Entwicklung des österreichischen Schulwesens (BIFIE) Dr. Michael Häupl - Förderungsfonds (MHFF) Forum neue Medien in der Lehre (fnma) General Assembly at the Agency for Quality Assurance and Accreditation Austria klimaktiv partnership Österreichische Computer Gesellschaft (ÖCG) Österreichische Gesellschaft für Angewandte Fremdenverkehrsforschung (ÖGAF) Österreichische Gesellschaft für Psychologie Österreichische Hoteliervereinigung (ÖHV) Österreichische Privatuniversitätenkonferenz (ÖPUK) Österreichische Statistische Gesellschaft Tourism College MODUL Vienna Tourism Board

### 6.3. Collaboration with Professional Environment and Relevant Social Players

Modul University Vienna highly values its collaboration with the professional environment and the relevant social players. Hence, an internship is a compulsory part of the BBA programs and is optional in the MSc programs. This helps students obtaining valuable practical training and knowledge, and this also tightens the bonds between Modul University and the industry. Up to now, Modul University has maintained partnerships with more than 500 institutions and firms for internship opportunities for BBA and MSc students. Among these national and international partners are the Österreich Werbung (Austria's national tourism agency), the United Nations World Tourism Organization (UNWTO) and hotels and resorts from all over the world. The Student Services and Career Center also helps students in finding part-time jobs in their field of studies and maintains contacts with the alumni of Modul University. Moreover, the Industry Advisory Boards of the different departments also form part of the university's strategy of collaboration.

Furthermore, close ties connect the University's Department of Tourism and Hospitality Management with European Cities Marketing (ECM) and the European Travel Commission (ETC). Since fall 2013, Modul University Vienna is also chairing the Austria's Conference of Private Universities (ÖPUK), which represents all Austrian private universities.

Finally, the MU Startup Hub, which started operating in 2017/2018, acts as a bridge between academia and professional and corporate players, providing an institutional and infrastructural platform for new and existing start-ups. Further information can be found at <https://www.mustartuphub.com/>.

On the Nanjing Campus, the Career Service Center has developed ties with different organizations and companies in the hospitality field. It helps the BBA students in finding positions for their compulsory internship.

## 7. Internationalization

Modul University Vienna has had a resolute international strategy since its inception.

Located in a very international city, Modul University Vienna has an over 70% international student body and recruits students from countries all around the world. Again in 2019/2020, 75.2% of the student body was constituted of international students.

Not only is the student background very international, but also the staff and faculty background. Since the operating language is English, staff and faculty also come from many different countries, enriching the University with their cultural differences. The internationally oriented curriculum and study programs and the integration of international aspects in the teaching and learning process also manifest internationalization at Modul University Vienna. Furthermore, the incoming and outgoing mobility of students, faculty and staff is encouraged, even though it proved more difficult in 2019/2020 because of the on-going COVID-19 pandemic.

Modul University Vienna lives this intercultural and international diversity on campus by practicing *internationalization at home*. The Orientation Week, which precedes the start of each semester, helps integrate and transition new students for a smooth start to this intercultural setup. In 2019/2020, the Student Services and Career Center was particularly active in supporting all students, but more specifically international students who were far away from home, during the lockdown phase. Multiple activities were organized: 30 Live-Chats, 15 virtual breakfasts & 10 yoga sessions took place between March and June 2020. A 24/7 support was offered on Facebook to all students during the lockdown phase and regular communication with students was also guaranteed through the Studo App and weekly student updates via e-mail. Moreover, a [Virtual Student Support Group](#), created on Moodle, displayed the online activities of the different students' club, daily motivational quotes, community posts, etc.

With research partners on the national, European and international stages, research is also very international. Research projects also address pressing issues on all of those scales.

## 8. Quality Management

### 8.1. Organization and Instruments of Quality Management

2019/2020 was marked by the preparation of the reaccreditation application with many discussions and reflexions for the Development Plan and the future development steps of the University. This led to several discussions and to some changes in terms of quality management processes which were outlined in the reaccreditation application, such as the introduction of a biennial revision of the Development Plan to assess the deviation between the objectives and the realizations.

Furthermore, in 2020, Modul University Vienna also successfully renewed the UNTWO Ted.Qual certification of its tourism-related study programs with the excellent overall score of 91.12%.

In 2019/2020, the University completed an important step in the continual development of its quality management strategy through the completion of a quality management handbook. This document defines all the various processes, stakeholders and decision-making bodies that contribute to the

University's quality management strategy. As the University's quality management policies develop over time, this document will track all accompanying changes in policy and organization.

Another QM-related position was created, the Sustainability Manager, who sits in the Sustainability Committee and provides general leadership on the University's sustainability goals and initiatives. He is responsible for preparing the biannual Sustainability Report of Modul University Vienna. He also investigates ranking opportunities to promote the University's sustainability strategy (e.g., UI Green Metrics Ranking, THE Impact Ranking).

Modul University Vienna participated again in different rankings. It was ranked 101-200 among the best universities in the world in the THE Impact Sustainability Ranking of Universities and #129 out of 780 universities in the GreenMetric Ranking. Additionally, MU Vienna reached the third place in the category top-cited publications among 1,800 universities in the world in the U-Multirank university ranking by the European Union.

## **8.2. Evaluations**

### **8.2.1. Course Evaluations at the Vienna Campus**

The results of the individual courses were made accessible to the lecturers. The respective deans received an overview of the results as well, enabling them to discuss salient outcomes with the lecturers. In order to provide an overview, the overall results of 2019/2020 are included in Annex I.

### **8.2.2. Course Evaluations at the Nanjing Campus**

Students complete course evaluation forms for their registered courses at the end of each semester. The purpose of the student course evaluation survey is to assess the course delivery, as well as the overall quality of the students' learning experience. The overall results of the course evaluation survey are communicated to the Program Director and the personal results are given to each faculty member. All faculty members teaching during the respective semester meet the Program Director to further discuss on teaching challenges and consider opportunities for course delivery improvement.

Annex I shows the summary the overall evaluation results for courses offered in 2019-2020 (scale ranges from 1 "highest positive score" to 5 "highest negative score").

## **8.3. Collaboration of Student Representatives**

### **8.3.1. On the Vienna Campus**

According to the HSG, the Austrian law on student representation, the student representatives were elected in Spring 2019. The elected representatives nominate their peers for the University Senate and the other relevant bodies, as stipulated by the University Constitution. Thus, they are involved in almost all decision-making processes and help ensuring the participation of students in all study relevant bodies of the university. The next student representatives' elections will be held in May 2021.

### **8.3.2. On the Nanjing Campus**

On the Nanjing Campus, the elections of student representatives took place during the first two months of every new study year. Representatives are elected for a 1-year period of service and are recognized by the Austrian student union representatives of Modul University Vienna.

# ANNEX I – Course Evaluation Tables

## Course evaluations in Vienna

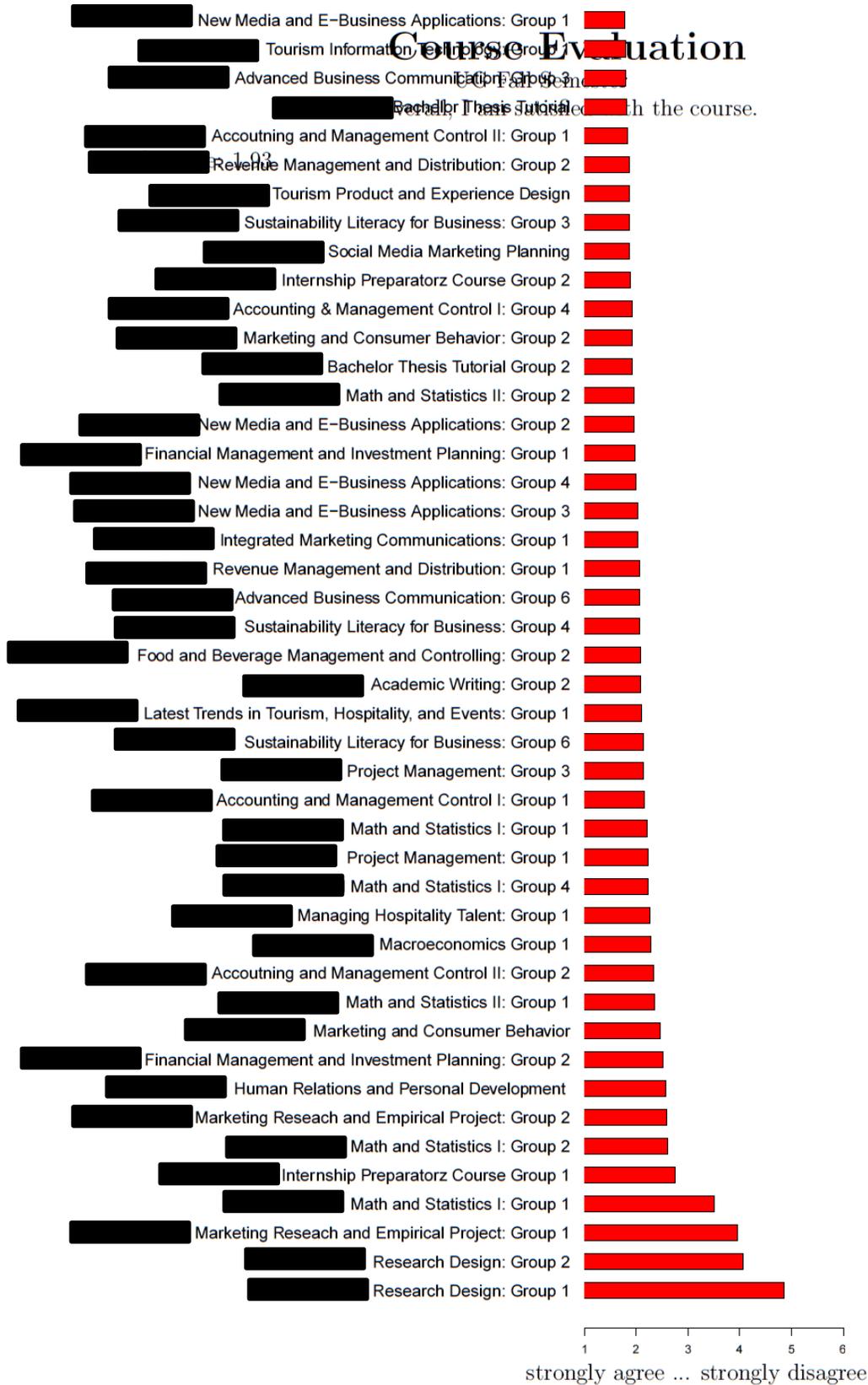
Fall 2019

**Course Evaluation**  
UG  
Overall, I am satisfied with the course.

Average: 1.93



# Course Evaluation

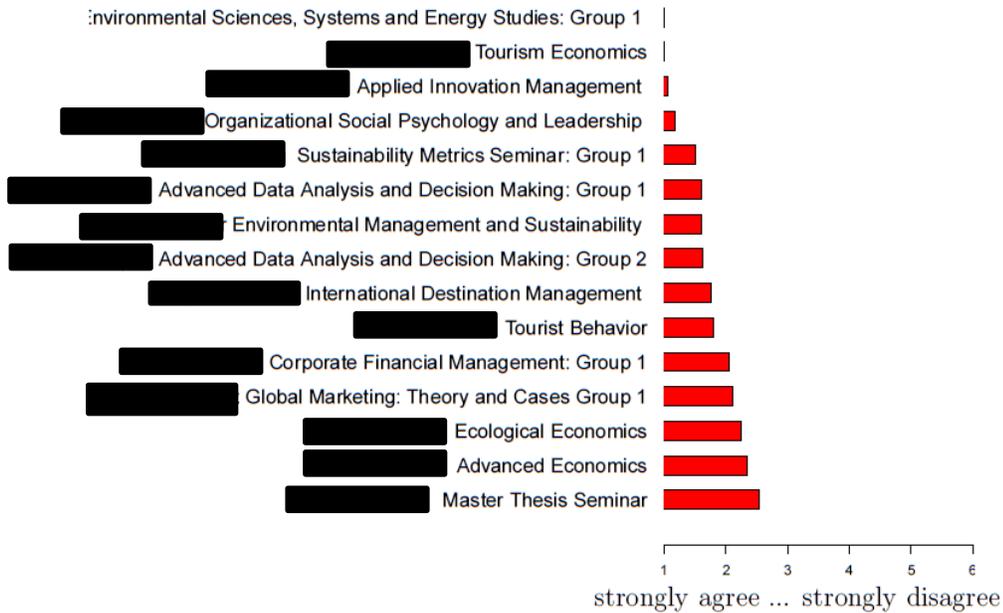


# Course Evaluation

MSc

Overall, I am satisfied with the course.

Average: 1.71

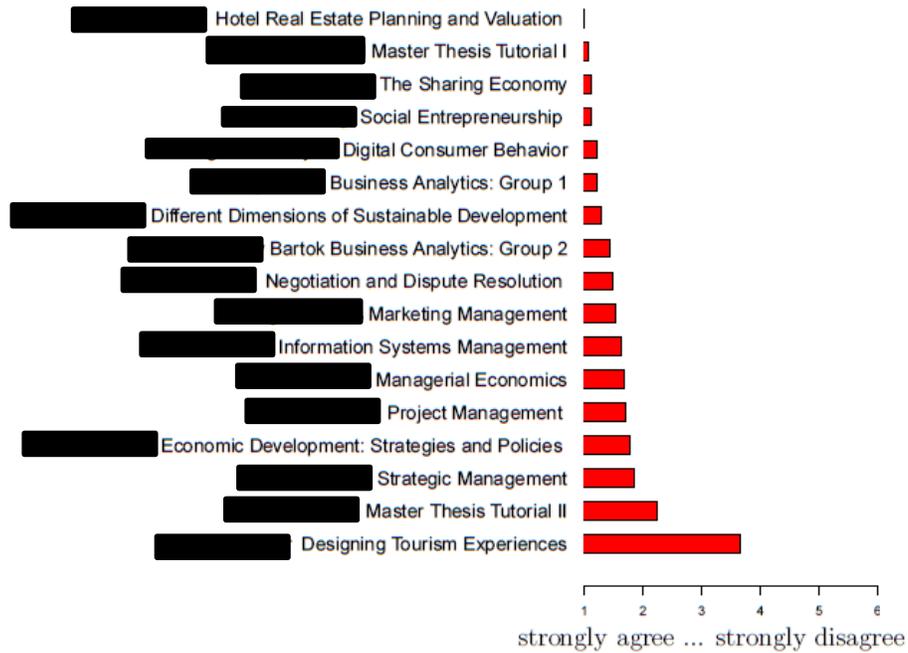


# Course Evaluation

MBA

Overall, I am satisfied with the course.

Average: 1.56

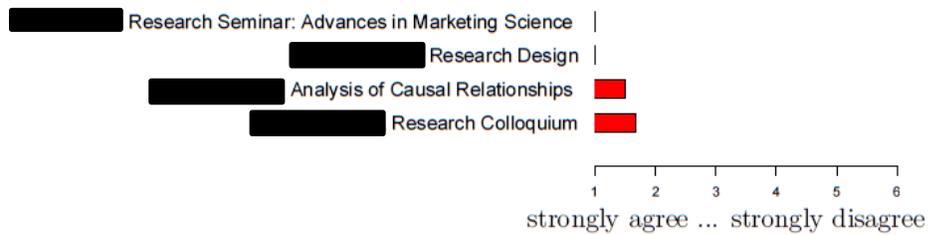


# Course Evaluation

PhD

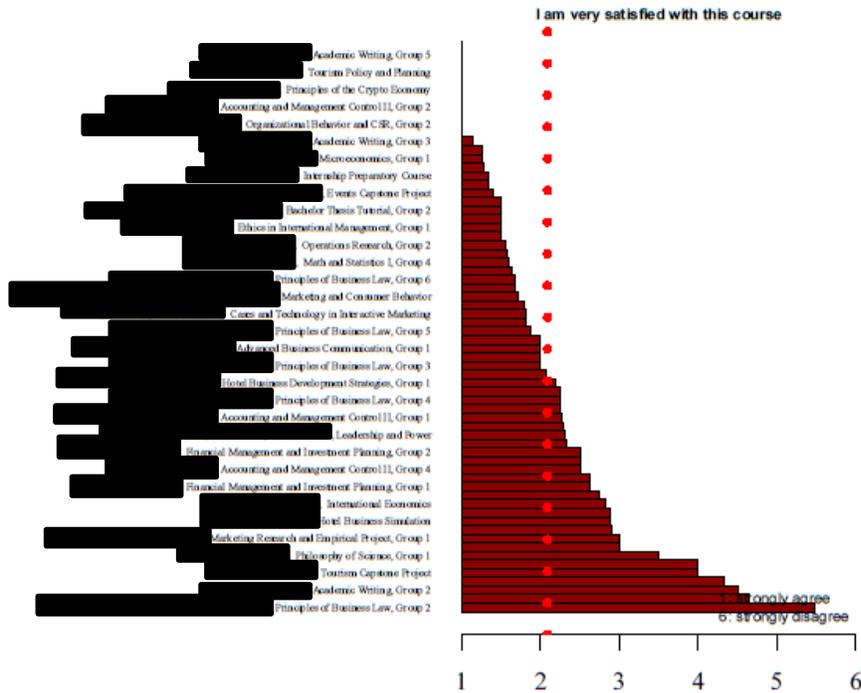
Overall, I am satisfied with the course.

