

A portrait of a middle-aged man with light brown hair and a goatee, smiling broadly with his arms crossed. He is wearing a grey V-neck sweater over a white collared shirt. The background is a blurred indoor setting with large windows.

MBA



CONTENTS

- Why Choose MU2
- MU at a Glance3
- Study in Vienna4
- Master of Business Administration6
- Program Overview.....8
- Specializations Overview10
- Digital Marketing12
- Entrepreneurship, Innovation & Leadership13
- Innovation & Experience Design for Tourism14
- Real Estate Management15
- Sustainable Management & Policy16
- Join the MU Network18
- MBA Student Spotlight20
- Career Services22
- MU Startup Hub23
- Alumni Success Stories24
- Alumni Around the World26
- Internationally Acclaimed Faculty28
- Research at MU30
- How to Apply31

Why choose MU?

All courses taught in **English**

Multicultural learning environment

Start your studies in **spring or fall**

Small class sizes and a **personalized teaching approach**

Additional foreign language classes included in the tuition

Access to the **Modul Career Center** and alumni network provides career and networking opportunities

Ranked in the **world's 25 top performing universities** in top-cited publications (multitrack.eu 2018)

MU at a glance



71%

international student body



1:20

faculty : student
ratio



700

partner
companies
worldwide



1

Vienna's rank in
quality of living
2009-2019



84

nationalities
represented
on campus

ALL COURSES TAUGHT IN ENGLISH

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 was **ranked in the world's 25 top performing universities in top-cited publications** in 2018.

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, entrepreneurship, digital marketing, tourism, event and hotel management, and sustainable development**.



STUDY AT AUSTRIA'S LEADING INTERNATIONAL UNIVERSITY



VIENNA: COSMOPOLITAN CHARM 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 world 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 €365 annual
transit pass



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





MBA Program

Master of Business Administration

MASTER OF BUSINESS ADMINISTRATION



Average
completion time
18-24 months



90 ECTS



Master of Business
Administration

ACCELERATE YOUR CAREER

The Master of Business Administration (MBA) is a blocked seminar program tailor-made for working professionals wanting to advance their careers. It concentrates on strategic analysis and planning, interdisciplinary skills, value-based management, and critical thinking. You will advance your knowledge in core business disciplines including human resource management, organizational behavior, accounting and finance, marketing, operations, innovation and entrepreneurship.

LEARN FROM EXPERT FACULTY AND INTERNATIONAL INDUSTRY LEADERS

MBA classes are conducted as seminars in a stimulating interactive environment by industry experts and internationally recognized scholars both from MU and abroad. This balanced mix of lecturers from academia as well as senior management and industry leaders ensures you a well-rounded, practical business education. The combination of expert guidance and co-learning with people from diverse age groups and professional backgrounds

enriches your MBA experience. Learn the skills and techniques behind managerial and entrepreneurial thought and action to make crucial decisions and successfully compete.

SPECIALIZE IN A CUTTING-EDGE FIELD

You can further tailor your degree with a specialization in one of five future-oriented fields: Digital Marketing; Entrepreneurship, Innovation & Leadership; Innovation & Experience Design for Tourism; Real Estate Management or Sustainable Management & Policy. You also have to option to take a mixture of enrichment courses from any specialization to earn a general MBA.

APPLY YOUR NEW SKILLS IMMEDIATELY

Monthly blocked courses are designed for you to work alongside your studies and immediately put your newly-gained knowledge into practice in your professional life. Full day courses are held over four consecutive days once a month, allowing you to either live in Vienna or travel for the extended weekend.

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

QUANTITATIVE AND ECONOMIC ANALYSIS

Managerial Economics

Business Analytics

Data Collection and Analysis

MARKETING AND INNOVATION

Entrepreneurship

Innovation

Competitive Analysis and Strategy

Marketing Management in the Digital Age

Social Media Intelligence

MASTER THESIS

Master Thesis Tutorial I

Master Thesis Tutorial II

Master Thesis & Master Thesis Defense

SPECIALIZATIONS

Digital Marketing

Entrepreneurship, Innovation & Leadership

Innovation & Experience Design for Tourism

Real Estate Management

Sustainable Management & Policy

*Enrichment Courses can be a selection of your choice, or you may pursue an optional specialization listed to the left. Enrichment courses are subject to change and may vary year to year.

