

## PROFESSIONAL EDUCATION



International Degree for Managers and Professionals  
**MASTER OF BUSINESS ADMINISTRATION**



“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 and success in a dynamic and knowledge-based society.

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 three high-impact domains: New Media, Public Governance and Sustainable Development, and Tourism and Hotel Development.

Interactive seminars with leading experts in these domains explore best practice models and the advantages and limits of established and emerging business models.”

A handwritten signature in black ink, which appears to read 'Karl Wöber'. The signature is written in a cursive, flowing style.

**Prof. Dr. Karl Wöber**  
**President, MODUL University Vienna**



# WHY CHOOSE THIS MBA?

The **Master of Business Administration (MBA)** is a two-year part-time program designed especially for industry professionals wanting to advance their careers. To accommodate work schedules, courses take place once a month for 4 days over an extended weekend (Thu-Sun). The MBA concentrates on strategic analysis and planning, problem-solving, interdisciplinary skills, value-based management, and critical thinking. It builds these skills upon a solid foundation of core business disciplines including human resource management, organizational behavior, accounting and finance, marketing and operations, and innovation and entrepreneurship.

Pursuing a Master of Business Administration with MODUL University Vienna encourages out-of-the-box thinking and challenging existing limits and thought patterns and equips you with the skills to take your career to the next level. The part-time format and flexible study method provides the opportunity to apply your new knowledge immediately in the workplace, ensuring that the benefits of the study program are realized from day one on.

## **Core research competencies**

You will not only build a solid foundation in general management skills, but also have the opportunity to specialize in a specific field or industry. MODUL University Vienna has established research competencies in the fields of New Media, Public Governance, Sustainable Development, and Tourism and Hotel Development with a myriad of scientific achievements in basic and applied research. Specialized in these fields of expertise, the MBA faculty is comprised of renowned professors and experts who ensure an outstanding and thematically-focused education.

## **Internationality**

Courses are taught in English by an internationally experienced faculty. Furthermore, a 60% international student body provides a multicultural learning environment (students from more than 70 different nationalities have so far studied at MODUL University).

## **Flexible format**

All classes are conducted as interactive seminars in a stimulating learning environment, guaranteeing a high degree of collaboration and exchange with world-renowned faculty. The innovative course structure consists of pre-module, core module, and post-module periods enabling you to prepare at your own pace, get the most out of the monthly 2-4 day weekend learning sessions on campus, and reflect on and apply your new knowledge. Designed to support and inspire students in their learning process, the MBA courses employ a variety of resources and formats including books, online articles, case studies, and real-life examples taken from the industry. Lecturers encourage interpersonal exchange and collaborative learning with fellow participants, drawing on unique professional experiences and industry knowledge. The program averages 18 months for completion, however study periods can be adjusted to fit your personal schedule, giving you maximum flexibility to study alongside your career.

## **Partner organizations and lasting worldwide networks**

MODUL Career is an exclusive networking platform that provides services for alumni of MODUL University Vienna. As an MBA graduate, the MODUL alumni platform provides you with access to an international cross-cultural network as well as a variety of special alumni services. MODUL University maintains special relations with over 450 exclusive partner companies, thus offering excellent possibilities for networking.

## **Excellent student support**

Admission to the MBA is limited in order to guarantee an optimal student support ratio of 1:10 (faculty to students). Small groups allow for fruitful and enriching discussions within the interactive seminars and maximum contact with faculty.

## **Accreditation**

All programs are accredited by the Agency for Quality Assurance and Accreditation Austria.

# 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.

## RESEARCH COMPETENCIES AT MODUL UNIVERSITY

The MBA program includes the opportunity to specialize in one of three majors that build on the cutting-edge research at MODUL University in collaboration with leading experts. These specializations are based on the following innovative research fields and competencies:

### New Media Technology

Among the leading European research groups in its field, the Department of New Media Technology conducts cross-disciplinary research on Web intelligence, knowledge management, and visual analytics. It develops advanced success metrics and decision support tools, investigates new forms of communication and collaboration, and showcases its results through award-winning Web portals and social media applications. Main research topics include:

- Integration of semantic and geospatial web technologies
- Visual analytics for decision support
- Crowdsourcing, social innovation, and knowledge co-creation
- Text mining and natural language processing
- Multimedia processing and interactive television
- Context-aware services and applications

### Public Governance and Sustainable Development

The Department of Public Governance and Sustainable Development focuses on the development and evaluation of strategies and policies for achieving long-term economic, social, and environmental well-being of cities and regions, and employs multidisciplinary approaches to further our understanding of how good governance, public management practices, public and private sector leadership, social capital, innovation, and entrepreneurship can contribute to achieving

better outcomes for citizens, and healthier development paths for communities and regions. Main research topics include:

- Creating knowledge-regions: factors supporting the generation of university spin-off businesses
- Social network analysis of relationships among providers of private and public equity capital for technology-based start-ups
- Evaluation of the effect of industry clusters on regional economic performance
- Assessing and monitoring the impact of genetically-modified plants on agro-ecosystems
- Non-state market driven governance in the green building sector

### Tourism and Service Management

Connected to a wide network of international tourism organizations (e.g. Hospitality Asset Managers Association, European Travel Commission, European Cities Marketing), the Department of Tourism and Service Management has extensive experience in conducting cutting-edge research in the fields of sustainable regional tourism development, the design of marketing intelligence tools, as well as product and service innovations. Main research topics include:

- Travel flow, trend and competitiveness analyses
- Development and evaluation of management information systems
- Sustainable tourism and regional development policy
- Tourism forecasting modeling
- Consumer and tourist behavior
- Interactive marketing and social media in tourism
- Service innovation and experience networks
- Service recovery and complaint handling

# PROFESSIONAL PROGRAM OVERVIEW

## MBA CORE COURSES I-III (39 ECTS)

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

Managing People and Organizations (15 ECTS)

Marketing and Innovation (12 ECTS)

Quantitative and Economic Analysis (12 ECTS)

### Option 1: General

### Option 2: Major

The MBA with a major requires 15 ECTS in the chosen field of study and additional 6 ECTS from the pool of enrichment courses

Choice from a selection of enrichment courses  
(TOTAL: 21 ECTS)

OR

Public Governance and Sustainable Development

OR

New Media and Information Management

OR

Tourism and Hotel Development

MASTER THESIS  
(30 ECTS)

MASTER OF BUSINESS  
ADMINISTRATION

with a major in  
PUBLIC GOVERNANCE  
AND SUSTAINABLE  
DEVELOPMENT

with a major in  
NEW MEDIA AND  
INFORMATION  
MANAGEMENT

with a major in  
TOURISM AND  
HOTEL DEVELOPMENT

### COURSE STRUCTURE

Pre-Module Period  
2 weeks  
e-learning

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



Core-Module Period  
2-4 days each month  
MU Vienna campus

*Two courses per session, each consisting of two consecutive days of interactive seminars (four consecutive days of seminars per month)*



Post-Module Period  
2 weeks  
e-learning

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



# CORE COURSES

## MODULE I: Managing People and Organizations (15 ECTS)

Leadership, Ethics  
and Corporate Social  
Responsibility

Managing People, Teams  
and Organizations

Negotiation and Dispute  
Resolution

Financial Management and  
Reporting

Information Systems  
Management

## MODULE II: Marketing and Innovation (12 ECTS)

Entrepreneurship and  
Innovation

Competitive Analysis and  
Strategy

Marketing Management  
in the Digital Age

Social Media Intelligence

## MODULE III: Quantitative and Economic Analysis (12 ECTS)

Managerial Economics  
(6 ECTS)

Data Analysis and Decision  
Making  
(6 ECTS)

## Master Thesis (30 ECTS)

Master Thesis Tutorial  
(incl. Academic Writing)

Master Thesis and Master  
Thesis Defense  
(28 ECTS)

3 ECTS points will be awarded for each of the Core Courses completed, unless otherwise noted.



# ENRICHMENT COURSES

E-Government	Public-Private Partnerships	Economic Development Strategies and Policies	The Legal and Regulatory Framework of the EU
Special Issues in Sustainable Development	Environmental Management	Green Business Strategies	Social Entrepreneurship
Resort Development and Management	Tourism Marketing Information System Design	Designing Tourism Experience	Hotel Asset Management
Forecasting and Benchmarking for Hotels	Hotel Real Estate Planning and Valuation	Strategic Marketing for Tourism Destination Organizations	Principles of Consumer Behavior in Tourism
Business Planning and Intellectual Property Rights	Media Asset Management and Utilization	Big Data and Decision Support	Visualization Techniques for Management
Telecommunication - Branding, Products and Distribution	Latest Trends in New Media and Human-Computer Interaction		

All Enrichment courses are also eligible to attend individually as Professional Seminars. For further information please visit [www.modul.ac.at/seminars](http://www.modul.ac.at/seminars)

**Enrichment courses** are a unique opportunity to personalize the MBA program to match the student's career, interests, aspirations, and expectations and are offered in three innovative fields:

- Public Governance and Sustainable Development
- New Media and Information Management
- Tourism and Hotel Development

**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 21 ECTS points.

#### MBA with a major

To obtain an MBA with a major specialization, a minimum of 15 ECTS points from ONE particular specialization field must be selected, plus 6 additional ECTS points from other specializations.