Average: 1.16

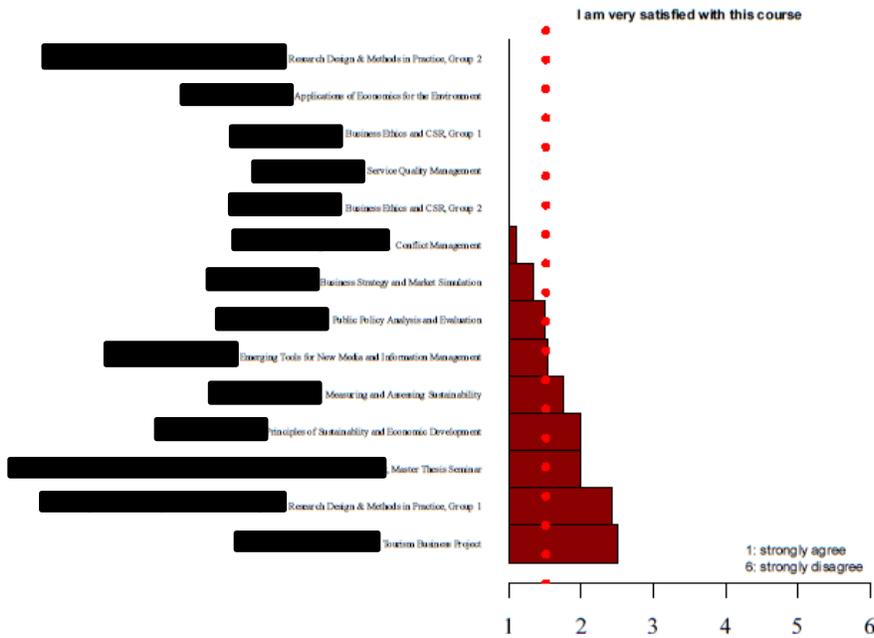


Spring 2020

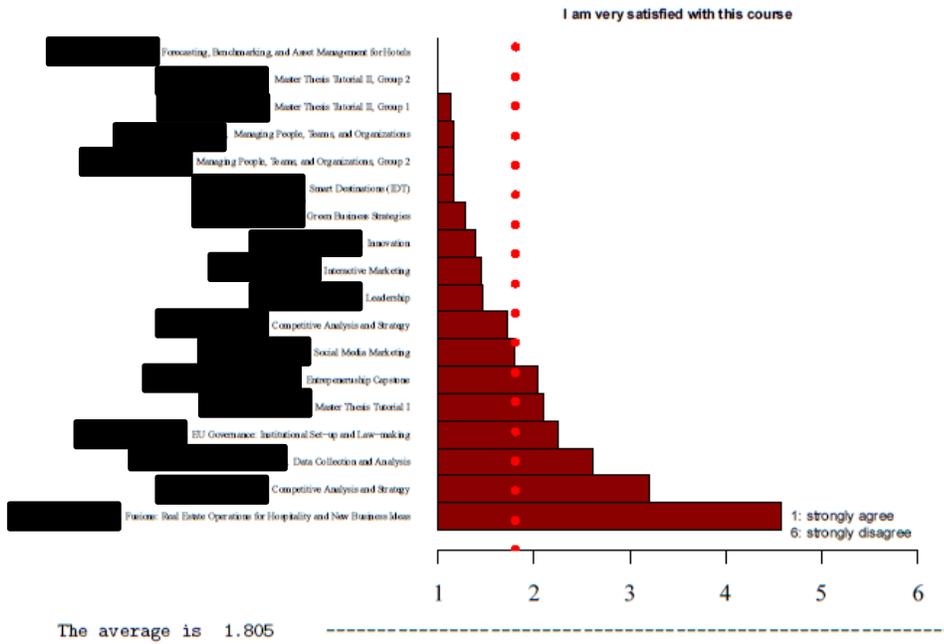
• BBA/BSc course evaluations:



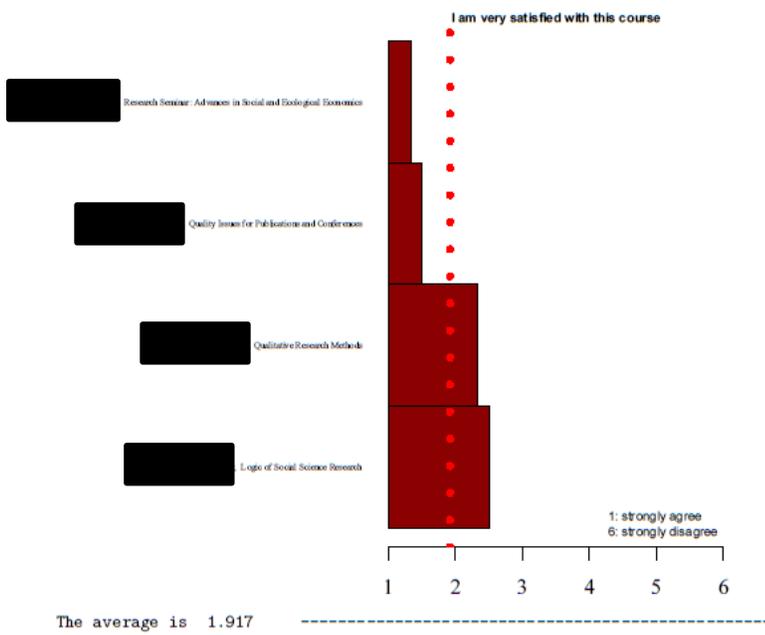
• MSc course evaluations:



• **MBA course evaluations:**



• **PhD course evaluations:**





## ANNEX II – Changes of Study and Examination Regulations

### Study Regulations for the Bachelor of Science in International Management

~~3 June 2019~~ [1 July 2020](#)

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of MODUL University Vienna decreed the following study regulations on 25 April 2017 based on § 3(1) of the Private University Law.

#### Preamble

These Study Regulations apply to all versions of curricula in place for the Bachelor of Science in International Management study program. The current curriculum of this program is referred to with the abbreviation 131 BSc

#### § 1 Ambit

These study regulations define the admission criteria, the structure of the study program and the examination requirements.

#### § 2 Goal of the Degree

The BSc degree is awarded at the completion of academic studies for international management at the basic level with a strong academic orientation. Examinations taken throughout the program and evaluation of a bachelor thesis determine whether the student has acquired the knowledge necessary for a transition to professional practice, a coherent overview of the subject matter, the ability to independently apply scientific knowledge and methods, and the theoretical foundation for a continuation of the studies in a graduate-level program.

#### § 3 Degree of Completion

After the successful completion of the study program, the following academic degree will be conferred:

#### **Bachelor of Science in International Management**

The short form of this degree is:

## BSc in International Management

### § 4 Admission to the Study Program

Following requirements qualify candidates for admission to the undergraduate study programs:

(1) Proof of a secondary school leaving certificate equivalent to a general university entrance qualification. In case the applicant is attending the final year of secondary school at the time of submitting his application, the applicant needs to submit a mid-semester transcript or equivalent documents to show credibly that the general university entrance certificate will be received before the intended study start. Applicants need to present relevant certificates as originals before the commencement of studies otherwise the admission is void.

(2) All applicants whose first language is not English must provide proof of their English proficiency level B2 according to the Common European Framework of Reference for Languages through one of the following tests taken within the last two years.

- a) TOEFL: 76 Internet-based test (IBT); or
- b) IELTS: overall band score 6.0 (no sub-score below 5.5); or
- c) Cambridge English Certificate (Cambridge English: First (FCE)): B2.

The Admissions Committee may grant exceptions, if an applicant proves that he/she has completed at least two years of secondary or higher education in the English language or has passed another language proficiency test with scores at least equivalent to the above. If the applicant provides any other proof of language proficiency, the validity will be at the discretion of the Admissions Committee.

(3) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- Copy of passport
- Passport-size photograph
- One letter of recommendation (from academic sources)

(4) A certified translation needs to accompany all documents, which are not in the German or English language.

(5) The Admissions Committee may conduct an interview with the applicant. The interview may take place either in person, via video conference or telephone. It serves to clarify unanswered questions raised during the application process and to check if the applicant's expectations, personality profile, and his/her knowledge of English are in line with what the program offers.

(6) The Admissions Committee decides on the final admission to the study program and possible conditions once the candidate has submitted a complete application.

(7) Minors require the approval of a legal guardian.

(8) Conditional Admittance: Applicants who do not fulfill the admissions criteria for direct entry to an undergraduate program but fulfill the criteria for attending the Foundation Program, may be conditionally admitted upon discretion of the Admissions Committee. The Admissions Committee may also decide to set the Foundation Program course ‘Mathematics’ as a condition. In this case, a positive assessment of the course ‘Mathematics’ is required before students can enroll into courses of Module III – Quantitative Methods. Progression to the undergraduate study programs is regulated by the Foundation Program Study Regulations.

### § 5 Structure and Duration of the Study Program

(1) The regular duration of the study program is six semesters.

(2) All lectures, course work and examinations are held in the English language.

(3) The study program requires the student to complete 180 ECTS, comprising 160 ECTS of courses and 20 ECTS for completion of a bachelor thesis as outlined in § 6 Curriculum Overview.

(4) Upon application and approval by the Dean, a study semester may be completed abroad at an accredited partner university or an international branch campus of MODUL University Vienna.

(5) Upon application of the student, the Dean may grant a leave of absence. During this period, the student’s tuition fees will be suspended and he/she will be unable to attend courses, accrue internship hours, submit a thesis supervision request, receive ongoing supervision, or submit a final thesis. All other effects of the leave of absence are the responsibility of the student. The application for a leave of absence must include the planned duration of the leave, and should be submitted at least one month prior to start of the semester in which the leave of absence will take place. Multiple leaves of absence are permitted; however, the total maximum duration of leave allowed is 4 semesters.

### §6 Curriculum Overview

Subject	Type	Format	h/w	ECTS
<b>MODULE BUSINESS ADMINISTRATION</b>				<b>54</b>
Organizational Behavior and Corporate Social Responsibility	CC	IL	2	4
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS21	3	6
Supply Chain Management	CC	IL	2	4
Accounting and Management Control I	CC	LX21	3	6

Accounting and Management Control II	CC	LX21	3	6
Marketing and Consumer Behavior	CC	IL	3	6
Marketing Research and Empirical Project	CC	LX11	4	8
Sustainability Literacy for Business	CC	SE	2	4
Ethics in International Management	CC	SE	2	4
<b>MODULE INFORMATION MANAGEMENT</b>				<b>6</b>
New Media and e-Business Applications	CC	LX21	3	6
<b>MODULE QUANTITATIVE METHODS</b>				<b>18</b>
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
Operations Research	CC	LS21	3	6
<b>MODULE ECONOMICS AND FINANCIAL MANAGEMENT</b>				<b>20</b>
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Economic Geography	CC	LS21	3	6
Financial Management and Investment Planning	CC	LX21	3	6
<b>MODULE LAW</b>				<b>8</b>
Principles of Business Law	CC	LS11	4	8
<b>MODULE COMMUNICATIONS SKILLS</b>				<b>12</b>
Advanced Business Communication	CC	SE	2	4
Academic Writing	CC	SE	2	4
Critical Thinking and Problem Solving	CC	SE	2	4
<b>MODULE INTERNATIONAL MANAGEMENT</b>				<b>1822</b>
Project Management	CC	SE	2	4
International Economics	CC	IL	2	4
Latest Trends in International Management	CC	PT	1	2
Strategic Management	CC	LS11	4	8
<b>Specialization</b>				<b>16</b>
<b>Specialization I:</b> Advanced International Management	ER	IL/SE	8	16
<b>Specialization II:</b> <del>Interactive-International</del> Marketing	ER	IL/SE	8	16
<b>Specialization III:</b> Entrepreneurship and <del>Governance</del> Leadership	ER	IL/SE	8	16
<b>MODULE PRINCIPLES OF SCIENCE</b>				<b>8</b>
<i>Philosophy of Science</i>	CC	SE	2	4
Research Design	CC	SE	2	4
<b>MODULE BACHELOR THESIS</b>				<b>20</b>
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		18
<b>TOTAL ECTS</b>				<b>180</b>

IL – Interactive Lecture

LX – Lecture and Exercise

LS – Lecture and Seminar

SE – Seminar  
PT – Practical Training  
TH – Thesis  
CC – Core Course  
ER – Enrichment Course

## **§ 7 Types of Courses**

- (1) Core Courses are mandatory for all students and must be completed with a positive assessment.
- (2) Enrichment Courses are non-core courses and may vary from semester to semester. In 131 BSc, a minimum of 16 ECTS from enrichment courses must be achieved in one of the following specializations within “Module International Management”:
  - Specialization I: Advanced International Management
  - Specialization II: Interactive Marketing
  - Specialization III: Entrepreneurship and Governance
- (3) If students register for more than the required enrichment courses, including enrichment courses from another specialization, the student will be responsible for any additional costs in accordance with MU’s Rules on Additional Fees.
- (4) Elective Courses (i.e., language courses, Foundation Program courses) are not mandatory and will not be counted towards the total number of ECTS nor weighted average grade percentage, however will appear on the Transcript of Records as non-curricular ECTS.
- (5) The Dean has the discretion to determine a minimum number of participants for all courses.

## **§ 8 Course Prerequisites**

Registration in courses will only be permitted following positive assessment in the corresponding prerequisite course(s) or completion of prerequisite requirements.

- (1) Mathematics and Statistics I is a prerequisite for Mathematics and Statistics II.
- (2) Accounting and Management Control I is a prerequisite for Accounting and Management Control II.

- (3) Accounting and Management Control II is a prerequisite for Financial Management and Investment Planning.
- (4) Organizational Behavior and Corporate Social Responsibility ~~is a and Financial Management and Investment Planning are~~ prerequisites for Entrepreneurship, Innovation and Business Planning.
- (5) Marketing and Consumer Behavior and Mathematics and Statistics II are prerequisites for Marketing Research and Empirical Project.
- (6) Organizational Behavior and Corporate Social Responsibility and Financial Management and Investment Planning are prerequisites for Strategic Planning.
- (7) Advanced Business Communication is a prerequisite for Academic Writing.
- (8) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the thesis).
- (9) Academic Writing and Research Design are prerequisites for the Bachelor Thesis Tutorial.
- (10) Mathematics and Statistics I is a prerequisite for Operations Research.
- (11) Bachelor Thesis Tutorial and Philosophy of Science are prerequisites for the Bachelor Thesis. These courses must be completed prior to applying for bachelor thesis supervision.
- (12)

### **§ 9 ECTS Points**

- (1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.
- (2) Each ECTS credit corresponds to 25 working hours for the student.

### **§ 10 Bachelor Thesis**

- (1) The thesis must be written according to the principles of academic work. The thesis should address a research question linked to a relevant topic identified in a course of the program or through literature review. The thesis must also contain an empirical component.

- (2) The student must submit an application for supervision to the prospective supervisor, including the topic and a brief outline for the thesis. The prospective supervisor and the Dean must approve the supervision of the thesis and inform the student in writing within one week.
- (3) After the approval of the topic, the student has up to 4 weeks to submit the research proposal to the supervisor. If this proposal is not handed in by the set deadline, the supervisor has the right to refuse supervision of a student's thesis.
- (4) The bachelor thesis may be written as an individual or group work upon the approval of the supervisor. The bachelor thesis shall be written in the English language.
- (5) Eligible supervisors are faculty members or external lecturers who hold a doctoral degree.
- (6) The topic of the bachelor thesis can only be changed once and must be made within the first two months after the approval of the supervision by the Dean of the program.
- (7) The deadline for submission of the thesis is to be agreed upon by the supervisor and the student.
- (8) If the student misses deadlines and no substantial progress on the thesis has been made, the supervisor may withdraw from the supervision of a thesis.
- (9) Bachelor theses are electronically archived in the library and may be published on the MODUL University Vienna website. Withholding a thesis can be applied for in written form by the supervisor or thesis author if information worthy of protecting is published in the thesis. The publication will be withheld for a maximum of 5 years and is subject to approval by the University Board.

## **§ 11 Overall Result of the Study Program**

- (1) The overall assessment of the bachelor degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses and thesis) completed at MODUL University Vienna, or any international branch campus of MODUL University Vienna. Each course is weighted corresponding to the allocated ECTS credits.

### **Assessment Scheme**

- "With distinction" is awarded for an overall grade percentage average of 90% or higher.
- "With merit" is awarded for an overall grade percentage average between 80% and 89%.
- "Passed" is given for an overall grade percentage average between 60% and 79%.

## **§ 12 Conferment of Degree**

(1) The academic degree of BSc in International Management is conferred after completion of all components of the curriculum (core courses, enrichment courses and the thesis).

(2) Graduates must complete a total of 180 ECTS as stated in the curriculum overview (§ 6 Curriculum Overview (1) or (2)) in order to obtain the degree BSc in International Management. Students may transfer course credits from their previous university or other educational institution; however, a minimum of 120 ECTS must be completed at MODUL University Vienna. Credits completed in the foundation program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor weighted average grade.

(3) Graduates will receive the following documents in the English language stating the date on which the degree was awarded.

- a) Bachelor Diploma: The bachelor diploma is signed by the President and the Dean and is certified by the MODUL University Vienna seal.
- b) Diploma Supplement: A supplement, which is signed by the Dean, will be provided in addition to the diploma to explain the international allocation of the completed program.
- c) Transcript of Records: The Transcript of Records reflects all courses that have been passed, the respective ECTS credits, and the final course grades as well as the student's weighted average grade.

(4) Where a student does not complete the study program, the student shall receive a Transcript of Records for all course work which has been successfully completed thus far.

### **§ 13 Semester Conference**

In this program, the tasks outlined in § 9 of the MU Examination Regulations and Student Code of Conduct are carried out by a Semester Conference, as specified by the University Constitution, (Section VIII. §1).

### **§ 14 Taking Effect**

These study regulations take effect on 1 August [2019/2020](#).

# Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management

~~3 June 2019~~ 1 July 2020

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of MODUL University Vienna decreed the following study regulations on 25 April 2017 based on § 3(1) of the Private University Law.

## Preamble

These Study Regulations apply to all versions of curricula in place for the Bachelor of Business Administration in Tourism and Hospitality Management study program. The current curriculum of this program is referred to with the abbreviation 114 BBA.

## § 1 Ambit

These study regulations define the admission criteria, the structure of the study program and the examination requirements.

## § 2 Goal of the Degree

The BBA degree is awarded at the completion of academic studies for tourism and hospitality management and signifies career qualifications. Examinations taken throughout the program, practical trainings, an internship, and a thesis, determine whether the student has acquired the knowledge necessary for a transition to professional practice, a coherent overview of the subject matter, the ability to independently apply scientific knowledge and methods, and the theoretical foundation for a continuation of the studies in a graduate-level program.

## § 3 Degree of Completion

After the successful completion of the study program, the following academic degree will be conferred:

### **Bachelor of Business Administration in Tourism and Hospitality Management**

The short form of this degree is:

## BBA in Tourism and Hospitality Management

### § 4 Admission to the Study Program

Following requirements qualify candidates for admission to the undergraduate study programs:

(9) Proof of a secondary school leaving certificate equivalent to a general university entrance qualification. In case the applicant is attending the final year of secondary school at the time of submitting his application, the applicant needs to submit a mid-semester transcript or equivalent documents to show credibly that the general university entrance certificate will be received before the intended study start. Applicants need to present relevant certificates as originals before the commencement of studies otherwise the admission is void.

(10) All applicants whose first language is not English must provide proof of their English proficiency level B2 according to the Common European Framework of Reference for Languages through one of the following tests taken within the last two years.

- a) TOEFL: 76 Internet-based test (IBT); or
- b) IELTS: overall band score 6.0 (no sub-score below 5.5); or
- c) Cambridge English Certificate (Cambridge English: First (FCE)): B2.

The Admissions Committee may grant exceptions, if an applicant proves that he/she has completed at least two years of secondary or higher education in the English language or has passed another language proficiency test with scores at least equivalent to the above. If the applicant provides any other proof of language proficiency, the validity will be at the discretion of the Admissions Committee.

(11) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- Copy of passport
- Passport-size photograph
- One letter of recommendation (from academic sources)

(12) A certified translation needs to accompany all documents, which are not in the German or English language.

(13) The Admissions Committee may conduct an interview with the applicant. The interview may take place either in person, via video conference or telephone. It serves to clarify unanswered questions raised during the application process and to check if the applicant's expectations, personality profile, and his/her knowledge of English are in line with what the program offers.

(14) The Admissions Committee decides on the final admission to the study program and possible conditions once the candidate has submitted a complete application.

(15) Minors require the approval of a legal guardian.

