



# Master



# MEET THE WORLD



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# Why choose MU?

All courses taught in **English**

**Business-oriented** education

Start your studies in **spring or fall**

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

**Additional foreign language** classes included in the tuition

Graduates are ready to **fill in-demand positions** in both public and private organizations

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

# MU

## at a glance



**1:20**

faculty : student  
ratio



**700**

partner  
companies  
worldwide



**1**

Vienna's rank in  
quality of living  
2009-2019



**70**

nationalities  
represented  
on campus



**71%**

international student body

## 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





# STUDY IN THE WORLD'S BEST CITY





# VIENNA: COSMOPOLITAN CHARM IN THE HEART OF EUROPE

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



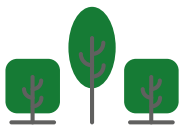
## Global business hub

Home to a UN headquarters and international companies



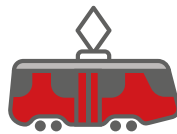
## Cultural & historical highlights

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 €150 per year for students under 27



## 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



# Master Programs



**Management**

**International Tourism Management**

**Sustainable Development,  
Management, and Policy**

# MANAGEMENT



4 semesters  
(2 years)



120 ECTS



Master of Science  
in Management

## GAIN INTERNATIONAL BUSINESS SKILLS

The Master of Science (MSc) in Management builds a solid foundation in management and deepens your knowledge of global business. You will gain a comprehensive understanding of how information technology and innovation are shaping the world, preparing you for the challenges of the future. The curriculum integrates ethics, business intelligence, sustainability, new media, and economics alongside general management coursework. A special focus on personal development, organizational psychology, conflict management, and leadership skills instills the personal and social competences required for success in a world facing global competition and constant change.

## A COMPREHENSIVE CURRICULUM

The program's multidisciplinary curriculum provides you with a thorough framework in research methods and management, as well as field-specific content in economics and research methods, integrated management, innovation, leadership and personal

skills, marketing, social psychology, and sustainability. Through an in-depth analytical approach, you will learn to critically assess current trends and theories in management and gain a thorough understanding of the social, political and economic factors which impact global business. In addition to your comprehensive management education, you can add another skill set with an optional Enrichment Course Specialization and gain practical, hands-on experience through an internship or the Industry Excellence Program.

## MANAGEMENT FOR THE FUTURE

Vienna is the perfect place to begin your career—with a huge variety of international companies headquartered here in the heart of Central Europe, a wealth of career opportunities are at your doorstep. As a Modul University graduate, you will be prepared to further the development of your areas of interest and effectively contribute to the success of your company. This degree also provides the foundation and qualification for you to continue your studies in a PhD program.

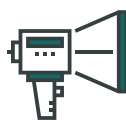
## CAREER OPPORTUNITIES



consulting



business  
analytics &  
development



marketing  
management



strategic  
management



start your  
own business

# COURSE PLAN

## SEMESTER 1

Advanced Data Analysis & Decision Making  
Advanced Economics  
Global Marketing: Theory & Cases  
Corporate Financial Management  
Organizational Social Psychology & Leadership

## SEMESTER 2

Research Design & Methods in Practice  
Emerging Tools for New Media & Information Management  
Conflict Management  
Business Ethics & Corporate Social Responsibility  
Enrichment Course\* **OR** Internship **OR** Industry Excellence Program

## SPECIALIZATIONS

Digital Marketing  
Entrepreneurship, Innovation & Leadership  
Innovation & Experience Design for Tourism  
Real Estate Management  
Sustainable Management & Governance  
Tourism & Services Management

## SEMESTER 3

Applied Innovation Management  
Environmental Management & Sustainability  
Enrichment Course\*  
Master Thesis Seminar  
Master Thesis

## SEMESTER 4

Business Strategy & Market Simulation  
Enrichment Course\*  
Enrichment Course\*  
Enrichment Course\*  
Master Thesis  
Master Thesis Defense

\*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.

