

PROFESSIONAL MBA





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 2016, MU Vienna expanded with **two new international campuses and partnerships** in the **United Arab Emirates** and **China**.

MODUL University Dubai is the **first and only Austrian university in the Middle East**. Situated in the heart of Dubai, the campus offers programs in International Management, Tourism and Hospitality Management, Business Administration, and Sustainable Development.

MU Vienna is partnered with **Nanjing Tech University Pujiang Institute** to jointly offer study programs in English in the area of Hospitality and Tourism Management.

Why Study at MODUL University Vienna?

- All courses are **taught in English** by an internationally experienced faculty
- All programs are accredited by the **Agency for Quality Assurance and Accreditation Austria**, a member of the European Association for Quality Assurance in Higher Education (ENQA)
- **Business-oriented education** promotes the spirit of enterprise and effective service delivery
- A **78% international MBA student body** provides a multicultural learning environment
- Students may enroll in **four language courses** included in the tuition fee (out of 31 available languages)
- All classes are conducted as seminars in a stimulating learning environment by **expert faculty** both from MU and abroad
- **Small class sizes** allow for personalized attention and a high degree of interaction
- **Flexible rolling intake** allows MBA students to begin their studies at any time throughout the year
- Opportunity to attend MBA courses at the newly opened **MODUL University Dubai**, the first and only Austrian university in the Middle East

MBA at a Glance

6000

MODUL University and College graduates

650

students are enrolled in all study programs

24-52

age range of MBA students in 2017

34

average age of MBA students

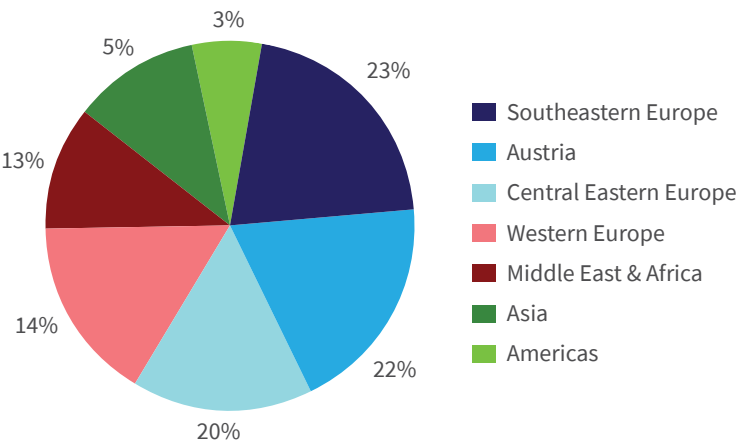
78%

international MBA student body

44%/56%

male / female ratio

MBA students and graduates by origin



Figures based on a June 2017 analysis of MODUL University MBA students and graduates

“The international environment and English as the course language had a positive training effect, not only for my current job but also for further international roles. I had a great teamwork experience with other students; we immediately built up learning groups and supported each other. My studies provided me with a better understanding of the various dependencies between technology and business, impacts and influences, and how to use them for better economic results”

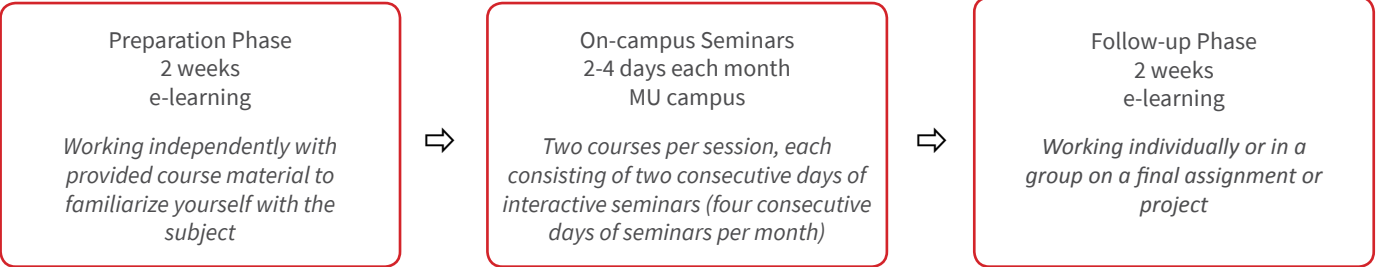
Thomas Lutz, MBA, Head of Corporate Communications at Microsoft Austria