YOUR MBA AT MODUL UNIVERSITY

73%

international
MBA students

11:9

male-to-female
ratio in the MBA

35

average
age of MBA
students

57

nationalities
represented
in the MBA

"My MBA studies at Modul helped me to take a step forward in my career. The highlights for me were meeting interesting students and professors from various countries and walks of life, refining my teamwork and presentation skills, and gaining exposure to topics I may not have discovered on my own".

Jennifer Dosza-Day, USA
Alumna, Master of Business Administration 2018



YOUR MBA YOUR WAY

Gain a competitive edge with a specialization

As part of your Master of Business Administration degree, you can pursue a 15 ECTS specialization. These groups of 4 to 5 Enrichment Courses give you deeper insight into future-oriented areas which draw upon MU faculty's research strengths.

Specialization courses are two-day blocks held together with MSc students, enriching your learning experience through interaction and co-learning with people from diverse age groups and professional backgrounds.

You can expand your knowledge and skills in the in the areas of Entrepreneurship, Innovation and Leadership, Digital Marketing, Innovation & Experience Design for Tourism, Sustainable Management & Policy or, Real Estate Management.

One specialization is included in the tuition, and further specializations can be added through extra classes. Successful completion will be recognized with a Certificate to complement your Diploma.

Tolgonai Bolzhieva
Kyrgyzstan
Student, General MBA



SPECIALIZATION

DIGITAL MARKETING

MASTER THE ART OF ONLINE MARKETING

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 how they market their products and services. Meaningful online presence is more important than ever — master the art of influencer marketing and management, co-branding, creating instagram and other social media campaigns and how to obtain and analyze big data.

LEARN FUTURE-ORIENTED SKILLS

This specialization is designed to give you the knowledge and skills to successfully navigate in this ever-changing landscape. You will gain in-depth subject knowledge of the information and communication technology sectors, 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.

ENRICHMENT COURSES

Example courses in this specialization:

Interactive Marketing

Digital Consumer Behavior

Social Media Marketing

Recommender Systems

Storytelling & Branding

Designing Tourism Experiences

Search Engine Optimization & Marketing

Big Data & Decision Support

EXPAND YOUR KNOWLEDGE IN



social media
management



SEO/SEM



mobile
strategies



storytelling &
branding



web
analytics

SPECIALIZATION

ENTREPRENEURSHIP, INNOVATION & LEADERSHIP

GAIN ENTREPRENEURIAL KNOW-HOW

Growing businesses need to adapt to environmental and technological changes. Strong leadership skills and innovative thinking are essential for starting your own business or holding top positions in a variety of industries. Vienna is the perfect location for entrepreneurial minds — its vibrant start-up ecosystem fosters and grows ideas from seed to profit.

START YOUR OWN BUSINESS

This specialization will prepare you for the challenges of establishing and growing a business in today's dynamic climate. You will create your own business plan, become a more effective leader, and learn how to make crucial decisions and compete successfully. This entrepreneurial intelligence 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, and product development roles.

ENRICHMENT COURSES

Example courses in this specialization:

Strategic Management

Financing New Ventures

Social Entrepreneurship

Executive Leadership

Managing Start Ups

Network Analysis for Business

Big Data & Decision Support

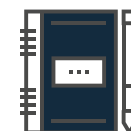
Entrepreneurship II

Entrepreneurship Capstone (6 ECTS)

EXPAND YOUR KNOWLEDGE IN



starting your
own business



product &
business plan
development



venture
capitalism



growth
hacking



innovation
& idea
management

SPECIALIZATION



INNOVATION & EXPERIENCE DESIGN FOR TOURISM

DESIGN EXTRAORDINARY EXPERIENCES

The rapid development of information and communication 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. More and more, choices are driven by online evaluations and experiences. The sharing economy has disrupted traditional tourism practices, smart destinations are on the rise, and artificial intelligence and virtual reality are drivers of change in the tourism sector.

