

# MASTER PROGRAMS





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.

MODUL University Vienna offers **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.

In Fall 2016, **MODUL University Dubai** opened its campus as the **first and only Austrian university in the Middle East**. Situated in the heart of Dubai, the campus offers Bachelor programs in International Management and Tourism and Hospitality Management, as well as MBA programs with major options in Tourism and Hotel Development or New Media and Information Management.

## Why Study at MODUL University Vienna?

- Select from **three full-time Master of Science (MSc)** degree programs
- **Internationally-oriented** graduate education conducted **entirely in English**
- Emphasis on **critical thinking, collaborative learning, and addressing 21<sup>st</sup>-century challenges**
- Get the tools to **implement sustainable business strategies** through a mix of practical and theoretical methods
- **Small classes taught by key experts** allow for personalized attention and a high level of interaction
- **Conduct top-quality research** in your area of interest
- Accelerate your career with an **internship** at one of over 500 international partner companies
- **Foreign language classes** are included in the tuition
- Graduates are ready to **fill in-demand positions** in a wide variety of public and private organizations
- Become a member of **MODUL's global alumni network** with business connections around the world

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## Your Home Away From Home in the Heart of Europe

Vienna is an **international city** with a population of more than 1.8 million people

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

Vienna was ranked as the **Top City for Quality of Living** by Mercer Consulting, 2009 - 2016

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

## 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 customer orientation means **short or no waiting times** and **personalized attention**.

**Extracurricular participation** is highly encouraged — MU hosts a wide variety of student clubs, sports tournaments, community outreach programs, and offers social and cultural excursions.

## The Student Life You Want

For the sixth year running, Vienna has been found to be the **best city in the world for quality of living**. The capital of Austria has successfully maintained its top-ranked position in the international Mercer study on the quality of living in cities for the years 2009-2016.

It's also a great place for students — the 2013 Science Report of the City of Vienna found that among the federal states of Germany, Austria, and Switzerland, Vienna is the **top student city in Central Europe**.

The survey found that there are **close to 190,000 students** in Vienna - even more than major German cities such as Berlin, Hamburg, and Munich. To put it in perspective, **every 9th resident in Vienna is a student**. This means that the city has a lot to offer to students! For example, **discounts at a variety of businesses and locations all over the city, great night life, high quality public transportation, world class concerts, and internationally famous artists**.

Vienna also serves as a favorable hub to visit other exciting destinations: **Prague, Rome, Budapest, Amsterdam, and Paris** are all well-connected through the European flight and train network.

You don't want to miss the opportunity to live in this marvelous city and have a **student experience you'll never forget!**



# Master of Science (MSc) in International Tourism Management

This two-year graduate degree program prepares students to best address the future needs of the global tourism industry. The program focuses on leadership and management specifically relevant to hospitality-related companies, tourism marketing, tourism planning organizations, and policy makers. The intertwining of the tourism program with sustainable development, management, and an internship is one of a kind, giving MSc graduates unique access to the job market.

## Why should you choose this program?

- Industry-specific course content and research opportunities
- International, multicultural learning environment characteristic of the tourism industry
- Courses delivered by internationally recognized tourism experts
- Gain access to the most comprehensive tourism-related data sources and learn how to improve decision making within tourism companies and organizations
- Build a high level of expertise in the economic, environmental, and social impacts of travel behavior and gain exposure to emerging trends in future tourism management
- Graduates are prepared for leadership positions within the tourism industry



## Study Plan (120 ECTS)

### Year One

Advanced Economics  
Advanced Data Analysis and Decision Making  
Global Marketing: Theory and Cases  
Corporate Financial Management  
International Destination Management  
Research Design and Methods in Practice  
Service Quality Management  
Business Ethics and Corporate Social Responsibility  
Emerging Tools for New Media and Information Management  
Enrichment Courses OR Internship

### Year Two

Environmental Management and Sustainability  
Applied Innovation Management  
Tourism Business Project  
Master Thesis Seminar  
Master Thesis  
Master Thesis Defense  
Enrichment Courses

## Language Courses

A variety of optional language courses are offered through partner institutions. Students may enroll in up to four language courses included in the tuition.

