

# PROFESSIONAL MBA





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?

- All courses are **taught in English** by an internationally experienced faculty
- All programs are accredited by the **Agency for Quality Assurance and Accreditation Austria**, a member of the European Association for Quality Assurance in Higher Education (ENQA)
- **Business-oriented education** promotes the spirit of enterprise and effective service delivery
- A **78% international MBA student body** provides a multicultural learning environment
- Students may enroll in **four language courses** included in the tuition fee (out of 31 available languages)
- All classes are conducted as seminars in a stimulating learning environment by **expert faculty** both from MU and abroad
- **Small class sizes** allow for personalized attention and a high degree of interaction
- **Flexible rolling intake** allows MBA students to begin their studies at any time throughout the year

Accredited by



# MBA at a Glance

6000

MODUL University and College graduates

650

students are enrolled in all study programs

24-52

age range of MBA students in 2017

34

average age of MBA students

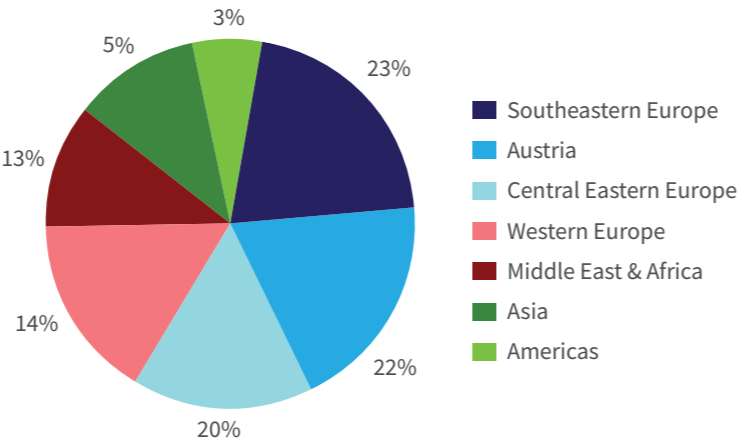
78%

international MBA student body

44%/56%

male / female ratio

MBA students and graduates by origin



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

“The international environment and English as the course language had a positive training effect, not only for my current job but also for further international roles. I had a great teamwork experience with other students; we immediately built up learning groups and supported each other. My studies provided me with a better understanding of the various dependencies between technology and business, impacts and influences, and how to use them for better economic results”

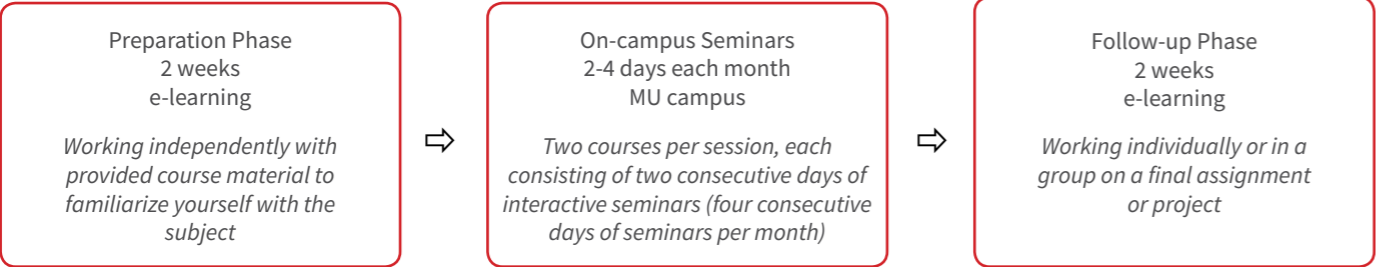
Thomas Lutz, MBA, Head of Corporate Communications at Microsoft Austria



# Program Structure

The Master of Business Administration program offers courses on a monthly basis throughout the year starting from October through September. The schedule is convenient for working professionals, with blocked courses taking place **once a month on 2-4 consecutive weekdays and weekends**. MBA students who finish all required courses in the first 12 months of the program can complete their degree in 18 months, with six months focused on writing the Master Thesis. An extended format also gives participants the option to increase their study time to 24 months, allowing even more scheduling flexibility. There are no exams in the MBA program at MODUL University. ECTS points are granted after successful completion of all three phases (see graphic below).

