



## EXECUTIVE PROGRAM

**MODUL** VIENNA  
**UNIVERSITY**  
WKO WIEN PRIVATE UNIVERSITY



International Degree for Managers and Future Executives  
**MASTER OF BUSINESS ADMINISTRATION**

# ABOUT MODUL UNIVERSITY



## HISTORY

MODUL University Vienna is an international private university in Austria 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.

The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the vocational training school with the longest tradition in tourism and hospitality education worldwide. Since 2007, MODUL University Vienna has been offering 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.

“The MBA Program of MODUL University Vienna caters to professionals with different educational backgrounds. It offers the possibility to tailor the curriculum to specific interests and sharpens leadership skills by linking proven management methods to innovation and knowledge transfer processes.

The MBA as our flagship leadership program integrates methodological and applied knowledge, with a special focus on management skills and decision making in dynamic market environments. New forms of communication and collaboration and the resulting reconfiguration of corporate workflows exemplify how innovation can trigger significant change within and across organizations.

The modular degree program conveys the wide range of skills required to achieve a competitive advantage in such dynamic market environments. It not only covers general business administration and management knowledge, but also offers a customizable curriculum with extended modules on the economic foundations and management challenges of four high-impact domains: New Media, Public Governance, Sustainable Development, and Tourism. Interactive seminars with leading experts in these domains explore best practice models and the advantages and limits of established and emerging business models.”

**Prof. Dr. Karl Wöber**  
**Dean of the Master of Business Administration Program**  
**President, MODUL University Vienna**

## WHY STUDY AT MODUL UNIVERSITY VIENNA

- A 85% international student body provides a multicultural learning environment (students from more than 70 different nationalities have so far studied at MU)
- All courses are taught in English by an internationally experienced faculty
- Optimal student support ratio of 1:10 (faculty to students)
- All classes are conducted as seminars in a stimulating learning environment that guarantees a high degree of interaction with world-renowned faculty
- Excellent possibilities for networking with over 300 exclusive partner companies
- All programs are accredited by the Austrian Accreditation Council, an independent agency of the Austrian Ministry of Science and Research





# EXECUTIVE PROGRAM

## MBA CORE COURSES (30 ECTS)

All students attend the following modules to learn about general concepts of Business Administration and Management

Managing People and Organizations (12 ECTS)

Marketing and Innovation (6 ECTS)

Quantitative and Economic Analysis (12 ECTS)

### Option 1: General

#### MASTER OF BUSINESS ADMINISTRATION

Choice from a selection of enrichment courses in the areas of Sustainable Development, Public Governance, Tourism, and New Media  
(TOTAL: 30 ECTS)

MASTER THESIS  
(30 ECTS)

MASTER OF BUSINESS ADMINISTRATION

**Option 2: Focused** The focused MBA programs require 24 ECTS in the chosen field of study and 6 ECTS enrichment courses selected from the courses offered in the other majors (Total: 30 ECTS)

Sustainable  
Development and  
Management

Tourism  
Management

MASTER THESIS  
(30 ECTS)

MASTER OF BUSINESS  
ADMINISTRATION Major in  
SUSTAINABLE DEVELOPMENT AND  
MANAGEMENT

MASTER OF BUSINESS  
ADMINISTRATION  
Major in  
TOURISM MANAGEMENT

## FACTS AND FIGURES

Duration: 18-24 months

Organization: The study year is organized in monthly seminars from October - September. Seminars last between 2 and 5 days, including weekends

Program Size: Maximum 30 students per year

Program Start: Rolling intake

Tax Deductibility: Tuition fees are fully tax-deductible

## ADMISSION CRITERIA

- Proof of an undergraduate degree taking a minimum of three years plus a minimum of three years' professional experience.
- Proof of English proficiency for non-native speakers: undergraduate program conducted in English, C1 level on an internationally recognized language test (i.e. IELTS 6.5 (no sub-score under 6.0), TOEFL 88 Internet-Based Test), or satisfying the Admissions Committee in a form deemed appropriate by the Committee.
- CV and motivation letter
- To gain acceptance, applicants must pass a formal admission interview (in person, via phone or Skype)