*"We encourage students to think in a networked and global way, and to apply these skills in all business areas. Practical knowledge and industry experience are as central to the program as current economic issues, theories and trends. We enrich the learning experience by inviting industry experts and posing real world challenges to our students".*

**Prof. Astrid Dickinger, Austria**  
Dean of the Graduate School

# INTERNATIONAL TOURISM MANAGEMENT



4 semesters  
(2 years)



120 ECTS



Master of Science in  
International Tourism  
Management

## BE READY FOR THE FUTURE OF TOURISM

The Master of Science (MSc) in International Tourism Management prepares you to best address the future needs of the global tourism industry. The only Master of Science in Austria awarded the United Nations World Tourism Organization's TedQual Certification, the program focuses on leadership and management with an emphasis on hospitality-related companies, tourism marketing, tourism planning, and policy.

## A COMPREHENSIVE CURRICULUM

Do you want create memorable experiences for tourists while balancing economic, environmental, and social interests? This degree will prepare future managers to enter one of the most exciting and fast developing sectors worldwide. You will engage with cutting-edge topics such as experience design, the sharing economy, smart cities, innovation in recommender systems and online booking platforms, as well as virtual reality-enhanced tourism experiences. Building on recent developments in new media technology, you will learn to critically analyze the impact of technology on tourism destinations and societ-

ies. Develop your research skills, strategy design, implementation, and organizational management and learn how to apply corporate social responsibility in the global business environment. As part of your comprehensive tourism management education, you can add another skill set with an optional Enrichment Course Specialization and gain practical, hands-on experience through an internship or the Industry Excellence Program.

## MEET THE LEADING SCHOLARS

Modul University employs many of the leading scholars internationally in the fields of information technology & tourism and sustainable tourism. They are involved in EU-funded and national research and industry projects, giving you unique insight into vanguard areas such as e-tourism, forecasting, smart cities, sustainable food, city tourism, and tourism economics. Learning in this rich educational environment will prepare you for the international stage, providing you the skills you need for an outstanding tourism career. This degree also provides the foundation and qualification for you to continue your studies in a PhD program.

## CAREER OPPORTUNITIES



experience  
design



hotel & resort  
management  
or consulting



booking  
platforms



tourism  
organizations



airline  
industry

# COURSE PLAN

## SEMESTER 1

Advanced Data Analysis & Decision Making  
Tourism Economics  
Global Marketing: Theory & Cases  
Corporate Financial Management  
International Destination Management

## SEMESTER 2

Research Design & Methods in Practice  
Emerging Tools for New Media & Information Management  
Service Quality Management  
Business Ethics & Corporate Social Responsibility  
Enrichment Course\* **OR** Internship **OR** Industry Excellence Program

## SPECIALIZATIONS

Digital Marketing  
Entrepreneurship, Innovation & Leadership  
Innovation & Experience Design for Tourism  
Real Estate Management  
Sustainable Management & Governance

## SEMESTER 3

Applied Innovation Management  
Tourist Behavior  
Enrichment Course\*  
Master Thesis Seminar  
Master Thesis

## SEMESTER 4

Tourism Business Project  
Enrichment Course\*  
Enrichment Course\*  
Enrichment Course\*  
Master Thesis  
Master Thesis Defense

\*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.



*"The analytical skills which I learned at MU have helped me a lot in my day-to-day job. The solid foundation in communication taught me logical thinking and how to hold discussions with senior management teams. It was a great experience to be a part of MU culture!"*

**Tayita Youngcharoen, Thailand**  
Graduate, Master of Science in International Tourism Management

# SUSTAINABLE DEVELOPMENT, MANAGEMENT & POLICY



4 semesters  
(2 years)



120 ECTS



Master of Science  
in Sustainable  
Development,  
Management,  
and Policy

## BECOME AN AGENT OF CHANGE

The Master of Science (MSc) in Sustainable Development, Management & Policy provides training for a new generation of professionals who will confidently respond to future global sustainability challenges. Guided by expert faculty, you will learn how effective implementation of sustainability strategies will help to overcome societal, economic, and environmental challenges. In this one-of-a-kind Master program, you will gain the skills needed to design and implement sustainable development strategies on the local, business, city, regional, national, and global levels.