### Enrichment Courses

Tourism Marketing Information Systems Design  
Green Business Strategies  
Social Entrepreneurship  
Designing Tourism Experiences  
Real Estate Planning and Evaluation  
Entrepreneurship and Innovation  
Tourism Marketing Intelligence  
Principles of Consumer Behavior in Tourism  
Identifying Market Segments in Tourism  
The Art of Negotiation and Dispute Resolution  
Strategic Marketing for Destination Marketing Organizations  
Social Media Intelligence and Stakeholder Engagement  
Media Asset Management and Utilization  
Applied Social Network Analysis  
Hotel Strategy and Analysis - Study Tour  
Sustainable Tourism in Developing Countries - Study Tour to Costa Rica

*Note: Some enrichment courses may not be offered every year.*

Accredited by



*“The communication between professors and students is excellent. They are always ready to provide you with help, answer your questions, and lead you in case you lose orientation in your studies.”*

**Aleksandra Tanackovic**, Graduate in International Tourism Management

# Master of Science (MSc) in Sustainable Development, Management, and Policy

This two-year, full-time graduate program challenges students to consider a wide spectrum of sustainability issues, with special attention given to their often complex interrelationships. Students learn skills needed to design and implement sustainable development strategies on the household, business, city, regional, and national levels. Guided by expert faculty, students come to understand that effective implementation of sustainability strategies is a fundamental societal, economic, and environmental need.

## Why should you choose this program?

- Learn to anticipate environmental, ecological, economical, and social trends through one-of-a-kind coursework
- Courses taught by internationally recognized experts
- Get exposed to emerging eco-friendly conceptual tools and management skills
- Learn about multiple tools of analysis, strategy design, implementation, evaluation at various levels of scale and governance, and organization management
- Lively classroom debates and simulations help remove sustainability from symbolic frames, challenging students to link theory directly with practice
- Practice-driven program prepares graduates for positions in a variety of public, non-profit, and private organizations



## Study Plan (120 ECTS)

### Year One

Advanced Economics  
Advanced Data Analysis and Decision Making  
Applied Environmental Economics  
Environmental Management and Sustainability  
Organizational Psychology and Leadership  
Principles of Environmental Sciences and Systems  
Principles of Sustainability and Economic Development  
Public Policy Analysis and Evaluation  
Research Design and Methods in Practice  
Enrichment Courses or Internship

### Year Two

Ecological Economics  
Sustainable Metrics Seminar  
Measuring and Assessing Sustainability  
Enrichment Courses  
Master Thesis Seminar  
Master Thesis  
Master Thesis Defense

## Add a Certificate

The flexible nature of three unique MSc Certificate tracks gives students the chance to acquire deeper insight into an advancing area aligned with MU's research strengths:

- **Business Development**
- **Advanced Management**
- **Tourism and Service Management**

In order to earn a Certificate, students must complete a combination of Enrichment Courses (totaling 18 ECTS) from one of the above tracks. Students also have the option to tailor the degree to their interests by completing Enrichment Courses from all three fields of specialization.

## Enrichment Courses

### Business Development

Different Dimensions of Sustainable Development  
Green Business Models  
Social Entrepreneurship

### Advanced Management

Conflict Management  
Global Marketing: Theory and Cases  
Business Ethics and Corporate Social Responsibility  
Corporate Financial Management

### Tourism and Service Management

International Destination Management  
Service Quality Management  
Tourism Business Project  
Designing Tourism Experiences  
Strategic Marketing for Destination Marketing Organizations  
Tourism Marketing Information System Design  
Principles of Consumer Behavior in Tourism

