MODUL University Vienna is widely considered as Austria’s leading international private university and is owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. The university is located in beautiful Vienna, Austria, the world’s number one city for quality of living 2009-2019, and it is ranked in the world’s 25 top performing universities in top-cited publications.

The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the tourism school with the largest tradition in tourism and hospitality education worldwide. MODUL University Vienna offers cutting-edge education in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

Why Study at MODUL University Vienna?

- Select from three full-time Master of Science (MSc) degree programs
- Internationally-oriented graduate education conducted entirely in English
- Emphasis on critical thinking, collaborative learning, and addressing modern challenges
- Get the tools to implement sustainable business strategies through a mix of practical and theoretical methods
- Small classes taught by key experts allow for personalized attention and a high level of interaction
- Conduct top-quality research in your area of interest
- Accelerate your career with an internship at one of over 500 international partner companies
- Foreign language classes are included in the tuition fee
- Graduates are ready to fill in-demand positions in a wide variety of public and private organizations
- Become a member of MODUL’s global alumni network with business connections around the world
Vienna is an international city with a population of more than 1.8 million people. The city hosts an official United Nations headquarters (UNIDO, IAEA, UNODC). Vienna was ranked as the Top City for Quality of Living by Mercer Consulting, 2009 - 2019. Europe’s music capital offers cultural and historical highlights in a modern world city. More than 50% of the city is covered with green space. Vienna has excellent public transportation and infrastructure facilities.

On Campus in Vienna

Located on Kahlenberg, a scenic hill overlooking Vienna, MODUL University’s campus boasts a spectacular view of the city and the Danube River. Footsteps from the Vienna Woods, the University’s tranquil location offers a peaceful study setting while staying on the pulse of one of the world’s great cities.

Our panorama terrace hosts a variety of events as well as providing an inspiring learning environment with the best view in the city. The Student Service Center provides a wealth of services, with short or no waiting times and personalized attention. Extracurricular participation is highly encouraged — MU hosts a wide variety of student clubs, sports tournaments, community outreach programs, and offers social and cultural excursions.

The Student Life You Want

For the ninth year running, Vienna has been found to be the best city in the world for quality of living. The capital of Austria has successfully maintained its top-ranked position in the international Mercer study on the quality of living in cities for the years 2009-2017. It’s also a great place for students — among the federal states of Germany, Austria, and Switzerland, Vienna is often cited as the top student city in Central Europe.

There are close to 190,000 students in Vienna - even more than major German cities such as Berlin, Hamburg, and Munich. To put it in perspective, every 9th resident in Vienna is a student. This means that the city has a lot to offer to students! For example, discounts at a variety of businesses and locations all over the city, great nightlife, high quality public transportation, world class concerts, and internationally famous artists.

Vienna also serves as a favorable hub to visit other exciting destinations: Prague, Rome, Budapest, Amsterdam, and Paris are all well-connected through the European flight and train network. You don’t want to miss the opportunity to live in this marvelous city and have a student experience you’ll never forget!
Master of Science (MSc) in Management

This two-year graduate program prepares students for the complex demands of various general management areas. Graduates will be equipped with the knowledge, personal skills, vision, and tools to answer the challenges companies face today. The curriculum consciously integrates ethics, business intelligence, sustainability, and personal development alongside general management courses. This unique, interdisciplinary integration gives students the vision and opportunity for personal growth needed to work in a world facing competition and constant change.

Why should you choose this program?
- A challenging, top-quality curriculum combining academic rigor with practical relevance
- A solid foundation in general management and a learning experience customizable through individually chosen specialization programs, an international component, or an internship in a local or international setting
- The program’s interdisciplinary combination of knowledge and methods is delivered by a globally-oriented faculty

Study Plan (120 ECTS)

Year One
- Advanced Economics
- Advanced Data Analysis and Decision Making
- Global Marketing: Theory and Cases
- Corporate Financial Management
- Organizational Social Psychology and Leadership
- Research Design and Methods in Practice
- Emerging Tools for New Media and Information Management
- Business Ethics and Corporate Social Responsibility
- Conflict Management
- Enrichment Courses OR Internship

Year Two
- Environmental Management and Sustainability
- Applied Innovation Management
- Business Strategy and Market Simulation
- Research Design and Methods in Practice
- Master Thesis Seminar
- Master Thesis
- Master Thesis Defense

Master of Science (MSc) in International Tourism Management

This two-year graduate degree program prepares students to best address the future needs of the global tourism industry. The program focuses on leadership and management specifically relevant to hospitality-related companies, tourism marketing, tourism planning organizations, and policy makers. The intertwining of the tourism program with sustainable development, management, and an internship is one of a kind, giving MSc graduates unique access to the job market.