Program Structure

The Master of Business Administration program offers courses on a monthly basis throughout the year starting from October through September. The schedule is convenient for working professionals, with blocked courses taking place **once a month on 2-4 consecutive weekdays and weekends**. MBA students who finish all required courses in the first 12 months of the program can complete their degree in 18 months, with six months focused on writing the Master Thesis. An extended format also gives participants the option to increase their study time to 24 months, allowing even more scheduling flexibility. There are no exams in the MBA program at MODUL University. ECTS points are granted after successful completion of all three phases (see graphic below).

All MBA students attend the **mandatory core courses** to learn the general concepts of business administration and management and must complete a Master Thesis. In addition you must complete **six enrichment courses**, which can be chosen according to your interests and career ambitions. This selection will lead to either a general Master of Business Administration or a Master of Business Administration with a major specialization.



Program Overview

Core Courses

Managing People and Organizations

Financial Management and Reporting
Information Systems Management
Leadership
Managing People, Teams and Organizations
Negotiation and Dispute Resolution
Project Management

Master Thesis

Academic Writing
Master Thesis Tutorial
Master Thesis & Master Thesis Defense

Marketing and Innovation

Competitive Analysis and Strategy
Entrepreneurship
Innovation
Marketing Management in the Digital Age
Social Media Intelligence

Quantitative and Economic Analysis

Business Analytics
Data Collection & Analysis
Managerial Economics

Enrichment Options

General MBA

Select a total of **six enrichment courses** of your choice.

+

OR

MBA with a major specialization

Select a minimum of **five enrichment courses** from one area of specialization, plus **one additional enrichment course** of your choice.



Major in Entrepreneurship, Innovation and Leadership

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

The entrepreneurial know-how offers students numerous career and employment opportunities including positions in: family-owned businesses, entrepreneurship development firms, appraisal and consulting firms, banks and financial institutions, accounting firms, insurance companies, regulatory agencies, government supported technology firms and large corporations with innovation functions, and product development roles.

Entrepreneurship, Innovation and Leadership Courses

Entrepreneurship Project and Boot Camp
Executive Leadership
Financing New Ventures
Managing Start-ups
Network Analysis for Business
Open Innovation
Social Entrepreneurship Fundamentals
Strategic Management

Additional courses which count towards this major

Big Data and Decision Support
Business Planing and Intellectual Property Rights
Ethics and Corporate Social Responsibility
Managerial Economics II
The Sharing Economy

Major in New Media and Information Management

The major in New Media and Information and Management sharpens leadership skills by linking proven management methods to new media innovation, offering specific modules on the economic foundations and successful applications of new media. The program 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.

Seminars with renowned international experts address the advantages and limits of best practice models for electronic retailing, electronic publishing, and online marketing. New forms of virtual communication and collaboration receive particular attention given their remarkable potential to optimize information flows within and across organizations.

New Media and Information Management Courses

Big Data and Decision Support
Media Asset Management and Utilization
Network Analysis for Business
Search Engine Optimisation and Marketing
Social Media Marketing
Telecommunications - Marketing, Branding and Sales
Visualisation Techniques for Management

Additional courses which count towards this major

Ethics and Corporate Social Responsibility
Managerial Economics II



Major in Public Governance and Sustainable Development

This major combines traditional business subjects with understanding and training in contemporary practices of good governance and 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 puts a strong focus on good governance practices of institutions and organizations operating within a larger set of regional, national and international frameworks.

Graduates will be qualified to negotiate, plan and implement sustainable programs and policies; design, monitor and analyze green business practices; plan regional economic development strategies that incorporate principles of sustainability; work in interdisciplinary teams and offer problem analysis and consulting. These qualifications are widely needed in job markets around the world where demand is rapidly growing.

