



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.

Spring Semester 2018 (February - June) External Lecturer (m/f) "Hotel Business Development Strategies"

Job Description

- Study Program: BBA in Tourism and Hospitality Management
BBA in Tourism, Hotel Management and Operations
- Course Name: Hotel Business Development Strategies
- Course Type: Seminar
- Hours: 2 weekly units (45min each) in a 15 week semester
- Course Objectives:
In this course, students explore the business expansion strategies of hotel companies. In this context, the strategic decision making process and economic rationality of various entry modes are discussed. Students should become familiar with theories of internationalization in the hotel context and be able to contrast expansion strategies of hotel chains.
- Course content includes, but is not limited to:
 - Development of hotel chains and reasons for expansion
 - Expansion/Internationalization strategies, asset light or asset heavy
 - Entry Modes: Equity, Franchise, Management Contract, Marketing Consortium, Lease
 - Selecting partners for expansion

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 course 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 Seminar 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).