



MODUL University Vienna is an international private university 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 scenic hill with a spectacular view of the capital of Austria. Since 2007, 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.

Fall Semester 2017 (September-January)

External Lecturer (m/f)

"Hotel Asset Management"

Job Description

- Study Program: BBA in Tourism and Hospitality Management (Hotel Management Major)
- BBA in Tourism, Hotel Management and Operations
- Course Name: Hotel Asset Management
- Course Type: Seminar (2h/week * number of groups), approximately two seminar groups
- Hours: Per group: 2 weekly hours (45min each) in a 15 week semester
- Course Objectives and Content:

This course is an introduction to the systematic and coordinated processes by which physical assets in the hospitality industry (hotels, conference centers, resorts and other properties) are managed. Asset management requires a cross-functional approach to achieve sustained value in the selection, design, acquisition, operation, maintenance and renewal of physical infrastructure. The course will provide participants with a foundational understanding of the profession of Hotel asset manager and his/her role of having the fiduciary responsibility to manage the lodging investment to meet the specific objectives of ownership. At the heart of effective asset management is the maximization of investment value through measurable profit creation and preserved capital growth. The course will include lectures, assignments, and cases to expose participants to the latest analytical tools and techniques asset managers use create value for hotel enterprises.
- Course content includes, but is not limited to:
 - Evolution of the Hotel Industry and Key Events
 - History and Evolution of Hotel Asset Management and Ownership
 - The role and current state of the Profession of Asset Management
 - Macroeconomic Trends, Hotel Industry Structure and Investment Cycle

- Key Industry Trends Impacting Hotel Asset Performance
- Asset Management Process: Asset Management Cycle and Plan
- Buy-Sell-Hold Decisions
- Principles of Hotel Investment Decisions
- Structuring Hotel Investments
- Investment and Operating Performance Tools
- Understanding Revenue and Channel Management: Key terms, tools and ratios
- Understanding Hotel Management Contracts
- Understanding Hotel Franchise Agreements
- Understanding Capital Expenditure Decisions and Planning

Requirements

- Master or diploma degree in the field of social sciences and/or business administration from an accredited post-secondary educational institution
- Excellent written and spoken English (IELTS Score of 7.0 or equivalent - German is not a requirement as English is the working language)
- A proven track record of teaching this or similar subjects at an accredited post-secondary educational institution

MODUL University requires successful candidates to

- Contribute to the ongoing development of the courses by means of quality management tools.
- Apply innovative pedagogical methods in the classroom to facilitate learning for students with diverse backgrounds.
- Transport the university's values of education into the classroom.

We offer

- Independent working environment
- International team
- Workplace with an unbeatable view
- Remuneration of €127 per unit of Exercise (€3810 in total per group) before tax

Additional information on the study programs can be found [online](#). For questions related to this position please contact the Dean of the undergraduate school, Dr. Florian Aubke (florian.aubke@modul.ac.at).

MU Vienna is an equal opportunity employer, committed to diversity within students and staff. We do not discriminate on the basis of disability, gender or gender expression, sexual orientation, age, social class, national origin, religion, ethnicity, race or color but encourage qualified women and/or members of underutilized minorities to apply.

Please send your application including cover letter and curriculum vitae to Mr. Robert Vukotic at robert.vukotic@modul.ac.at (in English, preferably as a single PDF file not exceeding 8 MB).

