



MBA





“The MBA Program of MODUL University Vienna caters to professionals with different educational backgrounds. It offers the possibility to tailor the curriculum to specific interests and sharpens leadership skills by linking proven management methods to innovation and knowledge transfer processes.

The MBA as our flagship leadership program integrates methodological and applied knowledge, with a special focus on management skills and decision making in dynamic market environments. New forms of communication and collaboration and the resulting reconfiguration of corporate workflows exemplify how innovation can trigger significant change within and across organizations and success in a dynamic and knowledge-based society.

The modular degree program conveys the wide range of skills required to achieve a competitive advantage in such dynamic market environments. It not only covers general business administration and management knowledge, but also offers a customizable curriculum with extended modules on the economic foundations and management challenges of three high-impact domains: New Media, Public Governance and Sustainable Development, and Tourism and Hotel Development.

Interactive seminars with leading experts in these domains explore best practice models and the advantages and limits of established and emerging business models.”

Prof. Dr. Karl Wöber
Dean of the Master of Business
Administration
President, MODUL University Vienna

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 from more than 70 different nationalities have studied at MU)
- All classes are conducted as seminars in a stimulating learning environment that guarantees a **high degree of interaction with faculty**
- **Small class sizes** allow for personalized attention and a high level of interaction
- **Flexible rolling intake** allows MBA students to begin their studies at any time throughout the year



Why Choose This MBA?

The **Master of Business Administration (MBA)** is a two-year part-time program designed especially for industry professionals wanting to advance their careers. To accommodate work schedules, courses take place once a month for four days over an extended weekend (Thu-Sun). The MBA concentrates on strategic analysis and planning, problem-solving, interdisciplinary skills, value-based management, and critical thinking. It builds these skills upon a solid foundation of core business disciplines including human resource management, organizational behavior, accounting and finance, marketing and operations, and innovation and entrepreneurship.

Pursuing a Master of Business Administration with MODUL University Vienna encourages out-of-the-box thinking and challenging existing limits and thought patterns and equips you with the skills to take your career to the next level. The part-time format and flexible study method provides the opportunity to apply your new knowledge immediately in the workplace, ensuring that the benefits of the study program are realized from day one on.

Core research competencies

You will not only build a solid foundation in general management skills, but also have the opportunity to specialize in a specific field or industry. MODUL University Vienna has established research competencies in the fields of New Media, Public Governance, Sustainable Development, and Tourism and Hotel Development with a myriad of scientific achievements in basic and applied research. Specialized in these fields of expertise, the MBA faculty is comprised of renowned professors and experts who ensure an outstanding and thematically-focused education.



Flexible format

All classes are conducted as interactive seminars in a stimulating learning environment, guaranteeing a high degree of collaboration and exchange with faculty. The innovative course structure consists of pre-module, core module, and post-module periods enabling you to prepare at your own pace, get the most out of the monthly learning sessions on campus, and reflect on and apply your new knowledge. Designed to support and inspire students in their learning process, the MBA courses employ a variety of resources and formats including books, online articles, case studies, and real-life examples taken from the industry. Lecturers encourage interpersonal exchange and collaborative learning with fellow participants, drawing on unique professional experiences and industry knowledge. The program averages 18 months for completion, however study periods can be adjusted to fit your personal schedule, giving you maximum flexibility to study alongside your career.

Partner organizations and lasting worldwide networks

MODUL Career is an exclusive networking platform that provides services for alumni of MODUL University Vienna. As an MBA graduate, the MODUL alumni platform provides you with access to an international cross-cultural network as well as a variety of special alumni services. MODUL University maintains special relations with over 450 exclusive partner companies, thus offering excellent possibilities for networking.

Excellent student support

Admission to the MBA is limited in order to guarantee an optimal student support ratio of 1:10 (faculty to students). Small groups allow for fruitful and enriching discussions within the interactive seminars and maximum contact with faculty.

History

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. Since 2007, MODUL University Vienna has been offering cutting-edge education in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.