# BUSINESS CORE COURSES

## Managing People and Organizations (12 ECTS)

Leadership

Managing People and Teams

Managing Organizations

Ethics and Corporate  
Social Responsibility

Managing People and Teams

Information Systems  
Management

## Marketing and Innovation (6 ECTS)

Entrepreneurship and  
Innovation

Competitive Analysis and Strategy

Marketing Management

## Quantitative and Economic Analysis (12 ECTS)

Managerial Economics  
(5 ECTS)

Data Analysis and Decision Making  
(5 ECTS)

Accounting and Financial  
Reporting

## Master Thesis (30 ECTS)

Master Thesis Tutorial

Master Thesis and Master Thesis  
Defense  
(28 ECTS)

2 ECTS points will be awarded for each of the Business Core courses completed, unless otherwise noted



# ENRICHMENT COURSES

Social Media Intelligence and Stakeholder Engagement SD, TM, PG, NM	The Art of Negotiation and Dispute Resolution SD, TM, PG, NM	Environmental Management SD, TM, PG, NM	E-Government TM, NM	Green Business Strategies SD, TM
Governance Issues in Sustainable Development SD	The Practice of Sustainable Development SD	Special Topics in Sustainable Development SD	Human Ecology SD	Environmental Systems SD (6 ECTS)
Economic Development Strategies and Policies SD, PG	Public-Private Partnerships SD, PG	The Legal and Regulatory Framework of the EU SD, PG	Program and Policy Evaluation Techniques SD, PG	
Public Administration and Rule of Law PG	Contemporary Challenges of Public Governance and Democratization PG	Public Management, Controlling and Quality Management PG	Identifying Market Segments in Tourism TM	
City Tourism Marketing TM	Strategic Marketing for Destination Marketing Organizations TM	Tourism Marketing Intelligence TM	Tourism Service Production TM	
Tourism Information Systems TM	Principles of Consumer Behavior in Tourism TM	Real Estate Planning and Valuation TM	Electronic Content Production NM	
New Media Business Plans and IP Rights NM	Telecommunication - Branding, Products and Distribution NM	Semantic Web Technologies NM	Visualization Techniques for Management NM	

**3 ECTS** points will be awarded for all completed Enrichment Specialization courses, unless otherwise noted

### General MBA

As part of the General MBA program it is possible to choose from a selection of enrichment courses amounting to a minimum of 30 ECTS points

### MBA with a major in

To obtain an MBA with a major specialization, a minimum of 24 ECTS points from ONE particular specialization field must be selected, plus 6 additional ECTS points from other specializations

### Specializations

SD = Sustainable Development  
PG = Public Governance  
TM = Tourism  
NM = New Media

# SHORT BIOS OF SELECTED FACULTY



**O. UNIV. PROF. DR. PHIL HELGA KROMP-KOLB** Professor, University of Natural Resources and Life Sciences (BOKU), Vienna

**Professional Background:** Dr. Kromp-Kolb is advisor to the Ministry for Defense and Sports; Central Institution for Meteorology and Geodynamics; World Wide Fund for Nature; and the Virtual Collegium for Social Ecology (IFF). Winner of the Austrian Climate Protection Prize 2008, WWF Panda Award 2006, Golden Honor for Service to Vienna 2006, Scientist of the Year (awarded by Science Journalists of Austria) 2005

**Research Interests:** climatology; meteorology; glaciology; power economics; interdisciplinary technical sciences; environmental technology; Civil defense and disaster control; human ecology; ecological engineering; environmental protection; risk analysis; systems analysis

**Course at MUV:** Practice of Sustainable Development



**MARTINA MALÝ** Managing Director of Michaeler & Partner Vienna, Member of MODUL University Vienna Tourism Advisory Board

**Professional Background:** 10 years of hotel experience in leading hotels (Hilton, Paris; Hotel Sacher, Vienna; Four Seasons and St. Regis, New York; Al Bustan Palace, Oman). Boutique hotel opening (Style Hotel Vienna). Hotel consulting in Berlin and Salzburg. Hotel real estate valuation at MRG Metzger Real Estate Group, Vienna.

