



PRIVATE UNIVERSITY VIENNA

Undergraduates

Foundation and Bachelor Programs



YOUR FUTURE TODAY

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WHY STUDY AT MU?



1:20

faculty : student ratio



700

partner companies worldwide



55+

outstanding lecturers



800+

students from 89 countries on one campus



75%

international student body

STUDY AT AUSTRIA'S LEADING INTERNATIONAL PRIVATE UNIVERSITY

The Modul brand stands for more than 100 years of excellence in education. Founded in 1908, 'Modul College' is the tourism school with the longest tradition in tourism and hospitality education worldwide. Today, as a research-intensive institution, Modul University Vienna believes knowledge is not static and therefore strives for our students to remain dynamic, building and developing upon the research-based knowledge covered by our undergraduate study programs.

Modul University Vienna is widely considered as Austria's leading international private university and offers cutting-edge education in the areas of business management, data science, tourism & hospitality, and sustainable development.

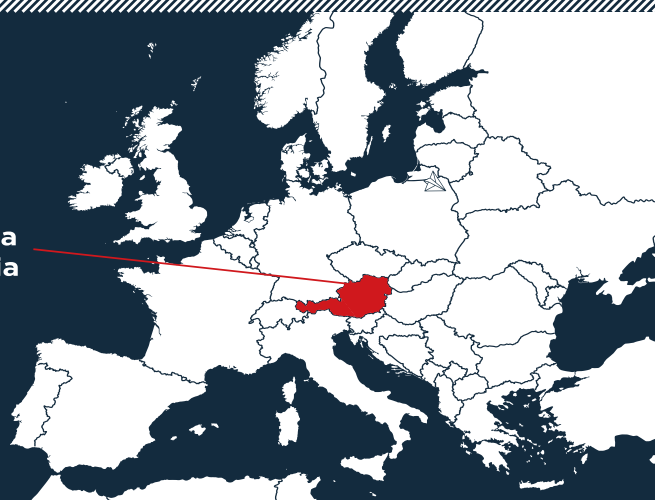
All programs are officially accredited by the Agency for Quality Assurance and Accreditation Austria.

CLASSES AND ADMINISTRATION IN ENGLISH

What makes us stand out

- **English-speaking** campus from services to socialising
- **Business-oriented** education with professional experience
- Semesters start in **spring and fall**
- Foreign **language classes included** in the tuition
- Small class sizes and a **personalized** teaching approach
- Personalized **student service** and life-long community spirit
- **Diverse & international** student population
- Network of **international career** partner companies
- **High employability** after graduation

Vienna
Austria





THE BEAUTIFUL CITY OF VIENNA IN THE HEART OF EUROPE

STUDY IN THE WORLD'S BEST CITY

VIENNA WAS SELECTED AS THE TOP CITY FOR
"QUALITY OF LIFE" BY MERCER CONSULTING, 2009 - 2019



Modern student city
Population of more than 1.7
million people



Global business hub
Home to a UN headquarters
and international companies



Cultural & historical highlights
Thousands of attractions, festivals,
performances, and events



Nature on your doorstep
More than 50% of the city is
covered in green space



Excellent public transport
Affordable €150 per year
for students under 26



1,300 km of bike lanes
Ride your way through
bicycle-friendly Vienna



Fantastic sport opportunities
Skiing, swimming, sailing, hiking,
climbing, team sports...



Wine capital of the world
Only capital city producing
significant amounts of wine
within the city limits



Extensive sharing economy
Rent a car, bike or scooter
with your smartphone



YOUR LIFE IN VIENNA



GETTING SETTLED IN AUSTRIA

Depending on your nationality, a visa may be required to travel to or study in Austria. If you require a visa, make sure to apply for it in your home country at least six months in advance of your planned arrival in Vienna. Please check with your local Austrian embassy for all required documents and formalities before you travel to Austria. If you need additional assistance, Modul University's Student Services and Admissions Center can offer support in preparing visa documents as well as dealing with municipal offices, residence permit applications, and health insurance.

WELCOME TO VIENNA! YOUR MU BUDDY IS HERE TO HELP

It can be a big challenge moving to a new country - that's why MU has created the Buddy Program. It matches current students to new international students to establish an important connection for the beginning of a new student's time in Vienna. Your MU Buddy can answer your questions about getting settled, and they can often accompany you to various offices around the city. They'll support you with the day-to-day practicalities of living in a new city — show you to your nearest supermarket, help you open a bank account, and how to get around. The Buddy Program not only offers practical help for new students, it also opens doors to unique experiences and new friendships.

AVERAGE LIVING COSTS AND COMMITMENTS PER SEMESTER



housing
& utilities
€1,750



living
expenses
€2,500



study
materials
€300



student
transport pass
€75



insurance,
visa & ÖH
€330

1 semester = 5 months

YOUR HOME AWAY FROM HOME

To live the full MU experience, many students live in dorm residences with private bedrooms and bathrooms, and shared living space. There is no student residence on campus, instead, we cooperate with two local private student accommodation providers. To make your transition into university life as smooth as possible, MU's Student Services and Admissions Center will help to ensure you have a reserved room before arriving in Vienna. If you prefer to find your own accommodation, there is a variety of other student residences throughout the city to choose from.



Please visit

www.modul.ac.at

and go to "Financial Information"
for detailed information on current
tuition fees and scholarships

or contact us:

ssac@modul.ac.at

PROFESSIONAL EXPERIENCE

Immerse yourself in a hands-on working environment and master your internship



Luxury Hotel Operations



Business Consulting

GAINING PROFESSIONAL WORK EXPERIENCE

Completing an internship is an excellent way to apply what you have learned in class in a real-life situation, gaining valuable work experience and giving you a competitive advantage once you graduate. During your on-the-job experience, you will improve your communication, interpersonal, presentation and organizational skills. Your personal development will help you deal with pressure, problem solving and work relations — and potentially land your dream job! MU students can choose an internship in an industry related to their study program. MU is well connected with international organizations, industry partners and employers that highly appreciate the fact that our study programs include guided internships, and that MU encourages students to gather professional experience.