*Note: Some enrichment courses may not be offered every year.*

## Language Courses

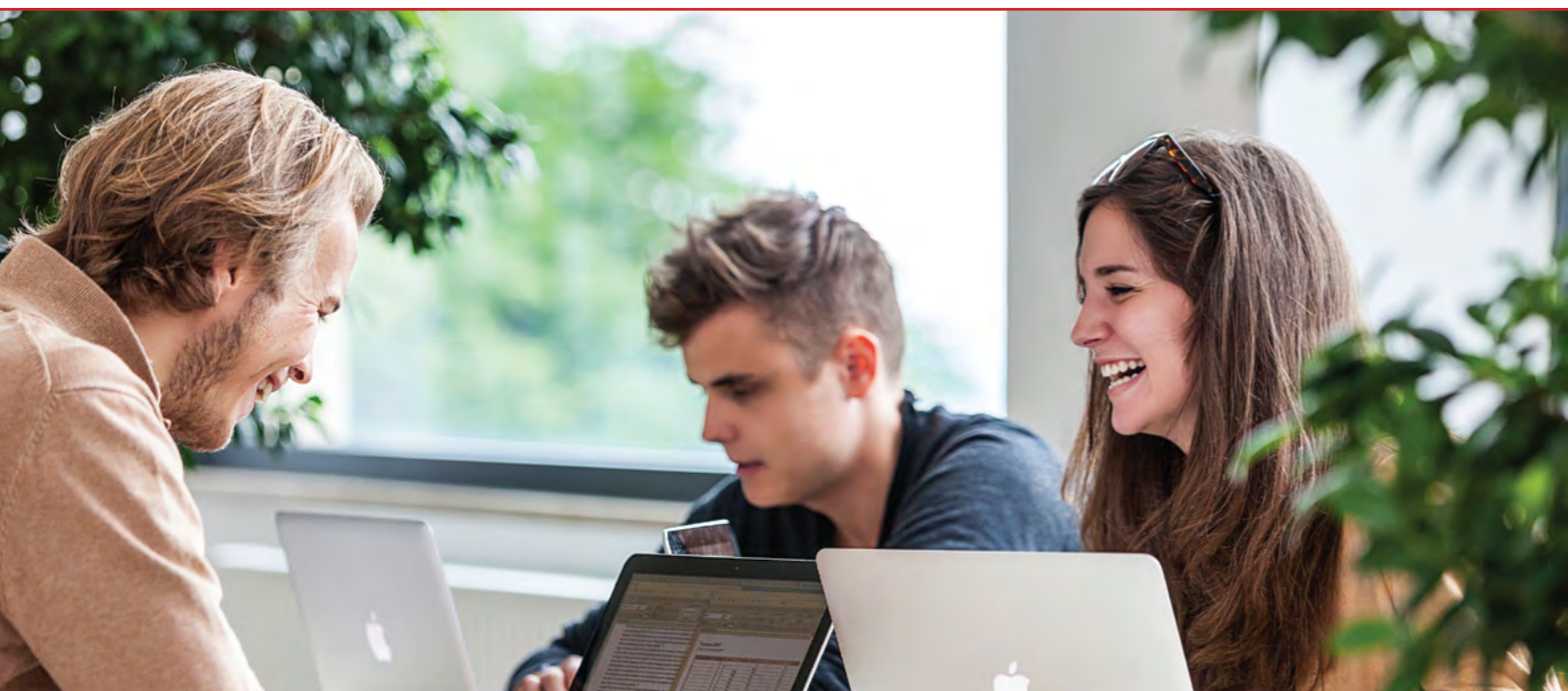
A variety of optional language courses are offered through partner institutions. Students may enroll in up to four language courses included in the tuition.

# Master of Science (MSc) in Management

This two-year graduate program prepares students for the complex demands of various general management areas. Graduates will be equipped with the knowledge, personal skills, vision, and tools to answer the challenges companies face in the 21<sup>st</sup> century. The curriculum consciously integrates ethics, business intelligence, sustainability, and personal development alongside general management courses. This unique, interdisciplinary integration gives students the vision and opportunity for personal growth needed to work in a world facing competition and constant change.