(16) Conditional Admittance: Applicants who do not fulfill the admissions criteria for direct entry to an undergraduate program but fulfill the criteria for attending the Foundation Program, may be conditionally admitted upon discretion of the Admissions Committee. The Admissions Committee may also decide to set the Foundation Program course 'Mathematics' as a condition. In this case, a positive assessment of the course 'Mathematics' is required before students can enroll into courses of Module III – Quantitative Methods. Progression to the undergraduate study programs is regulated by the Foundation Program Study Regulations.

### § 5 Structure and Duration of the Study Program

(1) The regular duration of the study program is six semesters.

(2) All lectures, course work, and examinations are held in the English language.

(3) The study program requires the student to complete an internship containing a minimum of 900 hours.

(4) The study program requires the student to complete 180 ECTS comprising 170 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 10 ECTS for completion of a bachelor thesis.

(5) Upon application and approval by the Dean, a study semester may be completed abroad at an accredited partner university or an international branch campus of MODUL University Vienna.

(6) Upon application of the student, the Dean may grant a leave of absence. During this period, the student's tuition fees will be suspended and he/she will be unable to attend courses, accrue internship hours, submit a thesis supervision request, receive ongoing supervision, or submit a final thesis. All other effects of the leave of absence are the responsibility of the student. The application for a leave of absence must include the planned duration of the leave, and should be submitted at least one month prior to start of the semester in which the leave of absence will take place. Multiple leaves of absence are permitted; however, the total maximum duration of leave allowed is 4 semesters.

### § 6 Curriculum Overview

Subject	Type	Format	h/w	ECTS
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<b>MODULE BUSINESS ADMINISTRATION</b>				<b>50</b>
Organizational Behavior and Corporate Social Responsibility	CC	IL	2	4
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS21	3	6
Service Operations Management	CC	IL	2	4
Accounting and Management Control I	CC	LX21	3	6
Accounting and Management Control II	CC	LX21	3	6
Marketing and Consumer Behavior	CC	IL	3	6
Marketing Research and Empirical Project	CC	LX11	4	8
Sustainability Literacy for Business	CC	SE	2	4
<b>MODULE INFORMATION MANAGEMENT</b>				<b>6</b>
New Media and e-Business Applications	CC	LX21	3	6
<b>MODULE QUANTITATIVE METHODS</b>				<b>12</b>
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
<b>MODULE ECONOMICS AND FINANCIAL MANAGEMENT</b>				<b>14</b>
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Financial Management and Investment Planning	CC	LX21	3	6
<b>MODULE LAW</b>				<b>8</b>
Principles of Business Law	CC	LS11	4	8
<b>MODULE COMMUNICATIONS SKILLS</b>				<b>12</b>
Advanced Business Communication	CC	SE	2	4
Critical Thinking and Problem Solving	CC	SE	2	4
Academic Writing	CC	SE	2	4
<b>MODULE TOURISM AND HOSPITALITY MANAGEMENT</b>				<b>10</b>
Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism, Hospitality and Events	CC	PT	1	2
<b>MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT</b>				<b>26</b>
<b>Specialization I: Tourism Management and Event Management</b>	ER	IL/SE	13	26
<b>Specialization II: Hotel Management</b>	ER	IL/SE	13	26
<b>Specialization III: Event Management</b>	ER	IL/SE	13	26
<b>MODULE INTERNSHIP</b>				<b>30</b>
Internship Preparatory Course	CC	PT	1	1
Internship 900 h	CC	PT		29
<b>MODULE BACHELOR THESIS</b>				<b>12</b>
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		10
<b>TOTAL ECTS</b>				<b>180</b>

IL – Interactive Lecture  
LX – Lecture and Exercise  
LS – Lecture and Seminar  
SE – Seminar  
PT – Practical Training  
TH – Thesis  
CC – Core Course  
ER – Enrichment Course

## § 7 Types of Courses

- (1) Core Courses are mandatory for all students and must be completed with a positive assessment.
- (2) Enrichment Courses are non-core courses and may vary from semester to semester. In 114 BBA, a minimum of 26 ECTS from enrichment courses must be achieved in one of the following specializations within “Module Advanced Tourism and Hospitality Management I”:
  - **Specialization I:** Tourism ~~Management~~ [and Event Management](#)
  - **Specialization II:** Hotel Management
  - ~~Specialization III: Event Management~~
- (3) If students register for more than the required enrichment courses, including enrichment courses from another specialization, the student will be responsible for any additional costs in accordance with MU’s Guidelines on Fees.
- (4) Elective Courses (i.e., language courses, Foundation Program courses) are not mandatory and will not be counted towards the total number of ECTS nor weighted average grade percentage, however will appear on the Transcript of Records as non-curricular ECTS.
- (5) The Dean has the discretion to determine a minimum number of participants for all courses.

## § 8 Course Prerequisites

Registration in courses will only be permitted following positive assessment in the corresponding prerequisite course(s) or completion of prerequisite requirements.

- (1) Mathematics and Statistics I is a prerequisite for Mathematics and Statistics II.

- (2) Accounting and Management Control I is a prerequisite for Accounting and Management Control II.
- (3) Accounting and Management Control II is a prerequisite for Financial Management and Investment Planning.
- (4) Organizational Behavior and Corporate Social Responsibility ~~is a and Financial Management and Investment Planning are~~ prerequisites for Entrepreneurship, Innovation and Business Planning.
- (5) Marketing and Consumer Behavior and Mathematics and Statistics II are prerequisites for Marketing Research and Empirical Project.
- (6) Advanced Business Communication is a prerequisite for Academic Writing.
- (7) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the internship and thesis).
- (8) Academic Writing is a prerequisite for the Bachelor Thesis Tutorial.
- (9) Internship Preparatory Course is a prerequisite for the internship.
- (10) Bachelor Thesis Tutorial is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.
- (11) Tourism & Hospitality Business Analysis is a prerequisite for the courses within the “Module Advanced Tourism and Hospitality Management” (specialization I: Tourism and Event Management, and specialization II: Hotel Management).

## **§ 9 Internships**

- (1) The study program requires the student to complete an internship containing a minimum number of 900 hours (29 ECTS) in 114 BBA in a field relevant to the study program. This internship is designed to provide students with the opportunity to apply their acquired theoretical knowledge and gain practical experience.
- (2) The internship may be completed domestically or abroad.
- (3) The selection of the company requires the written approval of the Dean.
- (4) MODUL University Vienna reserves the right to supervise the internship.

(5) The internship may be completed in two parts of equal length. The number of hours must be stated in the contract and the confirmation letter.

(6) The completion of the internship must be proven through a confirmation letter, reference letter, and/or appraisal on behalf of the company. In addition, the student must write a report about the internship, which will be approved by the Dean. This report must follow the relevant guidelines in the internship manual. Upon successful completion of the internship, the student will receive the grade “completed”.

(7) The Dean can confer the tasks in (5), (8), and (9) to the internship coordinator.

### **§ 10 ECTS Points**

(1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.

(2) Each ECTS credit corresponds to 25 working hours for the student.

### **§ 11 Bachelor Thesis**

(1) Students who write a bachelor thesis should write the thesis according to the University’s guidelines. The thesis should be based on a career situation, a task, or a problem which the student has encountered during the program.

(2) The student must submit an application for supervision to the prospective supervisor, including the topic and a brief outline for the thesis. The prospective supervisor and the Dean must approve the supervision of the thesis and inform the student in writing within one week.

(3) After the approval of the topic, the student has up to 4 weeks to submit the research proposal to the supervisor. If this proposal is not handed in by the set deadline, the supervisor has the right to refuse supervision of a student’s thesis.

(4) The bachelor thesis may be written as an individual or group work upon the approval of the supervisor. The bachelor thesis shall be written in the English language.

- (5) Eligible supervisors are faculty members or external lecturers who hold a master's degree or higher.
- (6) The topic of the bachelor thesis can only be changed once and must be made within the first two months after the approval of the supervision by the Dean of the program.
- (7) The deadline for submission of the thesis is to be agreed upon by the supervisor and the student.
- (8) If the student misses deadlines and no substantial progress on the thesis has been made, the supervisor may withdraw from the supervision of a thesis.
- (9) Bachelor theses are electronically archived in the library and may be published on the MODUL University Vienna website. Withholding a thesis can be applied for in written form by the supervisor or the thesis author if information worthy of protecting is published in the thesis. The publication will be withheld for a maximum of 5 years and is subject to approval by the University Board.

## **§ 12 Overall Result of the Study Program**

- (1) The overall assessment of the bachelor degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses, internship and thesis, if applicable) completed at MODUL University Vienna, or any international branch campus of MODUL University Vienna. Each course is weighted corresponding to the allocated ECTS credits.

### **Assessment Scheme**

- “With distinction” is awarded for an overall grade percentage average of 90% or higher.
- “With merit” is awarded for an overall grade percentage average between 80% and 89%.
- “Passed” is given for an overall grade percentage average between 60% and 79%.

## **§ 13 Conferment of Bachelor Degree**

- (4) The academic degree of BBA in Tourism and Hospitality Management is conferred after completion of all components of the curriculum (core courses, enrichment courses, internship and thesis, if applicable).

(5) Graduates must complete a total of 180 ECTS as stated in the curriculum overview (§ 6 Curriculum Overview (1) or (2)) in order to obtain the degree BBA in Tourism and Hospitality Management. Students may transfer course credits from their previous university or other educational institution; however, a minimum of 120 ECTS must be completed at MODUL University Vienna. Credits completed in the foundation program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor weighted average grade. Graduates will receive the following documents in the English language stating the date on which the degree was awarded.

- (a) Bachelor Diploma: The bachelor diploma is signed by the President and the Dean and is certified by the MODUL University Vienna seal.
- (b) Diploma Supplement: A supplement, which is signed by the Dean, will be provided in addition to the diploma to explain the international allocation of the completed program.
- (c) Transcript of Records: The Transcript of Records reflects all courses that have been passed, the respective ECTS credits, and the final course grades as well as the student's weighted average grade.

(6) Where a student does not complete the study program, the student shall receive a Transcript of Records for all course work which has been successfully completed thus far.

#### **§ 14 Semester Conference**

In this program, the tasks outlined in § 9 of the MU Examination Regulations and Student Code of Conduct are carried out by a Semester Conference, as specified by the University Constitution, (Section VIII. §1).

#### **§ 15 Taking Effect**

These study regulations take effect on 1 August [2019/2020](#).

# Study Regulations for the Bachelor of Business Administration in Tourism, Hotel Management, and Operations

~~3 June 2019~~ 1 July 2020

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of MODUL University Vienna decreed the following study regulations on 25 April 2017 based on § 3(1) of the Private University Law.

## Preamble

These Study Regulations apply to all versions of curricula in place for the Bachelor of Business Administration in Tourism, Hotel Management and Operations study program. The current curriculum of this program is referred to with the abbreviation 115.

## § 1 Ambit

These study regulations define the admission criteria, the structure of the study program and the examination requirements.

## § 2 Goal of the Degree

The BBA degree is awarded at the completion of academic studies for tourism, hotel management, and operations and signifies career qualifications. Examinations taken throughout the program, practical trainings, an internship, and a thesis, determine whether the student has acquired the knowledge necessary for a transition to professional practice, a coherent overview of the subject matter, the ability to independently apply scientific knowledge and methods, and the theoretical foundation for a continuation of the studies in a graduate-level program.

## § 3 Degree of Completion

After the successful completion of the study program, the following academic degree will be conferred:

**Bachelor of Business Administration in Tourism, Hotel Management, and Operations**

The short form of this degree is:

### **BBA in Tourism, Hotel Management, and Operations**

#### **§ 4 Admission to the Study Program**

Following requirements qualify candidates for admission to the undergraduate study programs:

(17) Proof of a secondary school leaving certificate equivalent to a general university entrance qualification. In case the applicant is attending the final year of secondary school at the time of submitting his application, the applicant needs to submit a mid-semester transcript or equivalent documents to show credibly that the general university entrance certificate will be received before the intended study start. Applicants need to present relevant certificates as originals before the commencement of studies otherwise the admission is void.

(18) All applicants whose first language is not English must provide proof of their English proficiency level B2 according to the Common European Framework of Reference for Languages through one of the following tests taken within the last two years.

- a) TOEFL: 76 Internet-based test (IBT); or
- b) IELTS: overall band score 6.0 (no sub-score below 5.5); or
- c) Cambridge English Certificate (Cambridge English: First (FCE)): B2.

The Admissions Committee may grant exceptions, if an applicant proves that he/she has completed at least two years of secondary or higher education in the English language or has passed another language proficiency test with scores at least equivalent to the above. If the applicant provides any other proof of language proficiency, the validity will be at the discretion of the Admissions Committee.

(19) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- Copy of passport
- Passport-size photograph
- One letter of recommendation (from academic sources)

(20) A certified translation needs to accompany all documents, which are not in the German or English language.

(21) The Admissions Committee may conduct an interview with the applicant. The interview may take place either in person, via video conference or telephone. It serves to clarify unanswered questions raised

during the application process and to check if the applicant's expectations, personality profile, and his/her knowledge of English are in line with what the program offers.

**(22)** The Admissions Committee decides on the final admission to the study program and possible conditions once the candidate has submitted a complete application.

(23) Minors require the approval of a legal guardian.

(24) **Conditional Admittance:** Applicants who do not fulfill the admissions criteria for direct entry to an undergraduate program but fulfill the criteria for attending the Foundation Program, may be conditionally admitted upon discretion of the Admissions Committee. The Admissions Committee may also decide to set the Foundation Program course 'Mathematics' as a condition. In this case, a positive assessment of the course 'Mathematics' is required before students can enroll into courses of Module III – Quantitative Methods. Progression to the undergraduate study programs is regulated by the Foundation Program Study Regulations.

## **§ 5 Structure and Duration of the Study Program**

(1) The regular duration of the study program is eight semesters.

(2) All lectures, course work and examinations are held in the English language.

(3) The study program requires the student to complete an internship containing a minimum of 900 hours in 115 BBA.

(4) The study program requires the student to complete 240 ECTS comprising 230 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 10 ECTS for completion of a bachelor thesis.

(5) Upon application and approval by the Dean, a study semester may be completed abroad at an accredited partner university or an international branch campus of MODUL University Vienna.

(6) Upon application of the student, the Dean may grant a leave of absence. During this period, the student's tuition fees will be suspended and he/she will be unable to attend courses, accrue internship hours, submit a thesis supervision request, receive ongoing supervision or submit a final thesis. All other effects of the leave of absence are the responsibility of the student. The application for a leave of absence must include the planned duration of the leave, and should be submitted at least one month prior to start of the semester in which the leave of absence will take place. Multiple leaves of absence are permitted; however, the total maximum duration of leave allowed is 4 semesters.

## § 6 Curriculum Overview

Subject	Type	Format	h/w	ECTS
<b>MODULE HOTEL MANAGEMENT AND OPERATIONS</b>				<b>28</b>
The Hospitality Industry	CC	IL	3	6
Hotel Management and Operations	CC	IL	3	6
Rooms Division Management	CC	LX11	4	6
Hotel Business Simulation	CC	PT	2	4
Facility Management	CC	LS21	3	6
<b>MODULE FOODSERVICE MANAGEMENT</b>				<b>26</b>
F&B Management and Controlling	CC	LS12	3	6
Restaurant and Service Management I	CC	PT	3	4
Restaurant and Service Management II	CC	PT	3	4
Culinary Theory and Practice I	CC	PT	4	6
Culinary Theory and Practice II	CC	PT	4	6
<b>MODULE BUSINESS ADMINISTRATION</b>				<b>50</b>
Organizational Behavior and Corporate Social Responsibility	CC	IL	2	4
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS21	3	6
Service Operations Management	CC	IL	2	4
Accounting and Management Control I	CC	LX21	3	6
Accounting and Management Control II	CC	LX21	3	6
Marketing and Consumer Behavior	CC	IL	3	6
Marketing Research and Empirical Project	CC	LX11	4	8
Sustainability Literacy for Business	CC	SE	2	4
<b>MODULE INFORMATION MANAGEMENT</b>				<b>6</b>
New Media and e-Business Applications	CC	LX21	3	6
<b>MODULE QUANTITATIVE METHODS</b>				<b>12</b>
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
<b>MODULE ECONOMICS AND FINANCIAL MANAGEMENT</b>				<b>14</b>
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Financial Management and Investment Planning	CC	LX21	3	6
<b>MODULE LAW</b>				<b>8</b>
Principles of Business Law	CC	LS11	4	8
<b>MODULE COMMUNICATIONS SKILLS</b>				<b>18</b>
Advanced Business Communication	CC	SE	2	4
Academic Writing	CC	SE	2	4
Human Relations and Personal Development	CC	SE	2	6
Critical Thinking and Problem Solving	CC	SE	2	4
<b>MODULE TOURISM AND HOSPITALITY MANAGEMENT</b>				<b>10</b>

Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism, Hospitality and Events	CC	PT	1	2
<b>MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT I</b>				<b>26</b>
<b>Specialization I: Hotel Management</b>	ER	IL/SE	13	26
<b>Internship MODULE INTERNSHIP (min 450h)</b>				<b>30</b>
Internship Preparatory Course	CC	PT	1	1
Internship (900h)	CC	PT		29
<b>MODULE BACHELOR THESIS</b>				<b>12</b>
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		10
<b>TOTAL ECTS</b>				<b>240</b>

IL – Interactive Lecture  
LX – Lecture and Exercise  
LS – Lecture and Seminar  
SE – Seminar  
PT – Practical Training  
TH – Thesis  
CC: Core Course  
ER: Enrichment Course

## § 7 Types of Courses

- (1) Core Courses are mandatory for all students and must be completed with a positive assessment.
- (2) Enrichment Courses are non-core courses and may vary from semester to semester. In 114 BBA a minimum of 26 ECTS from enrichment courses must be achieved in the following specialization within “Module Advanced Tourism and Hospitality Management I”:
  - Specialization I: Hotel Management”
- (3) If students register for more than the required enrichment courses, including enrichment courses from another specialization, the student will be responsible for any additional costs in accordance with MU’s Guidelines on Fees.
- (4) Elective Courses (i.e., language courses, Foundation Program courses) are not mandatory and will not be counted towards the total number of ECTS nor weighted average grade percentage, however will appear on the Transcript of Records as non-curricular ECTS.
- (5) The Dean has the discretion to determine a minimum number of participants for all courses.

## § 8 Course Prerequisites

Registration in courses will only be permitted following positive assessment in the corresponding prerequisite course(s) or completion of prerequisite requirements.

- (1) Mathematics and Statistics I is a prerequisite for Mathematics and Statistics II.
- (2) Accounting and Management Control I is a prerequisite for Accounting and Management Control II.
- (3) Accounting and Management Control II is a prerequisite for Financial Management and Investment Planning.
- (4) Organizational Behavior and Corporate Social Responsibility ~~and Financial Management and Investment Planning~~ are prerequisites for Entrepreneurship, Innovation and Business Planning.
- (5) Marketing and Consumer Behavior and Mathematics and Statistics II are prerequisites for Marketing Research and Empirical Project.
- (6) Financial Management and Investment Planning is a prerequisite for Hotel Property Development and Project Management.
- (7) Advanced Business Communication is a prerequisite for Academic Writing.
- (8) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the internship and thesis).
- (9) Academic Writing is a prerequisite for the Bachelor Thesis Tutorial.
- (10) Internship Preparatory Course is a prerequisite for the internship.
- (11) Bachelor Thesis Tutorial is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.
- (12) Culinary Theory and Practice I is a prerequisite for Culinary Theory and Practice II.
- (13) Restaurant and Service Management I is a prerequisite for Restaurant and Service Management II.