Public Governance and Sustainable Development Courses

European Union Policies
Economic Development Strategies and Policies
Ethics and Corporate Social Responsibility
Green Business Strategies
Social Entrepreneurship Fundamentals
Social Entrepreneurship Boot Camp
Special Issues in Sustainable Development

The Legal and Regulatory Framework of the EU
The Sharing Economy

Additional courses which count towards this major

Big Data and Decision Support
Creating Positive Impact in Investing and Finance
Managerial Economics II
Network Analysis for Business

Major in Real Estate Management and Hotel Development

This major is designed to deliver students with 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 and goes beyond conventional subjects by relating them to the context and development of cities and regions. Hospitality, being the highest tier of real estate is a core element in this specialization. Students will gain an appreciation of the process in property transaction such as development and investment funding.

This major is suitable for students who are aspiring to fulfil a leadership role in the real estate or tourism industry. It prepares them for developing their career towards senior managerial positions by focusing on critical thinking, problem solving, data-driven decision making, strategic business planning and leadership development in the milieu of real estate and hotel development.

Real Estate Management and Hotel Development Courses

Forecasting and Benchmarking for Hotel Development and Hotel Asset Management
Fusions: Real Estate Operations for Hospitality and New Business Ideas
Hotel Real Estate Planning and Valuation
Negotiations and Contracting for Real Estate
Real Estate and Regional Development

Additional courses which count towards this major

Big Data and Decision Support
Ethics and Corporate Social Responsibility
Managerial Economics II
Network Analysis for Business



Major in Tourism and Hotel Development

The tourism industry has become the biggest employer worldwide and companies continue to require academically qualified managers. This major focuses on the complexity of tourism planning, provides perspectives on tourism, global trends and issues, the tourism value chain, development theory and impact analysis. It is suitable for students who are aspiring to leadership roles in the tourism industry or who want to start up their own businesses and further prepares students for developing their careers towards senior managerial positions by focusing on problem solving, data-driven decision making, strategic business planning, and leadership development.

Tourism and Hotel Development Courses

Designing Tourism Experience
Forecasting and Benchmarking for Hotels and Asset Management
Hotel Real Estate Planning and Valuation
Health Tourism and Hospitality
Principles of Consumer Behaviour in Tourism
Smart Destinations
Storytelling and Branding
Strategic Marketing for Destination Marketing Organizations
Tourism Marketing Information Systems

Additional courses which count towards this major
Big Data and Decision Support
Ethics and Corporate Social Responsibility
Managerial Economics II
Media Asset Management and Utilization
Network Analysis for Business
Social Media Marketing
Strategic Management
Telecommunications - Marketing, Branding and Sales
The Sharing Economy



“The MBA considerably changed my life and helped to deepen my knowledge in sustainable development, social responsibility, program management, and evaluation, as well as intercultural communication.”

Svetlana Grokhotova, MBA, CEO and Managing Director of Telestar.net

Selected International Faculty

MODUL University Faculty

Dr. Florian Aubke, Germany, Dean of the Undergraduate School, Department of Tourism and Service Management

Prof. Dr. Astrid Dickinger, Austria, Department of Tourism and Service Management

Dr. Lidija Lalicic, Netherlands, Assistant Professor, Department of Tourism and Service Management

Dr. Lyndon Nixon, UK, Assistant Professor, Department of New Media Technology

Prof. Dr. Irem Önder, Turkey, Associate Professor, Department of Tourism and Service Management

Prof. Dr. Sabine Sedlacek, Austria, Associate Professor, Head, Department of Public Governance and Sustainable Development

Prof. Dr. Arno Scharl, Austria, Head of the Department of New Media Technology

Dr. Christoph Trattner, Austria, Assistant Professor, Department of New Media Technology

External Lecturers

Dr. Daniel Fesenmaier, United States, Director of the Department of Tourism, University of Florida

Prof. Dr. Laura Galloway, UK, Edinburgh Business School

Dr. Martin Lohmann, Germany, Director of the Institute for Tourism and Recreational Research, University of Lüneburg

Prof. Nicola Mirc, France, IAE Toulouse School of Management, Université Toulouse Capitole