HENRY HUNG

INTERNSHIP AT
THE STUDENT HOTEL VIENNA

"The most valuable experience during my internship was boosting my confidence and build networks. Taking on an internship helped me learn about work environments, and helped me learn about myself."



SAMUEL DAVIS

INTERNSHIP AT
OMV - AUSTRIA

"My invaluable experience at OMV allowed me to gain fundamental insights into the corporate world and gave me the confidence to explore new professional passions."



MELANIA HUDAKOVA

INTERNSHIP AT
EMIRATES

"For my mandatory internship, I am very grateful for the opportunity to become a sales & marketing trainee at one of the largest airlines of the world and in this way, for obtaining an insight into the aviation industry."

EXCHANGE SEMESTER

See the world on a semester abroad at one of our 20 partner universities



Hong Kong, China

EXPAND YOUR HORIZONS

North America, South America, Europe, or Asia? MU students have the opportunity to study abroad at one of our partner universities on four continents - and have amazing experiences!

All members of our Global Partner University Network collaborate on an exchange program that enables Modul University students to spend a semester abroad with the advantage of only paying the Modul University tuition fees. A semester abroad gives you the chance to develop personally by immersing yourself in another country and culture. You can make new friends, find new interests, learn a new language, improve your intercultural skills, and broaden your career opportunities. Tell us where you would like to go and we will make it happen.



Barcelona, Spain



San Francisco, USA



London, England

Foundation Program Business

During this program, the aim is for you to achieve a level of proficiency in English and mathematics that will meet our bachelor admission requirements. Simultaneously, the course will also boost your confidence through gentle introduction to key topics which develop much further in the bachelor program such as business administration, geography and economics.



1 semester
start spring or fall



Equivalent to
30 ECTS



Prepares you to start a
bachelor program at MU

PROGRAM FACTS

Program Organisation

On-campus and online, Monday - Friday

Application Requirements

Successfully completed A-levels,
English proficiency

Required English Skills

Intermediate (IELTS 5.5; TOEFL IBT 65). Other
equivalent English proficiency tests will be
assessed on an individual basis

Program Costs

€6,400

Educational Methods

Seminars, lectures, small group work,
presentations and exams for grading

After Foundation

Start a Bachelor program at MU or apply
at any other business university

COURSES

Business Communication

Mathematics

Fundamentals of Business Administration

Geography & Economics

DID YOU KNOW?

Many international firms have English as
their corporate language and are looking
for educated talents.

Foundation Program Tech

This specifically designed foundation program can be a pre-requisite for the BSc in Applied Data Science at MU or other data science study programs across Europe. This program can of course also be used by students who may also not have experienced an introduction into data science, despite feeling a connection to the subject. Topics covered in the mandatory first semester include Business Communication, Mathematics, Calculus and Basics in Computer Programming.



1 semester
start spring or fall



Equivalent to
30 ECTS



Prepares you for BSc in
Applied Data Science at
MU

PROGRAM FACTS

Program Organisation

On-campus and online, Monday - Friday

Application Requirements

Successfully completed A-levels,
English proficiency

Required English Skills

Intermediate (IELTS 5.5; TOEFL IBT 65). Other
equivalent English proficiency tests will be
assessed on an individual basis

Program Costs

€6,400

Educational Methods

Seminars, lectures, small group work,
presentations and exams for grading

After Foundation

Start the Applied Data Science program
at MU or apply somewhere else

COURSES

Business Communication

Mathematics

Calculus

Basics in Computer Programming

DID YOU KNOW?

Data Scientists and Engineers are the most
wanted recruits in international firms
according to NY Financial Times.





Agency for
Quality Assurance
and Accreditation
Austria

At Modul University, we expose all our bachelor students to both classic and current management theories and tools, as well as ethical issues in business administration, information management, fundamentals of financial management and business law.

It is important that you feel comfortable in quantitative methods and statistical analysis, allowing to perform forecasting and benchmarking activities, not to mention confident in communication, whether this be academic writing or presenting your ideas.

Bachelor Programs

Applied Data Science

International Management

Tourism & Hospitality Management

**Tourism, Hotel Management &
Operations**

APPLIED DATA SCIENCE (BSc)

Gain
professional
experience with
MU's capstone
project



Bachelor of Science
in Applied Data Science



6 semesters
(3 years)



180 ECTS

LEARN HOW TO MANAGE BIG DATA

This 3-year bachelor program takes you through a series of modules designed to lay a foundation and build upon your skills as a modern data scientist, giving you exposure to real-world work experience during a mandatory capstone project in semester 6. Our experienced and passionate lecturers will guide you through a mix of classical and modern big data processing techniques, analysis, hypothesizing and visualization skills as well as looking at cutting-edge applications of artificial intelligence, machine learning and blockchain.

You will benefit from having curiosity in numbers, data analysis and forecasting. Each semester is carefully designed to support you through the fundamentals in statistics, calculus, computer science, societal, ethical, and legal considerations within data science and business management, including administration, project management and critical thinking.

To complete your BSc in Applied Data Science, you will be required to write a bachelor thesis which looks to test your comprehensive knowledge gained throughout the program and allows you to develop and explore a research topic of your choice.

