

# Design Look and Feel

May 2016

### **Program Brochures**







### Bachelor of Science (BSc) in International Management

This three year business degree program is tallored to high school graduates who are interested in gaining an understanding of the development and implementation of strategy, managerial activities, and organizational issues related to cross border activities of businesses and who have career aspirations in marketing, sales and public relations

### Why should you choose this program?

- It provides an excellent academic and practical education that equips students with the skills to meet the needs of
- global business and teaches managerial decision-making in the context of different cultural requirements

   Graduates of this program will be able to tackle managerial questions built on recent research and attuned to future
  economy needs.
- The program integrates managerial disciplines with several courses on financial economy, which provide studen with a solid foundation for positions in the financial and banking sector.
- with a solid foundation for positions in the financial and banking sector

  It prepares students for entering master level programs offered by leading international universities



### Study Plan (180 ECTS

### Year One

Math & Statistics
Accounting & Management Control
Microeconomics

Information Systems Philosophy of Science

Organizational Behavior & Corporate Social Responsibili

### Year Two

Marketing & Consumer Behavior Financial Management & Investment Planning

New Media & E-Business Applications

Marketing Research & Empirical Project HR Management & Management Development

### Year Three

Operations & Supply Chain Man Economic Geography Foreign Investment Strategies

European Law Operations Research & Forecasting

Operations Research & Forecasting Entrepreneurship, Innovation & Business Plannin Strategic Planning Latest Trends in International Management

Impact Investment, Social Entrepreneurship, Diversity

Management, Conflict Management, Strategic Event

Management, Managing Customer Relations & Social Networl

Management, Managing Customer Relations & Social Network Sports Marketing, Study Tours

### Language Course

a variety of non-mandatory language courses are offered through partner institutions. Up to four language courses are



### Start Your Future With MODUL Career

### 6000

OUUU
MODUL University and College graduat

### 400 international p

200/

### 89% of Bachelor grad

34% of Bachelor graduates choose to work in the

### **26**%

of Bachelor graduates choose to work in oth industry sectors

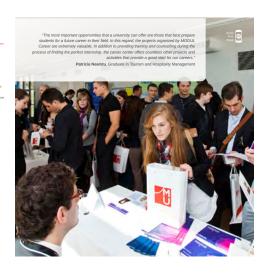
### 40%

28%

# Typical universities where Bache graduates pursue a Master degre

MODUL University Vienna Bocconi University University of Surrey University of Vienna

Figures based on a 2015 analysis of MODUL



### Floor Roll-ups



### Bachelor Programs

INTERNATIONAL MANAGEMENT

TOURISM, HOTEL MANAGEMENT AND OPERATIONS

TOURISM AND HOSPITALITY MANAGEMENT

### Master Programs (Full-Time)

INTERNATIONAL TOURISM MANAGEMENT

SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY

BUSINESS AND SOCIOECONOMIC SCIENCES





### **Bachelor Programs**

Bachelor of Science (BSc) in INTERNATIONAL MANAGEMENT

Bachelor of Business Administration (BBA) in TOURISM, HOTEL MANAGEMENT AND OPERATIONS

Bachelor of Business Administration (BBA) in TOURISM AND HOSPITALITY MANAGEMENT





### Master of Science (Full-Time)

INTERNATIONAL TOURISM MANAGEMENT

SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY





### Master of Business Administration (Part-Time)

MASTER OF BUSINESS ADMINISTRATION

- PUBLIC GOVERNANCE AND SUSTAINABLE DEVELOPMENT
- NEW MEDIA AND INFORMATION MANAGEMENT
- \*TOURISM AND HOTEL DEVELOPMENT

The Master of Business Administration is a part-time, highly flexible, weekend program that can be pursued alongside your career. A Bachelor degree and a minimum of three years work experience are required.





### Master of Science (Full-Time)

Master of Science in

INTERNATIONAL TOURISM MANAGEMENT

SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY

Master of Science in MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

- PUBLIC GOVERNANCE AND SUSTAINABLE DEVELOPMENT
- •NEW MEDIA AND INFORMATION MANAGEMENT •TOURISM AND HOTEL DEVELOPMENT





### Table Roll-ups





Bachelor Programs

ALD

Bachelor of Science (BSc) in

Bachelor of Business Administration (BBA) in TOURISM, HOTEL MANAGEMENT AND OPERATIONS

Bachelor of Business Administration (BBA) in TOURISM AND HOSPITALITY MANAGEMENT

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Master of Science (Full-Time)