NEW COMMUNICATION TECHNOLOGIES

Experience engineering and design are at the core of successful management at tourist destinations. This specialization will provide you with the tools and knowledge to create exceptional tourist experiences, preparing you for in-demand positions in the tourism sector. You will gain deep insight into communication technologies in tourism, consumer usage and adoption, digital marketing for destinations, special sector tourism, smart destinations and experience design.

ENRICHMENT COURSES

Example courses in this specialization:

- Designing Tourism Experiences
- Smart Destinations
- The Sharing Economy
- Storytelling & Branding
- Search Engine Optimization & Marketing
- Recommender Systems
- Interactive Marketing
- Social Media Marketing
- Digital Consumer Behavior
- Hotel Real Estate Planning & Valuation
- Tourism Marketing Information System Design
- Health Tourism & Hospitality
- Big Data & Decision Support
- Principles of Consumer Behavior

EXPAND YOUR KNOWLEDGE IN



smart
destinations &
smart cities



digital
marketing for
destinations



experience
design



special sector
tourism design



social media
management

SPECIALIZATION



REAL ESTATE MANAGEMENT

UNDERSTAND PROPERTY MANAGEMENT

The international real estate market is a dynamic and complex sector where graduates can build careers creating intelligent and sustainable urban environments. Hospitality is an important facet of today's real estate market and is a core element in this specialization with its focus on creative hotel development.

ENTER A VITAL & DYNAMIC SECTOR

This specialization will provide you with the essentials in economics, investment, valuation, law, planning, development and management of properties. The curriculum goes beyond conventional subjects and examines the impact of development on cities and regions. You will gain an appreciation of the processes of property transaction such as development and investment funding and understand the impact of development processes. You will be equipped with the knowledge and skills to enter the multidisciplinary and fast growing real estate sector, preparing you to become a creative-thinking leader at a global level.

ENRICHMENT COURSES

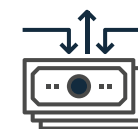
Example courses in this specialization:

- Fusions: Real Estate Operations for Hospitality & New Business Ideas
- Hotel Real Estate Planning & Valuation
- Forecasting & Benchmarking Hotel Development
- Real Estate Management & Regional Development
- Hotel Asset Management
- Network Analysis for Business
- Big Data & Decision Support

EXPAND YOUR KNOWLEDGE IN



hotel &
real estate
development



valuation



investment
funding



property
management



forecasting &
benchmarking

SPECIALIZATION

SUSTAINABLE MANAGEMENT & POLICY

WHY IS SUSTAINABILITY IMPORTANT?

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 with an ecosystemic approach. This specialization focuses on management and governance mechanisms to provide you with the methods and tools to design our environment in a sustainable manner.

BECOME A RESPONSIBLE BUSINESS LEADER

Through this specialization, you will learn to understand how business leaders, managers, and public authorities affect our environment and society, and how to take on these leadership positions. This inter-systemic knowledge makes you highly employable in businesses which want to implement green business practices and sustainable strategies. You will also be equipped to advise on sustainable transitions like switching from non-renewable to renewable energy resources or Smart Cities looking for expertise in participatory

governance.

ENRICHMENT COURSES

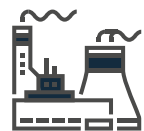
- Different Dimensions of Sustainable Development
- Social Entrepreneurship I
- Economic Development Strategies & Policies
- Green Business Strategies
- EU Governance: Institutional Setup & Lawmaking
- EU Governance: Budget & Policies
- Network Analysis for Business
- Creating Positive Impact in Investing & Finance
- Big Data & Decision Support

Example courses in this specialization:

EXPAND YOUR KNOWLEDGE IN



human-
environmental
systems



environmental
ethics



sustainable
business
development



european
policy



social
entrepreneurship



I was surprisingly enriched by every course and was able to apply the fresh knowledge immediately in my company. At Modul, I was trained to master any new argument with my international classmates from different branches. Hence, I could eventually observe a terrific and profound change in my mindset. The investment in this MBA has been a career milestone which helped me reach a CEO position and opened the way to further personal entrepreneurship.