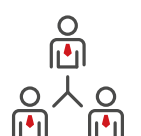
YOUR FUTURE TODAY - BE WORK-READY

As you work through these topics and work towards your final year, you will have begun to establish an idea on where you see your future career path developing and how you may wish to apply your skills in the real-world. Here at MU, we are keen for students to be industry-ready. Our vocational approach to education allows students the opportunity to not only shape your own program through choosing your own enrichment courses to complete in semester 5, but by also completing a practical, tutor-guided "internship" capstone project.

CAREER OPPORTUNITIES



Data
Scientist



Business
Intelligence
Analyst



Machine
Learning
Engineer

DID YOU KNOW?

For students who may not feel comfortable going straight into this BSc program, we offer the foundation program for technical studies. Read more on page 11.

YEAR 1

SEMESTER 1

Math and Statistics I

Foundation of Artificial Intelligence

Fundamentals of Computer Science and Programming

Business Administration

Legal Aspects of Data Science

YEAR 2

SEMESTER 3

Text Mining and Media Analytics

Fundamentals of Web Programming and Application Development

Time Series Analysis and Forecasting

Blockchain Applications

Research Design and Writing Skills

YEAR 3

SEMESTER 5

Latest Trends in Data Science

Internship Preparatory Course

Enrichment course*

Enrichment course*

Bachelor Thesis

SEMESTER 2

Applied Linear Algebra

Database Management and Design

Algorithms and Data Structures

Math and Statistics II

Societal and Ethical Aspects of Data Science

SEMESTER 4

Knowledge Extraction, Modeling & Visualization

Project Management and Change Management

Entrepreneurship, Innovation and Business Planning

Critical Thinking and Problem Solving

Smart Information Systems Engineering

Bachelor Thesis Tutorial

SEMESTER 6

Professional Capstone Project Seminar

Professional Capstone Project (Internship)

*choose from:

Data Science for Services

Data Science for Businesses

Data Science for Sustainability

Data Science for Geographic Information Systems

"Data science is about computer programming, Artificial Intelligence and machine learning but our studies in Applied Data Science are much more than that. Both the application to real world problems and inclusion of business management skills ensure that this study program is both practical and immediately applicable in the workplace."

Prof. Daniel Dan, Italy

Assistant Professor at the School of Data Science

INTERNATIONAL MANAGEMENT (BSc)

Gain
Professional
Experience
in the
industry



Bachelor of Science
in International Management
or
Bachelor of Science
in International Management
with Professional Experience



6 semesters (3 years)
or
7 semesters (3.5 years)



180 ECTS
or
210 ECTS

PREPARING YOU FOR GREAT MANAGEMENT

If you have career aspirations in marketing, sales and public relations, finance, HR management or want to start your own business, choosing to study International Management with Modul University would be the ideal choice.

Here at MU, we offer 2 programs in International Management. Both programs follow the same carefully considered schedule of modules and courses, however if choosing our 3.5-year program, you will also undertake a mandatory and guided study-related internship with one of MU's industry partners in Austria or any other country of your choice.

UPGRADE YOUR PROFESSIONAL SKILLS

Both programs approach international management from various angles including business theory, professional relationships, managing people, projects, problems, and strategies to prepare you for a strong career in day-to-day management, and successful businesses require great management. As with all undergraduate programs, throughout your time at MU, you will be expected to boost your communication and presentation skills, improve your problem solving, critical thinking, decision making, creativity and teamwork and further your personal development and networking aptitude.

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory topics in business management, economics, financial management, business law and communication allow you to lay a foundation of knowledge which your experienced and research-driven professors will intensely develop throughout semesters 3 and 4.

OVERCOMING MANAGERIAL CHALLENGES FOR SUCCESS

During your second year, we deal with organizational challenges such as managing projects and teams in a global environment, understanding the delicacies of ethics in an inter-cultural business context, risk and crisis management, international economics and the role of geography for economic activity, stimulating a deep appreciation of what drives globalization and how it plays a role in the current political climate. Further courses towards the end of your second year concentrate on philosophy and the application of mathematical modeling problems that arise in the management and operations of humans, machines, materials, and businesses; the aim being to arm students with skills to react thoughtfully to new challenges in the developing field of management but also determine policy, action and efficiency to offer both high quality across goods and services and lower costs. You will enjoy a series of seminars by industry speakers covering the latest trends in International Management, such as Financing, the Blockchain Revolution and Digital Healthcare.

SIMULATED REAL-WORLD EXPERIENCE AND SPECIALIZATIONS

As we reach your final semesters, you will begin to increase the practical application of knowledge through business planning projects. Working to set up and run a startup through simulation seminars, in which every aspect is real. Actions will have direct consequences, proving that the simulation is not just about tactics but long-term strategy. You will also start to shape your program by beginning your specialization courses.

Specialization courses will enhance your ability to convey your business ideas and shape your future professional career. For this study program, there are 4 specializations to choose from:

- Advanced International Management
- International Marketing
- Business Psychology
- Entrepreneurship and Leadership

All students studying International Management, will complete a bachelor thesis required to graduate. You are required to utilize all knowledge gained from the previous 3 years to pose, and answer a research question of your choosing.

CHOOSING PROFESSIONAL EXPERIENCE

For those opting for our 3.5-year program, the final semester gives you the opportunity to develop vocational skills and link theoretical knowledge with a real-life experience. You will be expected to go through an application and interview process, then conduct 5 to 6 months of guided internship to test your abilities, gain experience in critical thinking and problem solving and enhance future employment and career opportunities.