## Why should you choose this program?

- A challenging, top-quality curriculum combining academic rigor with practical relevance
- A solid foundation in general management and a learning experience customizable through individually chosen certificate programs, an international component, or an internship in a local or international setting
- The program’s interdisciplinary combination of knowledge and methods is delivered by a globally-oriented faculty
- Pursue a certificate in Interactive Marketing and Social Media, Business Development, or Services Management and Tourism
- An international edge: participate in a semester abroad through an integrated Study Abroad Program at one of MODUL’s partner universities (starting in 2017)



## Study Plan (120 ECTS)

### Year One

Advanced Economics  
Advanced Data Analysis and Decision Making  
Global Marketing: Theory and Cases  
Corporate Financial Management  
Organizational Social Psychology and Leadership  
Research Design and Methods in Practice  
Emerging Tools for New Media and Information Management  
Business Ethics and Corporate Social Responsibility  
Conflict Management  
Enrichment Courses OR Internship

### Year Two

Environmental Management and Sustainability  
Applied Innovation Management  
Business Strategy and Market Simulation  
Enrichment Courses  
Master Thesis Seminar  
Master Thesis  
Master Thesis Defense

## Add a Certificate

The flexible nature of three unique MSc Certificate tracks gives students the chance to acquire deeper insight into an advancing area aligned with MU’s research strengths:

- **Business Development**
- **Interactive Marketing and Social Media**
- **Tourism and Service Management**

In order to earn a Certificate, students must complete a combination of Enrichment Courses (totaling 18 ECTS) from one of the above tracks. Students also have the option to tailor the degree to their interests by completing Enrichment Courses from all three fields of specialization.

## Enrichment Courses

### Business Development

Different Dimensions of Sustainable Development  
Green Business Models  
Social Entrepreneurship

### Interactive Marketing and Social Media

Interactive Marketing: Case Studies and Future Practices  
Consumer Behavior in the Digital Marketplace  
Media Asset Management and Utilization  
Telecommunication: Branding, Products, and Distribution  
Business Planning and Intellectual Property Rights

### Tourism and Service Management

International Destination Management  
Service Quality Management  
Tourism Business Project  
Designing Tourism Experiences  
Strategic Marketing for Destination Marketing Organizations  
Tourism Marketing Information System Design  
Principles of Consumer Behavior in Tourism

*Note: Some enrichment courses may not be offered every year.*

## Language Courses

A variety of optional language courses are offered through partner institutions. Students may enroll in up to four language courses included in the tuition.



## Customize Your Studies

### Discover a New Passion with an MSc Certificate Program!

Set yourself apart! MSc in Management and MSc in Sustainable Management and Policy students can complement their degree with a Certificate from one of the future-oriented areas that draw upon MU faculty research strengths. Through a specialization in Business Development, Interactive Marketing and Social Media, Tourism and Service Management, or Advanced Management you can expand upon a solid foundation in management by gaining area-specific expertise. Earning a Certificate gives you a competitive edge in global business and helps develop sought-after management and leadership skills to shape your future career.

### Do an Internship

MU provides support in linking our students with an extensive network of industry contacts. The optional internship is designed to help students benefit from real-world, practical experience in a managerial area of their choice. A graduate-level internship may last between three and six months, and students are encouraged to complete the bulk of their internship during the summer break.

### Get Involved

All MSc students are encouraged to take advantage of enriching opportunities alongside studying. In addition to MU clubs and the Sustainability Committee, students can tap into a global network of academic and professional organizations to get involved. There are opportunities to showcase research done in the classroom at local and international conferences. Within Vienna, MSc in Sustainable Management, Development, and Policy students in particular are encouraged to participate in exciting community programs such as the Sustainability Challenge and Global2000. The Academic Office regularly informs students of new opportunities.