Master of Science (MSc) in INTERNATIONAL TOURISM MANAGEMENT

Master of Science (MSc) in SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY

Master of Science (MSc) in MANAGEMENT

- with an optional certificate in
- Interactive Marketing and Social Media
- Interactive Marketing and Social Med
   Service Management and Tourism



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Master of Business Administration (Part-Time)

General

MASTER OF BUSINESS ADMINISTRATION

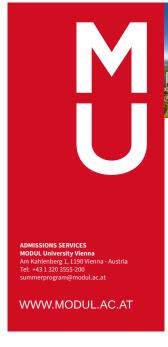
or with an optional major in

- PUBLIC GOVERNANCE AND SUSTAINABLE DEVELOPMENT
- NEW MEDIA AND INFORMATION MANAGEMENT
- TOURISM AND HOTEL DEVELOPMENT



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### Summer School Brochure





### Be In The Heart of Europe

- Vienna is an international city with a population of more than 1.8 million people
- It hosts a variety of summer festivals, including the Donauinselfest, Europe's biggest music festival
- Vienna was selected as the **Top City for Quality of Living** by Mercer Consulting, 2009 2015
- It has a multitude of theaters, bars, clubs, venues for plays, concerts, operas, dance, live music, djs, and more
- The historical Habsburg capital has an architectural wealth of imperial buildings
- Vienna has an internationally diverse student population of about 183,000 students - the largest in the German-speaking countries

### Bachelor Programs

- Bachelor of Business Administration in Tourism and Hospitality Management
- Bachelor of Business Administration in Tourism, Hotel Management and Operations
- Bachelor of Science in International Management

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 campus is located on Kahlenberg, a seenic hill with a spectacular view over Vienna.

The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the vocational training school with the longest tradition in tourism and hospitality education worldwide. Since 2007, MODUL University Vienna has been offering cutting-edge education (BBA, BSC, MSC, MBA and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.



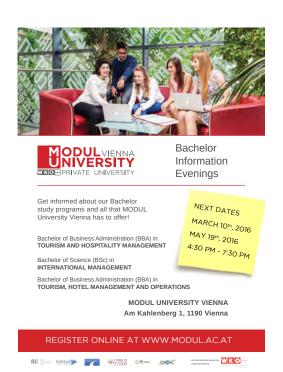
### Poster - General Info



### **Print Advertisement**



### Poster - Info Evenings



### Scholarship Announcement



MODUL University Viseous GenbH
Am Kishlemberg 1, 1190 Viseous -Austria 19-41 (1) 2203555 \$602, office@modul.ac.at
[IRAN-729 1209 0050 6311 4203, [IRC: IRANATYWI, Business 6: FM 277567], WH 9-ATU 026432144

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### Student Ambassador Manual

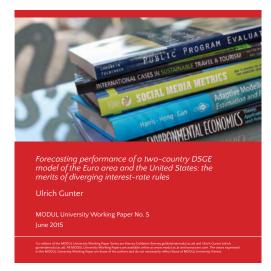




# How to Become a Student Ambassador

### **Working Paper Series**

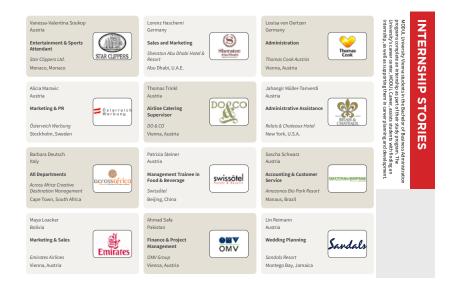




### Job Announcement Template



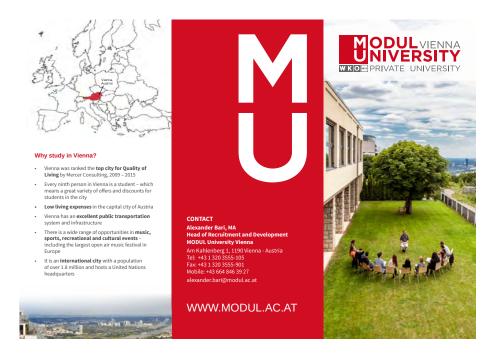
### Alumni Success Fold-out







### General MU Flyer



### Why Study at MODUL University Vienna?

- Small and interpersonal community of international and diverse students and faculty
   Interactive teaching in an English-language environment
- International career opportunities