Sieghard Vaja
Italy

Student, MBA with a major in
Entrepreneurship, Innovation and Leadership





JOIN THE MU NETWORK

BE PART OF AN INTERNATIONAL COMMUNITY

EARN YOUR MBA WITH THE BEST VIEW IN VIENNA AT OUR LEAFY HILL TOP CAMPUS

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

LEARN FROM YOUR PEERS

The MBA is designed for working professionals to improve their business competencies, attracting experienced people from a variety of industries. This offers you the chance to connect and study together with peers from fields such as finance, technology, tourism, education, hospitality, real estate, the creative arts, and more, gaining further insights into a range of sectors — and making for lively classroom discussions!

Furthermore, the 70% international MBA student population means your classmates come from all over the world, bringing their own cultural experiences to the classroom. This diversity of backgrounds and nationalities creates a rich learning environment where you can benefit from the knowledge of your fellow students as well as your lecturers.

INTERGENERATIONAL INTERACTION

With a typical age range from 25-50, MBA classes at Modul University are a fruitful exchange for our younger students, more mature students, and everyone in between. Enrichment courses are shared with Master of Science students, averaging in their early to mid-20s, further adding to the unique mix of Modulians. First-hand insight on the perspectives and experiences of people outside of your own age bracket provides invaluable experience for understanding others in the work place and facilitates effective communication.

Due to the small class sizes and tight-knit Modul community, your MBA is not only about your time on campus – regular out-of-class meet ups create lasting international friendships and business partnerships that are invaluable for your post-MU career.



KEVIN RUSCIOLELLI

USA

The instruction from professors is of the highest quality and the camaraderie from my fellow classmates allows me to make lasting connections from all of Europe that will serve me well in the future. The real-world skills and ideas that I have learned and continue to learn at Modul University will make a lasting difference in the lives of others!



JULIA MARINESCU

ROMANIA

I am happy with Modul University's MBA program due to its stimulating environment and innovative courses with an up-to-date content. For me, it is an opportunity to further develop my knowledge and update myself with the newest management trends. The diversity of my fellow students is also very much appreciated and offers extensive networking.



JUAN URREA

COLOMBIA

Doing the MBA at Modul University has been a great experience and a fantastic choice. The professors and supporting staff are always open and reachable to help you succeed in the MBA as well in your career. The program is very complete and offers you great insight into today's constantly evolving world!



BERND BREUGEM

NETHERLANDS

First of all, the course structure with monthly blocked seminars provides a very good opportunity to combine the MBA with a full time job. Secondly, I really enjoy taking classes with fellow MBA students from 30 nationalities and international teachers, enriching the courses with perspectives from all over the world.



Ebenezer Nel

South Africa

MBA with a specialization
in Innovation & Experience
Design for Tourism



“ The MBA has been an all-around life-changing experience ”

Born in South Africa with a passion for travel, I always wanted to explore the world, and also be part of something that would help people travel or experience hospitality in an optimum way. I worked for several years in the travel and tour operator industry and then started my own travel company. After 12 years running this company in South Africa, I expanded in the Mediterranean, but soon realized I was not experienced or knowledgeable enough to effectively enter a foreign market.

I realized I needed a European Master's degree to open doors in a new market. I believed that an MBA would provide me with a network through university partners as well as a lifelong network through my classmates.

After doing extensive research I discovered Modul University's MBA with a specialization in Tourism Innovation and Experience Design, and that was the right fit for me, without a doubt, as I could easily manage the 4 day blocked classes per month combined with a full-time work schedule.

Having completed the first year now, I can honestly say this was the best investment, at the right time of my life. Not only does the MBA challenge me in many ways and topics, it also gave me a great network of lifelong friends from over 26 different countries.

Through the great partner network of Modul, I am able to attend expert talks from top companies regarding the latest innovations and trends and work with fellow students on current topics and challenges to solve both hypothetical and real-world problems.

