

**PROFESSIONAL
CERTIFICATES**



SET YOUR SELF APART

Modul University Vienna's Certificate programs allow you to develop MBA level skills without committing to an entire MBA study program. Certificates are especially beneficial for professionals who want to acquire specialized innovative skills in a short time period and upskill their current professional profile in a specific area.

Earning a Certificate gives you a competitive edge in global business and compliments general management and leadership skills to shape your career in future-orientated areas.

Obtain a Certificate from one of the areas that draw upon MU faculty research strengths:

DIGITAL MARKETING AND SOCIAL MEDIA

ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP

INNOVATION AND EXPERIENCE DESIGN FOR TOURISM

SUSTAINABLE MANAGEMENT AND GOVERNANCE

All courses are taught in English. Students can transfer the earned seminar credits to the MBA program at Modul University Vienna.

Complete **six two-day courses** from one of the fields of specialization to earn a certificate!

Entrepreneurship, Innovation and Leadership

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

Courses

Entrepreneurship Capstone
Financing New Ventures
Social Entrepreneurship I: Fundamentals
Social Entrepreneurship II: Bootcamp
Strategic Management

Digital Marketing and Social Media

With this certificate 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.

Courses

Big Data and Decision Support
Digital Consumer Behavior
Interactive Marketing
Search Engine Optimisation and Marketing
Social Media Marketing



Sustainable Management and Governance

The aim of this certificate 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.

Courses

Different Dimensions of Sustainable Development
European Union Policies
Green Business Strategies
Social Entrepreneurship I: Fundamentals
Social Entrepreneurship II: Boot Camp

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

Courses

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



Course Structure

Preparation Phase
2 weeks
e-learning

Working independently with provided course material to familiarize yourself with the subject



On-campus Seminar
2 days
MU campus

Two consecutive days of interactive seminars held at the MU campus



Follow-up Phase
2 weeks
e-learning

Working individually or in a group on a final assignment or project

Registration and Costs

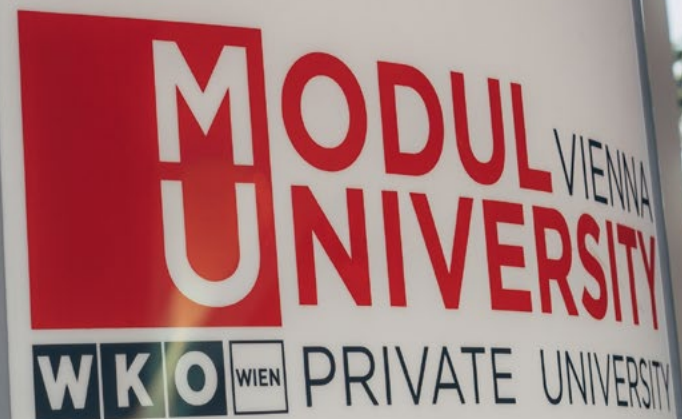
Check that you meet the criteria:

- A minimum of a BA/Diploma degree or equivalent. An exception can be made for applicants with exceptional work experience.
- Minimum of three years relevant work experience
- Fluent English

Register for a "Professional Seminar" using the online application tool at www.modul.ac.at.

Costs: €5000 for six courses. Please get in touch for group pricing or other possible reductions.

Note: Modul University Vienna offers Certificate courses every month of the year including summer, however not all courses may be offered every year.





Contact

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www.modul.ac.at