CAREER OPPORTUNITIES



Business
Consulting &
Development



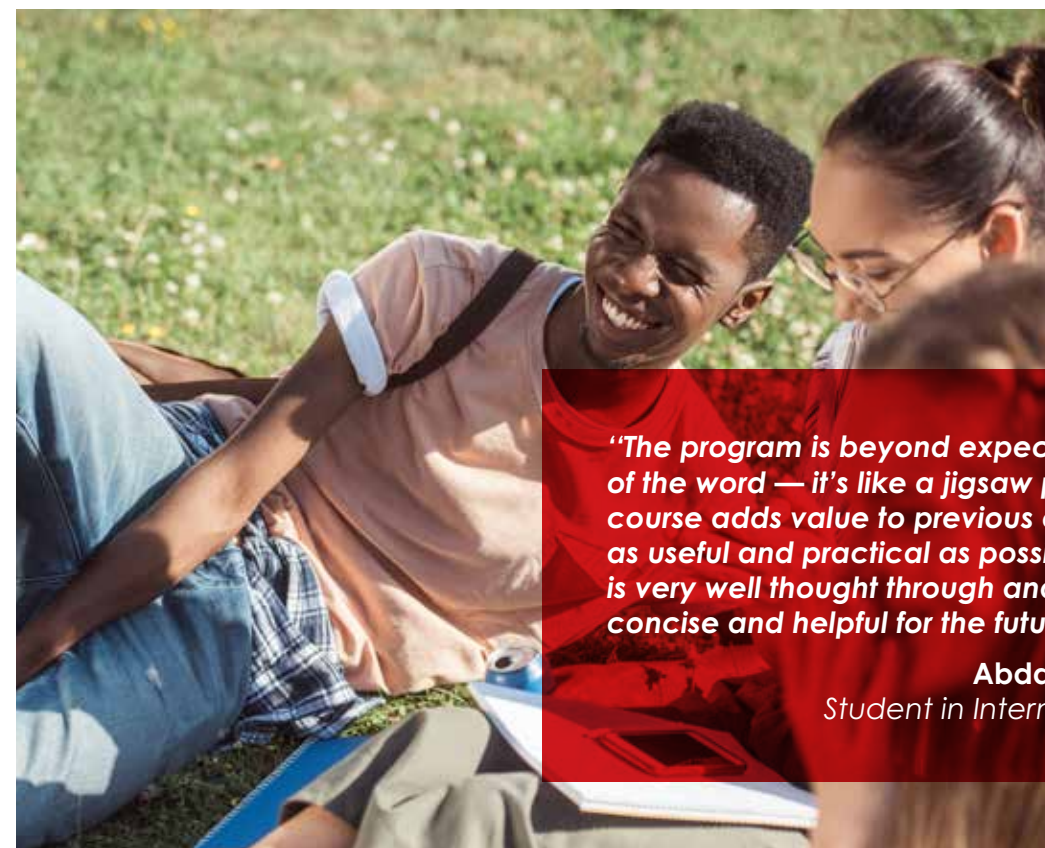
Finance &
Banking



Marketing &
Communications

DID YOU KNOW?

For students who may not feel comfortable going straight into this BSc program, we offer the foundation program for business studies. Read more on page 10.



"The program is beyond expectations in every sense of the word — it's like a jigsaw puzzle where every course adds value to previous courses, making it as useful and practical as possible. The curriculum is very well thought through and designed to be concise and helpful for the future leader."

Abdallah Hammad, Jordan
Student in International Management

YEAR 1

SEMESTER 1

Marketing & Consumer Behavior
Accounting & Management Control I
Math & Statistics I
Critical Thinking & Problem Solving
Advanced Business Communication
Sustainability Literacy for Business

SEMESTER 2

Organizational Behavior & Corporate Social Responsibility
Accounting & Management Control II
Math & Statistics II
Microeconomics
Academic Writing
Principles of Business Law

YEAR 2

SEMESTER 3

HR Management & Management Development
Financial Management & Investment Planning
Macroeconomics
New Media & e-Business Applications
Project Management
Research Design

SEMESTER 4

Ethics in International Management
Economic Geography
Operations Research
International Economics
Latest Trends in International Management
Philosophy of Science
Bachelor Thesis Tutorial

YEAR 3

SEMESTER 5

Marketing Research & Empirical Project
Supply Chain Management
Specialization course*
Specialization course*
Bachelor Thesis

SEMESTER 6

Entrepreneurship, Innovation & Business Planning
Strategic Management
Specialization course*
Specialization course*
Bachelor Thesis
Internship Preparatory Course

YEAR 4

SEMESTER 7

Internship 5-6 months (900h)

When choosing the 3.5 year BSc program "International Management with Professional Experience" you will master your internship in the 7th semester.

*Specialization courses are subject to change and depend on your chosen specialization

POSSIBLE SPECIALIZATIONS

- Advanced International Management, page 26
- Business Psychology, page 27
- Entrepreneurship and Leadership, page 28
- International Marketing, page 29

COME SEE THE WORLD

DID YOU KNOW?

There are more than 500 enrolled bachelor students from all over the world at MU.

TOURISM & HOSPITALITY MANAGEMENT (BBA)

Master
an
internship
with MU



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



**6 semesters
(3 years)**



180 ECTS

STEP INTO AN EVOLVING INDUSTRY

The perfect undergraduate program for those looking to gain an insight into the complex and ever-evolving industry of tourism and hospitality. A long-standing industry with traditional values, which has seen a profound impact on business operations following the rapid advancement in technologies and the emergence of new business models - this makes for one exciting bachelor's degree preparing you, as a future manager to continually question current practices and to innovatively react to changes in the business environment.