Prof. Jacek Mironski, Poland, Marketing Institute at the SGH Warsaw School of Economics

Prof. Dr. Juergen Pfeffer, Germany, TUM - Technical University of Munich

Dr. Kathrin Reinsberger, Austria, Institute for Entrepreneurship and Innovation, Vienna University of Economics and Business

Prof. Dr. Dietmar Wiegand, Austria, Real Estate Development, TUW - Technical University of Vienna

Prof. Dimitris Christopolous, Greece, Dean of the MBA Program, Department of Public Governance and Sustainable Development

- Professor Christopoulos is an expert on policy, governance, networks and entrepreneurs.
- Beyond his responsibilities at MU he is also an Associate Research Professor at the Edinburgh Business School and a Research Fellow at LISER in Luxembourg.
- His current projects focus on political and business networks, governance for sustainability, social entrepreneur motivation, the syndication of venture capital and start-up finance.
- In the MBA, he contributes to the courses on Business Analytics, Data Collection and Analysis, and Social Networks for Business.



Industry Partners

A selection of our over 700 global industry partners



Prof. Arno Scharl leads the procession at the annual MBA Graduation Ceremony



On Campus in Vienna

Located on **Kahlenberg, a scenic hill overlooking Vienna**, MODUL University Vienna'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**, with **short or no waiting times** and **personalized attention**.

To enhance the MU experience and embrace what Vienna has to offer, a **variety of cultural, culinary, and career networking activities** are available for MBA students.

On Campus in Dubai

In Fall 2016, **MODUL University Dubai** opened its campus as the **first and only Austrian university in the Middle East**. MBA students are able to attend courses at the Dubai campus, enabling them to study in both locations at no extra tuition cost.

The state-of-the-art Dubai campus is spread across 2,300 m² and located in **ONE JLT, Dubai's most prestigious business address** at the heart of Jumeirah Lakes Towers within the UAE's fastest growing Free Zone, the Dubai Multi Commodities Centre (DMCC), which was recently named the **world's best Free Zone** by the Financial Times.

Surrounded by 11,000 companies, **MODUL Dubai is in walking distance** to the community park and sport facilities, two metro stations, and two meticulously planned waterfronts – **Dubai Marina & Jumeirah Beach Residence**.

World Class Education in the Heart of Europe

Vienna is an **international city** with a population of more than 1.7 million people

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

Vienna was selected as the **Top City for Quality of Life** by Mercer Consulting, 2009 - 2017

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



Application Information

How to Apply

MBA applicants require a minimum of a Bachelor/Diploma degree or equivalent including transcripts and a minimum of three years work experience.

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 photograph
- Two letters of recommendation (from academic or professional sources)
- Proof of relevant work experience, minimum of 3 years

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 is granted until the pending document is submitted.

Please note that **all documents must be submitted in English or 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'll 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 allow an understanding of the expectations of the applicants with regard to the course. It also is the chance for applicants to ask all open questions.

Step 3: Admission Decision

The admissions committee decides on admission based on previous educational performance, motivation and general impression, work experience, interview performance, and academic aptitude. If approved, admissions documents will be sent to the future student.

Application Time Frame

In order to enhance the flexibility of our MBA programs, we accept applications throughout the year, allowing interested professionals to align their MBA studies as comfortably as possible with their professional and private lives.

Financial Information

Current tuition fees are available on our website at modul.ac.at/admissions/financial-information/tuition-fees-and-scholarships

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 or German, so if documents are in other languages, please provide a certified translation. The following documents must be uploaded during the online application procedure.

- ☐ Curriculum Vitae (personal data sheet)
- ☐ Letter of motivation (description of reasons for applying to MODUL University Vienna)
- ☐ Copies of certificates and degrees (incl. transcripts)
- ☐ Copy of official test results of English proficiency test or other proof
- ☐ Copy of passport
- ☐ Passport-sized photograph
- ☐ Two letters of recommendation (from academic or professional sources)
- ☐ Proof of relevant work experience, minimum of 3 years



MU

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WWW.MODUL.AC.AT