### Bachelor Programs\*

### Bachelor of Science in International Management

- Three year degree
- Graduates are able to tackle managerial questions built on recent research and attuned to future economy needs
- Integration of managerial disciplines with several courses on financial economy, creating a solid foundation for positions in the financial or banking
- Tailored to students with career aspirations in Marketing, PR, Sales, Accounting, Financing, Controlling, or HR Management

# Bachelor of Business Administration in Tourism and Hospitality Management

- Only accredited university degree in Tourism and Hospitality Management in Austria, Germany and Switzerland
- Core courses focus on teaching general business administration and managerial knowledge
- Focus on innovative technology and sustainability-oriented courses
- Strong industry ties, mentoring and career partner programs, as well as a mandatory 450 hour internship increase career opportunities
- internship increase career opportunities

  Choice between writing a bachelor thesis, taking additional courses in advanced tourism and hospitality management, or conducting an additional 450 hour internship to graduate from the program

# Bachelor of Business Administration in Tourism, Hotel Management and Operations

- Four year degree
- First year of program focuses on culinary arts, restaurant and service management, rooms division management, and hotel management and operations
- The following three years are identical to the three year BBA in Tourism and Hospitality Management

Land I make the state of



- Over 6000 MODUL University and College graduates
- · Over 400 international partner companies
- Vast majority of graduates start their career in Europe
   Almost half of all Bachelor graduates pursue a Master degree

- Assessment of the application is done through:

  Academic qualification to enter university (high school diploma & transcripts)
- scnool apjoint & transcripts)

   Letter of motivation

   Proof of English proficiency (min. B2 level)

   Two letters of recommendation (from academic sources)

   Short essay (in response to study-related question)
- · Personal interview (or via Skype)
- · Curriculum Vitae (personal data sheet)

Provisional acceptance (before high school graduation or English proficiency test) is possible!



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### **Online Banners**



















December 3<sup>rd</sup> 6:30pm Radisson Blu Grand Hotel, Sofia



### **Animated GIF**







Slide 2



Slide 3

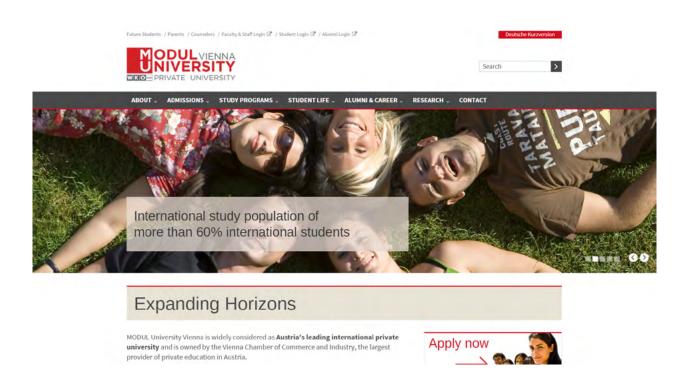






Slide 5

### Website Landing Page



### Website Subpage



### Newsletter







**INSIDE MU** 

### Introducing Dr. Florian Aubke, Dean of the Undergraduate School



Student reporter Evgenia Antonova chats with Dr. Florian Aubke, Senior Lecturer and the new Dean of the Undergraduate School about his thoughts on MODUL University and plans for the future, visits one of his classes, and talks to students about his teaching approach.

### Now accepting applications for Spring and Fall 2016!

MU is accepting applications for Spring 2016 in all current programs, and for all programs including the MSc in Management for Fall 2016.

### START YOUR APPLICATION

### Student Life Fair (MU News Network's Student Life Live)

Want to join the Wine Society, the Hotel Club or the Entrepreneurs Club? Student Reporter Jennifer Kola visits the annual Student Life Fair, where the many student clubs are on hand to inform students about



their variety of extracurricular activities at MU.

### Bozana Zekan wins Certificate for **Outstanding Teaching Performance**



The popular teacher in the Bachelor programs won the inaugural certificate, designed to show a sign of appreciation

to faculty members who think about their teaching, invest time into it, and also function as role models for other faculty.

### MSc students gain insight at the UNIDO-SID Workshop on Environmental Policy

They participated in "Environmental Policy -An endeavor critical for achieving sustainable development," at the

Vienna International

Center.

Contact Information & Impressum

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### Power Point Cover Page



# **MODUL University Vienna**

Austria's Leading Private University

Power Point Subpage



# **MODUL University Vienna**

• Austria's leading private university

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### **Business Cards**



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Stamp



# **Digital Stationery**



# Transcript