## § 9 Internships

- (1) The study program requires the student to complete an internship containing a minimum number 900 hours (29 ECTS) in a field relevant to the study program. This internship is designed to provide students with the opportunity to apply their acquired theoretical knowledge and gain practical experience.
- (2) The internship may be completed domestically or abroad.
- (3) The selection of the company requires the written approval of the Dean.
- (4) MODUL University Vienna reserves the right to supervise the internship.
- (5) The internship may be completed in two parts of equal length. The number of hours must be stated in the contract and the confirmation letter.
- (6) The completion of the internship must be proven through a confirmation letter, reference letter, and/or appraisal on behalf of the company. In addition, the student must write a report about the internship, which will be approved by the Dean. This report must follow the relevant guidelines in the internship manual. Upon successful completion of the internship, the student will receive the grade “completed”.
- (7) The Dean can confer the tasks in (5), (8), and (9) to the internship coordinator.

#### **§ 10 ECTS Points**

- (1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.
- (2) Each ECTS credit corresponds to 25 working hours for the student.

#### **§ 11 Bachelor Thesis**

- (10) Students who write a bachelor thesis should write the thesis according to the University’s guidelines. The thesis should be based on a career situation, a task, or a problem which the student has encountered during the program.

- (11) The student must submit an application for supervision to the prospective supervisor, including the topic and a brief outline for the thesis. The prospective supervisor and the Dean must approve the supervision of the thesis and inform the student in writing within one week.
- (12) After the approval of the topic, the student has up to 4 weeks to submit the research proposal to the supervisor. If this proposal is not handed in by the set deadline, the supervisor has the right to refuse supervision of a student's thesis.
- (13) The bachelor thesis may be written as an individual or group work upon the approval of the supervisor. The bachelor thesis shall be written in the English language.
- (14) Eligible supervisors are faculty members or external lecturers who hold a master's degree or higher.
- (15) The topic of the bachelor thesis can only be changed once and must be made within the first two months after the approval of the supervision by the Dean of the program.
- (16) The deadline for submission of the thesis is to be agreed upon by the supervisor and the student.
- (17) If the student misses deadlines and no substantial progress on the thesis has been made, the supervisor may withdraw from the supervision of a thesis.
- (18) Bachelor theses are electronically archived in the library and may be published on the MODUL University Vienna website. Withholding a thesis can be applied for in written form by the supervisor or the thesis author if information worthy of protecting is published in the thesis. The publication will be withheld for a maximum of 5 years and is subject to approval by the University Board.

## **§ 12 Overall Result of the Study Program**

- (1) The overall assessment of the bachelor degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses, internship and thesis, if applicable) completed at MODUL University Vienna, or any international branch campus of MODUL University Vienna. Each course is weighted corresponding to the allocated ECTS credits.

### **Assessment Scheme**

- "With distinction" is awarded for an overall grade percentage average of 90% or higher.
- "With merit" is awarded for an overall grade percentage average between 80% and 89%.

- “Passed” is given for an overall grade percentage average between 60% and 79%.

### **§ 13 Conferment of Degree**

(7) The academic degree of BBA in Tourism, Hotel Management and Operations is conferred after completion of all components of the curriculum (core courses, enrichment courses, internship and thesis, if applicable).

(8) Graduates must complete a total of 240 ECTS as stated in the curriculum overview (§ 6 Curriculum Overview (1) or (2)) in order to obtain the degree BBA in Tourism, Hotel Management and Operations.

(9) Graduates must complete a total of 240 ECTS as stated on the curriculum in order to obtain the BBA degree in Tourism, Hotel Management, and Operations. Students may transfer course credits from their previous university or other educational institution; however, a minimum of 160 ECTS points must be completed at MODUL University Vienna. Credits completed in the foundation program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor weighted average grade.

(10) Graduates will receive the following documents in the English language stating the date on which the degree was awarded.

- a) Bachelor Diploma: The bachelor diploma is signed by the President and the Dean and is certified by the MODUL University Vienna seal.
- b) Diploma Supplement: A supplement, which is signed by the Dean, will be provided in addition to the diploma to explain the international allocation of the completed program.
- c) Transcript of Records: The Transcript of Records reflects all courses that have been passed, the respective ECTS credits, and the final course grades as well as the student’s weighted average grade.

(11) Where a student does not complete the study program, the student shall receive a Transcript of Records for all the course work which has been successfully completed thus far.

### **§ 14 Semester Conference**

In this program, the tasks outlined in § 9 of the MU Examination Regulations and Student Code of Conduct are carried out by a Semester Conference, as specified by the University Constitution, (Section VIII. §1).

## § 15 Taking Effect

These study regulations take effect on 1 August [2019-2020](#).

## **Study Regulations for the Master of Science Programs at Modul University Vienna (ITM 123, SDMP 224, MGMT 323)**

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of MODUL University Vienna decreed the following study regulations on 5 July 2016 based on § 3(1) of the Private University Law.

### **§ 1 Ambit**

These study regulations define admission criteria, the structure of the study program, and the examination requirements for the Master of Science (MSc) programs at MODUL University Vienna. The clauses valid for all Master of Science programs are in the proceeding text. The special clauses pertaining to each individual Master of Science program are available in the appendices.

### **§ 2 Goal of the Master Degree**

The master degree is awarded at the completion of academic studies for the respective subject and signifies career qualifications. Examinations taken throughout the program, as well as the final master thesis and its defense, determine whether the student has acquired the necessary professional, scientific and theoretical knowledge to solve complex professional and scientific problems. Graduates of this program gain proper leadership skills, including personal and social competences. They have the ability to independently apply scientific methods and tools and to contribute to the development of the subject. The Master of Science programs at MODUL University Vienna provide the foundation and qualification for graduates to continue their studies in a PhD program.

### **§ 3 Degree of completion**

After the successful completion of the master program, the following respective academic degrees will be conferred:

**Master of Science  
in International Tourism Management**

**Master of Science  
in Sustainable Development, Management and Policy**

**Master of Science  
in Management**

The short forms of these degrees are respectively:

**MSc in International Tourism Management (abbreviation: MSc ITM)**

**MSc in Sustainable Development, Management, and Policy (abbreviation: MSc SDMP)**

**MSc in Management (abbreviation: MSc MGMT)**

#### **§ 4 Admission to the Master Program**

(25) Admission to the master in Sustainable Development, Management and Policy and the Master in International Tourism Management program is granted to those individuals who have completed at least the equivalent of a bachelor's or diploma degree with a minimum duration of three years and who can demonstrate aptitude for research and basic knowledge in one or more of the natural or social sciences. Selection will be based upon transcripts of courses taken and grades received at previous universities and other educational organizations.

- a) Suitable preparation for the MSc in International Tourism Management includes courses from among tourism or hospitality management, marketing, management science, technical sciences, geography, planning, sociology, policy sciences, law, or economics.
- b) Suitable preparation for the MSc in Sustainable Development, Management and Policy includes courses from among the environmental sciences, biology, geography, planning, sociology, political science, policy sciences, law, management, or economics.

(26) Admission to the master in Management Program is granted to those individuals who have completed at least the equivalent of a bachelor's or diploma degree in Business or Economic sciences as well as Social Sciences with a minimum duration of three years and who can demonstrate aptitude for research. Selection will be based upon transcripts of courses taken and grades received at previous universities and other educational organizations.

(27) It is possible to apply without the completion of an undergraduate university degree if the applicant has completed all the coursework of a undergraduate program preparing one for university-level graduate studies. Students can finish up to two final exams from their undergraduate studies during the first year of their master studies. However, all courses with mandatory attendance and the bachelor thesis (if applicable) need to be completed prior to the start of the master studies. In this case, a written declaration, which states that he or she will presumably receive certification for university admission on graduate level in the year when he or she applies for admission, is necessary. The proof must be supported by a mid-semester transcript or equivalent documents. The proof of the definitive completion of an

undergraduate degree must be presented at the latest by the end of the first study year at MODUL University Vienna.

(28) Academic documents that are not in the German or English language need to be accompanied by a certified translation.

(29) All applicants whose first language is not English must provide evidence of their proficiency in the English language through one of the following tests taken within the previous two years. Exceptions can be granted by the Admissions Committee if an applicant has completed at least 2 years of secondary or higher education in the English language.

The minimum scores are:

- TOEFL: 570 paper-based test (PBT) or 230 computer-based test (CBT) or 88 Internet-based test (IBT); or
- IELTS: overall band score 6.5 (no sub-score below 6.0); or
- CEFR (Common European Framework): C1+; or
- Cambridge Certificate BEC Higher – Grade A

The Admissions Committee may decide upon the recognition of other evidence of language skills.

(30) Additional documents required for admission:

- a) Résumé and motivation letter
- b) Two letters of recommendation from academic references such as current or former lecturers or research supervisors.

(31) When deemed necessary, the Admissions Committee may conduct an interview with the applicant, either in person or telephonically. The interview serves to clarify unanswered questions raised during the application process to ensure that the applicant's expectations are in line with the program's offerings and to aid in making a final admission decision.

(32) Credit transfer applications must be submitted with the admissions documents.

(33) The respective Admissions Committee decides about the admission to the study program once the candidate has submitted a complete application.

(34) Conditional Admittance: Applicants who do not entirely fulfill the admissions criteria for direct entry into the graduate program may make up the missing content by either sitting the respective undergraduate course or taking a prerequisite exam. Students may simultaneously enrol in all courses of the graduate degree except for those courses for which the prerequisite course/exam is required.

- a) Upon successful completion of the prerequisites students are not required to resubmit their admission application for the respective graduate program.
- b) Conditionally admitted students must complete all required prerequisites either within the first semester of their MU studies or - in some cases where indicated - during the second semester.
- c) The prerequisites are deemed successfully completed when assessed positively according to the MU grading scale. § 12 of the MU Examination Regulations and Student Code of Conduct apply in case of negative assessment.
- d) Prerequisite exams are offered at the beginning of each semester (September and February) regardless of whether or not the undergraduate course is offered in the upcoming semester. **Exam retake opportunities will not be offered; therefore, students can only attempt the exam once.** Students who fail the exam will have to sit the respective course during the first available semester.
- e) The costs for participating in these additional exams and or courses are not included in the tuition of the respective study program and are outlined in the MU Guidelines on Fees § 6 and 7.

## § 5 Structure of the Studies, Duration of Studies

(1) The regular duration of studies for the Master of Science programs, including the preparation of the master thesis and the completion of all coursework, is four semesters (2 years). Students who enter the program in a Spring Semester may require one additional semester of studies due to the requirements of § 8.

(2) The duration of studies can be extended according to the needs of the student as long as the student meets the University's expectations related to academic performance as outlined in the Study Contract.

(3) The total number of ECTS points and a schedule for the MSc in International Tourism Management can be found in Appendix A; the total number of ECTS points and a schedule for the MSc in Sustainable Development, Management, and Policy can be found in Appendix B; the total number of ECTS points and a schedule for the MSc in Management can be found in Appendix C.

(4) Upon application of the student, the Dean can grant a leave of absence. During this period, the student's tuition fees are suspended and he or she is not able to take exams or attend courses. All other effects of the suspended study activity are the student's responsibility. The application for the leave, which must also include the planned duration of the leave, has to be submitted at least one month prior

to start of the leave's first semester. Multiple leaves of absence are possible. The maximum duration of leave allowed in total is 4 semesters.

(5) All lectures, coursework, and examinations are conducted in the English language.

## **§ 6 Types of Courses**

(1) **Core Courses:** The courses designated as CC in the study schedule (curriculum) are mandatory for all MSc students and must be passed in order to fulfill the program's graduation requirements.

(2) **Enrichment Courses** are non-core courses and offering may vary from semester to semester. Students must complete enrichment courses with a minimum number of ECTS credits based on the requirements of the study program (Appendix A, Appendix B, Appendix C). If a student chooses to attend more than the required curricular enrichment courses, the student will be responsible for any additional costs.

(3) **Personal Training:** The student can take an optional internship.

(4) **Prerequisite Undergraduate Courses:** Any student conditionally admitted to the MSc program who needs to complete prerequisite undergraduate courses has one year (two semesters) in which to do so.

(5) **Elective Courses:** Language and preparatory courses do not form part of the official curriculum, but these courses can be taken by a student, given that they do not interfere with any MSc curricular requirements.

(6) The Dean can determine a minimum number of participants for all offered courses.

## **§ 7 ECTS Points**

(1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.

(2) Each ECTS credit point corresponds to 25 working hours for the student.

## **§ 8 Course Prerequisites**

(1) Some courses can only be taken if a passing grade was earned in its prerequisite course. Conditional registration is possible in cases where the prerequisite course was taken, but the results have not been announced prior to the start of the subsequent course.

(2) To be able to register for (a) Advanced Data Analysis and Decision Making, (b) International Destination Management, Tourism Business Project, Organizational Social Psychology and Leadership, Global Marketing: Theory and Practice, Corporate Financial Management and (c) Advanced Economics, students must already have taken basic courses in (a) statistics, (b) management, and (c) economics or calculus, respectively. If such courses previously have not been taken, a student is required to complete with a positive assessment a basic, equivalent undergraduate course before registering for the above mentioned courses (a-c).

(3) To be able to register for and participate in the course Research Design and Methods in Practice, the course Advanced Data Analysis and Decision Making must have been completed with a positive assessment.

(4) To be able to register for and participate in the course Applied Environmental Economics the course Advanced Economics must have been completed with a positive assessment.

(5) To be able to register for and participate in the Master Thesis Seminar, the course Research Design and Methods in Practice must have been completed with a positive assessment.

## **§ 9 Master Thesis**

(1) A prerequisite for the successful completion of a master program and the acquisition of the academic degree is the completion and positive assessment of the master thesis. The master thesis serves to prove that the student is able to deal with a problem related to the respective program field in an independent manner on the basis of the gained scientific knowledge. This paper must be written in accordance with the principles of an academic work.

(2) The master thesis will be assessed by an assessment committee comprising of the thesis supervisor and a chair of the thesis defense who is selected by the Dean. The supervisors need to justify their assessment in written form.

(3) External supervisors and supervisors without a PhD shall be approved by the Dean.

(4) In principle, the master thesis should be written individually. Upon the approval of the Dean, the master thesis can be written by a group of students.

(5) The master thesis consists of a written paper and an oral defense. The master thesis and the oral defense will be assessed and need to be passed separately. In addition, the supervisor will provide an

overall grade in which the paper makes up 80 percent and the defense makes up the remaining 20 percent of the overall assessment.

(6) If a student or a group of students are unable to identify a suitable topic, the Dean will assign him/her to a lecturer who will then suggest a topic.

(7) The topic and the initial work of the master thesis shall be announced to the respective Dean in writing, together with a supervision statement from a faculty member or an external lecturer who holds an academic doctoral degree or equivalent.

(8) The topic of the master thesis can only be changed once and only within the first three months after the announcement of the topic to the Dean.

(9) The master thesis must be written in the English language. One printed and hardbound copy and an electronic version of the master thesis must be submitted. The printed format must contain a written statement from the student that he or she wrote the paper independently and has not used any aids other than those referenced in the text.

(10) The oral defense of the master thesis is open to the public.

(11) Master theses are archived in the library and may be published on the internet by MODUL University Vienna. A hold on the master thesis can be applied for in writing through the supervisor or the thesis author if information worthy of protecting is published in the master thesis. The hold has a maximum duration of 5 years and is decided by the Dean.

## § 10 Internships

(1) Students of the ITM, SMDP and MGMT study programs may choose to complete an optional internship with a minimum of 340 hours (6 ECTS) completed in an area related to the study program. This internship is designed to provide graduate students with the opportunity to apply their acquired theoretical knowledge and gain hands-on experience. The intern must be entrusted with a project task during the internship.

~~(2) — As part of the internship, the student must attend the internship preparation seminar prior to starting the internship.~~

~~(3)~~(2) The internship can be completed domestically or abroad.

~~(4)~~(3) The selection of the organization providing the internship placement must be given written approval by the Dean.

~~(5)~~(4) MODUL University Vienna reserves the right to supervise the internship.

~~(6)~~(5) Proof of the internship must be provided through a confirmation from the internship provider, a reference letter, and/or appraisal on behalf of the organization providing the internship placement. As part of the internship, the student additionally must provide a report approved by the Dean. This report must follow the university guidelines for internships outlined in the internship manual. The student will also be required to hold a presentation as part of the internship. Upon successful completion of the internship, the student will receive 6 ECTS and the grade “completed”.

~~(7)~~(6) The Dean can confer the tasks of (4) and (6) to the internship coordinator.

~~(8)~~(7) For ITM students who successfully complete the internship, the number of ECTS that need to be completed from Module V “Enrichment Courses” is reduced by 6 ECTS.

~~(9)~~(8) For MGMT students who successfully complete the internship, the number of ECTS that need to be completed from Module IV “Leadership and Personal Skills” or Module V “Enrichment Courses” is reduced by 6 ECTS.

(9) For SDMP students who successfully complete the internship, the number of ECTS that need to be completed for Module IV “Enrichment Courses is reduced by 6ECTS.

(10) Practical experience gained prior to the student’s enrolment in the MSc program cannot be credited towards an MSc internship.

~~(10)~~(11)The Dean may approve an existing work contract in place of an internship if it is deemed to fulfil the necessary requirements as defined in (1).

## § 11 Overall Result of the Master Program

(1) The overall grade percentage of the master degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses and thesis) completed at MODUL University Vienna, or any international branch campus of MODUL University Vienna. Each course is weighted corresponding to the allocated ECTS credits.

### Assessment Scheme

- “With distinction” is awarded for an overall grade percentage average of 90% or higher.
- “With merit” is awarded for an overall grade percentage average between 80% and 89%.
- “Passed” is given for an overall grade percentage average between 60% and 79%.

## § 12 Conferment of MSc Degree

- (1) The academic degree of MSc in International Tourism Management; MSc in Sustainable Development, Management, and Policy; or MSc in Management is conferred only after the successful completion of all courses, including the master thesis, as outlined in each degree program's curriculum.
- (2) Students must earn 120 ECTS points in order to obtain an MSc degree at MODUL University Vienna. Students can transfer course credits from another university or other educational institutes; however, a minimum of 90 ECTS points must be completed at MODUL University Vienna.
- (3) Graduates will receive the following documents, issued in the English language, stating the date on which the degree has been conferred.
  - a) Master Diploma: The master diploma is signed by the President and the Dean and certified by the MODUL University Vienna seal.
  - b) Diploma Supplement: A supplement will be provided in addition to the diploma and explain the international allocation of the completed program. It is signed by the Dean.
  - c) Transcript of Records: The Transcript of Records contains all courses that have been passed, the respective ECTS credits, and the examination grades achieved. It also includes the student's overall grade point average.
- (4) The diploma certifies the awarding of the academic degree by MODUL University Vienna.
- (5) In the event that a student fails to complete the study program, the student will receive a transcript of records for the course work which he/she has completed.