Why should you choose this program?
- Gain access to the most comprehensive tourism-related data sources and learn how to improve decision making within tourism companies and organizations
- Build a high level of expertise in the economic, environmental, and social impacts of travel behavior and gain exposure to emerging trends in future tourism management
- Graduates are prepared for leadership positions within the tourism industry

Study Plan (120 ECTS)

Year One
- Advanced Economics
- Advanced Data Analysis and Decision Making
- Global Marketing: Theory and Cases
- International Destination Management
- Corporate Financial Management
- Organizational Social Psychology and Leadership
- Research Design and Methods in Practice
- Service Quality Management
- Business Ethics and Corporate Social Responsibility
- Conflict Management
- Enrichment Courses OR Internship

Year Two
- Environmental Management and Sustainability
- Applied Innovation Management
- Tourism Business Project
- Research Design and Methods in Practice
- Service Quality Management
- Business Ethics and Corporate Social Responsibility
- Emerging Tools for New Media and Information Management
- Enrichment Courses OR Internship
Master of Science (MSc) in Sustainable Development, Management, and Policy

This two-year, full-time graduate program challenges students to consider a wide spectrum of sustainability issues, with special attention given to their often complex interrelationships. Students learn skills needed to design and implement sustainable development strategies on the household, business, city, regional, and national levels. Guided by expert faculty, students come to understand that effective implementation of sustainability strategies is a fundamental societal, economic, and environmental need.

Why should you choose this program?
- Learn to anticipate environmental, ecological, economical, and social trends through one-of-a-kind coursework
- Get exposed to emerging eco-friendly conceptual tools and management skills
- Learn about multiple tools of analysis, strategy design, implementation, evaluation at various levels of scale and governance, and organization management
- Practice-driven program prepares graduates for positions in a variety of public, non-profit, and private organizations

Study Plan (120 ECTS)

<table>
<thead>
<tr>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Economics</td>
<td>Ecological Economics</td>
</tr>
<tr>
<td>Advanced Data Analysis and Decision Making</td>
<td>Sustainability Metrics Seminar</td>
</tr>
<tr>
<td>Applied Environmental Economics</td>
<td>Measuring and Assessing Sustainability</td>
</tr>
<tr>
<td>Environmental Management and Sustainability</td>
<td>Enrichment Courses</td>
</tr>
<tr>
<td>Organizational Psychology and Leadership</td>
<td>Master Thesis Seminar</td>
</tr>
<tr>
<td>Principles of Environmental Sciences and Systems</td>
<td>Master Thesis</td>
</tr>
<tr>
<td>Principles of Sustainability and Economic Development</td>
<td>Master Thesis Defense</td>
</tr>
<tr>
<td>Public Policy Analysis and Evaluation</td>
<td>Research Design and Methods in Practice</td>
</tr>
<tr>
<td>Research Design and Methods in Practice</td>
<td>Enrichment Courses or Internship</td>
</tr>
</tbody>
</table>

Customize Your Studies

Do an Internship
MU provides support in linking our students with an extensive network of industry contacts. The optional internship is designed to help you benefit from real-world, practical experience in a managerial area of your choice. A graduate-level internship may last between three and six months, and you can earn ECTS points for it.

Excellence Program
The Industry Excellence Program is an enrichment course offered to outstanding MSc students. Within the program, senior representatives of Austrian and international companies take over patronage of selected students and offer them a “taste of the real life” as professionals.

The program allows students to get to know the management of a business, to explore genuine challenges and discuss possible solutions, thereby applying and enhancing their knowledge and skills and contributing with inspiring ideas and thoughts to the company.

Exchange
You can spend a semester abroad with the advantage of only paying the MODUL University tuition fees. Once you decide to study abroad, an experienced member of the MU faculty will advise you on which courses should be taken during the exchange semester that would be accredited by MODUL University. This helps ensure that you can go abroad and still be able to finish your studies in the suggested time frame.