360° EDUCATION AND EXPERIENCE

This 3-year Tourism and Hospitality program focuses on first preparing you with principal concepts in managing any business; from business administration, accounting, communication and understanding the external and internal economy in which the business operates. In your second year, expert lecturers and professors will take you deeper into understanding the industry through several modules focusing on

analyzing the tourism and hospitality industry, from discussing the outlook for the industry, calculating performance ratios for hospitality, and identifying ways for improvements, before then embarking on a 900-hour internship, weighted with 30 ECTS points. The internship semester is a supervised practical training period where you will earn academic credit for approved work experience. Through a 900-hour internship, you will gain first-hand knowledge of the hospitality industry

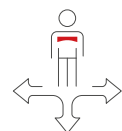
PREPARING YOU PROFESSIONALLY

To conclude your bachelor program, your final year comprises of your bachelor thesis, a staple in all MU undergraduate studies. Additionally, you have the chance to specialize in either Tourism & Event Management or Hotel Management. Your knowledge for the industry will also be stretched further with a series of seminars hosted by industry experts designed to expose you to the latest trends, examples include sustainable travel habits, employability in challenging environments, Instagram influencer travel and user experience design.

CAREER OPPORTUNITIES



**Hotel &
Real Estate
Development**



**Travel and Tour
Management**



**Event
Planning**

POSSIBLE SPECIALIZATIONS

- Tourism & Event Management, page 32
- Hotel Management, page 31

YEAR 1

SEMESTER 1

Marketing & Consumer Behavior
Accounting & Management Control I
Math & Statistics I
Critical Thinking & Problem Solving
Advanced Business Communication
Sustainability Literacy for Business

SEMESTER 2

Organizational Behavior & Corporate Social Responsibilities
Accounting & Management Control II
Math & Statistics II
Microeconomics
Academic Writing
Principles of Business Law

YEAR 2

SEMESTER 3

HR Management & Management Development
Financial Management & Investment Planning
Macroeconomics
New Media & e-Business Applications
Tourism & Hospitality Business Analysis
Internship Preparatory Course

SEMESTER 4

Internship 5-6 months (900h)

YEAR 3

SEMESTER 5

Bachelor Thesis Tutorial
Service Operations Management
Latest trends in Tourism, Hospitality & Events
Marketing Research and Empirical Project
Specialization Course*
Specialization Course*
Specialization Course*

SEMESTER 6

Entrepreneurship, Innovation & Business Planning
Specialization Course*
Specialization Course*
Specialization Course*
Bachelor Thesis

*Specialization courses are subject to change and depend on your chosen specialization

"It is very important and special to me to be surrounded by international people, as I enjoy learning about other countries, cultures and traditions, which MU embraces. I adore the sense of community, which makes it comfortable and a great environment to study in."

Ekatarina Borosniew, Poland
Student in Tourism & Hospitality Management



TOURISM, HOTEL MANAGEMENT AND OPERATIONS (BBA)

Master
an
internship
with MU



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



**8 semesters
(4 years)**



240 ECTS

DIVE INTO HOSPITALITY

Right from your first semester, you will be straight into the mix with courses in Restaurant and Service Management, Culinary Theory & Practice and Food & Beverage Management and Controlling; these courses introduce students to the practical aspect of classical restaurant service, culinary arts and key concepts necessary to manage a foodservice operation; including hygiene, health & safety, service styles, developing an operation concept and design, understanding food & beverage production, preparation, purchasing, storage, and marketing.

LEARNING BY DOING: UPGRADE YOUR PROFESSIONAL SKILLS

Practical experience and simulation exercises are a unique way MU educate and help support learning for future professionals. One such way is to encourage the participation in a social project such as one of MU's established community subgroups such as the Sustainability Committee, MU Care Program or

Charity Club. Our course in Hotel Business Simulation offers experiential learning in a risk-free environment, providing the chance to tie together knowledge gained in the first two semesters, developing your analytical skills by identifying managerial challenges, weighing the options, and reflecting on decisions made in a simulated environment. In the second half of your program, further practical skills and real-world application is gained through a 900-hour Internship, supported by a self-evaluation assessed report, subjectively appraising your activities during your time with one of our industry partners.

This plethora of professional experiences places students in the perfect position for then embarking on your bachelor thesis and completing the final module of the program, Advanced Tourism and Hospitality Management, covering topics such as hotel asset management, hotel property development and exploring business expansion strategies, decisions and rationales of hotel companies.

CAREER OPPORTUNITIES



**Hotel &
Real Estate
Development**



**Food & Beverage
Management**



**Spa & Wellness
Management**

DID YOU KNOW?

For students who may not feel comfortable going straight into this BBA program, we offer a foundation program for business studies.
Read more on page 11.

YEAR 1

SEMESTER 1

The Hospitality Industry
Food & Beverage Management & Controlling
Culinary Theory & Practice I
Restaurant & Service Management I
Human Relations & Personal Development

SEMESTER 2

Hotel Management & Operations
Rooms Division Management
Culinary Theory & Practice II
Restaurant & Service Management II
Hotel Business Simulation
Facility Management

YEAR 2

SEMESTER 3

Marketing & Consumer Behavior
Accounting & Management Control I
Math & Statistics I
Critical Thinking & Problem Solving
Advanced Business Communication
Sustainability Literacy for Business

SEMESTER 4

Organizational Behavior & Corporate Social Responsibility
Accounting & Management Control II
Math & Statistics II
Microeconomics
Academic Writing
Principles of Business Law

YEAR 3

SEMESTER 5

HR Management & Management Development
Financial Management & Investment Planning
Macroeconomics
New Media & e-Business Applications
Tourism & Hospitality Business Analysis
Internship Preparatory Course

SEMESTER 6

Internship 5-6 months (900h)

YEAR 4

SEMESTER 7

Marketing Research & Empirical Project
Service Operations Management
Latest Trends in Tourism, Hospitality & Events
Revenue Management & Distribution
Hotel Asset Management
Managing Talent
Bachelor Thesis Tutorial

SEMESTER 8

Entrepreneurship, Innovation & Business Planning
Hotel Business Development Strategies
Hotel Property Development
Strategic Hotel Management
Bachelor Thesis



"In the hotel operation courses we learned cooking skills and restaurant management, how to set a table properly, tableside cooking, cheese and wine pairing and making cocktails. We also had the chance to explore vineyards, a coffee roastery and a brewery!"

