

# MASTER PROGRAMS







**MODUL** VIENNA  
UNIVERSITY  
WKO PRIVATE UNIVERSITY

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 longest 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



## Your Home Away From Home in the Heart of Europe

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 night life, 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  
Enrichment Courses  
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  
Corporate Financial Management  
International Destination Management  
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

### Year Two

Environmental Management and Sustainability  
Applied Innovation Management  
Tourism Business Project  
Master Thesis Seminar  
Master Thesis  
Master Thesis Defense  
Enrichment Courses

Accredited by  UNWTO.THEMIS





# 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)

### Year One

Advanced Economics  
Advanced Data Analysis and Decision Making  
Applied Environmental Economics  
Environmental Management and Sustainability  
Organizational Psychology and Leadership  
Principles of Environmental Sciences and Systems  
Principles of Sustainability and Economic Development  
Public Policy Analysis and Evaluation  
Research Design and Methods in Practice  
Enrichment Courses or Internship

### Year Two

Ecological Economics  
Sustainability Metrics Seminar  
Measuring and Assessing Sustainability  
Enrichment Courses  
Master Thesis Seminar  
Master Thesis  
Master Thesis Defense



# 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.



# Add a specialization to your MSc Degree

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?

Specialization	MSc in	Management	Sustainable Development	International Tourism
Digital Marketing and Social Media		✓		✓
Entrepreneurship, Innovation and Leadership		✓	✓	✓
Innovation and Experience Design for Tourism		✓	✓	✓
Sustainable Management and Governance		✓	✓	✓
Tourism and Services Management		✓	✓	



# 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 Entrepreneurship, Innovation and Leadership

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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.

### Entrepreneurship, Innovation and Leadership Courses

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

## Specialization in Innovation and Experience Design for Tourism

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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.

### 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. Irem 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 Mirc, 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

**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
- MSc courses: Global Marketing: Theory and Practice, Service Quality Management, Business Strategy and Market Simulation, Digital Consumer Behavior



# 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

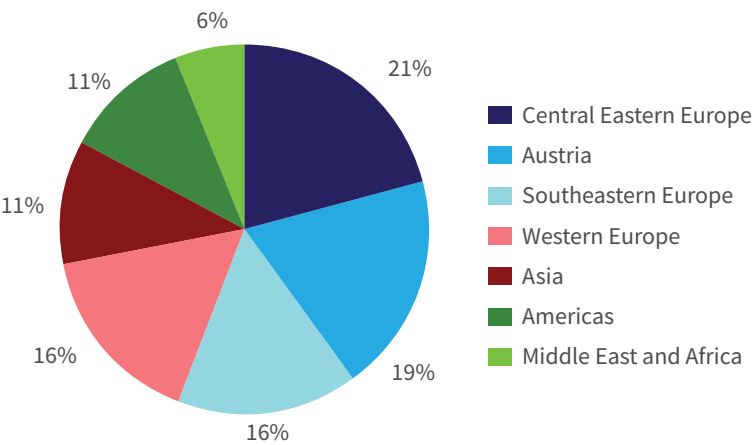
81%

international MSc student body

25

average age of MSc students

## MSc Students and Alumni by Origin



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



“Studying at MODUL was a fantastic experience. The diversity of students added immensely to the overall learning environment, both in and outside the classroom. Especially when studying something as globally relevant and complex as sustainability, being able to have discussions about governance structures, economics, or environmental management in a small group setting where 6 continents are represented is invaluable. Living and studying in Vienna also allowed me to participate in conferences and lectures all over Europe, deepening my knowledge and understanding of sustainable development in both academic and professional spheres.”

**Alison Koczanski**, Graduate in Sustainable Development, Management and Policy

## 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 12m<sup>2</sup> 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.

- 10m<sup>2</sup> 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.





PARTIAL  
SCHOLARSHIPS  
AVAILABLE

## Tuition and Cost of Living

Tuition fees for the **entire** two year program\*

Master Program	Tuition Fee
MSc in Management	€24,000
MSc in International Tourism Management	€24,000
MSc in Sustainable Development, Management and Policy	€24,000

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

*\*Depending on their academic background, some students may need to complete prerequisites at the undergraduate level. Additional costs may apply.*

### Estimated MSc Student Expenses

Cost (€)	Year 1	Year 2
Tuition fee	€12,000	€12,000
Accommodation	€3,600	€3,600
Living expenses	€3,600	€3,600
Health insurance	€650	€650
Residence permit	€120	€120
Student transport pass	€150	€150
Books and study material	€75	€75
Total:	€20,195	€20,195

*These costs are based on the assumption that students stay in Vienna for the entire four semesters. The reduced rate student transport card for Vienna is only valid for students up to the age of 26.*

*Please visit our website [www.modul.ac.at](http://www.modul.ac.at) in the section “Financial Information” for detailed information on available scholarships, grants, and other funding opportunities.*

## Application Information

### 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](https://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 (i.e. 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.

Please note that **all documents must be submitted in English. Only university degrees, transcripts, and letters of recommendation are also accepted in German.**

### 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 31<sup>st</sup>

Deadline for Non-EU citizens\*: October 31<sup>st</sup> (recommended)

Study start: end of September

Deadline for EU citizens: August 31<sup>st</sup>

Deadline for Non-EU citizens\*: May 31<sup>st</sup> (recommended)

\* Non-EU citizens require a visa



# Contact

## 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



# MU

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