At Modul, we have a monthly networking event where students get together to interact outside class time, something that is necessary as some students fly in for the class for the 4 day contact weekend from as far as South Korea, Thailand, Ukraine and Dubai. These social events also provided a network of friends and a network outside class contact which is built on the human factor, not just business and education.

This MBA opened new opportunities for me, gave me new confidence, and exposed me to new topics that I would not normally pursue!

OUT-OF-THE-BOX
THINKING



TAKE YOUR CAREER TO THE NEXT LEVEL

Our Career Center
is here for you



career coaching
for your next steps



gain access to our
exclusive job platform
Job Teaser



attend on-
campus career
events & lectures



participate in
international
competitions



take advantage
of networking
opportunities



Rebel Meat

Winners of the MU Startup Hub's first FAB Accelerator Program

"We joined the FAB accelerator during a very early stage in our startup with only a vision and a rough product idea. This intense nine-month program covered everything we needed for a head start: A kitchen space to develop our product, infrastructure to test and improve our product with customers, office space to develop the business, and a great network of experts. We were continuously challenged and supported throughout the program and the unique combination of partners — METRO, Modul University and HERD — made it possible for us to create a product ready for the market".

MU'S ON CAMPUS 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.

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.

BENEFITS FOR MBA STUDENTS

MBA students find a creative environment to exchange ideas and work on founding their own venture. The MU Startup Hub assists with free co-working space, mentoring sessions and keynote events with speakers from the international startup scene. Close ties to venture capital firms and business angel networks provide the chance to secure initial funding and accelerate the scaling process of the startups.



OUR ALUMNI

PROVEN SUCCESS



Jennet Orayeva

Turkmenistan

Public Information Consultant, UN Energy and Sustainable Development Projects

“ My first impressions of Modul University were its outstanding faculty comprised of leading international and Austrian scholars — dynamic and caring professionals helping students to meet their needs.

I greatly benefited from my MBA degree, which strongly focused on leadership and management. This study program immensely improved my public management skills and made me able to deliver innovative leadership for the organization where I work now. The program was definitely the ideal next step for my personal growth and professional advancement!

My MBA studies at MU helped me to bring an academic foundation to my business idea. I gained important knowledge and skills for my everyday work, and beyond that, partners and friendships for life.

I really valued the close contact between the professors and students and the ability to bring in own cases as examples. I wrote my MBA thesis on something I deeply care about and I created my business around the topic. MU made me realize I could combine my passion with my education and make it my job!



Mathias Haas

Austria

CEO SuperSocial, Curator TEDx, Curator & President, Global Shapers Community

In a growing international world, it was important to me that my Master education would be in English. Modul University gave me new tools to think about challenges in the hospitality and tourism industry.

It was a great way to push myself to think outside the box in a great learning environment. The best part for me, however, was the exchange in the classroom with other industry experts and with people from completely different fields. It made for the best discussions!

”



Isabel Laczkovich

Germany / USA

Complex Director of Sales for Marriott Hotels

“

During my MBA program at Modul University I had the pleasure to learn from and work together with great lecturers and field experts that added a lot of value to both the program and the courses. Besides that, Modul University provided a great working environment and student experience.

In my current role at Microsoft HQ in Redmond I'm responsible for the Worldwide Cloud Strategy and Solutions business for enterprise customers. My team provides solutions to help our customers with their digital transformation strategy and journey to the cloud to achieve their needs and desired outcomes.

The MBA program and my thesis allowed me to focus on the financial aspects of organizations evaluating a cloud strategy, how they can approach it programmatically and make the right decision for their business.