## TAKE A MULTIDISCIPLINARY APPROACH

The program challenges you to consider a wide spectrum of sustainability issues and their often complex interrelationships. You will learn to analyze and assess sustainability-related case studies and to suggest solutions for pressing societal problems like climate change. The curriculum is based on the pillars of economics, management, environmental studies, ethics, and political sciences through a mixture of applied and research-oriented coursework. With a case study focused approach, students will

learn how to link research to real world phenomena. MSc graduates will be able to actively contribute to pressing topics like sustainability transition, which causes fundamental change in core societal systems such as energy, food, and mobility.

## SUSTAINABILITY FOR THE FUTURE

You will gain a well-rounded understanding of public, private, and third sector implications, policy and governance-related issues, environmental and sustainable management, and economic development issues, preparing you for leading positions in profit and non-profit organizations, governmental organizations, and businesses. Alongside your comprehensive sustainable development and management education, you can add another skill set with an optional specialization of enrichment courses and gain practical experience through an internship or the Industry Excellence Program. MU's prioritization of sustainability as an integral part of the university offers unique opportunities, including participation in the university's Sustainability Committee. This degree also provides the foundation and qualification for you to continue your studies in a PhD program.

## CAREER OPPORTUNITIES



scientific  
positions



policy analysis  
& evaluation



environmental  
consulting



CSR consulting



sustainability  
management

# COURSE PLAN

## SEMESTER 1

Advanced Data Analysis & Decision Making

Advanced Economics

Environmental Management & Sustainability

Principles of Environmental Sciences, Systems, & Energy Studies

Organizational Social Psychology & Leadership

## SEMESTER 2

Research Design & Methods in Practice

Sustainability & Economic Development

Applications of Economics for the Environment

Public Policy Analysis & Evaluation

Enrichment Course\* **OR** Internship **OR** Industry Excellence Program

## SEMESTER 3

Sustainable Metrics Seminar

Ecological Economics

Master Thesis Seminar

Master Thesis

## SEMESTER 4

Measuring & Assessing Sustainability

Enrichment Course\*

Enrichment Course\*

Master Thesis

Master Thesis Defense

## SPECIALIZATIONS

Entrepreneurship, Innovation & Leadership

Innovation & Experience Design for Tourism

Real Estate Management

Sustainable Management & Governance

Tourism & Services Management

\*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.

*"The program very successfully tackles all the aspects of sustainable development—social, economic, political, environmental—and relates them to each other. This provides graduates with the required skills, knowledge and way of thinking to perform greatly in their professional careers and gain a small advantage over others in the field".*

**Hani Aridi, Lebanon**

*Graduate, Master of Sustainable Management, Development, and Policy*



# HANDS-ON EXPERIENCE

Put theory into practice with an internship or the Industry Excellence Program



Be mentored by a manager



Meet industry leaders



Discover your dream job

## FROM THE CLASSROOM TO THE BOARDROOM

As a Modul University student you will gain insight and confidence through lively classroom debates and simulations which link theory directly with practice. To apply your newfound knowledge right away, you have the opportunity to do a credited internship or participate in the Industry Excellence Program, opening doors to launch your career directly after your studies.

The Industry Excellence Program pairs you with senior representatives of Austrian and international companies for on-the-job experience in your chosen field. Over the course of two semesters, you will be mentored by a senior-level manager to learn first-hand how management decisions are made in the modern business environment.