"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

MBA at a Glance

6000

MODUL University and College graduates

600

students are enrolled in all study programs

24-52

age range of MBA students in 2015

34

average age of MBA students

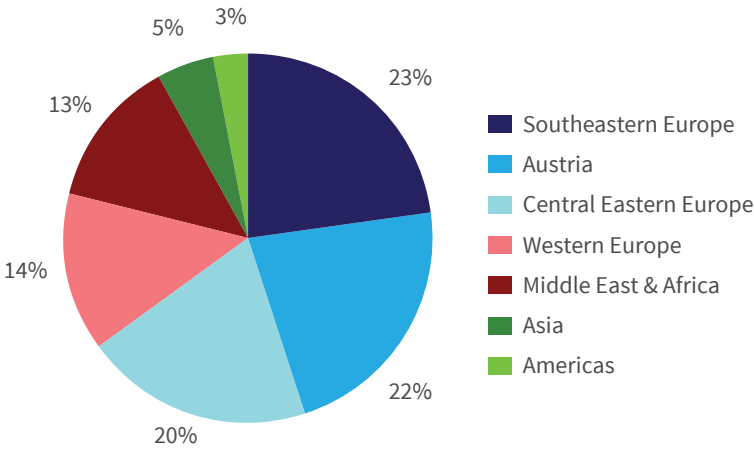
78%

international MBA student body

44%/56%

male / female ratio

MBA students and graduates by origin



Typical MBA student occupations

- CEO and Managing Director
- Information & Communications Technology Consultant
- Head of Foreign Representation
- International Trade and Economic Affairs Expert
- Head of Strategy & Planning
- Hotel Manager
- Operation Assistant Director
- Junior Manager of Financial Controlling
- Sales Manager
- Head of Corporate Communications

Figures based on a 2015 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



Research Competencies at MODUL University

The MBA program includes the opportunity to **specialize in one of three majors** that build on the cutting-edge research at MODUL University in collaboration with leading experts. These specializations are based on the following innovative research fields and competencies:

Public Governance and Sustainable Development

The Department of Public Governance and Sustainable Development focuses on the development and evaluation of strategies and policies for achieving long-term economic, social, and environmental well-being of cities and regions, and employs multidisciplinary approaches to further our understanding of how good governance, public management practices, public and private sector leadership, social capital, innovation, and entrepreneurship can contribute to achieving better outcomes for citizens, and healthier development paths for communities and regions.

Main research topics include:

- Creating knowledge-regions: factors supporting the generation of university spin-off businesses
- Social network analysis of relationships among providers of private and public equity capital for technology-based start-ups
- Evaluation of the effect of industry clusters on regional economic performance
- Assessing and monitoring the impact of genetically-modified plants on agro-ecosystems
- Non-state market driven governance in the green building sector

Tourism and Service Management

Connected to a wide network of international tourism organizations (e.g. Hospitality Asset Managers Association, European Travel Commission, European Cities Marketing), the Department of Tourism and Service Management has extensive experience in conducting cutting-edge research in the fields of sustainable regional tourism development, the design of marketing intelligence tools, as well as product and service innovations.

Main research topics include:

- Travel flow, trend and competitiveness analyses
- Development and evaluation of management information systems
- Sustainable tourism and regional development policy
- Tourism forecasting modeling
- Interactive marketing and social media in tourism
- Service innovation and experience networks
- Service recovery and complaint handling

New Media Technology

Among the leading European research groups in its field, the Department of New Media Technology conducts cross-disciplinary research on Web intelligence, knowledge management, and visual analytics. It develops advanced success metrics and decision support tools, investigates new forms of communication and collaboration, and showcases its results through award-winning Web portals and social media applications.

Main research topics include:

- Integration of semantic and geospatial web technologies
- Visual analytics for decision support
- Crowdsourcing, social innovation, and knowledge co-creation
- Text mining and natural language processing
- Multimedia processing and interactive television
- Context-aware services and applications



Master of Business Administration Program Overview

MBA Core Courses Modules I-III (39 ECTS)

All students attend the following modules to learn about general concepts of Business Administration and Management, and must complete a Master Thesis. **3 ECTS** points will be awarded for each of the Core Courses completed in Modules I-II.

Module I: Managing People and Organizations (15 ECTS)

Leadership, Ethics and Corporate Social Responsibility
Managing People, Teams and Organizations
Negotiation and Dispute Resolution
Financial Management and Reporting
Information Systems Management

Module II: Marketing and Innovation (12 ECTS)

Entrepreneurship and Innovation
Competitive Analysis and Strategy
Interactive Marketing
Social Media Intelligence

Module III: Quantitative and Economic Analysis (12 ECTS)

Managerial Economics (6 ECTS)
Data Analysis and Decision Making (6 ECTS)

Master Thesis (30 ECTS)

Master Thesis Tutorial (incl. Academic Writing) (2 ECTS)
Master Thesis and Master Thesis Defense (28 ECTS)



Enrichment Courses and Major Options

In addition to the Core Courses in Modules I-III, you have the option to tailor your MBA studies to fit your interests and career ambitions through a selection of Enrichment Courses.