”

Andreas Rynes

Austria

Senior Business Program Manager, Worldwide Cloud Strategy & Solutions, Microsoft

7000

Modul University
Vienna and College
graduates

Andreas Rynes

Senior Business Program Manager, Worldwide
Cloud Strategy & Solutions, Microsoft
Redmond, Washington

Patrick Foote

Senior Director of Marketing, Physician Partners of America
Tampa, Florida

Vincent Nijs

Research Manager - Tourism, Visit Flanders
Tielt-Winge, Belgium

Ines Descak

Company controlling specialist, Ericsson
Guildford, United Kingdom

Maaïke Schoenmakers

Director of Sales, W Hotels Amsterdam
Amsterdam, The Netherlands

Antonella Maffi

Independent Consultant; Smart Cities,
Augmented Reality, E-learning
Geneva, Switzerland

Walter Diell

International Business Development, Feratel Media Technologies
Innsbruck, Austria

Alexandros Osyos

Senior Product Manager Managed IT, Cloud und Security Services, T-Mobile
Vienna, Austria

Aniko Horvath

Account Manager and Hotel Chains Expert, Booking.com
Budapest, Hungary

Marija Tustonjic

Deputy Director - Corporate Division,
Erste & Steiermärkische Bank
Zagreb, Croatia

Vera Rexhepi

Senior Strategic Planning Officer,
Prime Minister of Kosovo
Pristina, Kosovo

Jean Kim

Country Manager Korea,
Switzerland Tourism
Seoul, Korea

Nikola Duvnjak

Livelihood Specialist, United Nations Development Programme
Rakhine, Myanmar

Areej Dalgamoni

Director General, British International Academy
Amman, Jordan

Maria Casiana Nicolae

Program Analyst, United Nations Office for Project Services
Goma, Democratic Republic of the Congo

MBA ALUMNI AROUND THE WORLD

INTERNATIONALLY ACCLAIMED FACULTY



Martina Maly-Gärtner, Austria

Chief Operating Officer, Arabella Hospitality SE



Dimitris Christopoulos, Greece

Associate Professor, Department of Sustainability, Governance, and Methods, Modul University



Brian Hutchinson, Ireland

Associate Professor, UCD Sutherland School of Law, University College Dublin



Lidija Lalovic, Netherlands

Assistant Professor, Department of Tourism and Service Management, Modul University

“ At MU, professional educators and industry partners work together in order to nurture future pillars for society. ”

Martina Maly-Gärtner is responsible for the operational business of the hotel division and the development of new hotel projects.

She was previously the Managing Director for the international tourism consultant Michaeler & Partner GmbH in Vienna. In her position she took responsibility for hotel consulting and real estate development in Central and South Eastern Europe.

Before that, she gained 12 years of operational hotel experience in renowned international hotel chains in USA, Middle East und Europe, and is often invited as a key note speaker at international hotel and real estate conferences. Since 2012 she has been a member of the Tourism and Hospitality Industry Advisory Board of Modul University Vienna.

She teaches Hotel Real Estate Planning and Valuation in the MBA.

Skill development is the most important aspect in the MBA, where theory learned in class can be immediately applied in the work place. ”

Dimitris Christopoulos has conducted research in multiple competitively funded projects (EU-ERC, EU-JRC, SWISS-NRF, Luxembourg-FNR, Austrian-WKW) with results published in top academic journals. He is currently a Principal Investigator (PI) or Co-PI to seven public and privately funded research projects on a wide range of topics from deforestation to entrepreneurship to diversity.

He is recognized for his work on network governance, social entrepreneurship and venture capital finance and has extensive experience in teaching leadership, social network analysis and research methods at the post-graduate level.

He has served as the Dean of the Professional School at MU and Director for the Centre for Networks and Enterprise at the Edinburgh Business School.

He teaches Data Collection and Analysis and Network Analysis for Business in the MBA.

“ The calibre and dynamism of the international student body means sharing knowledge and exchanging expertise with this enthusiastic group makes the programme exceptional. ”

Brian Hutchinson is a specialist in the fields of commercial law and alternative dispute resolution. He has researched and written on arbitration and ADR, online dispute resolution, company law, commercial law, contract law and agency, and information technology.

He is editor of the Commercial Law Practitioner Law Journal, former editor of Irish Business Law Journal, and a member of the Editorial Board of the Irish Jurist.

In addition to his faculty position and editorial duties, he is also principal of GBH Dispute Resolution Consultancy which provides arbitration, mediation and ADR services, consultancy, and specialist training to businesses, public bodies, and professionals.

