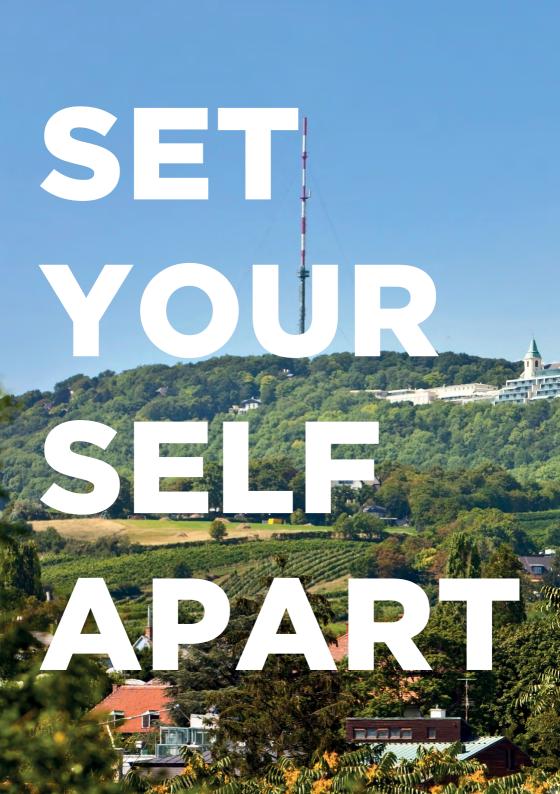


# PROFESSIONAL CERTIFICATES



MODUL University Vienna's Certificate programs allow you to develop MBA level skills without committing to an entire MBA study program. Certificates are especially beneficial for professionals who want to acquire specialized innovative skills in a short time period and upskill their current professional profile in a specific area.

Earning a Certificate gives you a competitive edge in global business and compliments general management and leadership skills to shape your career in future-orientated areas.

Obtain a Certificate from one of the areas that draw upon MU faculty research strengths:

ENTREPRENEURSHIP, INNOVATION & LEADERSHIP

NEW MEDIA AND INFORMATION MANAGEMENT

PUBLIC GOVERNANCE AND SUSTAINABLE DEVELOPMENT

REAL ESTATE MANAGEMENT AND HOTEL DEVELOPMENT

**TOURISM AND HOTEL DEVELOPMENT** 

All courses are taught in English. Students can transfer the earned seminar credits to the MBA program at MODUL University Vienna.

Complete **six two-day courses** from one of the fields of specialization to earn a certificate!

### ENTREPRENEURSHIP, INNOVATION & LEADERSHIP

Growing businesses need to adapt to environmental and technological changes. This certificate will prepare you for the challenges of establishing and growing a business in today's dynamic climate. It communicates the skills and techniques behind entrepreneurial thought and action, imparting expertise which enables managers and entrepreneurs to make crucial decisions and compete successfully.

#### **Courses**

Entrepreneurship

Innovation

Strategic Management

Managing Start-ups

**Financing New Ventures** 

Entrepreneurship Project and Boot Camp

Social Entrepreneurship Fundamentals

Business Planing and Intellectual Property Rights

**Executive Leadership** 

Open Innovation

The Sharing Economy



### NEW MEDIA AND INFORMATION MANAGEMENT

This certificate offers specific modules on the economic foundations and successful applications of new media. It draws upon internationally-recognized research into social media monitoring and business intelligence solutions, emphasizing their impact on interactive marketing, stakeholder engagement, and virtual community building.

#### **Courses**

Search Engine Optimisation and Marketing
Social Media Marketing
Telecommunication - Marketing, Branding and Sales
Media Asset Management and Utilization
Visualisation Techniques for Management
+ one Advanced Business Knowledge course



## PUBLIC GOVERNANCE AND SUSTAINABLE DEVELOPMENT

This certificate combines traditional business subjects with understanding and training in contemporary practices of good governance, effective public management as well as an understanding of the challenges of building economic and social well-being by preserving and protecting our shared natural environment. It has a strong focus on good governance practices of institutions and organizations operating within a larger set of regional, national, and international frameworks.