Alternatively, you can do an internship to benefit from real-world immersion in a managerial area of your choice while earning ECTS credits. During your on-the-job experience, you will develop and improve communication, interpersonal, presentation and organizational skills problem solving and work relations — and potentially land your dream job!



United Nations, Vienna



**Sustainable Management**



**Experience Design for Tourism**

## **TAILOR YOUR DEGREE WITH A SPECIALIZATION**

As part of your Master of Science 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 MBA students, enriching your learning experience through interaction and co-learning with people from diverse age groups and professional backgrounds.

Depending on the MSc program, you can expand your knowledge and skills in the areas of Entrepreneurship, Innovation & Leadership, Digital Marketing, Innovation & Experience Design for Tourism, Sustainable Management & Governance, Real Estate Management or Tourism & Services 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.



**Real Estate Management**



**Digital Marketing**

# **SPECIALIZATIONS**

Add another skill set to your degree

# SPECIALIZATION

## DIGITAL MARKETING

### MASTER THE ART OF DIGITAL MARKETING

With the rise of smartphones, video games, tablets, social networks, other interactive 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

In order to earn a specialization in Digital Marketing, you must complete five related Enrichment Courses. Courses in this specialization include:

#### Interactive Marketing

Digital Consumer Behavior

#### Social Media Marketing

Recommender Systems

#### Storytelling & Branding

Designing Tourism Experiences

#### Search Engine Optimization & Marketing

Big Data & Decision Support

This specialization may be taken by Master of Science in Management and Master of Science in International Tourism Management students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### 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

In order to earn a specialization in Entrepreneurship, Innovation & Leadership, you must complete a selection of related Enrichment Courses totaling 15 ECTS. All courses are 3 ECTS unless otherwise noted. Courses in this specialization include:

#### Strategic Management

Financing New Ventures

#### Social Entrepreneurship

Executive Leadership

#### Managing Start Ups

Network Analysis for Business

#### Big Data & Decision Support

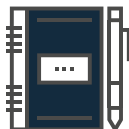
Entrepreneurship Capstone (6 ECTS)

This specialization may be taken by all Master of Science students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### 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

### COMPETE IN A CHANGING LANDSCAPE

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.

### DESIGN EXTRAORDINARY EXPERIENCES

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 know-how to create and develop experiences.

### ENRICHMENT COURSES

In order to earn a specialization in Innovation & Experience Design for Tourism you must complete five related Enrichment Courses. Courses in this specialization include:

#### 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

#### Big Data & Decision Support

This specialization may be taken by all Master of Science students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### 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, the highest tier of real estate, 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 property management. 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 property valuation, 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

In order to earn a specialization in Real Estate Management you must complete five related Enrichment Courses. Courses in this specialization include:

Fusions: Real Estate Operations for Hospitality & New Business Ideas

Hotel Real Estate Planning & Valuation

Forecasting & Benchmarking Hotel Development

Real Estate Management & Regional Development

Big Data & Decision Support

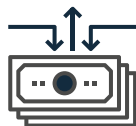
Network Analysis for Business

This specialization may be taken by all Master of Science students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### 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

In order to earn a specialization in Sustainable Management & Governance you must complete five related Enrichment Courses. Courses in this specialization include:

Different Dimensions of Sustainable Development

Social Entrepreneurship

Economic Development Strategies & Policies

Green Business Strategies

EU Governance: Institutional Setup & Lawmaking

EU Governance: Budget & Policies

Network Analysis for Business

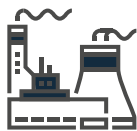
Big Data & Decision Support

This specialization may be taken by all Master of Science students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### EXPAND YOUR KNOWLEDGE IN



human-  
environmental  
systems



environmental  
ethics



sustainable  
business  
development



european  
policy



social  
entrepreneurship

# SPECIALIZATION



## TOURISM & SERVICES MANAGEMENT

### BE PART OF A FAST GROWING SECTOR

With a rise in disposable income and leisure time in many countries, tourist arrivals are increasing, air and land travel is becoming more affordable, and holiday options more diverse. The tourism industry is one of the fastest growing industries internationally, where committed people who can develop and lead service operations are in high demand.