## Internationally Renowned Faculty

### Arno Scharl, Head of the Department of New Media Technology

- Prof. 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](http://www.decarbonet.eu)) and uComp ([www.ucomp.eu](http://www.ucomp.eu)) research projects.
- Main research interests: Web intelligence and big data analytics, human-computer interaction, environmental communication, and the integration of semantic and geospatial Web technology.
- MSc courses: Big Data Analytics: Solutions in Management, Business Intelligence: Collective Intelligence for Enterprises

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

- Ms. Maly-Gärtner, adjunct faculty, 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
- MSc course: Hotel Real Estate Planning, Investment and Valuation

### Astrid Dickinger, Dean of the Graduate School, Department of Tourism and Service Management

- Prof. Dickinger holds a master degree (2002), doctorate (2006) and Habilitation (2010) from WU. She was a visiting scholar at the University of Western Australia, Perth and Temple University, Philadelphia.
- Results of her research have been published in journals and conference proceedings
- Main research interests: electronic channels, electronic and mobile service usage, Interactive Marketing, IT and Tourism, and Web 2.0
- MSc courses: Global Marketing: Theory and Practice, Service Quality Management, Business Strategy and Market Simulation, Consumer Behavior in the Digital Marketplace



# MSc at a Glance

6000

MODUL University and College graduates

650

students enrolled in all degree programs

1:11

faculty-to-student ratio in the MSc programs

30

full-time faculty members teach and research on campus

50

currently enrolled MSc students

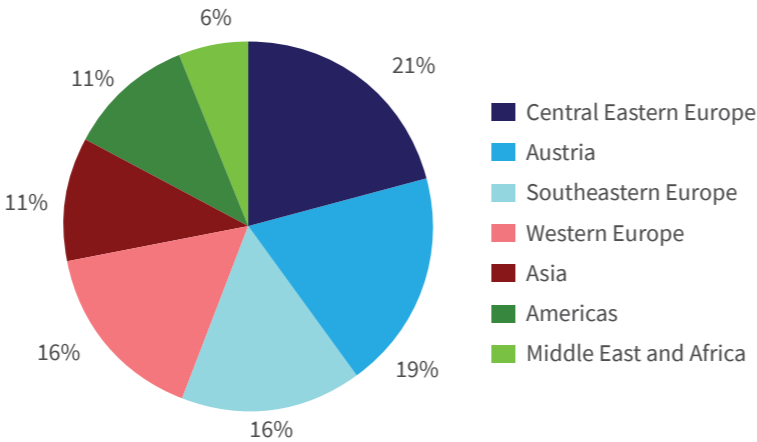
81%

international MSc student body

25

average age of MSc students

MSc Students and Alumni by Origin



MSc Alumni are employed by...

- InterContinental Hotels Group
- The Grameen Creative Lab
- International Atomic Energy Agency
- Mercator Research Institute
- Kempinski Hotels
- United Nations
- OPEC
- Vienna Chamber of Commerce and Industry
- Hilton Hotels
- United for Education and Sustainable Futures

Figures based on an October 2015 analysis of MODUL University MSc students and graduates

“Studying at MODUL was a fantastic experience. The diversity of students added immensely to the overall learning environment, both in and outside the classroom. Especially when studying something as globally relevant and complex as sustainability, being able to have discussions about governance structures, economics, or environmental management in a small group setting where 6 continents are represented is invaluable. Living and studying in Vienna also allowed me to participate in conferences and lectures all over Europe, deepening my knowledge and understanding of sustainable development in both academic and professional spheres.”

Alison Koczanski, Graduate in Sustainable Management, Development and Policy



# At Home in Student Housing

MU students live in both private and university-arranged accommodation. Like most other Austrian universities, MU does not have its own student residence. Instead, it has a contract with two local private student accommodation providers - **WIHAST** and **Base 19**. This allows for room booking directly through the university, and as long as deadlines are followed, students can be guaranteed a single room.

## WIHAST

This student complex is located in Vienna’s 20th district, about a 35 minute commute to campus via public transportation and 15 minutes to the city center.