**Professional Responsibilities:** Project management, Hotel opening management, Valuation of hotels, Revenue management, Leader in sustainability for the hospitality industry – Implementation of Green Globe and ÖGNI (Sustainable building). Lecturer, mentor, key note speaker for tourism universities, counselors of real estate, tourism conferences

**Course at MUV:** Real Estate



**DR. MARTIN LOHMANN** Professor for Market Psychology and Consumer Behavior at Leuphana University

**Professional Background:** Dr. Lohmann is Managing and Research Director at the Institute for Tourism and Recreational Research in Northern Europe, Kiel, Germany.

**Research Interests:** consumer behavior in tourism and market research (e.g. themes trends, impacts, recreation), tourism market research (e.g. guest surveys, image analyzation), applied research and consulting (e.g for tourism companies and organizations, vacation destinations and regions, and national and international institutions)

**Course at MUV:** Principles of Consumer Behavior in Tourism



**PROF. HARVEY GOLDSTEIN** Professor and Director of the Program in Public Governance and Management at MODUL University Vienna

**Professional Background:** Dr. Goldstein has served as a consultant for the United Nations Development Programme, the International Labor Affairs Bureau of the U.S. Bureau of Labor Statistics, the World Bank, the U.S. Agency for International Development, and a number of state and local government organizations in the U.S.

**Research Interests:** regional and local economic development planning and management, the role of knowledge-based institutions in the governance and development of regions, research and evaluation methods, research design, regional labor market analysis and economic forecasting

**Course at MUV:** Program and Policy Evaluation Techniques



**SHANNON H. TUFTS** Shannon Tufts, PhD, USA  
Assistant Professor and Director, Center for Public Technology

**Professional Background:** Shannon Tufts designed and implemented the first local government Chief Information Officers Certification program in the nation and continues to run CIO certification programs for local and state government IT professionals. She serves on several federal, state, and local government committees to promote the effective use of technology in the public sector.

**Research Interests:** Information technology planning; electronic government; survey methodology; wireless technologies; business process re-engineering

**Course at MUV:** E-Government



**DAVID M. SLUSS, PhD** Assistant Professor of Organizational Behavior at the College of Management, Georgia Tech

**Professional Background:** Dr. Sluss has worked with organizations throughout the U.S. and parts of Europe, such as: Cisco Systems, Abbott Laboratories (U.S. and Puerto Rico), IBM (U.S. & Ireland), Baxter Pharmaceuticals (U.S. & Belgium), Kodak (U.S. & Mexico), Verbund (Austria), Telekom/Mobilkom (Austria), and Palmetto Health (U.S.).

**Research Interests:** complex and dynamic processes how individuals cooperate, relate, and thrive at work; how individuals become attached to work via work role-relationships, work groups, organizations, and occupations

**Courses at MUV:** Leadership; Ethics and Corporate Social Responsibility



# INTERNATIONAL ALUMNI



**Moira Betić, MBA**  
Croatia  
Hotel Manager at Liburnia  
Riviera Hotels, Opatija



**Alex Wachlowski, MBA**  
Austria  
Head of Strategy & Planning at  
A1 telekom



**Mohammed Mustafa, MBA**  
Norway  
ICT Consultant IKT Axxess



**Shi Wei, MBA**  
China  
Owner of CQ-Berlin.com



**Dragan Pujas, MBA**  
Croatia  
Operation Assistant Director  
Plava Laguna d.d. Poreč  
Hotels, Resorts & Camping



**Svetlana Grokhotova, MBA**  
Russia  
CEO and Managing Director  
of Telestar

*The innovative combination of e-learning and interactive seminars  
is tailored for international executives, allowing you to apply  
your new skills in the workplace while you study*

**Thomas Lutz, MBA**  
Austria  
Manager of PR & Public Affairs at Microsoft Austria

“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 and learning 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. The program provided me with a solid academic foundation for many aspects of my current role, while being able to deepen and **use the gained knowledge immediately towards practice**. My perception was that the professional and maturity level of my fellow students was particularly high and I enjoyed the exchange with a lot of bright people.”



## COURSE STRUCTURE

Pre-Module Period  
2 weeks  
e-learning

Core-Module Period  
2-5 days  
MU Vienna campus

Post-Module Period  
2 weeks  
e-learning

Working independently with  
course material to familiarize  
yourself with the subject

Per subject 2-3 consecutive  
days of interactive seminars  
from 9am – 6pm

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

# CONTACT

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University of Natural Resources  
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Agency for  
Quality Assurance  
and Accreditation  
Austria



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