Option 1: General MBA

Choose from a selection of enrichment courses amounting to a minimum of **21 ECTS** points. Successful completion will lead to a Master of Business Administration. **3 ECTS** points will be awarded for each of the Enrichment Courses completed, unless otherwise noted.

Option 2: MBA with a major

To obtain an MBA with a major specialization, a minimum of **15 ECTS** points from ONE particular specialization field must be selected, plus **6 additional ECTS** points from other specializations. **3 ECTS** points will be awarded for each of the Enrichment Courses completed, unless otherwise noted.

Through the major option, you can obtain a Master of Business Administration with a major in:

- **Public Governance and Sustainable Development (PGSD),**
- **Tourism and Hotel Development (THD) , or**
- **New Media and Information Management (NMIM)**

Students who have selected the major option will receive a Master of Business Administration with a major in their chosen specialization upon successful completion of the program.

Enrichment Courses

Public Governance and Sustainable Development

E-Government (also NMIM)
Public-Private Partnerships
Economic Development Strategies and Policies
The Legal and Regulatory Framework of the EU
Special Issues in Sustainable Development
Environmental Management
Green Business Strategies
Social Entrepreneurship

Tourism and Hotel Development

Business Planning and Intellectual Property Rights (also NMIM)
Resort Development and Management
Tourism Marketing Information System Design
Designing Tourism Experience
Hotel Asset Management
Forecasting and Benchmarking for Hotels
Hotel Real Estate Planning and Valuation
Strategic Marketing for Destination Marketing Organizations
Principles of Consumer Behavior in Tourism

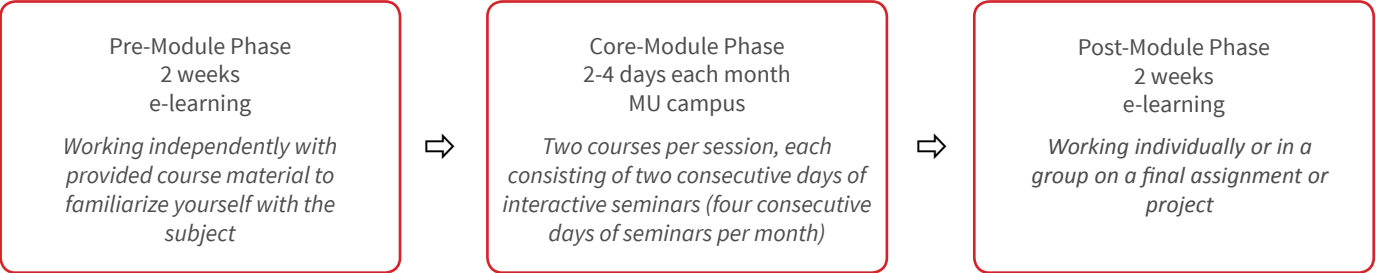
New Media and Information Management

E-Government (also PGSD)
Business Planning and Intellectual Property Rights (also THD)
Media Asset Management and Utilization
Big Data and Decision Support
Visualization Techniques for Management
Telecommunication - Branding, Products and Distribution
Latest Trends in New Media and Human-Computer Interaction

Program Structure

The MBA program offers courses on a monthly basis throughout the entire academic year starting from October through September. Each course involves two days of interactive seminars led by internationally recognized scholars who share their expertise and encourage participation through a variety of innovative teaching methods. In order to accomodate working professionals, there are no exams in the MBA program at MODUL University. Credits for the courses are granted after successful completion of all three module phases.

The schedule is convenient for working professionals with blocked courses taking place once a month on 2-4 consecutive weekdays and weekend-days. 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 dedicated entirely to writing the master’s thesis. An extended format also gives participants the option to increase their study time to 24 months, allowing even more scheduling flexibility and additional time to work on the master’s thesis.



Professional Seminars

Without committing to an entire degree program, you can take part in MBA level courses that will provide you with the innovative skills which will give you the competitive advantage for maximizing your performance, get an edge above the competition, and altogether flourish professionally. All the Enrichment Courses listed in the curriculum description are available to participate in as a Professional Seminar.

Course Structure

A MODUL University professional seminar follows the three-step course structure for the MBA programs as shown on the left-hand page. Which elements you participate in depends on the certification you want to receive.

Certification

Participants in the professional seminars have two options for certification:

- Option 1: Participation in all three phases of the Professional seminar (Pre-, Core- and Post-Module phases) leads to a certification, with the possibility to transfer the credits earned to a degree program (e.g. MBA program).
- Option 2: Sole participation in the Core-Module phase will not lead to an official grade and not offer the opportunity to transfer the credits to an MBA program. We will provide you with a confirmation of participation in this case.