- The private dorm rooms are approximately 12m² and are furnished with a bed, desk, chair, and closet.
- Each student shares an entry area, bathroom, and small ‘cold kitchen’ (sink and refrigerator, but no stove/oven) with one other student.
- Every floor has a large, communal, fully-equipped kitchen.
- The complex also contains laundry facilities and other communal areas including a fitness room and social room.

**Price:** Approx. €290/month, including all utilities and cable TV, but excluding Internet, which is €5/month extra.

**Availability:** Availability is guaranteed as long as reservation requests are sent at least two months before the start of the semester.

## Base 19

This 7-building complex is located in Vienna’s 19th district about a 30 minute commute to campus via public transportation and 15 minutes to the city center.

- 10m² newly renovated single dorm rooms are equipped with a private bathroom including shower.
- Some rooms are on floors with communal kitchens, while others have fully-functional kitchenettes within them.
- Base 19 is located in a mixed residential and commercial neighborhood with grocery shops and restaurants, and a large park is also nearby.
- The complex also contains laundry facilities, a fitness room, table tennis, and a beach volleyball court.

**Price:** €304/month, including all utilities and Internet, but excluding cable TV.

**Availability:** Availability is limited.



# Tuition and Cost of Living

Tuition fees for the **entire** two year program\*

Master Program	Tuition Fee
MSc in Management	€24,000
MSc in International Tourism Management	€24,000
MSc in Sustainable Development, Management and Policy	€24,000

The tuition fee for **all three programs** is paid in **equal installments per semester** and includes all reading material except books.

*\*Depending on their academic background, some students may need to complete prerequisites at the undergraduate level. Additional costs may apply.*

## Estimated MSc Student Expenses

Cost (€)	Year 1	Year 2
Tuition fee	€12,000	€12,000
Accommodation	€3,600	€3,600
Living expenses	€3,600	€3,600
Health insurance	€650	€650
Residence permit	€120	€120
Student transport pass	€150	€150
Books and study material	€75	€75
Total:	€20,195	€20,195

*These costs are based on the assumption that students stay in Vienna for the entire four semesters. The reduced rate student transport card for Vienna is only valid for students up to the age of 26.*

*Please visit our website [www.modul.ac.at](http://www.modul.ac.at) in the section “Financial Information” for detailed information on available scholarships, graduate assistantships, grants, and other funding opportunities.*

# Application Information

## How to Apply

Master applicants require a minimum of a three year university degree or equivalent including transcripts in a field preferably related to the desired Master studies.

### Step 1: Online Application

Apply using MU's online application tool at:  
**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 photo
- Two letters of recommendation (from academic sources)

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 may be granted until the pending document is submitted.

Please note that **all documents must be submitted in English. Only university degrees, transcripts, and letters of recommendation are also accepted in 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 will 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 ensure that applicants understand the expectations with regard to their chosen program. It is also the chance for applicants to ask any further questions.

### Step 3: Admission Decision

Usually once per week the admissions committee decides on admission based on previous education performance, the motivation and general impression, extracurricular activities, interview performance and academic aptitude of the applicant. If approved, admissions documents will be sent to the future student.

### Application Deadlines

Study start: end of February

Deadline for EU citizens: January 31<sup>st</sup>

Deadline for Non-EU citizens\*: October 31<sup>st</sup> (recommended)

Study start: end of September

Deadline for EU citizens: August 31<sup>st</sup>

Deadline for Non-EU citizens\*: May 31<sup>st</sup> (recommended)

\* Non-EU citizens require a visa

# 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 (and university degrees, transcripts, and letters of recommendation 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.

- ☐ Curriculum Vitae (personal data sheet)
- ☐ Letter of motivation (description of reasons why you are applying for your chosen study program)
- ☐ Copies of certificates and degrees (incl. transcripts)
- ☐ Copy of official test results of English proficiency test or other proof
- ☐ Two letters of recommendation (from academic sources)
- ☐ Copy of passport
- ☐ Passport-sized photo

# MU

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