### LEARN SERVICE QUALITY MANAGEMENT

This specialization will provide you with in-depth knowledge of the service sectors and the analytical and conceptual skills to succeed in them. You will gain insight into quality management with special attention given to service quality, satisfaction and loyalty, managerial decision making in destination management organizations, and develop a hospitality business concept. Pursuing this specialization gives you an edge if you want to work as a manager, analyst, consultant or researcher in the event, tourism, travel, transport and hotel industries.

### ENRICHMENT COURSES

In order to earn a specialization in Tourism & Services Management, you must complete the following 6 ECTS Enrichment Courses totaling 18 ECTS.

Service Quality Management

Tourism Business Project

International Destination Management

This specialization may be taken by Master of Science in Management and Master of Science in Sustainable Development, Management, and Policy students. Please consult our website for specific requirements, as courses are subject to change and may vary year to year.

### EXPAND YOUR KNOWLEDGE IN



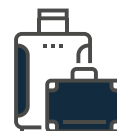
quality  
management



destination  
management



service  
operations



hospitality  
business  
planning



destination  
data analysis



## WAKE UP IN THE CENTER OF EUROPE IN AUSTRIA'S CAPITAL AND STUDY 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.



**NATALIA FERRAZ**

BRAZIL

The staff are kind and helpful whenever I need them, as are my study colleagues. Even though we come from very different backgrounds, together it creates an amazing atmosphere to be part of!



**RICK BOENDER**

NETHERLANDS

Joining Modul University has been the best decision of my life so far. The staff and faculty are incredibly personal, and my classmates are like my family abroad. It's an international home away from home.



**DIANA  
BONDARENKO**

UKRAINE

It was able to participate in the Industry Excellence program, which is truly a great opportunity to gain hands-on experience by working in the company of your interest under the guidance of a highly professional mentor.

# JOIN THE MU COMMUNITY

## BECOME 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 Service 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 and 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 — and maybe even become one yourself!

### MEET THE WORLD ON CAMPUS

One of the best things about studying at Modul University is making friends from all around the world. At any given time students from over 70 different countries are studying at MU, and this diversity is part of what makes it such an extraordinary place to earn your Master's degree. The small class sizes and personalized attention from our international and highly-acclaimed faculty further adds to the learning experience. Become influential by engaging in student politics or joining the Sustainability Committee during your studies.



**KARINA DOGRA**

INDIA

The master program at MU is very quality oriented and the courses taught are very up-to-date. The diversity of students in each program is so vast that it becomes a learning experience in terms of education as well as social interactions.



# YOUR CAREER STARTS HERE

## MODUL CAREER CENTER

Once you begin your Master degree at Modul University, you gain free and unlimited access to the Career Center. The on-campus office offers you a variety of services to help you along your journey to becoming a professional.



At your first meeting, the Career Center staff will find out what your aspirations are and start cultivating a career-ready mindset. The journey begins with creating your professional online presence, CV and motivation letter.



During your studies at MU, you are encouraged to participate in a wide variety of on campus events where international speakers and industry leaders are invited to share their expertise, and make valuable connections for your future.



Internships are an excellent way to develop your professional skills and personal strengths while gaining first-hand insight into the industries and occupations you could pursue after graduation. With over 700 industry partners worldwide, the Career Center will assist you in finding your dream internship.

## CAREER CENTER SERVICES

- Access to JobTeaser, MU's own free in-house job portal
- How to search for a job
- Coaching for the application process
- Interview practice
- How to create a professional CV, motivation letter and online profiles
- Career readiness tips and training
- Connecting with industry experts, mentors and leaders
- How to market yourself
- How to network and opportunities to practice
- Help with finding your preferred internship

When you are ready to start your internship or professional career, the Career Center can direct you towards your chosen industry and put you in contact with the human resources department to fast track your application process.