Adriana Peskovska, Russia
Student in Tourism, Hotel Management & Operations



Bachelor Specializations

Advanced International Management

Business Psychology

Entrepreneurship & Leadership

International Marketing

Hotel Management

Tourism & Event Management

Change the shape of your program and focus in on what you are interested in! While studying at MU you can choose from various specializations and gain deeper knowledge in a certain area.

This makes you a valuable member in every working environment and shapes your academic portfolio for further studies. The specialization courses are scheduled in your final semesters of your bachelor program.

SPECIALIZATION

Advanced International Management



A 4-part specialization aiming to provide students with a broad exposure to a range of progressive subjects that complement and extend beyond the fundamentals of international management covered in mainstream study program. Students will study an eclectic mix of topics relevant for the management of contemporary businesses in an international context.

YOUR COURSES

International Corporate Finance

Key concepts and principles of corporate finance, from understanding company valuation methods and comparable company analysis to debt financing instruments and determining the cost of capital of a firm.

The Principles of the Crypto Economy

The fundamentals and functions of Blockchain (Distributed Ledger Technology or Token Economy) are explored with focus on implications for businesses, including macroeconomic and legal implications of blockchain.

Leadership & Power

Power inequality can affect collective action, therefore understanding the relationship between power and leadership is instrumental in understanding business and social outcomes. - how teams cohere or disperse, corporations are profitable or fail, how nations grow or decline

Integrated Marketing Communications

Move progressively from strategy and overall brand management to advertising tools and campaign management, traditional, digital, and alternative marketing as well as promotional tools. A particular focus will be on how future companies can handle the challenge of marketing themselves to digital and international consumers in an ever-evolving climate.

SPECIFIC CAREER PARTNERS

- Emirates
- Coca-Cola Beverages
- Nestle

YOUR STUDY PROGRAM

- BSc in International Management
- BSc in International Management with Professional Experience

SPECIALIZATION

Business Psychology



Our approach to Business Psychology is a holistic one that covers areas often overlooked in such specializations, preparing you to become someone that not only understands psychological theories, but also someone who can apply these theories for practical purposes in personal and professional facets of life. This serves to facilitate real-world applications of psychological concepts in professional work environments, providing a foundation for a well-reflected view of human thought, and behavior.

YOUR COURSES

Occupational & Organizational Psychology

Explore a wide range of in-depth concepts that enlighten you on the principles of feeling and behavior. Evaluate group dynamics through personality assessments.

Introduction to Social Psychology

Identify psychological concepts and apply them to everyday and work-life situations. From decision making, social ties to motivation and commitment. Develop self-reflection skills in addition to social science research data collection and measurement.

SPECIFIC CAREER PARTNERS

- Unicredit Bank
- Raiffeisen Bank
- PwC

Assessment Methods in Psychology

Acquire deep insights into the characteristics, objectives, and challenges of psychological testing. Discuss traditional and new assessment methods in the field of neuropsychology and application of testing in geriatric, learning disability and special settings. Explore the early uses, the abuse of psychological testing, the subtleties of the testing process, and scandals of national group achievement tests.

Consumer Psychology

Harness the knowledge on how psychology is used in many different consumer behavior contexts and motivational theories, from behavioral learning to effect on consumer decisions. Investigate perception and attitudes, perceived or real, and the impact for businesses. Not to mention communication, cultural influence and considering marketing ethics and social responsibility,

YOUR STUDY PROGRAM

- BSc in International Management
- BSc in International Management with Professional Experience

SPECIALIZATION

Entrepreneurship and Leadership



Entrepreneurship and Leadership will introduce you to various governance factors, their power constellations, interactions, and social ties, and how they impact entrepreneurial activities. Key questions will focus on institutional frameworks for the different stages of business development, from early-stage start-up activities to more established businesses.

You will cover topics including collaboration, new types of incubators, infrastructure (R&D) and innovation, gaining skills to start your own business or prepare for leadership in large companies.

YOUR COURSES

The Start-Up Eco-system

Focusing in on the ecosystem of a start-up, this series of seminars covering topics such as policy and regulatory frameworks, business models, finance and funding opportunities and entrepreneurship culture.

Financing New Ventures

This course well prepares you with the range of financing options for-profit ventures have at the

startup phase of its lifecycle. Students play investor and entrepreneur roles in a venture funding game, pitching ventures to investors, and attracting funding in a competitive environment.

Leadership & Power

Power inequality can affect collective action, therefore understanding the relationship between power and leadership is crucial in understanding business and social outcomes. Also how teams cohere or disperse, corporations are profitable or fail, how nations grow or decline.

Entrepreneurial Innovation

Since the economy and society are progressively shaped by different types of public, private, and societal institutions, innovation starts with identifying those institutional environments that help managers and entrepreneurs of tomorrow to apply a systemic view to become more competitive and ahead of the curve in general.

SPECIFIC CAREER PARTNERS

- Next Floor
- Impact Hub
- Metro

YOUR STUDY PROGRAM

- BSc in International Management
- BSc in International Management with Professional Experience

SPECIALIZATION

International Marketing



This curated specialization is designed to prepare students for the future world of online marketing and advertising by introducing the varied means available to today's online businesses to: promote their brands, goods and services, assess and manage their identity and reputation, acquire and retain customers through active marketing efforts, coordinate marketing activities across channels, create a community and involve users in feedback and co-creation, as well as measure their interactive marketing strategy success.