All MBA students attend the **mandatory core courses** to learn the general concepts of business administration and management and must complete a Master Thesis. In addition you must complete **six enrichment courses**, which can be chosen according to your interests and career ambitions. This selection will lead to either a general Master of Business Administration or a Master of Business Administration with a major specialization.



# Program Overview

## Core Courses

### Managing People and Organizations

Financial Management and Reporting  
Information Systems Management  
Leadership  
Managing People, Teams and Organizations  
Negotiation and Dispute Resolution  
Project Management

### Master Thesis

Academic Writing  
Master Thesis Tutorial  
Master Thesis & Master Thesis Defense

### Marketing and Innovation

Competitive Analysis and Strategy  
Entrepreneurship  
Innovation  
Marketing Management in the Digital Age  
Social Media Intelligence

### Quantitative and Economic Analysis

Business Analytics  
Data Collection & Analysis  
Managerial Economics

## Enrichment Options

### General MBA

Select a total of **six enrichment courses** of your choice.

+

OR

### MBA with a major specialization

Select a minimum of **five enrichment courses** from one area of specialization, plus **one additional enrichment course** of your choice.



## 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

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

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

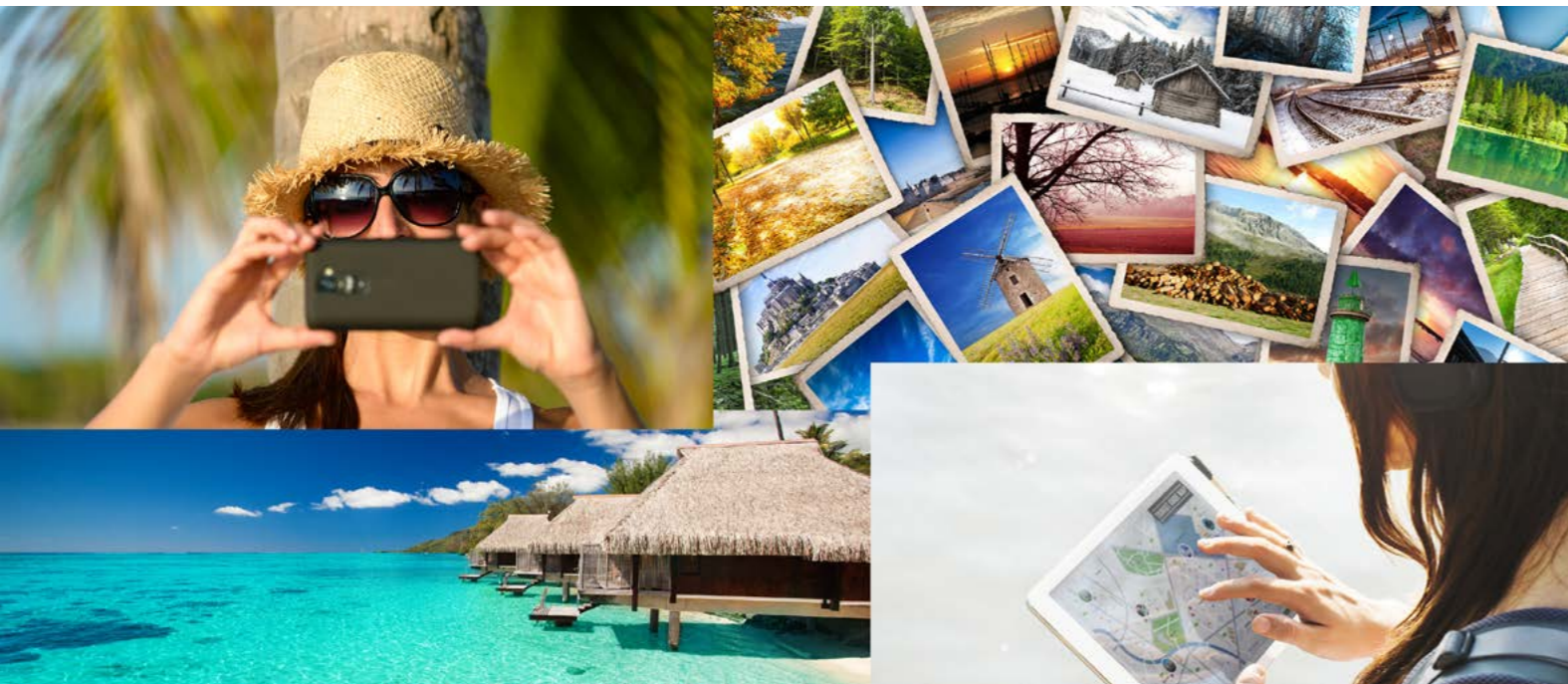
## Specialization in Sustainable Management and Governance