## 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.

## GRADUATE STUDENTS

Graduate 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.



Successful startup "Unverschwendet"

**A MODUL UNIVERSITY  
EDUCATION IS THE  
PERFECT SPRINGBOARD  
TO AN INTERNATIONAL  
CAREER**

## INCUBATOR

The MU Incubator provides the infrastructure for MU students to hatch their innovative ideas. Workshops, keynotes, 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.

**T**ALENTS  
**S**QUARED

MU STARTUP HUB VIENNA

**Nina Arden**  
*Director, 9212 Data*  
**Berlin, Germany**

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**Elena Zepharovich**  
*PhD Student, Center for Development, Environment University of Bern*  
**Bern, Switzerland**

---

**Blanca Fernandez**  
*Senior Economist, Ricardo Energy & Environment*  
**Madrid, Spain**

---

**7000**

Modul University  
Vienna and College  
graduates

**Elizabeth Shanaman**  
*Research Analyst, Philadelphia Convention & Visitors Bureau*  
**Philadelphia, USA**

---

**Alison Koczanski**  
*Manager, Altanova Energy + Sustainability*  
**New York, USA**

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# MASTER ALUMNI AROUND THE WORLD

**90%**

of employment-  
seeking students  
find a job within  
6 months of  
graduation





**Hannes Hippacher**  
*Parliamentary Assistant, Austrian Parliament*  
**Vienna, Austria**

**Petra Tschöll**  
*Strategic Destination Development, Vienna Tourist Board*  
**Vienna, Austria**

**Stefan Catic**  
*Consultant, PKF Hotelexperts*  
**Vienna, Austria**

**Roman Kollar**  
*Supply Chain Manager, Dell*  
**Bratislava, Slovakia**

**Jelena Krnic**  
*Groups & Events Manager,  
Kempinski Hotel Adriatic Istria*  
**Savudrija, Croatia**

**Diana Ibragimova**  
*Business Development & Marketing  
Manager, YBBK Law Firm*  
**Istanbul, Turkey**

**Tayita Youngcharoen**  
*Cluster E-Commerce Manager, JW Marriott Hotel Bangkok  
and Courtyard By Marriott Bangkok*  
**Bangkok, Thailand**

**Hashim Al-Qhtany**  
*Project Manager, Tatweer Educational Services*  
**Riyadh, Saudi Arabia**

**Nour Matroud**  
*Big Data Specialist, Etisalat Misr*  
**Cairo, Egypt**

# YOUR LIFE IN VIENNA

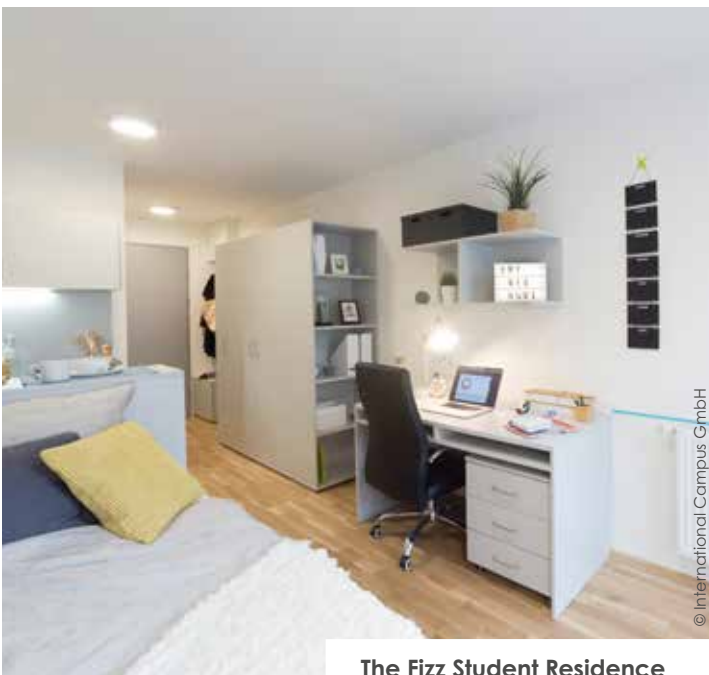


## GETTING SETTLED IN AUSTRIA

Depending on your nationality, a visa may be required to enter 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 Service Center can offer support in preparing visa documents as well as dealing with municipal offices, residence permit applications, and health insurance.