YOUR COURSES

Marketing Intelligence

Identify and leverage market opportunities through confident and accurate decision making all thanks to harnessing the power of marketing intelligence through data collection and analysis.

Social Media Marketing Planning

Modern businesses cannot ignore the importance of online social networks, both for the size of the audience and the amount of time many people spend on Facebook, Twitter, Instagram and others. In this

course, students will practically learn how to plan the publication and distribution of social media and thus market a product or service on social networks.

Cases and Technology in Interactive Marketing

Work with state-of-the-art tools and learn practically about how marketing activities can be established, executed, monitored, optimized, and evaluated. In a world where businesses still struggle to find graduates skilled in the latest online technologies and channels for their marketing and communication departments, this course provides the necessary skillset to develop and lead successful online marketing and communication efforts.

Integrated Marketing Communications

Discover the integrated marketing communication strategies used by enterprises to plan, execute and achieve their marketing communications goals across an increasing number of channels.

SPECIFIC CAREER PARTNERS

- Marriott Hotels
- Austrian Tourism
- PwC

YOUR STUDY PROGRAM

- BSc in International Management
- BSc in International Management with Professional Experience

SPECIALIZATION

Hotel Management



This specialization is the perfect choice for outgoing high school graduates who have perhaps gained practical education in the tourism and hospitality sectors prior to entering the program via apprenticeship, vocational school, associate degrees or equivalent and your primary focus is to pursue a career in the hotel industry.

YOUR COURSES

Revenue Management & Distribution

Understand how it is possible to achieve maximum profit from certain invested capital and assess the potential and risks involved in revenue management implementation. An emphasis is on the current world tourism crisis and how revenue management relates to pricing and distribution.

Managing Hospitality Talent

An opportunity for personal evaluation to aid learning, you will be asked to create a personal career plan and explore it from an organizational perspective of talent identification, professional development, motivation, and retention.

Hotel Asset Management

Asset management requires a cross-functional approach to achieve continued value - from selection, design, acquisition, operation, maintenance, and renewal of infrastructure.

Hotel Business Development Strategies

Explore the strategic expansion decision making process and economic rational many hotel companies face. Underpinned by a fundamental understanding of hotel business structure and becoming familiar with theories and modes of expansion strategies of hotel chains.

Hotel Property Development

Development is a key performance indicator of any hotel business, so here in this course lies the underlying principles of hotel planning, assessing the commercial viability of hotel real estate projects alongside the roles of essential stakeholders have in the project development process.

Strategic Hotel Management

Functioning as a capstone subject, this course draws on many topics covered in the first two years of your program but aims to deepen that knowledge and put it to practice in a simulated experience, testing financial decision making and key performance indicators.

SPECIFIC CAREER PARTNERS

- Park Hyatt
- Marriott Hotels
- Hilton Hotels

YOUR STUDY PROGRAM

- BBA in Tourism and Hospitality Management

SPECIALIZATION

Tourism and Event Management



By choosing this specialization you will be equipped with the skills and knowledge needed for the successful project management in tourism and event planning. You will learn how to manage conventions, sports, and cultural events and how to forecast and analyze impacts specific to the tourism and events sector.

YOUR COURSES

Conventions, Sports & Culture Events Management

Learn the fundamental infrastructures of events, focusing on the specific characteristics of international association business, culture, and sport events.

Project Management for Tourism and Event Planning

Discover key project management methods and all the considerations needed by a successful manager to see projects through to fruition, from potential risks, calculating resources and crisis management.

SPECIFIC CAREER PARTNERS

- Austrian Hotel Association
- Austrian Airlines
- Do & Co

Digital Technology for the Experience Economy

Distinguish how tourists engage and use digital technology - what has been the impact of it in tourism and hospitality? You will look at this topic from both the consumer and business point of view from customer experience to sustainability and industry governance.

Designing Experiences for Tourism and Events

Leading on from the previous two courses, here you will explore theoretical and practical tools and strategic considerations when designing customer experiences.

Impact Analysis & Forecasting for Tourism & Events

This project-based course supports developing key methodological skills to conduct self-driven event impact analysis. You will learn appreciate and understand historic impact evaluation as well as more modern holistic approaches.

YOUR STUDY PROGRAM

- BBA in Tourism and Hospitality Management

YOUR CAREER STARTS HERE

MU's career office supports you in finding internships at well respected companies

LIFELONG CAREER SUPPORT

The Modul Career Center offers career advice and coaching to help you land your dream job. As part of the MU family, you can attend a variety of workshops, expert talks, mentoring programs with top-level management, events, and local and international excursions and competitions to enhance your MU experience. You can gain access to industry professionals through on-campus recruiting, career fairs, and Modul Career's job platform, which offers you global career and networking opportunities exclusively for MU students and alumni. Our career center will help you kick-start your career!

ONCE A MODULIAN...

...always a Modulian! As an MU graduate, you are part of a global network of over 7000 graduates from both Modul University and Modul Tourism College. We encourage ongoing education by offering scholarships for MU's Master and PhD programs, exclusively for our alumni. Our career center organizes an annual alumni reunion, exclusive networking events, and supports international alumni chapters. Alumni are always welcomed to give guest lectures and share their professional experiences with current students, or to visit our career center for guidance. Our career services are for a lifetime.