## § 13 Semester Conference

- (1) For the MSc programs, the tasks outlined in § 9 of the MU Examination Regulations and Student Code of Conduct are carried out by the Semester Conference, as specified by the University Constitution (Section VI. § 1).

## § 14 Taking Effect

These MSc Study Regulations take effect on 1 August 2020 and are applicable to all students of following study program identification numbers: 123, 224, 323.

## Appendix A: MSc in International Tourism Management

Subject	Type	Format	Hours per week	ECTS
<b>MODULE I Management and Research Fundamentals</b>				
Tourism Economics	CC	SE	3	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
Total Module I			<b>9</b>	<b>18</b>
<b>MODULE II International Tourism</b>				
Tourist Behavior	CC	SE	2	6
Global Marketing: Theory and Practice	CC	SE	2	6
Corporate Financial Management	CC	SE	2	6
International Destination Management	CC	SE	2	6
Service Quality Management for Tourism and Hospitality	CC	SE	2	6
Tourism Business Project	CC	SE	2	6
Total Module II			<b>12</b>	<b>36</b>
<b>MODULE III Innovation and Change Management</b>				
Applied Innovation Management	CC	SE	2	6
Emerging Tools for New Media and Information Management	CC	SE	2	6
Total Module III			<b>4</b>	<b>12</b>
<b>MODULE IV Sustainability in Tourism</b>				
Business Ethics and CSR	CC	SE	2	6
Total Module IV			<b>2</b>	<b>6</b>
<b>MODULE V Enrichment Courses/Specializations</b>				
A minimum of 15 ECTS from dedicated courses is required for a specialization. An additional 3 ECTS can be taken from other enrichment courses. Students completing two (or more) specializations must take at least 3 courses that are unique to each specialization.				
A2: "Sustainable Management and <a href="#">GovernancePolicy</a> "	ER	SE	7	18
A3: "Digital Marketing"	ER	SE	7	18
A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management"	ER	SE	7	18
A6: "Innovation and Experience Design for Tourism"	ER	SE	7	18
A7: A choice of enrichment courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module V			<b>7-9</b>	<b>18</b>
<b>MODULE VI Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module VI			<b>2</b>	<b>30</b>

<b>MODULE VII Internship* optional</b>				
Graduate Internship	ER	PT	2	6
Industry Excellence Program	ER	PT	2	6
Total Module VII			2	6
<b>TOTAL</b>			<b>37.5</b>	<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program the student can chose to a) reduce required ECTS of MODULE V by 6 or b) cancel the course Tourism Business Project.

## Appendix B: MSc in Sustainable Development, Management, and Policy

Subject	Type	Format	Hours per week	ECTS
<b>MODULE I Management and Research Fundamentals</b>				
Advanced Economics	CC	SE	3	6
Environmental Management and Sustainability	CC	SE	2	6
Organizational Social Psychology and Leadership	CC	SE	2	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
<u>Conflict Management</u>	<u>CC</u>	<u>SE</u>	<u>2</u>	<u>6</u>
Total Module I			<b>153</b>	<b>360</b>
<b>MODULE II Sustainable Development and Policy</b>				
Principles of Sustainability and Economic Development	CC	SE	2	6
Environmental Sciences, Systems and Energy Studies	CC	SE	2	6
Public Policy Analysis and Evaluation	CC	SE	2	6
Ecological Economics	CC	SE	2	6
Total Module II			<b>9</b>	<b>24</b>
<b>MODULE III Professional Application of Sustainable Development</b>				
Applications of Economics for the Environment	CC	SE	2	6
Sustainable Metrics Seminar	CC	SE	2	6
<u>Measuring and Assessing Sustainability</u>	<u>CC</u>	<u>SE</u>	<u>2</u>	<u>6</u>
Total Module III			<b>68</b>	<b>1218</b>
<b>MODULE IV Enrichment Courses/Specializations</b>				
A minimum of 15 ECTS from dedicated courses is required for a specialization. An additional 3 ECTS can be taken from other enrichment courses. Students completing two (or more) specializations must take at least 3 courses that are unique to each specialization.				
A1: "Tourism and Services Management"	ER	SE	7	18
A2: "Sustainable Management and <u>GovernancePolicy</u> "	ER	SE	7	18

A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management"	ER	SE	7	18
A6: "Innovation and Experience Design for Tourism"	ER	SE	7	18
A7: A choice of Elective courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module IV			<b>7-9</b>	<b>18</b>
<b>MODULE V Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module V			<b>2</b>	<b>30</b>
<b>MODULE VI Internship* optional</b>				
Graduate Internship	ER	PT	2	6
Industry Excellence Program	ER	PT	2	6
Total Module VI			2	6
<b>Total</b>			36.5	<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program the student can chose to a) reduce required ECTS of MODULE IV by 6 or b) cancel either Sustainable Metrics Seminar or Measuring and Assessing Sustainability.

## Appendix C: MSc in Management

Subject	Type	Format	Hours per week	ECTS
<b>MODULE I Economics and Research Methods</b>				
Advanced Economics	CC	SE	<u>36</u>	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
Total Module I			<b>9</b>	<b>18</b>
<b>MODULE II Integrated Management</b>				
Global Marketing: Theory and Cases	CC	SE	2	6
Corporate Financial Management	CC	SE	2	6
Business Strategy and Market Simulation	CC	SE	2	6
Environmental Management and Sustainability	CC	SE	2	6
Total Module II			<b>8</b>	<b>24</b>
<b>MODULE III Innovations and ICT</b>				
Applied Innovation Management	CC	SE	2	6

Emerging Tools for New Media and Information Management	CC	SE	2	6
Total Module III			4	12
<b>MODULE IV Leadership and Personal Skills*</b>				
Organizational Social Psychology and Leadership	CC	SE	2	6
Conflict Management	CC	SE	2	6
Business Ethics and Corporate Social Responsibility	CC	SE	2	6
Total Module IV			6	18
<b>MODULE V Enrichment Courses/Specializations</b>				
A minimum of 15 ECTS from dedicated courses is required for a specialization. An additional 3 ECTS can be taken from other enrichment courses. Students completing two (or more) specializations must take at least 3 courses that are unique to each specialization.				
A1: "Tourism and Services Management"	ER	SE	7	18
A2: "Sustainable Management and <u>Governance Policy</u> "	ER	SE	7	18
A3: "Digital Marketing"	ER	SE	7	18
A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management"	ER	SE	7	18
A6: "Innovation and Experience Design for Tourism"	ER	SE	7	18
A7: A choice of enrichment courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module V			7-9	18
<b>MODUL VI Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module VI			2	30
<b>MODUL VII Internship (optional) *</b>				
Graduate Internship	ER	PT	2	6
Industry Excellence Program	ER	PT	2	6
Total Module VII (optional)				6
<b>Total</b>				<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program the student can chose to a) reduce required ECTS of MODULE IV or V by 6 or b) cancel either Environmental Management and Sustainability or Business Strategy and Market Simulation.

## **Study Regulations for the Master of Business Administration Program at Modul University Vienna (423)**

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of Modul University Vienna decreed the following study regulations on 5 July 2016 based on § 3(1) of the Private University Law.

### **§ 1 Ambit**

These study regulations define the admission criteria, the structure, and the examination requirements for the Master of Business Administration program at Modul University Vienna.

### **§ 2 Goal of the Master Degree**

The master degree is awarded at the completion of academic studies and signifies career qualifications. Examinations taken throughout the program and the evaluation of the final master thesis and its defense determine whether the student has acquired the necessary professional, scientific, and theoretical knowledge to solve complex professional and scientific problems. Graduates of this program have gained proper leadership skills including personal and social competences. The graduates should have the ability to both critically interpret and apply scientific findings.

### **§ 3 Degree of Completion**

After the successful completion of the study program, the following academic degree will be conferred:

#### **Master of Business Administration**

The short form of the degree is: **MBA**

#### § 4 Admission to the Master Program

The prerequisites for admission to the study program are:

(35) Proof of an undergraduate university degree with a minimum duration of three years or completion of an equivalent degree relevant to the content of the study program.

(36) A minimum of three years of professional experience in a responsible position.

(37) In exceptional cases, admission of persons who do not hold a university degree is possible if they can provide proof of an equivalent qualification due to their professional experience and achievements. In this case, proof of a secondary school leaving certificate has to be provided, additionally to extensive experience of more than eight years in a responsible position.

(38) Academic documents that are not in the German or English language must be accompanied by a certified translation.

(39) All applicants whose first language is not English must provide evidence of their knowledge of the English language through one of the following tests taken within the previous two years. Exceptions to this are applicants who have completed at least two years of higher education in the English language. The minimum scores are:

- TOEFL: 570 paper-based test (PBT) or 230 computer-based test (CBT) or 88 Internet-based test (IBT), or
- IELTS: overall band score 6.5 (no sub-score below 6.0), or
- CEFR (Common European Framework): C1+, or
- Cambridge Certificate CAE or BEC (Grade A).

(40) Additional Documents required for Admission:

- a) Résumé and motivation letter,
- b) Two references from an academic or professional institution or person.

(41) When deemed necessary, the Admissions Committee may conduct an interview with the applicant, either in person, on the telephone, [or via video chat](#). It serves to clarify unanswered questions raised during the application process and to check if the applicant's expectations, personality profile, and his/her knowledge of English are in line with the program's offerings.

(42) Credit transfer applications must be submitted together with the admissions documents.

(43) The Admissions Committee makes a decision regarding the admission to the study program once the candidate has submitted a complete application.

## § 5 Structure of the Studies, Duration of Studies

- (1) The regular duration of studies, including the preparation of the master thesis and the completion of all exams, is 18 months (i.e., four terms plus two months, whereby the length of one term corresponds to four months).
- (2) The total number of ECTS points the study program encompasses can be found in §6.
- (3) All lectures, course work, and examinations are held in the English language.
- (4) Students can transfer course credits from other universities or educational institutions; however, a minimum of 75 ECTS points must be completed at Modul University Vienna.
- (5) The degree is conferred when the scheduled courses are positively completed and the thesis and its oral defense are assessed positively.
- (6) Upon application of the student, the Dean can grant a leave of absence. During this period, the student's tuition fees are suspended and he or she is not able to take exams or attend courses. All other effects of the suspended study activity are the student's responsibility. The application for the leave, which must also include the planned duration of the leave, has to be submitted at least one month prior to start of the leave period. Multiple leaves of absence are possible. The maximum duration of leave allowed in total is two years.

## § 6 Study Schedules

The study program encompasses a total of 90 ECTS points and is structured as following:

(1) [MBA 422 \(2014\)](#)

Subject	Type	Format	ECTS
<b>MODULE I Managing People and Organizations</b>		<b>15</b>	
Leadership, Ethics and Corporate Social Responsibility	CC	SE	3
Managing People, Teams, and Organizations	CC	SE	3
Financial Management and Reporting	CC	SE	3
Information Systems Management	CC	SE	3
Negotiation and Dispute Resolution	CC	SE	3
<b>MODULE II Marketing and Innovation</b>		<b>12</b>	

Entrepreneurship and Innovation	CC	SE	3
Competitive Analysis and Strategy	CC	SE	3
Marketing Management in the Digital Age	CC	SE	3
Social Media Intelligence	CC	SE	3
<b>MODULE III Quantitative and Economic Analysis</b>		<b>12</b>	
Managerial Economics	CC	SE	6
Data Analysis and Decision Making	CC	SE	6
<b>MODULE IV Master Thesis</b>		<b>30</b>	
Master Thesis Tutorial (incl. Academic Writing) I and II	TH	SE	2
Master Thesis and Master Thesis Defense	TH	-	28
<b>Total Core ECTS</b>			<b>69</b>
<b>MODULE V Specializations &amp; Associated Enrichment Courses</b>			<b>21</b>
A minimum of 18 ECTS are required for gaining a specialization. An additional 3 ECTS can be chosen among any other enrichment courses.			
New Media and Information Management	ER	SE	21
Public Governance and Sustainable Development	ER	SE	21
Tourism and Hotel Development	ER	SE	21
Entrepreneurship, Innovation and Leadership	ER	SE	21
Real Estate Management	ER	SE	21
General (21 ECTS from all enrichment courses)	ER	SE	21
<b>Total ECTS</b>			<b>90</b>

(2) MBA 423 (2017)

Subject	Type	Format	ECTS
<b>MODULE I Managing People and Organizations</b>		<b>18</b>	
Leadership	CC	SE	3
Managing People, Teams, and Organizations	CC	SE	3
Financial Management and Reporting	CC	SE	3
Information Systems Management	CC	SE	3
Negotiation and Dispute Resolution	CC	SE	3
Project Management	CC	SE	3
<b>MODULE II Marketing and Innovation</b>		<b>15</b>	
Entrepreneurship	CC	SE	3
Innovation	CC	SE	3
Competitive Analysis and Strategy	CC	SE	3
Marketing Management in the Digital Age	CC	SE	3
Social Media Intelligence	CC	SE	3

<b>MODULE III Quantitative and Economic Analysis</b>		<b>9</b>	
Managerial Economics	CC	SE	3
Business Analytics	CC	SE	3
Data Collection and Analysis	CC	SE	3
<b>MODULE IV Master Thesis</b>		<b>30</b>	
Master Thesis Tutorial (incl. Academic Writing) I and II	CC	SE	2
Master Thesis and Master Thesis Defense	CC	TH	28
<b>Total Core ECTS</b>			<b>72</b>
<b>MODULE V Specializations / Enrichment Courses</b> A minimum of 15 ECTS points from dedicated courses is required for a specialization. Additional 3 ECTS points can be taken from other enrichment courses. Students completing two (or more) specializations must take at least three courses that are unique to each specialization.		<b>18</b>	
Digital Marketing	ER	SE	18
Sustainable Management and <a href="#">Policy</a>	ER	SE	18
Innovation and Experience Design for Tourism	ER	SE	18
Entrepreneurship, Innovation and Leadership	ER	SE	18
Real Estate Management	ER	SE	18
General (18 ECTS points from all enrichment courses)	ER	SE	18
<b>Total ECTS</b>			<b>90</b>

## § 7 Types of Courses

- (1) The MBA Core Courses, listed in §6 (1), Modul I-IV, are mandatory for all students and must be completed with a positive assessment.
- (2) Students have to complete 18 ECTS points of Enrichment Courses in total ~~for programme 423 (and 21 ECTS points respectively for programme 422).~~
- (3) Students who select a minimum of 15 ECTS points ~~for programme 423 (or 18 ECTS points for programme 422)~~ in a specialization area will receive recognition of their specialization in the final diploma.
- (4) For Enrichment Courses, the Dean can determine a minimum number of participants.
- (5) If students attend more than the required courses (if they fail a course or if they are interested in more than the required courses), then it is their responsibility to bear the extra costs.

## § 8 Types of Examinations

- (1) All courses offered in the program have immanent examination character. They are referred to as 'Seminars' in the study schedule and listed with the abbreviation SE.

(2) Courses consist of two or four days of lecturing, seminars and practical elements to be continuously assessed. Seminars consist of two days of lecturing (core module), a pre-module phase, and a post-module phase. In the pre-module phase, students are assigned tasks that are presented, discussed, and reflected on during the core module. Intensive interaction between lecturers and students takes place during the core module characterized by mandatory attendance, which is followed by a post-module phase. Assignments such as writing an essay, compiling a report, conducting a case study, etc. have to be completed during the post-module phase.

### **§ 9 ECTS Points**

(1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the study schedule, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.

(2) One ECTS point corresponds to 25 working hours for the student.

### **§ 10 Master Thesis**

(1) A prerequisite for the successful completion of the study program and the acquisition of the degree is the completion and positive assessment of a thesis. The master thesis serves to prove that the student is able to deal with a problem in an independent manner on the basis of the gained scientific knowledge. This paper has to be written according to the principles of an academic work.

(2) The master thesis will be assessed by an assessment committee comprising of the thesis supervisor and a chair of the thesis defense who is selected by the Dean. The supervisor has to justify their assessment in a written report.

(3) External supervisors and supervisors without a PhD shall be approved by the Dean.

(4) In principle, the master thesis should be written individually. Upon the approval of the supervisor and the Dean, the thesis can be written by a group of students.

(5) The topic of the thesis must be assigned or agreed on before registering for the Master Thesis Tutorial II.

(6) The master thesis consists of a written paper and an oral defense. The master thesis and the oral defense will be assessed and need to be passed separately. In addition, the supervisor will provide an overall grade in which the paper makes up 80 percent and the defense makes up the remaining 20 percent of the overall assessment.

(7) If a student or a group of students are unable to find a suitable topic, the Dean will assign them to a lecturer who will then assign a topic.

(8) The topic and the initial work of the master thesis shall be announced to the Dean in writing, together with a supervision statement from a faculty member or an external lecturer who holds an academic doctoral degree or equivalent.

(9) The topic of the master thesis can only be changed once and only within the first three months after the announcement of the topic to the Dean.

(10) The master thesis must be written in the English language. One printed and bound copy and an electronic version of the master thesis must be submitted. The printed format must contain a written statement from the student that he/she wrote the paper independently and has not used aids other than the ones stated. [The rules of academic integrity of Modul University Vienna apply.](#)

(11) The oral defense of the thesis is open to the public.

(12) Master theses are archived in the library and may be published on the internet by Modul University Vienna. A hold on the master thesis can be applied for in writing through the supervisor or the student if information worthy of protecting is published in the master thesis. The hold has a maximum duration of five years and is decided by the Dean.

## § 11 Overall Result of the Master Program

(1) The overall [grade](#) corresponds with the grade percentage average of the [assessments](#) of all courses completed at Modul University Vienna and the master thesis. Each course is weighted corresponding to the number of acquired ECTS points.

### Assessment Scheme

- “With distinction” is awarded for an overall grade percentage average of 90% and higher.
- “With merit” is awarded for an overall grade percentage average between 80% and 89%.
- “Passed” is given for an overall grade percentage average between 79% and equal to [or greater than 60%](#).

## § 12 Final Certificate and Diploma

(1) After the successful completion of all mandatory courses necessary for the completion of the study program according to the study schedule, the thesis submission, and the oral defense, a certificate is issued which contains the individual courses, the corresponding ECTS points, the examination grades achieved, the overall grade achieved, and the topic and assessment of the thesis.

(2) Credited courses and courses which were taken at other universities shall be marked but are not taken into consideration in the calculation of the overall grade. The certificate shall be signed by the Dean. The earliest date declared on the certificate is the day of the defense of the thesis or the day of the last examination.

(3) In case of a final failure of the study program, the student receives a certificate for the course work which he/she has accomplished with the note that these are only parts of the requirements of the program. The aforementioned is also valid if a student has only completed parts of the program and leaves Modul University Vienna.

(4) Upon successful completion and in conjunction with the certificate, the graduate will be given a diploma in the English language with the date it was awarded. This diploma certifies the awarding of the academic degree by Modul University Vienna.