Language Courses
You may enroll in up to one language course per semester, included in the tuition fee. There are currently over 30 languages to choose from, offered by our partner institutions.
The flexible nature of five unique MSc specialization tracks gives students the chance to acquire deeper insight into future-oriented areas that draw upon MU faculty research strengths. In order to earn a specialization, students must complete a combination of Enrichment Courses (totaling 15 ECTS) from one of the below tracks, and an additional 3 ECTS can be chosen from any area of specialization. Students who do not want to pursue a specialization have the option to choose Enrichment Courses from all five specialization fields. Earning a specialization gives you a competitive edge in global business and helps develop sought-after management and leadership skills to shape your future career.

Which specialization can I take with my chosen Master of Science program?

<table>
<thead>
<tr>
<th>Specialization</th>
<th>MSc in</th>
<th>Management</th>
<th>Sustainable Development</th>
<th>International Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing and Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship, Innovation and Leadership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Innovation and Experience Design for Tourism</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sustainable Management and Governance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Tourism and Services Management</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add a specialization to your MSc Degree

Specialization in Digital Marketing and Social Media

With the rise of smartphones, video games, tablets, social networks, and other forms of devices and new media, organizations are changing the way they communicate with customers and market their products and services. This specialization is designed to give you the knowledge and skills to successfully navigate in this ever-changing world. You will gain in-depth subject knowledge of the information and communication technology sectors, the cutting-edge research environment, and up-to-date professional applications. You will learn about topics such as social media marketing, mobile strategies, consumer behavior, business intelligence, SEO/SEM, web analytics, branding, intellectual property rights, and big data, opening doors for you to become a digital marketing manager in a variety of industries.

Digital Marketing and Social Media Courses
- Big Data and Decision Support
- Digital Consumer Behavior
- Interactive Marketing
- Search Engine Optimisation and Marketing
- Social Media Marketing
Specialization in Innovation and Experience Design for Tourism

The rapid development of information and communications technology in tourism has had a huge impact on tourist experiences. Online booking, social media usage during the trip, and the abundance of travel apps have changed the way people travel. Graduates with an understanding of communication technologies in tourism as well as consumer usage and adoption are highly sought after in the tourism sector.

Experience engineering and design are at the core of successful management at tourist destinations. This specialization will provide you with the tools and know-how to create exceptional tourist experiences and build a solid understanding of experience design and information and communication technology in tourism.

Courses:
- Big Data and Decision Support
- Designing Tourism Experience
- Smart Destinations
- Storytelling and Branding
- The Sharing Economy

Specialization in Entrepreneurship, Innovation and Leadership

Growing businesses need to adapt to environmental and technological changes. This specialization will prepare students for the challenges of establishing and growing a business in today’s dynamic climate. This major communicates the skills and techniques behind entrepreneurial thought and action, imparting expertise which enables managers and entrepreneurs to make crucial decisions and compete successfully.

The entrepreneurial know-how offers students numerous career and employment opportunities including positions in: family-owned businesses, entrepreneurship development firms, appraisal and consulting firms, banks and financial institutions, accounting firms, insurance companies, regulatory agencies, government supported technology firms and large corporations with innovation functions, and product development roles.

Courses:
- Entrepreneurship Capstone (6 ECTS)
- Financing New Ventures
- Social Entrepreneurship I: Fundamentals
- Social Entrepreneurship II: Bootcamp
- Strategic Management

Innovation and Experience Design for Tourism Courses

- Big Data and Decision Support
- Designing Tourism Experience
- Smart Destinations
- Storytelling and Branding
- The Sharing Economy
Specialization in Sustainable Management and Governance

This specialization equips you with the knowledge and skills to succeed as responsible business leaders in all sectors. Forward-looking firms, public authorities, civil, society, and international institutions need to develop creative, market-based solutions to address environmental challenges, social injustice, and poverty, in an ecosystemic approach.

The aim of the specialization is to contribute to training a new generation of managers, aware of societal challenges and aspiring to be part of the solution, regardless of their professional activity. You will gain an in-depth appreciation of human-environmental systems and environmental ethics, understand how different dimensions of sustainability are interlinked with business development, and be able to assess the significance for companies’ management systems.