#### **Courses**

Social Entrepreneurship Fundamentals
Social Entrepreneurship Boot Camp
Green Business Strategies
European Union Policies
Creating Positive Impact in Investing and Finance
The Legal and Regulatory Framework of the EU
Special Issues in Sustainable Development
Economic Development Strategies and Policies
The Sharing Economy



### REAL ESTATE MANAGEMENT AND HOTEL DEVELOPMENT

This certificate is designed to deliver students the essentials in economics, investment, valuation, law, planning, development, and management of properties. It builds on interactions in the dynamic and complex real estate market to teach you how to create intelligent and sustainable urban environments. This certificate goes beyond conventional subjects and relates them to the context of cities and regions and the impact of development on them.

#### **Courses**

Hotel Real Estate Planning and Valuation
Forecasting and Benchmarking for Hotels and Hotel Asset Management
Fusions: Real Estate Operations for Hospitality and New Business ideas
Real Estate and Regional Development
Negotiations and Contracting for Real Estate
+ one Advanced Business Knowledge course



### TOURISM AND HOTEL DEVELOPMENT

This certificate introduces participants to the complexity of tourism planning, provides perspectives on tourism, global trends and issues, the tourism value chain, development theory and impact analysis. Graduates can expect to succeed in planning, securing financing, marketing, negotiating with government authorities, developing policies, improving tax regimes, and sustaining an environment conducive to tourism development.

#### Courses

Storytelling and Branding

**Smart Destinations** 

The Sharing Economy

**Designing Tourism Experience** 

Health Tourism and Hospitality

Principles of Consumer Behaviour in Tourism

Strategic Marketing for Destination Marketing Organizations

**Tourism Marketing Information Systems** 

Social Media Marketing

Telecommunication - Marketing, Branding and Sales

Media Asset Management and Utilization

Strategic Management

Hotel Real Estate Planning and Valuation

Forecasting and Benchmarking for Hotels and Hotel Asset Management



### ADVANCED BUSINESS KNOWLEDGE

To earn a certificate, a minimum of four courses must be selected from the specialization area. You have the option to take all six from one specialization, or you can round it out with advanced business knowledge. Two courses may be chosen from the following:

#### **Courses**

Managing People, Teams and Organizations

**Negotiation and Dispute Resolution** 

Leadership

**Project Management** 

Financial Management and Reporting

Information Systems Management

Entrepreneurship

Innovation

Competitive Analysis and Strategy

Marketing Management in the Digital Age

Social Media Intelligence

**Business Analytics** 

Data Collection & Analysis

Managerial Economics I & II

Ethics and Corporate Social Responsibility

Network Analysis for Business

Big Data and Decision Support





### **Course Structure**

Preparation Phase 2 weeks e-learning

Working independently with provided course material to familiarize yourself with the subject



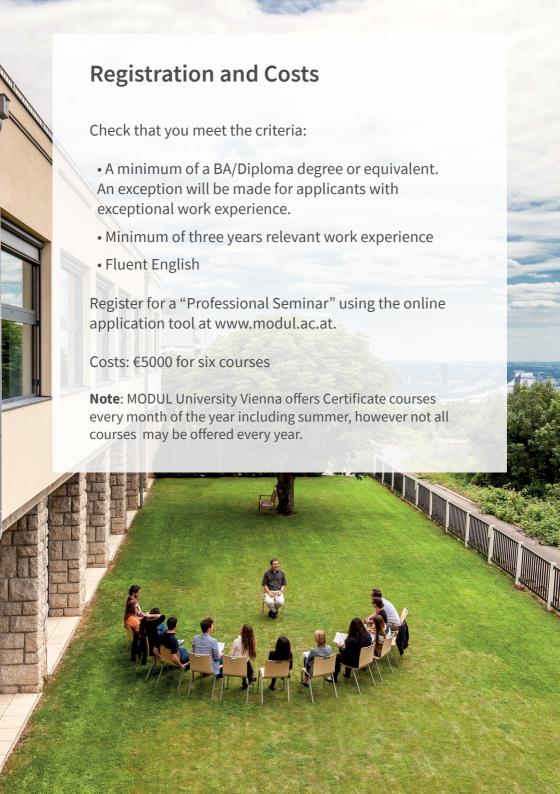
On-campus Seminar 2 days MU campus

Two consecutive days of interactive seminars held at the MU campus



Follow-up Phase 2 weeks e-learning

Working individually or in a group on a final assignment or project





#### **CONTACT**

Jovana Peric Senior Officer MBA Recruitment

Am Kahlenberg 1, 1190 Vienna, Austria Tel: +43 1 320 3555-302 jovana.peric@modul.ac.at

WWW.MODUL.AC.AT