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



*"The MBA considerably changed my life and helped to deepen my knowledge in sustainable development, social responsibility, program management, and evaluation, as well as intercultural communication."*

**Svetlana Grokhotova, MBA**, CEO and Managing Director of Telestar.net



## Selected International Faculty

### MODUL University Faculty

**Dr. Florian Aubke, Germany**, Dean of the Undergraduate School, Department of Tourism and Service Management

**Prof. Dr. Astrid Dickinger, Austria**, Department of Tourism and Service Management

**Dr. Lidija Lalicic, Netherlands**, Assistant Professor, Department of Tourism and Service Management

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

**Prof. Dr. Irem Önder, Turkey**, Associate Professor, Department of Tourism and Service Management

**Prof. Dr. Sabine Sedlacek, Austria**, Associate Professor, Head, Department of Public Governance and Sustainable Development

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

### 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

**Brian Hutchinson BCL LLM DAL Barrister at Law, Ireland**, School of Law, University College Dublin

**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. Dimitris Christopolous, Greece**, Dean of the MBA Program, Department of Public Governance and Sustainable Development

- Professor Christopoulos is an expert on policy, governance, networks and entrepreneurs.
- Beyond his responsibilities at MU he is also an Associate Research Professor at the Edinburgh Business School and a Research Fellow at LISER in Luxembourg.
- His current projects focus on political and business networks, governance for sustainability, social entrepreneur motivation, the syndication of venture capital and start-up finance.
- In the MBA, he contributes to the courses on Business Analytics, Data Collection and Analysis, and Social Networks for Business.



# Industry Partners

A selection of our over 700 global industry partners



Prof. Arno Scharl leads the procession at the annual MBA Graduation Ceremony



## On Campus in Vienna

Located on **Kahlenberg**, a scenic hill overlooking Vienna, MODUL University Vienna’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**.

To enhance the MU experience and embrace what Vienna has to offer, a **variety of cultural, culinary, and career networking activities** are available for MBA students.



# World Class Education in the Heart of Europe

Vienna is an **international city** with a population of more than 1.7 million people

It hosts an official **United Nations headquarters** (UNIDO, IAEA, UNODC)

Vienna was selected as the **Top City for Quality of Life** by Mercer Consulting, 2009 - 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

## Application Information

### How to Apply

MBA applicants require a minimum of a Bachelor/Diploma degree or equivalent including transcripts and a minimum of three years work experience.

### 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 photograph
- Two letters of recommendation (from academic or professional sources)
- Proof of relevant work experience, minimum of 3 years

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 is granted until the pending document is submitted.

Please note that **all documents must be submitted in English or 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'll 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 allow an understanding of the expectations of the applicants with regard to the course. It also is the chance for applicants to ask all open questions.

### Step 3: Admission Decision

The admissions committee decides on admission based on previous educational performance, motivation and general impression, work experience, interview performance, and academic aptitude. If approved, admissions documents will be sent to the future student.

### Application Time Frame

In order to enhance the flexibility of our MBA programs, we accept applications throughout the year, allowing interested professionals to align their MBA studies as comfortably as possible with their professional and private lives.

### Financial Information

Current tuition fees are available on our website at **[modul.ac.at/admissions/financial-information/tuition-fees-and-scholarships](https://modul.ac.at/admissions/financial-information/tuition-fees-and-scholarships)**

# 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 or German, so if documents are in other languages, please provide a certified translation. The following documents must be uploaded during the online application procedure.

- Curriculum Vitae (personal data sheet)
- Letter of motivation (description of reasons for applying to MODUL University Vienna)
- Copies of certificates and degrees (incl. transcripts)
- Copy of official test results of English proficiency test or other proof
- Copy of passport
- Passport-sized photograph
- Two letters of recommendation (from academic or professional sources)
- Proof of relevant work experience, minimum of 3 years



# MU

*An international university made possible by*



[www.modul.ac.at](http://www.modul.ac.at)