(5) The diploma is signed by the Dean and the President (or the Vice President in the event that the President serves as the Dean) and certified by the Modul University Vienna seal.

### **§ 13 International Allocation of the Diploma (Diploma-Supplement)**

A supplement in the English language showing the international allocation of the program passed (Diploma Supplement) will be enclosed with the diploma.

### **§ 14 Semester Conference**

For the MBA programs, the tasks outlined in § 9 of the MU Examination Regulations and Student Code of Conduct are carried out by the Semester Conference, as specified by the University Constitution (Section VI. § 1).

### **§ 15 Taking Effect**

These study regulations take effect on [1-1 August 2020](#).

## **Study Regulations for the Doctor of Philosophy in Business and Socioeconomic Sciences (540)**

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12th of July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), and the study program accreditation on 20th of September 2012, the University Board of MODUL University Vienna decreed the following study regulations on 24 June 2015 based on § 3(1) of the Private University Law.

### **§ 1 Ambit**

These study regulations oversee the admission criteria, the structure of the study program, and the examination requirements of the Doctor of Philosophy (PhD) study program at MODUL University Vienna.

### **§ 2 Goal of the Degree**

The PhD degree is awarded upon the completion of university studies at its highest level. Through course exams, prelim exams, defense of the proposal, and the dissertation, students demonstrate that they have acquired the necessary skills for designing and conducting creative and high quality research relevant to academic, private, or public organizations. Graduate must have demonstrated the ability to communicate their research findings through teaching and writing.

### **§ 3 Degree of Completion**

After the successful completion of the study program, the following academic degree will be conferred:

#### **Doctor of Philosophy in Business and Socioeconomic Sciences**

The short form of this degree is: **PhD**

### **§ 4 Admission to the Study Program**

(6) Admission to the PhD study program is granted to those who have completed at least the equivalent of a bachelor's degree and master's and/or diploma degree with a minimum combined duration of at least four years. Applicants must demonstrate aptitude for conducting high quality research and for making significant scholarly contributions to knowledge in the field of business or one of the social or economic sciences. Selection will be based upon transcripts of courses taken and grades received at previous universities and other educational organizations, as well as letters of recommendation. The fit

between the applicant's area of research interest and the interests of the university's faculty members will also be a factor in the admission's decision.

(7) Applicants who do not completely fulfill the requirements in §4 (1) can qualify upon receiving credits from MODUL University's MSc courses.

(8) It is possible to apply without proof of a graduate university degree if the applicant has completed all the course work of a school which prepares one for doctoral-level studies. In this case, a written declaration or equivalent documents have to be presented upon registration. The proof of the definitive completion of the qualification as outlined in § 4 (1) is to be presented no later than the end of the first study year at MODUL University Vienna.

(9) To assure a high quality of the PhD study program at MODUL University Vienna the applicant has to get the approval of thesis supervision in one of the specialization areas offered at MU [see § 6(2)] prior to the final admission.

(10) Academic documents that are not in the German or English language must be accompanied by a certified translation.

(11) All applicants whose first language is not English must provide evidence of their proficiency in the English language through one of the following tests, of which the test results may not be older than 2 years. Exceptions can be granted by the Admissions Committee if an applicant has completed at least 2 years of secondary or higher education in the English language.

The minimum scores are:

- TOEFL: 600 paper-based test (PBT) or 100 Internet-based test (IBT) with no individual section score less than 20; or
- IELTS: overall band score between 7 and 7.5 with no sub-score below 6.0; or

The Admissions Committee may decide upon the recognition of other evidence of language skills.

(12) Additional Documents required for Admission:

- Résumé and a statement of research and career interests.
- Two letters of recommendation from academic references such as a current or former lecturer or research supervisor.

(13) When deemed necessary, the Admissions Committee may conduct an interview with the applicant, either in person or over the telephone. The interview serves to clarify unanswered questions

raised during the application process, ensures that the applicant's expectations are in line with the program's offerings, and aids in making a final admissions decision.

(14) Study and examination credits can be obtained as outlined in the Examination Regulations of MODUL University Vienna (ER §2).

(15) The Admissions Committee decides about a student's admission to the study program.

### **§ 5 Structure of the Studies, Duration of Studies**

(1) The regular duration of the study program is eight semesters.

(2) All lectures, course work, and examinations are held in the English language.

(3) During the course of the studies, a thesis must be completed.

(4) The degree is conferred when a PhD candidate (1) has successfully completed at least 60 ECTS from among the required courses and exams (as scheduled in § 8) and (2) has received a passing grade on the defensio dissertationis [§ 6 (13)] .

(5) Upon application of the student, the Dean can grant a leave of absence. During this period, the student's tuition fees are suspended and he or she is not able to take exams or attend courses. All other effects of the suspended study activity are the student's responsibility. The application for the leave, which must also include the planned duration of the leave, has to be submitted at least one month prior to start of the leave's first semester. The maximum duration of the leave of absence is two semesters. Multiple leaves of absence are possible; however, the maximum duration of leave allowed in total is 4 semesters.

### **§ 6 Doctoral Thesis**

(1) A prerequisite for the successful completion of the study program and the acquisition of the degree is the completion and positive assessment of a thesis which should demonstrate that the student is capable to independently solve scientific problems. The thesis can either take the form of a single-authored monograph or of a cumulative dissertation, a compilation of at least three journal article-length papers linked as part of a focused research area. For a cumulative dissertation, at least one article needs to be single-authored. In case of a co-authorship, the contribution of the candidate must be clearly documented and justify the recognition as a fully adequate achievement. However, the performance in total needs to be equivalent to the production of three single-authored papers. The student's work must be of a quality acceptable for publication as judged by the doctoral committee. The thesis has to be written according to the style and standards of a scholarly work. All articles must have been submitted to a journal and subject to a review, but not necessarily accepted for publication.

(2) The topic of thesis, which can be proposed by the supervisor or the student, must be assigned to one of the following subject areas:

- Information Systems
- Marketing
- Sustainable Development, Management, and Policy
- Service Innovation, Recreation, Leisure, and Tourism

(3) Each student must be supervised by a professor who holds a habilitation or equivalent qualification (Full or Associate Professor) for the subject area the thesis has been assigned (§ 10 (2)). The supervisor is normally an internal faculty member. However, an external scholar with a habilitation or its equivalent qualification can be appointed by the Dean.

(4) It is the discretion of the Dean to decide on the announcement of the thesis title, the appointing of the professor who will supervise the student, and the naming of the other members of the doctoral committee.

(5) The doctoral committee consists of the supervisor and at least one external and two internal professors who hold a habilitation or its equivalent qualification (Full or Associate Professor).

(6) The thesis shall be written in the English language.

(7) The student has to submit a document (research proposal) which includes detailed information on the planned dissertation. In particular, it must include information about the state of the area of research, the research question(s), why the question is a significant one, a review of relevant literature, a detailed description of the theoretical and methodological approach, a preliminary hypothesis, and a discussion of the significance of the anticipated results. The proposal shall ideally reflect the achievements at the end of the planning phase, but before the start of actual empirical or analytical work, typically to be presented in the second year of studies.

(8) The research proposal has to be published on the MU Intranet for at least one month. After this period, the research proposal will be evaluated and assessed by the doctoral committee. Before the evaluation commences, each member of the doctoral committee can request an examination if the manuscript meets the linguistic and formal standards of the university by the Dean. In the case that the research proposal does not meet the linguistic and formal standards of the university, the student will be offered the opportunity to improve and resubmit the manuscript.

(9) A research proposal must be positively assessed by at least three members of the doctoral committee; otherwise, it will be negatively assessed. Upon acceptance, the assessment will state

“research proposal accepted.” In case of rejection, the assessment will state “research proposal not accepted.”

(10) Each member of the doctoral committee provides constructive feedback for the further development of the dissertation. In case of a negative assessment, members of the doctoral committee will make recommendations on what needs to be improved in order for the research proposal to be considered again.

(11) In the event of a change in topic or of supervisor, the student must submit a new research proposal.

(12) The final manuscript of the thesis has to be defended (*defensio dissertationis*) in front of the doctoral committee before being bound and submitted. For the application of the *defensio dissertationis*, the student must have positively completed all required examinations and courses. Before the oral defense, the Dean may decide on changing the members of the committee after consulting the supervisor and the student. Before the *defensio dissertationis* commences, each member of the doctoral committee can request an examination of the thesis by the Dean to verify that it meets the linguistic and formal standards set by the university. In the case that the thesis does not meet the linguistic and formal standards set by the university, the student will be offered the opportunity to improve and to resubmit the thesis. The *defensio dissertationis* will then have to cover the revised manuscript. The *defensio dissertationis* is open to the public. All lecturers, students, and industry representatives are invited to attend.

(13) The supervisor and one other member of the doctoral committee must prepare reviews of the dissertation draft before the date of the *defensio dissertationis*. At least three members of the committee have to attend the presentation and discussion of the research proposal and the final defense of the PhD thesis. The *defensio dissertationis* finishes without a grade. After the oral presentation by the student, the doctoral committee will hold an internal discussion to determine whether or not the thesis is positively assessed. For the overall assessment of the PhD thesis all individual grades proposed by the members of the doctoral committee will be added, and the sum must be divided by the number of assessors. Assessments with a decimal value greater than 0.5 are rounded up; otherwise, they are rounded down. If the thesis is assessed negatively by more than one member of the doctoral committee, the overall assessment will be negative.

(14) After a positive defense of the thesis, two printed and bound copies and an electronic version of the thesis must be submitted. The printed format must contain a written statement from the student that he/she wrote the paper independently and has not used any aids other than those stated.

(15) The PhD thesis is, in principle, a publicly accessible document and is archived in both the MU library and the Austrian National Library or published on its internet.

## § 7 Dissertation Planning Meetings

(1) At the beginning of the studies, the supervisor and student make an agreement which includes the following information:

- a) A tentative schedule of an individual study plan that includes the actual type and sequence of courses and examinations (as foreseen in § 8).
- b) A binding agreement on the courses and examinations which need to be completed in the forthcoming year. This individual work plan agreement has to be approved by the Dean.
- c) A definition of the supervisor's and student's accomplishments expected in the forthcoming year.
- d) The date of the next dissertation planning meeting.

(2) At the end of each study year, the student must write a progress report in which he or she reflects on the objectives agreed upon during the last meeting. The report must include a summary of all major achievements and make a suggestion for steps in the forthcoming academic year. The report serves as the principal document for the revision the original study plan (§ 7 (1a)) and for developing a new individual work plan for the forthcoming year (§ 7 (1b)) between supervisor and student.

(3) The Dean has to be informed promptly about the outcome of a dissertation planning meeting.

## § 8 Courses and Examinations

During the course of their studies, students must positively complete at least 60 ECTS from among the following courses and examinations:

MODULES	Notes	ECTS	Course Type
<b>MODULE I: Theory Building and Methodology</b>			
Philosophy of Science	required	4	SE
Logic of Social Science Research	required	4	SE
Research Design I	required	4	SE
<b>Minimum Number of ECTS required in Module I</b>		<b>12</b>	
<b>MODULE II: Research Methods</b>			
Qualitative Research Methods	required	4	SE
Quantitative Research Methods I	required	4	SE
Quantitative Research Methods II		4	SE

Analysis of Causal Relationships		4	SE
Online Data Collection		4	SE
<b>Minimum Number of ECTS required in Module II</b>		<b>8</b>	
<b>MODULE III: Research Seminars*</b>			
<u>Research Seminars deal with selected topics from the below areas (A1-6). One of the Research Seminars may be replaced by a Reading Course**.</u>			
Reading Course	<u>Required**</u>	4	SE
<u>A1: "Advances in Social Economics"</u>		4	SE
<u>A2: "Advances in Business Research"</u>		4	SE
<u>A3: "Advances in New Media and Information Systems"</u>		4	SE
<u>A4: "Advances in Marketing Science"</u>		4	SE
<u>A5: "Advances in Econometrics"</u>		4	SE
<u>A6: "Advances in Ecological Economics"</u>		4	SE
<b>Minimum Number of ECTS required in Module III</b>		<b>16</b>	
<b>MODULE IV: Research Communication and Collaboration</b>			
Scientific Writing I		4	SE
Scientific Writing II		4	SE
Quality Issues for Publications and Conferences		4	SE
Pedagogical and Didactical Training		4	PT
Research Colloquium		4	SE
Research Conference Presentation		4	PT
Teaching Experience		4	PT
Research Project Participation		4	PT
<b>Minimum Amount of ECTS for MODUL IV</b>		<b>8</b>	
<b>Total number of ECTS required in MODULE I-IV</b>		<b>48</b>	
<b>MODUL V: Subject Examinations</b>			
Research Proposal		4	
Prelim Exam		4	
Defensio Dissertationis		4	
<b>Total number of ECTS required in V</b>		<b>12</b>	
Thesis		180	
<b>TOTAL ECTS</b>		<b>240</b>	

\* The choice of research seminars offered varies by semester.

\*\* The student is given the choice to complete either a) Reading Course from Module III **or** b) an additional, 4<sup>th</sup> research seminar from Module III **provided** the focus of the research seminar reflects the student's area of academic specialization.

## § 9 Types of Examinations

- (1) The type and the number of seminars that a student has to take is defined by the supervisor as outlined in § 7. All seminars are conducted by professors who hold a habilitation or its equivalent qualification (Full or Associate Professor).
- (2) **Subject Examinations:** Subject examinations include the defenses of the research proposal and the thesis (see § 6 (7-11) and (12-14)) and the Prelim Exam; they are referred to in the curriculum and the academic record with the abbreviation ES.
- (3) The Prelim Exam assesses the understanding of the foundations and principles of theory building and research methods relevant for the social and economic sciences. It consists of both a written and an oral part. The student can apply for this exam after passing in total 40 ECTS, with at least 8 ECTS stemming from Module I and 8 ECTS from Module II. The examiners are appointed by the Dean from the pool of lecturers of these modules. Upon the supervisor's proposal, the Dean announces this exam no earlier than the end of the student's second semester but no later than the fourth semester.
- (4) The Defense of the research proposal and final thesis take the form of oral exams. The PhD candidates must present their topics within a given time frame (as determined by the supervisor). After the presentation, the doctoral committee will hold a discussion session with the PhD candidate lasting up to three times the length of the presentation. Defenses are not graded. The doctoral committee only assesses passing grades using the designation "Passed" (P\*), or "Passed with Distinction" (PD\*).
- (5) **Practical Training (PT):** The overarching goal of the practical training is to give the student the possibility to gain insight into practical activities of faculty, work on research projects, participate actively in the scientific community, and gain teaching experience.

## § 10 Compulsory Courses

- (1) The course "Logic of Social Science Resource" in Module I "Theory Building and Methodology" is compulsory and must be completed with a positive assessment.
- (2) The course "Philosophy of Science" in Module I "Theory Building and Methodology" is compulsory and must be completed with a positive assessment.
- (3) The course "Research Design I" in Module I "Theory Building and Methodology" is compulsory and must be completed with a positive assessment. The course "Qualitative Research Methods" in Module II "Research Methods" is compulsory and must be completed with a positive assessment.
- (4) The course "Quantitative Methods I" in Module II "Research Methods" is compulsory and must be completed with a positive assessment.

(5) The Prelim Exam must be completed with a positive assessment before the defense of the research proposal can occur.

(6) The defense of the research proposal must be completed with a positive assessment before the final defense of the dissertation can take place (defensio dissertationis).

### **§ 11 ECTS Points**

(1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies (§ 8), the corresponding ECTS points for each course are allocated.

(2) Each ECTS credit point corresponds to 25 working hours for the student.

### **§ 12 Overall Result of the Study Program**

The overall assessment is given by the grade percentage average of the course examinations of all courses completed at MODUL University Vienna and the thesis. Each course is weighted in correspondence to the acquired ECTS points.

#### **Assessment Scheme**

- “With distinction” is awarded for an overall grade percentage average of 90% or higher.
- “With merit” is awarded for an overall grade percentage average between 80% and 89%.
- “Passed” is given for an overall grade percentage average between 60% and 79%.

### **§ 13 Conferment of Degree**

(1) The academic degree of PhD in Business and Socioeconomic Sciences is conferred after successful completion of all Core Courses of the curriculum, the Prelim Exam, and the thesis and its defense (as outlined in § 6).

(2) Overall, graduates must complete 240 ECTS points in order to obtain a PhD degree at MODUL University Vienna. Students are able to transfer course credits from another university or other educational institutions; however, a minimum of 220 ECTS points must be completed at MODUL University Vienna.

(3) Graduates will receive the following documents issued in the English language indicating the date on which they were awarded:

- a) **Doctoral Diploma:** The diploma is signed by the President and the Dean and certified by the MODUL University Vienna seal.
- b) **Diploma Supplement:** A supplement will be provided in addition to the diploma and explain the international allocation of the completed program. It is signed by the Dean.
- c) **Transcript of Records:** The Transcript of Records contains all courses that have been passed, the respective ECTS credits, and the examination grades achieved. It also includes the student's overall grade point average.

(4) This certifies the awarding of the academic degree by MODUL University Vienna.

(5) In the event that a student fails to complete the study program, the student will receive an official Transcript of Records for the course work which he/she has completed.

#### **§ 14 Semester Conference**

For the PhD program, the tasks outlined in § 9 of MU Examination Regulations and Student Code of Conduct are carried out by the Dean, as specified by the University Constitution (Section VI §1).

#### **§ 15 Taking Effect**

These PhD Study Regulations take effect on Fall semester 2020.

## Examination Regulations and Student Code of Conduct

### §1 Ambit

These regulations are valid for all study programs offered at MODUL University (MU). For MODUL University students enrolled at a Global Campus, the Dean is substituted by the respective Academic Director. Academic Office in this document refers to the administration unit of the Dean or the respective Academic Director. References to the Studies and Examination Committee, the Semester Conference, and Admissions Committee in this document refer to the respective committees on the campus where a student is enrolled.

### §2 Transfer of Credits

(1) ~~External Credit Transfer:~~ Course ~~and examination~~ credits obtained at an external institution (including, a vocational high school with a business focus, a university, a college, or any other post-secondary educational institution, or at a partner university within MU's exchange programs) ~~are~~ may be eligible for transfer according to an equivalency evaluation that is based on a review of course contents, outline, methods, and final grade. ~~Practical experience acquired by the student prior to enrollment can be credited towards an internship when in accordance with the respective study regulations.~~

(a) Course credits earned at an external institution will be transferred without the inclusion of a grade on the ~~official MU student transcript~~ academic transcript of records.

(b) All courses credited toward the study program will be labeled with the abbreviation "CT\*" on the academic transcript of records and counted toward the total ECTS of the study program.

(c) Requests for the transfer of external course credits ~~or practical experience~~ acquired prior to commencement of studies at MU must be submitted prior to the beginning of the first semester / term at MU ~~to result in a reduction of tuition fees. In fees. In the event that such requests are submitted after commencement of studies at MU, no tuition fee reduction may apply.~~ is possible.

(d) In the case of credits received during an approved semester abroad, or during the course of studies at MU, an application for credit transfer must be submitted at the earliest opportunity prior to the commencement of the subsequent semester.

(e) All requests for credit transfer are subject to approval by the Dean of the study program or an authorized liaison officer nominated by the Dean.