REACH OUT FOR PERSONAL SUPPORT.
THE MU CAREER OFFICE IS OPEN MONDAY TO FRIDAY AND PROVIDES HELPFUL INFORMATION AND TRAININGS.

career@modul.ac.at



MU ALUMNI WORLDWIDE

MU Graduates spread all over the world and start inspiring career paths right away

OUR SERVICES ARE FOR A LIFETIME.
STAY IN TOUCH WITH YOUR CLASS MATES AND JOIN THE MU ALUMNI NETWORK.

Modul University Vienna supports Modulians also after their graduation ceremony. You are always welcome to expert talks and MU events in Vienna. Stay in touch with your professors and consult the team with your business idea. Once a Modulian, always a Modulian. MU is so proud of many graduates who finished their bachelor studies and started amazing careers at respected companies or even manage their own business now.



SOPHIA LI

Sajado Red
Restaurant Manager

"I graduated from the BBA program in 2018 and did an internship at a hotel. The professors I met at Modul University provided me with the knowledge to develop and operate a restaurant."



LUKAS STANGL

Google Dublin
Associate Account Strategist

"I work as a strategy consultant serving our clients in Austria advising them with their online marketing objectives. On a daily basis I collaborate with clients by defining their target audience, analyzing their campaign performance and helping them to expand into new markets."



LISA UNTERGANSCHNIGG

Value One
Project Management

"I started to work during my third semester of the MSc program at Value One, specifically at the subsidiary company named Value One Development International, which focuses on developing residential properties such as PBSA, hotels and senior living across Europe."

BENEFIT FROM THE MU STARTUP HUB

The MU Startup Hub promotes the vast synergies between academic research and real-life business applications. The aim is to foster relationships of all relevant stakeholders in the respective industries and act as an unbiased facilitator of an innovative ecosystem.

Our Startup Hub acts as a home to selected startups in the food and beverage, hospitality and service industry. By working in close collaboration with expert industry partners, MU is able to boost ideas and products to a proof-of-concept stage.

**TALENT
SQUARED**
MU STARTUP HUB VIENNA

BACHELOR PROGRAMS

The Startup Hub's concepts are integrated in bachelor program courses, giving students the opportunity to test ideas in a safe environment and participate in workshops on how to successfully set up their own startups. You will also learn how to understand the dynamics of the global startup ecosystem and gain soft skills like mastering your company pitch.

INCUBATOR

The MU incubator provides the infrastructure for MU students to hatch their innovative ideas. Workshops, key-notes, panel discussions and a

supportive community help transform ideas into a real business. The high performer program allows small teams to partner up with a venture capital firm and work together on feasibility studies of the most pressing pains and needs in the industry. If all goes well, students kick-off their startup and get pre-seed money to turn research into reality.

ACCELERATOR

An accelerator boosts early stage startups to new highs and helps them to scale up their business. MU's in-house accelerator prepares startup teams to scale their businesses and work closely with industry partners to onboard their first customers.

STUDENT LIFE ON CAMPUS

BEING A MODULIAN

GET INVOLVED - JOIN A CLUB!

Interested in sports? Join the football club! Budding sommelier? Join the Wine Society! Movies are more your thing? We have a club for that too! MU's variety of student clubs help you to connect with like-minded students you might not meet in the classroom. Joining a club is an excellent way to get to know your fellow Modulians - and have fun doing it! And in case you don't find your passion among our existing clubs, the Student Services and Admissions Center will support you in setting up your own club.

BECOME A STUDENT AMBASSADOR

MU offers students the opportunity to become ambassadors for the university and gain valuable work experience and an add-on to your CV in the process. Ambassadors present MU to high school students in their home countries, attend student

fairs and on campus information evenings to share their experiences with potential students and answer all the questions they might have. If you're currently considering MU, you can get in touch with an ambassador online.

MEET THE WORLD ON CAMPUS

One of the best things about studying at MU is making friends from all around the world. At any given time, students from over 50 different countries are studying at MU, and this diversity is showcased at the annual International Day. Students have the chance to show off their traditional dress, decoration, and culinary traditions of their home countries. Food is the main theme, and there is plenty of it! This is a great experience to discover hidden gems of your peers' homelands and celebrate the internationality of the MU family.



FELIX FUHRKEN

Student Ambassador
BSc Student

"Being part of a diverse team, who taught me the skills to take on my own development project was a truly valuable experience that grew my skills and taught me the importance of team work and communication."





JOIN THE MODUL FAMILY

Start your application online



APPLICATION PROCESS

1

APPLY ONLINE ANYTIME

Apply using MU's online application tool (use the QR code). Use the checklist below to ensure you have all the required documents ready to upload.

2

PERSONAL INTERVIEW

If your application documents are approved, you will be contacted for an interview at the MU campus or over Skype.

3

ADMISSION COMMITTEE DECISION

If you are accepted, you will receive acceptance documents and information about your next steps.

CHECKLIST

Before submitting your application, please use this checklist to ensure that your application is complete. We only accept documents in English (and high school leaving certificates and transcripts 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.

- ☐ CV (resume)
- ☐ Motivation Letter (outlining reasons for applying to Modul University Vienna)
- ☐ High school leaving certificate (incl. transcripts)
- ☐ English proficiency test (IELTS, TOEFL, Cambridge Certificate, MU English Test) or other proof of B2 level proficiency
- ☐ Letter of recommendation (from an academic source)
- ☐ Copy of passport
- ☐ Passport-sized photo

Application Fee

Please note, all application submissions are subject to €50 application fee. The application fee will be deducted from the first tuition payment for all accepted candidates. For those who choose to decline a study offer or rescind their application the fee is non-refundable.

Information and contact

Student Services and Admissions Center

Modul University Vienna
Am Kahlenberg 1, 1190 Vienna - Austria
Tel: +43 1 320 3555 - 120
ssac@modul.ac.at

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