Costs

€1,200 per participant per seminar, with an additional examination fee of €200 for those who select Option 1. Special discounts are available for participants who book five or more courses.

More Information

Find out more about the admission criteria and download an application form at www.modul.ac.at/study-programs/professional-seminars/.





On Campus in Vienna

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

Our **panorama terrace** hosts a variety of events as well as providing an inspiring learning environment with the **best view in the city**.

The **Student Service Center** provides a **wealth of services**, and our small student population means **short or no waiting times** and **personalized attention**.

Beyond Your Studies

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

The extracurricular program varies by year and may include gastronomical experiences such as **wine tasting** and a tour of the famous **vineyards** of Vienna, the only city in the world with wine-growing production inside its borders, a visit to a **producer of sparkling wine**, or dinner at a **renowned Viennese restaurant**.

Cultural tours are organized throughout the program, and may include an English-language **theater performance**, **opera**, **or musical**, a visit to a **five-star hotel** with a **guided tour**, or watching a new film at the **Haydn English cinema**.

Business-oriented excursions are also part of the extracurricular program, with such highlights as a visit to the **daily newspaper** *Der Standard* or other **leading companies**.

World Class Education in the Heart of Europe

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

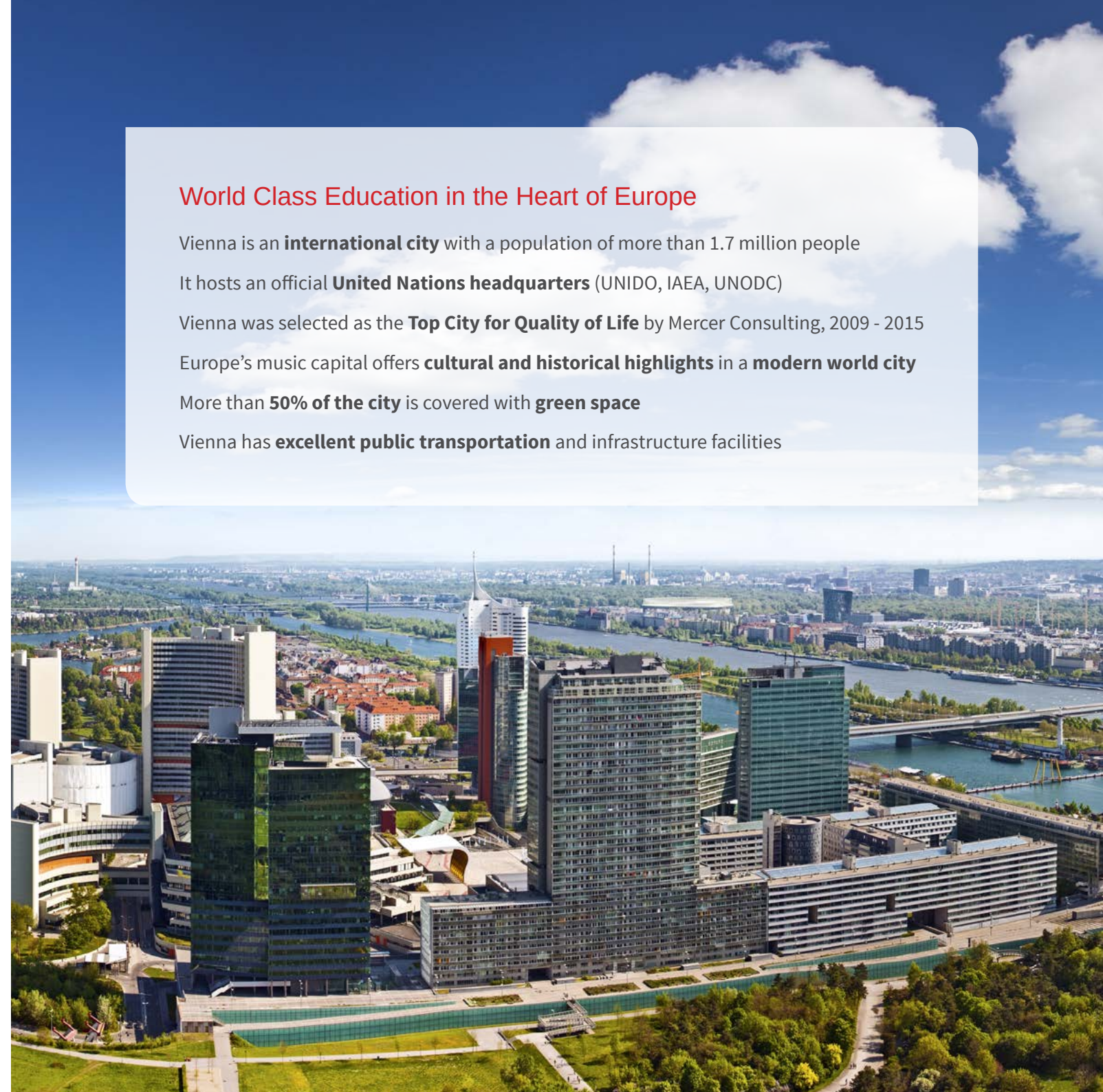
It hosts an official **United Nations headquarters** (UNIDO, IAEA, UNODC)