~~Approved credit transfers from an external institution may result in a reduction of tuition fees. This is only applicable to credit transfer requests submitted prior to the commencement of studies at MU.~~

(f) A minimum number of ECTS credits may need to be completed at MU as outlined in the respective Study Regulations.

(2) Credit Transfer of Practical Experience: Practical experience acquired by the student prior to enrollment may be credited towards an internship when in accordance with the respective Study Regulations.

(a) Practical experience will be transferred without the inclusion of a grade on academic transcript of records.

(b) Practical experience will be labeled with the abbreviation "CT\*" on the academic transcript of records and counted toward the total ECTS of the study program.

(c) Practical experience acquired prior to commencement of studies at MU must be submitted prior to the beginning of the first semester / term at MU and will not result in a reduction of tuition.

(d) [Requests for credit transfer of practical experience are subject to approval by the Internship Coordinator.](#)

(e) [A minimum number of ECTS credits may need to be completed at MU as outlined in the respective Study Regulations.](#)

(32) Courses, examinations and internship credits obtained at a Global Campus of MU, are automatically eligible for credit transfer upon admission at the other branch campus, and when in accordance with § 14-11 of the Examination Regulations and Student Code of Conduct.

(a) The cap of a maximum number of transferable ECTS credits (§ 2 (1) lit. f) does not apply.

(b) All courses credited towards the study program will be transferred in accordance with MU's grading scale and counted toward the total weighted average grade and ECTS of the study program.

(c) All courses credited toward the study program will be labeled with the abbreviation "GCT\*" on the academic transcript of records.

(d) Requests for credit transfers of courses not offered at the home campus are subject to approval by the Dean of the study program.

(e) [Requests for credit transfers must be submitted prior to the beginning of the first semester / term at the respective branch campus.](#)

(f) Credit transfers from a Global Campus may result in a reduction of tuition fees as defined by the respective branch campus.

(43) Internal Credit Transfer: Course credits obtained in a study program at MU may be eligible for internal credit transfer when changing study programs in accordance with MU's Regulations on Changing Study Programs, or in the event of readmission at the discretion of the Admissions Committee.

(a) All courses credited toward the study program will be transferred in accordance with MU's grading scale and counted toward the total weighted average grade and ECTS.

(b) All courses credited toward the study program will be labeled with the abbreviation "ICT\*" on the academic transcript of records.

(c) Requests to change study programs and applications for readmission must be submitted prior to the beginning of the semester to which the change of study programs or readmission becomes effective. Where necessary students will be provided with a new study contract and contract supplement outlining the student's financial obligations. MU's Guidelines on Fees may apply.

(d) Requests to change study programs or applications for readmission are subject to approval by the Dean of the respective study program.

### §3 Course Formats

(1) Interactive Lecture, referred to with the abbreviation IL, is a course format based on an instructor-led teaching approach while including techniques that foster active engagement of students in class. Attendance is not mandatory. A minimum of two different, independent forms of assessment is required. The typical number of participants is 90 in Interactive Lectures – exceptions can be made by the Dean of the study program.

(2) Interactive Lecture and Exercise, referred to with the abbreviation LX, combines an interactive lecture with a practically-orientated exercise course. The interactive lecture is intended to provide the theoretical background of a subject, whereas the exercise focuses on the application of theoretical knowledge. The ratio between the interactive lecture and exercise component is indicated by the two digits following the abbreviation LX (e.g. 21=2:1, 12=1:2, and 11=1:1) which is laid out in the study regulations of a respective program. Attendance is mandatory in the exercise part of the course. LX courses receive a combined grade

which is based on the assessment of both the interactive lecture and the exercise. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(3) Interactive Lecture and Seminar, referred to with the abbreviation LS, combines an interactive lecture with a project-orientated seminar course. The interactive lecture is intended to provide the theoretical background of a subject, whereas the seminar shall engage students in projects where theoretical knowledge is applied or in in-depth investigations and discussions about certain parts of the lecture. The ratio between the interactive lecture and seminar component is indicated by the two digits following the abbreviation LS (e.g. 21=2:1, 12=1:2, and 11=1:1) which is laid out in the study regulations of a respective program. Attendance is mandatory in the seminar part of the course. LS courses receive a combined grade which is based on the assessment of both the interactive lecture and the seminar. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(4) Seminar, referred to with the abbreviation SE, is a course where students engage in advanced study of a subject while participating in regular discussion to exchange information. Attendance is mandatory. A minimum of three different, independent forms of assessment is required all of which will determine the final grade. The typical number of participants is 30 in Seminars – exceptions can be made by the Dean of the study program.

(5) Practical Training, referred to with the abbreviation PT, is a course that aims at giving students the opportunity to gain insight into practical activities of the industry through classroom teaching and excursions. Attendance is mandatory. A minimum of three different, independent forms of assessment is required all of which will determine the final grade. The typical number of participants is 15 in Practical Trainings – exceptions can be made by the Dean of the study program.

(6) Examinations, referred to with the abbreviation ES, are used in undergraduate, graduate and postgraduate programs to represent curriculum requirements including placement tests, preliminary examinations, research proposal defenses, and thesis/dissertation defenses.

#### **§4 Academic Assessment and Grading of Courses**

(1) The criterion for successfully completing a course is based on the lecturer's final assessment.

(2) Final grades are determined by the points earned in all cumulative graded assessment components.

(3) Final grades must be based on various different, independent forms of assessments. Examples for different forms of assessment are written assignments, oral or written examinations, presentations, active course participation, group work and presentation, home work, or other forms of assessment as specified by the course lecturer.

(4) All assessments, [also make-up exams or retakes as consequence of approved special consideration requests](#), must be held within the announced semester / term dates of the academic year and may not be held during vacation time.

(5) Forms of assessment and their weight for the final grade must be outlined in the course syllabus.

(6) Lecturers are obliged to announce results of an examination and partial grades to students as quickly as possible and no later than two weeks following the date of the examination or assignment submission.

(7) [Lecturers are obliged to explain reasons for failing assignments to students, preferably in writing.](#)

(8) [Lecturers are obliged to share the written assessment report for theses with students.](#)

(9) Lecturers must report final grades [by use of the MU grading template \(alphabetical order\)](#) as a percentage to the Academic Office by a deadline ~~as~~ announced [by the Academic Office](#) in the beginning of ~~the every~~ academic year. Assessments with a decimal value greater than 0.5 are rounded up; otherwise, the value is rounded down.

(10) [Grade corrections may be requested during time of enrolment of a student by students a\) in case a formal mistake was made by administration, b\) a mistake was made in the calculation of the final grade, or c\) due to consideration of special circumstances applied for within 14 days after a grade has been announced.](#)

(11) [Grade corrections may be requested by lecturers a\) within 14 days after a grade has been announced or b\) after having received and decided on a consideration of special circumstances submitted by a student \(see § 4 \(10\) lit. c\).](#)

(12) For students enrolled in study programs commencing after 2013, the following grading scale is used in the assessment of examinations:

%	Austrian		US GPA
90 – 100	1	Excellent	3.5-4.0
80 – 89	2	Good	3.3-3.49
70 – 79	3	Average	2.99-3.29
60 – 69	4	Sufficient	Below 2.99
< 60	5	Fail	

**Remarks:**

- <sup>1</sup> Excellent - Outstanding performance with only minor errors
- <sup>2</sup> Good - Generally sound work with a number of notable errors
- <sup>3</sup> Average: Fair but with significant shortcomings
- <sup>4</sup> Sufficient: Performance meets the minimum criteria
- <sup>5</sup> Fail: Some more work required before the credit can be awarded

~~For students enrolled in study programs before 2013, the following grading scale is used in the assessment of examinations:~~

%	Austrian	
<del>80 – 100</del>	<del>1</del>	<del>Excellent</del>
<del>70 – 79</del>	<del>2</del>	<del>Good</del>
<del>60 – 69</del>	<del>3</del>	<del>Average</del>
<del>55 – 59</del>	<del>4</del>	<del>Sufficient</del>
<del>51 – 54</del>		
<del>&lt; 51</del>	<del>5</del>	<del>Fail</del>

~~**Remarks:**~~

- ~~<sup>1</sup> Excellent - Outstanding performance with only minor errors~~
- ~~<sup>2</sup> Good - Generally sound work with a number of notable errors~~
- ~~<sup>3</sup> Average: Fair but with significant shortcomings~~
- ~~<sup>4</sup> Sufficient: Performance meets the minimum criteria~~
- ~~<sup>5</sup> Fail: Some more work required before the credit can be awarded~~

(13) For courses with mandatory attendance, an absence of more than 20% of the scheduled course time will result in a final grade of 0%. In the event ~~a student misses that~~ more than 20% of a course ~~with mandatory attendance sessions has been missed~~ due to reasons beyond the student's control, the student

~~may have the opportunity to submit an application for~~ apply for special consideration to the lecturer(s) of (the) affected course(s), explaining ~~his or her~~ previous and – if already known – future absences supported by sufficient, preferably written, evidence of the claims. If this should occur, the lecturer may decide, based on the individual case, whether the student is allowed to continue attending the course. The granting of special consideration is at the discretion of the lecturer. Exceeding the 20% limit typically entails some additional work completed by the student to compensate for any parts missed.

(14) An assessment will be graded with 0% if any of the following occur without credible reason:

- (a) A student withdraws from an examination after the proctor commenced administering the examination.
- (b) A student fails to hand in the written examination within the exam's allotted time.
- (c) A student interrupts the written or oral examination without credible reasons.
- (d) A student acts disorderly and is prohibited to continue the examination.

### **§5 Conduct of Examinations**

(1) The maximum duration of all written and oral examinations should not exceed the number of hours that the course lasts each week – as stipulated in the study regulations of the respective program. Preliminary exams in the PhD program or extracurricular exams are exempt from this rule.

(2) The duration of an oral examination outside of the ordinary course setting can be between 15 and 30 minutes for each student and must be witnessed by a second lecturer. Oral examinations can be proctored as either individual examinations or group examinations consisting of a maximum of four candidates per group. In the latter case, the individual performance of each candidate during examination itself must be clearly visible and documented in the examination's assessment record.

(3) Students enrolled in the course, as well as interested parties associated with MU who assert individual justified interests, are permitted to attend the oral examinations as observers (given the availability of adequate spatial conditions). This does not apply, however, to any private consultation between student and proctor, including the announcement of the examination results. Upon a student's request, any observer [with the exception of members of the Studies and Examinations Committee] can be asked to leave the examination site. Observers cannot be excluded from presentations. In the event that a disturbance caused by an observer occurs during an examination, the proctor is entitled to expel the observer from the examination space.

(4) If several examiners participate in an examination, each assessor is called on to assess the overall examination performance together, as long as no other assessment method is subsequently determined. When the examiners' assessments differ, the average of the sum of the individual assessments is calculated.

(5) Notwithstanding the lecturers' right to assess students' performance to the best of their beliefs, examination procedures need to be fair, transparent, reasonable, consistent with the announced syllabus and across students, respect the conduct of examinations (as outlined in this document), and avoid misleading instructions or discrimination-based assessment. In the event of essential, tangible and traceable violations against these requirements, a student has the right to appeal an examination assessment and apply to countermand, where the principles that are considered violated and the way they are considered violated need to be exactly specified. An appeal form must be submitted to the Academic Office within 14 days after receiving the grade.

(6) If a student is unable to attend a written or oral examination or if the student fails to submit a required assignment by its announced deadline due to reasons beyond the student's control, the student may ~~submit the~~ apply for special consideration ~~form~~ to the lecturer and request an alternative make-up assignment or exam. The application must be submitted ~~to the respective lecturer with minimal delay and no later than~~ 14 days ~~prior after to~~ the scheduled examination date, ~~if applicable~~. It is at the lecturer's discretion whether or not to accept the application for special consideration, and the lecturer must inform

the student of his or her decision in writing within 14 days. If the lecturer rejects the application, the student has the possibility to appeal to the respective Dean using an appeal form, or to the president if the Dean is the lecturer.

(7) Upon request, students are entitled to access all examination documents, protocols, written tests, and result records relevant to the examination. Students can also make copies of these documents at their own expense.

(8) The lecturer is obliged to store and archive all examination records for a minimum of one year. The examination questions, assessment criteria, and results of a written or oral course examination must be recorded in writing by the course lecturer. The lecturer must retain all aforementioned course documents in electronic format. Lecturers are expected to be at the disposal of students to answer all questions associated with course assessment.

## §6 Course Registration

(1) Students are required to register for all courses [online](#) within the official registration period ~~prior to the start of the subsequent semester/terms~~ [announced by the Academic Office](#).

(2) [Requests for changes to course registrations after the official registration period, such as late registration, late cancellation, late group switches, are only possible in the following situations:](#)

(a) [when an extended course registration period is available. For courses with regular sessions held throughout the semester / term, such extended registration period is course specific, decided by the lecturer\(s\) of a course, and announced in the course syllabus. The extended registration period for blocked MBA/MSc courses is up until two weeks \(14 days\) prior to a course. If a student registers late or requests changes \(drops a course, adds a course, or switches groups\) after the closing of the registration period, a fee may apply. Details on whether an extended registration period will be available will be communicated via the Course Catalog. The extended registration period for blocked courses in the MSc and MBA programs ends two weeks prior to the course.](#)

(b) [the student has not yet participated in any course-related assessment and given that no disadvantage to other students arises.](#)

(c) [Late changes to course registration are processed by the Academic Office. A fee may apply as outlined in MU's Guidelines on Fees.](#)

~~Changes to course registration after the registration period are only permitted if an extended course registration period as outlined in (1) has been made available. Additionally, late course cancellations will only be permitted if 1) the student has not yet participated in any course-related assessment and 2) when no disadvantage to other students arises from the student's withdrawal. Late changes to course registration are processed by the Academic Office. A fee may apply.~~

(3) [Students may apply for special consideration to the Dean to request ~~Any late course cancellation withdrawal requests made~~ after the \[official and, if available, the extended registration period\]\(#\) based on the claim of extenuating circumstances beyond a student's control. Such requests must be supported by sufficient, preferably written, evidence of the claims. ~~must be addressed to the Dean. Approved late course cancellation requests will be labeled "DP", drop-out, and appear on the student's academic record.~~](#)

~~A fee may apply [in accordance with MU's Guidelines on Fees.](#)~~

## §7 Academic Misconduct ~~and Related Consequences~~

(1) [MU uses the following measures to inform students about academic misconduct and related consequences:](#)

(a) The definitions of commonly used terms are outlined below and explained in the *Guide to Understanding Plagiarism* ~~formulated~~ [drafted](#) by the *Studies and Examination Committee* ~~of MODUL University Vienna.~~

~~-(b) A summarized version of the *Guide to Understanding Plagiarism* is available in the [document Course Catalog](#).~~

(c) [Lecturers are encouraged to explain MU's policy on academic misconduct and related consequences at the beginning of each course. Any document submitted by a student at any time may be subject to a plagiarism check.](#)

~~-(d) An affidavit referring to the content of the *Guide to Understanding Plagiarism* is made available to all students and can be [issued-used](#) for any written assignment at the instructor's discretion. ~~Even when an instructor does not use the highly recommended affidavit~~ [Regardless of whether the faculty makes use of the affidavit](#), students are still required to adhere to university standards regarding academic misconduct and plagiarism.~~

~~Unless the instructor specifies otherwise, any document submitted by a student at any time may be subject to a plagiarism check.~~

(2) Academic misconduct refers to any action or attempted action intended to give a student an unfair advantage to oneself or an unfair advantage or disadvantage to any other member(s) of the academic community. ~~This includes fraud and acts of deception such as cheating, plagiarism, the fabrication of material or data, collusion, covert sharing, unauthorized access of materials, and the facilitation of academic dishonesty.~~

(a) MU defines cheating as any attempt to influence the results of academic work through fraudulent performance or the use of unapproved aids.

~~-(b) [Plagiarism](#): MU recognizes ~~four~~ [the following](#) forms of plagiarism: ~~a)~~~~

- ~~• [claiming authorship by failing to cite another source's](#) ~~(or one's own)~~ words or ideas;~~
- ~~• [claiming authorship by failing to cite one's own words or ideas;](#)~~
- ~~• [b\)](#) copying or borrowing another individual's work or structure without proper referencing; ~~c)~~~~
- ~~• [false paraphrasing \(failing to use quotation marks, despite citing a source\) or patchwork paraphrasing \(splicing together parts of sentences without using quotation marks\); and hiring or asking someone to write or complete work on your behalf and claiming it as your own. Additionally, copying passages from assignments previously submitted at or beyond MU without proper referencing is considered self-plagiarism, which is also a recognized form of academic misconduct.](#)~~

(c) ~~MU distinguishes between [minor](#) and ~~or~~ [serious](#) major cases of [p](#)Plagiarism:~~

- ~~• [The act of plagiarism itself is considered academic misconduct.](#)~~
- ~~• [Once the accusation of plagiarism has been confirmed through the procedure for investigating academic misconduct \[§ 7 \(7\)\], the Studies and Examination Committee will then assess whether the act is minor or \[serious\]\(#\) major.](#)~~
- ~~• [The extent of plagiarism, the importance of the plagiarized assignment, and the intent behind the act are factors that allow \[us\]\(#\) to differentiate between minor and \[major\]\(#\) serious cases of plagiarism. For example, an act of plagiarism that is committed unintentionally may be considered minor; whereas, an act of plagiarism committed intentionally is considered to be a \[serious\]\(#\) major case of academic misconduct.](#)~~

(3) [MU acknowledges the following ways of handling academic misconduct:](#)

(a) [It is at the discretion of the instructor to either informally resolve suspected academic misconduct or to report any suspected academic misconduct for further investigation to the \*Studies and Examination Committee\*.](#) ~~Informal Handling of Plagiarism:~~ In cases where lecturers determine that an insignificant case of plagiarism has occurred that does not appear to present a disciplinary issue, faculty are encouraged to address the issue one on one with the student, while taking grading consequences [§ 7 (13)] ~~into consideration.~~ ~~It is at the discretion of the~~

~~instructor to either informally resolve the suspected minor violation of academic misconduct or to forward the violation to the Academic Office [§ 7 (7)] for further investigation.~~

~~(b) Procedures for Investigating and Processing Violations of Academic Misconduct:—~~When a faculty member (instructor, lecturer, thesis supervisor, etc.) suspects that there is a case of academic misconduct that constitutes a disciplinary issue, the instructor must notify the student that a formal *notification of academic misconduct* will be filed. Along with the notification, the instructor must submit accompanying material that provides evidence for the accusation to the Academic Office within five working days of the incident and no later than last day of the semester / term.

(4) The procedural steps in handling reported cases of academic misconduct are as follows:

(a) Upon receipt of the notification of academic misconduct by a faculty member, the Academic Office will notify both the *Studies and Examinations Committee* and the accused student of the formal processing, as well as possible consequences and options for appeal in writing with minimal delay.

(b) Students may appeal against such accusations to the *Studies and Examination Committee* in case they feel wrongfully accused within one week (7 days) after receiving notice of the alleged academic misconduct. Students accused of academic misconduct that are already placed on academic probation according to §4 (f), must also be allowed to present their appeal in person, if requested.