Sustainable Management and Governance Courses
- Different Dimensions of Sustainable Development
- European Union Policies
- Green Business Strategies
- Social Entrepreneurship I: Fundamentals
- Social Entrepreneurship II: Boot Camp

Specialization in Tourism and Services Management

This specialization will provide you with in-depth subject knowledge of the services sectors, a cutting-edge research environment, and up-to-date professional applications. You will gain insight into quality management, destination management, and be involved in hands-on business projects.

The tourism industry is one of the fastest growing industries where committed individuals who can develop and lead service operations are in high demand. This specialization opens doors for you if you want to work as a manager, analyst, consultant or researcher in the event, tourism, travel, transport and hotel industries.

Tourism and Services Management Courses
- International Destination Management
- Service Quality Management
- Tourism Business Project
Selected International Faculty

MODUL University Faculty

Dr. İrem Önder, Turkey, Associate Professor, Department of Tourism and Service Management

Dr. Lyndon Nixon, UK, Assistant Professor, Department of New Media Technology

Dr. Bozana Zekan, Croatia, Assistant Professor / Senior Lecturer, Department of Tourism and Service Management

Prof. Arno Scharl, Austria, Head of the Department of New Media Technology

Dr. Dimitris Christopoulos, Greece, Associate Professor, Department of Public Governance and Sustainable Development

Dr. Ulrich Gunter, Germany, Assistant Professor, Department of Tourism and Service Management

External Lecturers

Dr. Daniel Fesenmaier, United States, Director of the Department of Tourism, University of Florida

Prof. Dr. Laura Galloway, UK, Edinburgh Business School, Heriot-Watt University

Prof. Nicola Merc, France, IAE Toulouse School of Management, Université Toulouse Capitole

Prof. Jacek Mironski, Poland, Marketing Institute at the SGH Warsaw School of Economics

Prof. Dr. Robert Morgan, UK, Cardiff Business School, Cardiff University

Prof. Dr. Juergen Pfeffer, Germany, TUM - Technical University of Munich, Germany

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MSc at a Glance

6000
MODUL University and College graduates

650
students enrolled in all degree programs

1:11
faculty-to-student ratio in the MSc programs

30
full-time faculty members teach and research on campus

50
currently enrolled MSc students

81%
international MSc student body

25
average age of MSc students

MSc Students and Alumni by Origin

11%
Central Eastern Europe

6%
Austria

16%
Southeastern Europe

16%
Western Europe

19%
Asia

21%
Americas

11%
Middle East and Africa

Figures based on a June 2017 analysis of MODUL University MBA students and graduates

Prof. Astrid Dickinger, Austria, Dean of the Graduate School, Department of Tourism and Service Management

- Prof. Dickinger holds a master degree (2002), doctorate (2006) and Habilitation (2010) from WU. She was a visiting scholar at the University of Western Australia, Perth and Temple University, Philadelphia.
- Results of her research have been published in journals and conference proceedings
- Main research interests: electronic channels, electronic and mobile service usage, Interactive Marketing, IT and Tourism, and Web 2.0
At Home in Student Housing

MU students live in both private and university-arranged accommodation. Like most other Austrian universities, MU does not have its own student residence. Instead, it has a contract with two local private student accommodation providers - **WIHAST** and **Base 19**. This allows for room booking directly through the university, and as long as deadlines are followed, students can be guaranteed a single room.

**WIHAST**
This student complex is located in Vienna’s 20th district, about a 35 minute commute to campus and 15 minutes to the city center via public transportation. 
- The private dorm rooms are approximately 12m² and are furnished with a bed, desk, chair, and closet.
- Each student shares an entry area, bathroom, and small ‘cold kitchen’ (sink and refrigerator, but no stove/oven) with one other student.
- Every floor has a large, communal, fully-equipped kitchen.
- The complex also contains laundry facilities and other communal areas including a fitness room and social room.

**Price:** Approx. €300/month, including all utilities, cable TV, and Internet.

**Availability:** Availability is guaranteed as long as reservation requests are sent at least two months before the start of the semester.

**Base 19**
This 7-building complex is located in Vienna’s 19th district about a 30 minute commute to campus and 15 minutes to the city center via public transportation. 
- 10m² newly renovated single dorm rooms are equipped with a private bathroom including shower.
- Some rooms are on floors with communal kitchens, while others have fully-functional kitchenettes within them.
- Base 19 is located in a mixed residential and commercial neighborhood with grocery shops and restaurants, and a large park is also nearby.
- The complex also contains laundry facilities, a fitness room, table tennis, and a beach volleyball court.