Vienna was selected as the **Top City for Quality of Life** by Mercer Consulting, 2009 - 2015

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



Internationally Renowned Faculty

O. Univ. Prof. Dr.phil Helga Kromp-Kolb Professor, University of Natural Resources and Life Sciences (BOKU), Vienna

- Dr. Kromp-Kolb is advisor to the Ministry for Defense and Sports; Central Institution for Meteorology and Geodynamics; World Wide Fund for Nature; and the Virtual Collegium for Social Ecology (IFF). Winner of the Austrian Climate Protection Prize 2008, WWF Panda Award 2006, Golden Honor for Service to Vienna 2006, Scientist of the Year (awarded by Science Journalists of Austria) 2005
- Research Interests: climatology; meteorology; glaciology; power economics; interdisciplinary technical sciences; environmental technology; Civil defense and disaster control; human ecology; ecological engineering; environmental protection; risk analysis,
- Course at MU: Current Issues in Sustainable Development

Dr. Martin Lohmann, Professor for Market Psychology and Consumer Behavior at Leuphana University

- Dr. Lohmann is Managing and Research Director at the Institute for Tourism and Recreational Research in Northern Europe, Kiel, Germany.
- Research Interests: consumer behavior in tourism and market research (e.g. themes trends, impacts, recreation), tourism market research (e.g. guest surveys, image analyzation), applied research and consulting (e.g. for tourism companies and organizations, vacation destinations and regions, and national and international institutions)
- Course at MU: Principles of Consumer Behavior in Tourism

Martina Maly-Gärtner, Managing Director of Michaeler & Partner Vienna, Member of MODUL University Vienna Tourism Advisory Board

- Ms. Maly-Gärtner has 10 years of hotel experience in leading hotels (Hilton, Paris; Hotel Sacher, Vienna; Four Seasons and St. Regis, New York; Al Bustan Palace, Oman). Boutique hotel opening (Style Hotel Vienna). Hotel consulting in Berlin and Salzburg. Hotel real estate valuation at MRG Metzger Real Estate Group, Vienna.
- Professional Responsibilities: Project management, Hotel opening management, Valuation of hotels, Revenue management, Leader in sustainability for the hospitality industry – Implementation of Green Globe and ÖGNI (sustainable building). Lecturer, mentor, key note speaker for tourism universities, counselors of real estate, tourism conferences
- Course at MU: Hotel Planning, Investment and Valuation

Prof. Arno Scharl, Head of the Department of New Media Technology at MODUL University Vienna

- Arno Scharl has held professorships at the University of Western Australia and Graz University of Technology, and was a Visiting Fellow at Curtin University of Technology and the University of California at Berkeley. He has authored more than 160 refereed publications and edited two books in Springer's Advanced Information and Knowledge Processing Series. Currently, he serves as the Scientific Coordinator of the DecarboNet (www.decarbonet.eu) and uComp (www.ucomp.eu) research projects.
- Research Interests: Web intelligence and big data analytics, human-computer interaction, environmental communication, and the integration of semantic and geospatial Web technology.
- Course at MU: Social Media Intelligence

Harvey Goldstein, Head of the Department of Public Governance and Sustainable Development

- Dr. Goldstein has served as a consultant for the United Nations Development Programme, the International Labor Affairs Bureau of the U.S. Bureau of Labor Statistics, the World Bank, the U.S. Agency for International Development, and a number of state and local government organizations in the U.S.
- Research Interests: regional and local economic development planning and management, the role of knowledge-based institutions in the governance and development of regions, research and evaluation methods, research design, regional labor market analysis and economic forecasting
- Course at MUV: Economic Development Strategies and Policies



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

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 <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 and customer orientation 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 www.modul.ac.at/admissions/financial-information/tuition-fees/

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