He teaches Negotiation and Dispute Resolution in the MBA.

I want to inspire my students to think critically about the challenges of the future while being creative and innovative. ”

In class, Lidija Lalovic combines a solid mix of research and practice-based teaching approaches with a focus on creative problem solving. She holds broad teaching experience related to branding, innovation and entrepreneurship as well as tourism planning courses at the undergraduate, graduate and executive levels. In her research, she explores the fields of persuasive innovation for a wide range of services while embracing the experience and design-thinking paradigm.

Her research has been recognized by various national and international awards and publications in renowned peer-reviewed journals. She is a board member of the International Federation for IT, Travel & Tourism (IFITT) and consults associations like European Cities Marketing (ECM) on a regular basis.

She teaches Storytelling and Branding and Entrepreneurship Capstone in the MBA.



Modul University Vienna is ranked in the **world's 25 top performing universities in top-cited publications** by U-Multirank (2018), a European Commission ranking system.

RESEARCH-DRIVEN EDUCATION

Modul University Vienna follows a research-driven teaching approach. The university is organized into four academic departments, each of which contributes to teaching and research in their fields of expertise. Our world-renowned faculty is engaged in contemporary as well as future-oriented basic and applied research. Our academics are dedicated to combining research and teaching in a way that students benefit from in two different aspects – (1) to gain cutting-edge knowledge and (2) to train them in conducting their own research.

INNOVATION & DEVELOPMENT

With its diverse and international faculty, Modul University is a hotspot for interdisciplinary research activities which shape the institution's research profile. Investment in innovation, research and development is an essential component of supporting an innovative and enterprising economy. Research at Modul University Vienna assists in creating and maintaining high-value jobs, while also attracting and developing business, and leaders of the future.

Since 2007

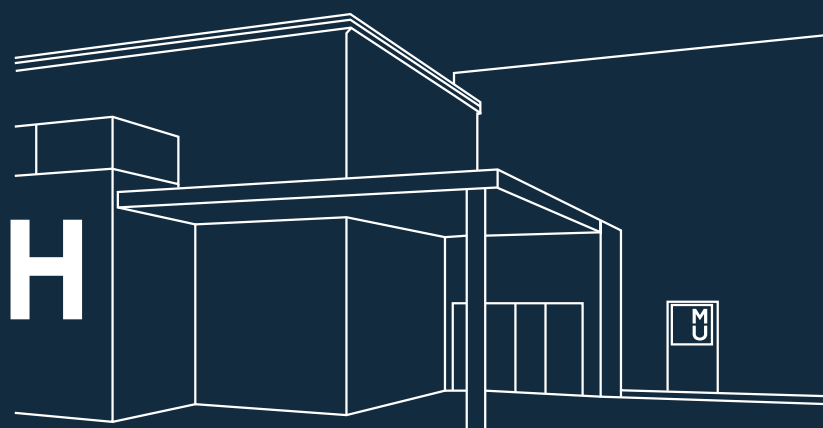
18 
different research focuses

73 
national and international research projects

35 
major awards for academic excellence

911 
publications, 110 of which have been published within the last academic year.

CUTTING-EDGE RESEARCH



HOW TO APPLY

1

APPLY ONLINE

Apply using MU's online application tool at **applynow.modul.ac.at**. 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 (university degrees 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 (description of reasons for applying to Modul University Vienna)
- ☐ Academic qualification to enter the study program (university degree including transcripts)
- ☐ Copy of English proficiency test (IELTS, TOEFL, Cambridge Certificate, MU English Test) or other proof of C1 level proficiency
- ☐ Two letters of recommendation (from academic or professional sources)
- ☐ Copy of passport
- ☐ Passport-sized photo
- ☐ Proof of relevant work experience, minimum of 3 years

APPLICATION DEADLINES

	Spring	Fall
Non-EU citizens	October 31 st	May 31 st
EU citizens	January 31 st	August 31 st



WELCOME TO MU!



Information and contact

Global Recruitment Office

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



*An international
university made
possible by*



Accredited by



Follow us



www.modul.ac.at