

PROFESSIONAL CERTIFICATES

**SET
YOUR
SELF
APART**



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*

Registration and Costs

Check that you meet the criteria:

- A minimum of a BA/Diploma degree or equivalent. An exception will be made for applicants with exceptional work experience.
- Minimum of three years relevant work experience
- Fluent English

Register for a “Professional Seminar” using the online application tool at www.modul.ac.at.

Costs: €5000 for six courses

Note: MODUL University Vienna offers Certificate courses every month of the year including summer, however not all courses may be offered every year.





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