## WORK ALONGSIDE YOUR STUDIES

The Master course schedule allows students time to work alongside their studies. Students from EU countries (except Croatia) do not require a permit to work in Austria, however, students from non-EU countries and Croatia may apply for an employment permit. With a valid residence permit for study purposes, you can generally get a work permit for employment of up to 20 hours a week. If you plan to stay in Austria following your studies at MU, you are eligible for a 12 month extension to search for employment following the completion of your degree. Once you have found a position which meets certain criteria, you can apply for the "Red-White-Red Card" which allows you to continue your employment for one year with the possibility of extension.



The Fizz Student Residence

© International Campus GmbH



## AVERAGE COST OF LIVING PER SEMESTER



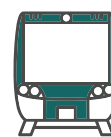
housing  
& utilities  
€1,500



living  
expenses  
€1,500



study  
materials  
€150



student  
transport pass  
€75\*



insurance  
& visa  
€400

\*until your 27<sup>th</sup> birthday

## 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 three local private student accommodation providers in prime locations. To make your transition into university life as smooth as possible, MU's Student Service 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](http://www.modul.ac.at)**

and go to "Financial Information"  
for detailed information on current  
tuition fees and scholarships  
or contact us:

**[recruitment@modul.ac.at](mailto:recruitment@modul.ac.at)**



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 it 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 businesses and leaders of the future.

Since 2007

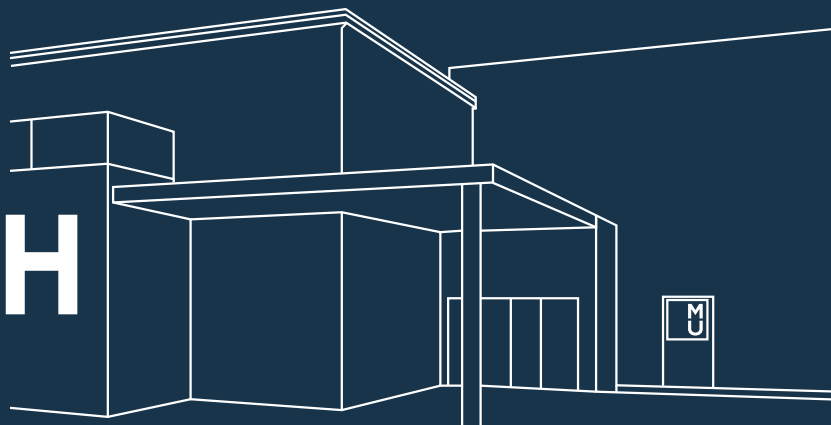
**18**   
different research focuses

 **625**  
international conference contributions

**32**   
major awards for academic excellence

 **815**  
publications, **145** 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](https://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)
- ☐ English proficiency test (IELTS, TOEFL, Cambridge Certificate, MU English Test) or other proof of C1 level proficiency
- ☐ Two letters of recommendation (from academic sources)
- ☐ Copy of passport
- ☐ Passport-sized photo

## APPLICATION DEADLINES

	Spring	Fall
Non-EU citizens	October 31 <sup>st</sup>	May 31 <sup>st</sup>
EU citizens	January 31 <sup>st</sup>	August 31 <sup>st</sup>



**SEE YOU  
AT 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*



*Tourism programs  
accredited by*



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