(c) The *Studies and Examination Committee* will investigate every reported case of academic misconduct and take submitted formal appeals and/or previous infractions into consideration for their decision making. Investigations of the SEC should be carried out with minimal delay and decisions should be reached as soon as practicable but no later than one month following the end of the appeal period.

(d) The *Studies and Examination Committee* will decide whether cases of academic misconduct are to be considered (a) no case, (b) a minor case, (c) a major case of academic misconduct. The type of case of academic misconduct as well as records of academic probation will be recorded in the student's academic record.

(e) The Academic Office will notify the student in writing with minimal delay of the outcome of the SEC decision, including the type of academic misconduct and related consequences.

(f) One major case of academic misconduct as well as two minor cases of academic misconduct places a student on academic probation. Academic probation serves as a warning to alert students to the fact that they are no longer in good academic standing. When a minor case of academic misconduct is followed by a major case of academic misconduct, the Academic Office will in writing (e-mail) a) notify both the *Studies and Examinations Committee* and the student of the formal processing of the case, b) inform the student about the potential consequences of the accusation and possibility to appeal the accusation. Academic Probation: Academic Probation serves as a warning to alert students to the fact that they are no longer in good academic standing, either due to lack of progress towards earning a degree or for reasons of academic misconduct. A student found guilty of any serious instance of academic misconduct or two reported minor instances of academic misconduct will be placed on Academic Probation. If a student is found guilty of having committed a minor infraction followed by a serious one, the student will be placed on Academic Probation, and the *Studies and Examination Committee* may propose additional punitive measures, including the termination of the student's Study Contract to the University Board. This opportunity to assign punitive measures is at the sole discretion of the *Studies and Examination Committee* and can only be applied once during a student's MU career. These rules also apply to instances of academic misconduct committed at any MU Global Campus.

~~A student who has been placed on Academic Probation [§ 7 (8)] will be notified about consequences related to repeat cases of academic misconduct and his/her pending termination both per post and e-mail via his/her MU student account.~~

~~If a student on Academic Probation is accused of academic misconduct, the student may choose to appeal (using an appeal form), and the Studies and Examination Committee must allow the student to present his/her appeal in person. If a student on Academic Probation is found guilty of another instance of academic misconduct, the *Studies and Examination Committee* has to recommend the termination of the student's Study Contract and separation from MU to the University Board or the respective Campus Board. Recommended terminations take effect immediately after UB approval. The Studies and Examination Committee only considers alternative punitive measures in situations where a student is placed on Academic Probation for a minor violation followed by a serious case of academic misconduct.~~

~~If a student believes that he/she has been wrongfully accused by a faculty member, the student can submit an appeal within two weeks after receiving notice of his/her alleged academic misconduct to the Studies and Examination Committee (§ 13).~~

~~Grading Consequences: It is at the sole discretion of the instructor to determine the consequences where a minor case of academic misconduct is suspected, especially considering any formal appeal that the accused student may have submitted. In all minor cases, both those handled informally and those submitted to the Studies and Examination Committee for further processing, the student may be given the opportunity to resubmit an assignment (with or without deducting points from the grade) or accept a zero for the work, while continuing to complete the course. The option for allowing a resubmission for minor infractions is at the sole discretion of the lecturer. If a student has been found guilty of serious academic misconduct (as determined by the Studies and Examination Committee), the student will receive a failing grade of zero.~~

~~Formal Investigation: The Studies and Examination Committee will investigate every reported instance of academic misconduct and take any and all submitted formal appeals and/or previous infractions into consideration. The Studies and Examination Committee will decide on whether a suspected student has committed an act deemed to be (a) minor; (b) serious; or (c) not a case of academic misconduct. The outcome of the Studies and Examination Committee's decision must be added to student's academic record.~~

~~Being found guilty of any instance of serious academic misconduct carries the consequence of being placed on Academic Probation, as does being found guilty of having committed two minor infractions of academic misconduct [§7 (9)].~~

(g) Upon the disclosure of new evidence, the Studies and Examination Committee may agree to re-examine a closed case at a later time. If an incident is later determined not to be a case of academic misconduct, then the disciplinary entry on the student's academic record will be deleted, and any Academic Probation or other consequences resulting from the original decision will be revoked. If an instance that was not found to be a case of academic misconduct is later determined to be a case of academic misconduct, the verdict may be changed to reflect the new evidence.

(5) MU considers the following options for grading consequences:

(a) It is at the sole discretion of the instructor to determine the consequences where a minor case of academic misconduct is suspected, especially considering any formal appeal that the accused student may have submitted.

(b) In all minor cases, both those handled informally and those submitted to the Studies and Examination Committee for further processing, the student may be given the opportunity to resubmit an assignment (with or without deducting points from the grade) or accept a zero for

[the work, while continuing to complete the course. The option for allowing a resubmission for minor infractions is at the sole discretion of the lecturer.](#)

(c) [If a student has been found guilty of serious academic misconduct \(as determined by the Studies and Examination Committee\), the student will receive a failing grade of zero.](#)

### **§8 Invalidity of Examinations and Final Grades**

(1) If any work produced during an examination has been plagiarized or if the permission to enroll for an examination has been unjustly manipulated, and if these facts are not made known before the grade has been announced, the Studies and Examinations Committee can subsequently declare the course or examination under question as “failed.” Before a change in the grade, the student will be given an opportunity to submit an appeal form for consideration with the Studies and Examinations Committee.

(2) Upon notification of an error on the [academic](#) transcript or record, any incorrect grade reported on the [academic](#) transcript is to be declared invalid and replaced by a corrected grade.

(3) A final [academic](#) transcript and diploma will be declared invalid as a result of a late-discovered assignment of an incorrect grade. If academic misconduct is suspected following the bestowal of an academic degree and causes the degree’s prerequisites to no longer be fulfilled, then the final issued [academic](#) transcript and diploma will be declared invalid and has to be returned. In cases where the degree is still valid, a new [academic](#) transcript and diploma will be issued to the student with the addition of the corrected grades, and the original inaccurate [academic](#) transcript must be returned to the Academic Office.

### **§9 Termination of Enrollment ~~and Course Retake~~**

(1) [A student’s enrollment may be terminated under the following conditions:](#)

(a) [Due to reasons related to poor academic performance, including failure to successfully complete pre-requisite courses or exams when conditionally admitted \(§ 9 \(4\)\);](#)

(b) [Automatic expulsion takes effect when a student fails the same course three times;](#)

(c) [As a result of ~~repeated~~ academic misconduct ~~when on academic probation~~ \(§ 7 \(4\)\);](#)

(d) [Due to failure to hand in documents required for admission to the study program;](#)

(e) [Due to failure to comply with financial obligations, including tuition fee and student union fee payment;](#)

(f) [Due to violation of MU House Rules, Fire Safety Regulations, or any other regulations as stipulated by the University Board of MU;](#)

(g) [Due to dishonesty, disruptive and/or inappropriate behaviour such as forgery, theft, physical abuse or violence, in sexual / racial / verbal / or other forms of harassment, including stalking, or hazing.](#)

(2) The decisive bodies responsible for a student’s termination of ~~enrollment~~enrolment are as follows:

(a) ~~for §9 (1a), retake of a course, or examination reattempt is either~~ the Dean or participants of a Semester Conference (as specified in the respective Study Regulations);

(b) [for §9 \(1b\) the Studies and Examination Committee;](#)

(c) [for §9 \(1c\) the Admissions Office;](#)

(d) [for § 9 \(1d\) the Accounting Office;](#)

(e) [for §9 \(1e and f\) the University Board.](#)

(3) [Decisions for termination of enrollment become effective immediately following a decision taken.](#)

(4) [Reasons for termination of enrollment qualifying under § 9 \(1a\) include the following: A student’s enrollment is terminated at the end of a semester/term under the following conditions:](#)

(a) The student has failed to obtain at least 16 ECTS within the last two semesters (or three terms, for MBA students only). ~~In study stages mainly dedicated to thesis writing in the PhD program, the 16 ECTS criterion converts into an~~ [may be fulfilled through equivalent progress on the thesis.](#)

(b) The student has failed an Interactive Lecture (IL) or a course with continuous assessment of performance (SE, PT, LX, LS) for the second time.

(c) The student has had an internship contract terminated for a third time, regardless of whether or not the contract was terminated by the employer or the student.

(d) A graduate ~~or~~ post-graduate, ~~or executive~~ student (MSc, PhD, MBA) who enrolled in 2013 or later has failed more ~~than two~~ three or more courses. {Students granted an extension by the semester conference for multiple failures are only subject to discussion at subsequent semester conferences in the event that they fail additional courses.}

(e) ~~The~~A student's thesis has received a failing grade for the second time.

(f) The student has failed required pre-requisite ~~a foundation program~~ courses or exams for the second time.

(5) Proceedings for termination of enrolment qualifying under §9 (1a) and §9 (4) include the following:

(a) Students will be notified by the Academic Office in writing with minimal delay about A student's enrolment can be terminated at any time by the University or respective Campus Board as a result of student misconduct if the student obstructs university activities; shows disorderly conduct by violating the MU House Rules, Fire Safety Regulations, or any other rules published on the respective website by the University or Campus Board; demonstrates other forms of dishonesty; commits acts of forgery or theft; commits acts of physical abuse or violence; engages in sexual, racial, verbal, or other forms of harassment, including stalking; or participates in hazing. The student will be notified about a pending termination of enrollment, as well as decisions taken on pending terminations of enrollment, in writing by both postal mail and an e-mail.

(b) ~~to his or her MU account. The student has the opportunity to~~ Students are invited to submit a letter of justification ~~in order to justify~~ explaining why a recommendation to the University Board for termination of enrollment should be ~~suspended~~ reversed. ~~Such~~The letter must be sent to the Academic Office ~~based on the details below. Programs with a Semester Conference: The letter of justification must be received by the Academic Office no less than three days one week prior to a before the biannual Semester Conference-, if applicable, or is scheduled to take place. All Other Programs: The letter of justification must be received by the Academic Office~~ within two weeks of the date of the notification of the student's pending termination. Letters submitted after the deadline stated by the Academic Office will not be considered.

(c) Pending terminations of enrolment may be suspended under the following conditions:

- ~~If the student submits the letter of justification within the allocated time period, then the appeal will be considered.~~
- ~~Retake of a previously failed course(s) is possible~~ in exceptional cases, such as when the student's overall academic performance is deemed excellent or if the student recently has shown significant progress in his or her studies.
- ~~events beyond a student's control that would prevent a student from reaching the required 16 ECTS per academic year (e.g. severe medical reasons, a student is in the final phase of their studies and only need to complete a thesis, etc.).~~

~~According to the respective Study Program Regulations, either the Dean or the Semester Conference decides upon:~~

~~Retake of an Interactive Lecture (IL) or a Course with Continuous Assessment of Performance (SE, PT, LX, LS): The student may be granted one additional, final opportunity to retake the Interactive Lecture (IL) or a course with continuous assessment of performance (SE, PT, LX, LS).~~

~~Thesis Reattempt: The student may be granted a third attempt to write and submit the final thesis, despite having received negative assessments on the first two attempts of the thesis.~~

~~Waiving Fees: Retake fees may be waived for courses to which a student is readmitted as a result of failing the course during a previous attempt.~~

~~Exceptional Situations: Events that would prevent a student from reaching the required 16 ECTS per academic year (e.g. severe medical reasons, a student is in the final phase of their studies and only need to complete a thesis, etc.) may be considered as grounds on which not to terminate a Study Contract.~~

~~The Academic Office will inform a student regarding the decisions made in the Semester Conference or by the Dean. The students can~~

(d) ~~Students may~~ appeal negative decisions taken-made by the Dean or Semester Conference to the Studies and Examination Committee by submitting an appeal form to the Academic Office within two weeks (14 days) of receipt of the notification. ~~{§ 12 (4)} by the designated deadline.~~

~~Decisions can be appealed and countermanded on the following grounds only: Appeals will only be considered on the following grounds:~~ violations of the university regulations, substantial mistakes in the administrative or communication processes by the university, other disturbances of the procedure beyond the student's control, and essential, tangible and traceable discrimination to the student's disadvantage. In case that the appeal process reveals additional potentially decisive information relevant for the decision making process, ~~but none of the listed grounds for countermanding,~~ the *Studies and Examinations Committee* will inform the respective Dean who will decide upon re-opening the case or not.

### **§10 Appeals to the Studies and Examination Committee**

(1) The Studies and Examination Committee makes decisions regarding a student's appeal in instances stated in these Examination Regulations or the Study Regulations of the respective study program.

(2) Appeal: A student must be given the opportunity to submit a formal statement to the Studies and Examination Committee by means of a completed appeal form, which." ~~As stated in the appeal form, the appeal itself~~ must be submitted to the Academic Office within one week (7-14 days) following the notification of the pending issue. The appeal form requires students to submit details including: (a) the full name of the individual appealing; (b) the subject matter of the appeal (date and description of the decision a university authority has made); (c) the reason why the student considers the accusation of academic misconduct false. Students who make a formal appeal using other forms of written communication (without use of the form) must include the word "appeal" either in the heading or subject line of the document and include all of the same information required by the appeal form.

The Dean, the lecturer, the student, and - in case of recommended termination - the University or the respective Campus Board, have to be notified in written form about a decision by the Studies and Examination Committee. Decisions by the Studies and Examination Committee are final and cannot be appealed.

Investigations should be carried out with minimal delay and decisions should be reached as soon as practicable but no later than one month following the end of the appeal period. ~~The Studies and Examination Committee has a two-month window from the date an appeal has been submitted in which to confer and come to a decision on the appeal's outcome.~~

The committee can countermand a previously made decision, but it cannot replace any negative assigned grade with a positive one.

In cases when the Dean is called on to make a decision but when there is a conflict of interest for the Dean, the Studies and Examination Committee will be called upon for a resolution.

### **§11 Readmission**

(1) A student is eligible to apply for readmission in:

- (a) the original study program and the original curriculum (if courses are still offered) at the same branch campus;
- (b) the original study program with an updated curriculum at the same branch campus;
- (c) another study program at the same or at a different branch campus;

(2) MU recognizes the following types of readmission:

(a) Readmission Following Termination of Study Contract on Academic Grounds (§ 12 (2)): When a Study Contract has been terminated on academic grounds, a waiting period of at least one semester/ two terms, following the date of termination, applies before the student may be readmitted. In addition to the application documents required for admission, as outlined in the study regulations of the respective study program, the student is required to present both evidence and documentation that the reasons for prior poor academic performance have been ameliorated. Upon readmission, as a condition of Conditional Admission (§ 15), the student must first pass failed course(s) in question at the earliest possible time before being allowed to continue with the study program.

(b) Readmission Following Termination of Study Contract for Reasons of Academic Misconduct (§ 9): When a Study Contract has been terminated due to academic misconduct (e.g. violation of the University's Rules and Regulations regarding plagiarism), a waiting period of at least four semesters/six terms, following the date of termination, applies before the student may be readmitted.

(c) Readmission Following Termination of Study Contract Due To Non-Compliance : When a Study Contract has been terminated because of failure to comply with the Study Contract and / or the rules and regulations of MODUL University (i.e. failure to submit original documents for admission, failure to comply with the financial obligations, failure to comply with the House Rules), a waiting period of at least one semester/two terms, following the date of termination, applies before the student may be readmitted.

(d) Readmission Following Voluntary Termination of Study Contract: When a Study Contract has been terminated by an individual student due to personal reasons, no waiting period applies for readmission.

(e) Readmission Following Planned Termination of Study Contract: In the event that a current student applies for readmission to another branch campus in order to permanently transfer, the student must terminate current study contract before enrolling in said branch campus.

(3) Guidelines on Readmission:

(a) Applications for readmission must be submitted to the Admissions Office and are subject to assessment of the Admissions Committee.

(b) The official waiting period, where applicable, commences after the semester following which the student's Study Contract was terminated. Applications for readmission may be submitted up until two months prior to the end of the waiting period or, if the waiting period has already ended, two months prior to the start date of the semester.

(c) Students will be provided with a new study contract and contract supplement outlining the student's financial obligations as outlined by the respective Global Campus.

(d) Former or current students applying for readmission to another branch campus of MU must agree to transfer their entire Academic Record to the administration of the new campus. The Academic Record must contain the following documents:

- An Academic Transcript of Records;
- A Grade History including all positive and negative grades;
- A Record of Academic or any other form of Misconduct or Misbehavior;

### **§12 Conditional Admission**

- (1) The MU Admissions Committee may decide on conditionally admitting students to a study program. Each conditional admission decision must include a predetermined limited timeframe indicating how long the student has before he or she must fulfill the missing criteria for full admission.
- (2) A student who has been conditionally admitted (or readmitted) to a study program has to demonstrate every effort to overcome the missing requirements for not being granted full admission.
- (3) If a student fails to fulfill the predetermined criteria accompanying conditional admission within the Admission Committee's allocated time limit, the student will not be allowed to continue with other courses, exams, or any other academic activities (e.g. internship, graduation) until he or she has completed the missing prerequisite criteria.
- (4) With the exception of the aforementioned criteria, a student's record of failed courses or examinations will no longer be considered valid.
- (5) The Study Contract of a conditionally admitted student who has exceeded the predetermined time limit for fulfilling the missing criteria by more than one academic year will automatically become void, resulting in termination of the Study Contract.
- (6) The Academic Office will inform students when the criteria for a student's conditional admission have been fulfilled or when a student's Study Contract becomes void.

### **§13 Graduation Documents**

- (1) Upon graduation after their studies at Modul University Vienna, graduates receive a diploma, an official copy of the diploma, a diploma supplement and two transcripts of records.
- (2) All diplomas issued by Modul University Vienna must be signed by the President and the Dean of the respective study program. All diploma supplements must be signed by the Dean of the respective study program. All final transcripts must be signed electronically by the President or by an administrative member of the University nominated by the President. In cooperative programs additional signatures are possible.
- (3) Only one original copy of the diploma may be issued. For it to be replaced, the original copy of the diploma must be returned to the Registrar of Modul University Vienna and destroyed, before issuing a new copy of the diploma.
- (4) Graduation documents issued by Modul University Vienna can be changed for the following reasons:
  - (a) Correction of a mistake upon issuance of the graduation documents;
  - (b) Change of name after graduation: An official document with the new name (passport, ID, driver's license) needs to be provided;
  - (c) Change of nationality (for graduation documents issued before April 2020): An official document with the new nationality (passport, ID, driver's license) needs to be provided;
- (5) In case of a loss, graduates may apply for a replacement of the diploma, the diploma supplement and the final transcript of records. Applications for renewal of these documents must include:
  - (a) Notice of loss issued by an official authority (e.g. police, notary, embassy, court) including a certified translation in English or German.
  - (b) Photo identification (copy of passport, ID, driver's license)
- (6) Documents renewed or changed according to §§ 4-5 will be signed by the officials in charge. A fee may apply.

### **§14~~3~~ Public Announcement Taking Into Effect**

The University Board of MODUL University Vienna publicly announces these Examination Regulations which take effect on 1 August ~~2019~~2020.