



# Professional Seminars Overview

The professional seminars at MODUL University Vienna are taught by a team of international experts who share their experience and knowledge with seminar participants. 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. In the Professional Seminars, you can:

- Network with a diverse group of international professionals
- Study with experts from academia and the industry who are leaders in their fields
- Acquire know-how on latest trends and relevant skills that you can apply immediately in your workplace
- Join in energetic, intelligent discussions that will broaden your horizons

**MODUL University Vienna offers Professional Seminars in the following areas of expertise:**

## **Managing People and Organizations**

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

## **Marketing and Innovation**

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

## **Public Governance and Sustainable Development**

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

## **Quantitative and Economic Analysis**

Managerial Economics  
Data Analysis and Decision Making

## **Tourism and Hotel Development**

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

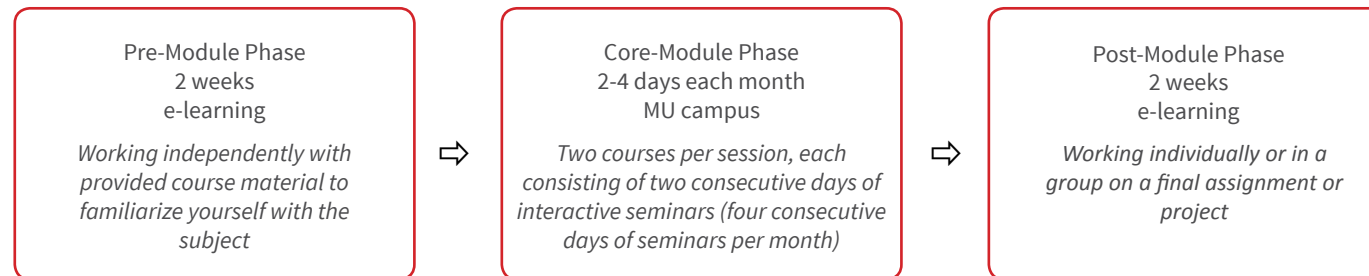
## **New Media and Information Management**

E-Government  
Business Planning and Intellectual Property Rights  
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 and Options

## Course Structure

The schedule is convenient for working professionals with blocked courses taking place once a month on 2-4 consecutive weekdays and weekend-days. 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.

## Dates

A full course schedule is available at: [www.modul.ac.at/mbaschedule](http://www.modul.ac.at/mbaschedule).

## More Information

For more about the professional seminars including admission criteria, downloading an application, and FAQs, please visit our website or contact the MBA program manager.

## CONTACT

Dipl.-Ing. Jovana Peric, MSc, EMBA  
MBA Program Manager  
Tel.: 0043 (1) 320 3555-302  
[jovana.peric@modul.ac.at](mailto:jovana.peric@modul.ac.at)