**Price:** Approx. €315/month, including all utilities and Internet, but excluding cable TV.

**Availability:** Availability is limited.
Tuition and Cost of Living

Estimated MSc Student Expenses

<table>
<thead>
<tr>
<th>Cost (€)</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition fee</td>
<td>€12,000</td>
<td>€12,000</td>
</tr>
<tr>
<td>Accommodation</td>
<td>€3,600</td>
<td>€3,600</td>
</tr>
<tr>
<td>Living expenses</td>
<td>€3,600</td>
<td>€3,600</td>
</tr>
<tr>
<td>Health insurance</td>
<td>€650</td>
<td>€650</td>
</tr>
<tr>
<td>Residence permit</td>
<td>€120</td>
<td>€120</td>
</tr>
<tr>
<td>Student transport pass</td>
<td>€150</td>
<td>€150</td>
</tr>
<tr>
<td>Books and study material</td>
<td>€75</td>
<td>€75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>€20,195</strong></td>
<td><strong>€20,195</strong></td>
</tr>
</tbody>
</table>

The tuition fee for all three programs is paid in equal installments per semester.

How to Apply

Master applicants require a minimum of a three year university degree or equivalent including transcripts in a field preferably related to the desired Master studies.

**Step 1: Online Application**

Apply using MU’s online application tool at: applynow.modul.ac.at

Fill in all required fields and be prepared to upload the following documents:

- Curriculum Vitae (personal data sheet)
- Letter of motivation (description of reasons for applying to MODUL University Vienna)
- Academic qualification to enter the study program (university degree including transcripts)
- Copy of official test results of English proficiency test on a C1 level (e.g. TOEFL Internet-Based Test 88, IELTS band score 6.5 (no sub-score under 6.0) or Cambridge Certificate (Certificate of Advanced English) or other proof (e.g. Bachelor in English)
- Copy of passport
- Passport-sized photo
- Two letters of recommendation (from academic sources)

Please make sure that your application is complete! Incomplete applications won’t be considered!

**Exceptions:** If not available yet, university degree and/or English test result may also be submitted later on. In such cases, the most up-to-date transcripts must be submitted and provisional admission may be granted until the pending document is submitted.

Application Information

**Step 2: Application Review and Interview**

The admission process includes the reviewing and evaluating of each application on an individual basis for an applicant’s abilities as a student. If approved, you will be contacted by an admissions team member soon thereafter in order to schedule a personal interview at the campus or a video Skype interview.

The interview will give the university the opportunity to clarify issues arising from the application as well as permitting an assessment of the personality profile of the applicants. It will also ensure that applicants understand the expectations with regard to their chosen program. It is also the chance for applicants to ask any further questions.

**Step 3: Admission Decision**

The admissions committee meets weekly to decide on admission based on previous education performance, motivation and general impression, extracurricular activities, interview performance and academic aptitude of the applicant. If approved, admissions documents will be sent to the future student.

**Application Deadlines**

**Study start: end of February**

- Deadline for EU citizens: January 31st
- Deadline for Non-EU citizens*: October 31st (recommended)

**Study start: end of September**

- Deadline for EU citizens: August 31st
- Deadline for Non-EU citizens*: May 31st (recommended)

* Non-EU citizens require a visa
An international university made possible by

Admissions Services
MODUL University Vienna
Am Kahlenberg 1, 1190 Vienna - Austria
Tel: +43 1 320 3555-202
admissions@modul.ac.at
www.modul.ac.at

Checklist
Before submitting your application, please use this checklist to ensure that your application is complete. We only accept documents in English (and university degrees, transcripts, and letters of recommendation in German), so if documents are in other languages, please provide an official translation. The following documents must be uploaded during the online application procedure.

☐ Curriculum Vitae (personal data sheet)
☐ Letter of motivation (description of reasons why you are applying for your chosen study program)
☐ Copies of certificates and degrees (incl. transcripts)
☐ Copy of official test results of English proficiency test or other proof
☐ Two letters of recommendation (from academic sources)
☐ Copy of passport
☐ Passport-sized photo

Contact
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