#### Specializations

-  Public Governance and Sustainable Development
-  Tourism and Hotel Development
-  New Media and Information Management

# STUDYING IN VIENNA

## HISTORY MEETS MODERNITY 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 - 2014
- Europe's music capital offers cultural and historic highlights in a modern world city
- Vienna has excellent public transportation and infrastructure facilities
- More than 50% of the city is covered with green space



*“Studying at MU Vienna was the best choice for my MBA. The high caliber of lecturers, the cultural program, and networking opportunities enriched my learning experience and instilled new knowledge I could apply right away”*

## EVEN MORE THAN A TOP-NOTCH EDUCATION

To enhance the MU experience and experience what Vienna has to offer, a variety of cultural, culinary, and career networking activities are arranged for MBA students. The extracurricular program varies by year and may include:

- Wine tasting and tour of the famous Viennese vineyards, the only city in the world with wine-growing production inside its borders
- Visit to a producer of sparkling wine
- Visit to a world-class hotel with a guided tour
- See an English language theater performance, opera, or musical
- Experience local cuisine at a renowned Viennese restaurant
- Visit to the variety of museums
- Visit to the Haydn English cinema
- Visit to the daily newspaper “Der Standard”
- Visit to leading companies

# 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



**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



**SHANNON H. TUFTS, PHD**

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



**MARTINA MALÝ-GÄRTNER** 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:** Hotel Planning, Investment and Valuation



**PROF. HARVEY GOLDSTEIN** Head of the Department of Public Governance and Sustainable Development 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:** Economic Development Strategies and Policies



**PROF. ARNO SCHARL** Professor and Head of the Department of New Media Technology at MODUL University Vienna

**Professional Background:** Arno Scharl has held professorships at the University of Western Australia and Graz University of Technology, and was a Visiting Fellow at Curtin University of Technology and the University of California at Berkeley. He has authored more than 160 refereed publications and edited two books in Springer's Advanced Information and Knowledge Processing Series. Currently, he serves as the Scientific Coordinator of the DecarboNet ([www.decarbonet.eu](http://www.decarbonet.eu)) and uComp ([www.ucomp.eu](http://www.ucomp.eu)) research projects.

**Research Interests:** Web intelligence and big data analytics, human-computer interaction, environmental communication, and the integration of semantic and geospatial Web technology.

**Courses at MUV:** Social Media Intelligence

# ALUMNI AND CAREER



**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 flexible study format and innovative combination of e-learning and interactive seminars are tailored for professionals, allowing you to benefit from world class lecturers and your fellow students' own experiences at your own schedule*

## ALUMNI SERVICES

- Providing a networking and information platform for more than 6000 MODUL College and MODUL University alumni through newsletters, events, and panel discussions
- Offering support in career planning and development to 200 graduates every year
- Organizing excursions to business and career fairs as well as industry events
- Annual alumni and career networking soirée for former graduates, career partners, current students and faculty

## 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.”



# APPLICATION DETAILS

## ADMISSION CRITERIA

- Proof of an undergraduate university degree with a minimum duration of three years or completion of an equivalent degree relevant to the content of the study program
- A minimum of three years' professional experience
- In exceptional cases, admission of persons who do not hold a university degree is possible if they can provide proof of an equivalent qualification due to their professional experience and achievements. In this case, proof of a secondary school leaving certificate must be provided
- Proof of English proficiency for non-native speakers: at least 2 years of secondary or higher education in the 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, Cambridge Certificate CAE or BEC (Grade A)), or satisfying the Admissions Committee in a form deemed appropriate by the Committee
- To gain acceptance, applicants must pass a formal admission interview (in person or video Skype)

## APPLICATION TIME FRAME

We recommend applying by August 31<sup>st</sup> for MBA studies beginning in October of the same year. In order to enhance the flexibility and customer orientation 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.

Credit transfer from other programs are possible upon review by a deciding board.

## HOW TO APPLY

Apply online:

- Via MU's application system at <https://applynow.modul.ac.at>

Please fill in all required fields and refer to the checklist for all documents you will need to upload.

## TUITION FEES

The tuition fee is paid in equal installments per semester. Please visit our website [www.modul.ac.at](http://www.modul.ac.at) in the section "Professional Program" for current information.

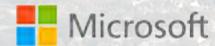
## CHECKLIST

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



# WWW.MODUL.AC.AT



**ADMISSIONS SERVICES**  
**MODUL University Vienna**  
Am Kahlenberg 1, 1190 Vienna - Austria  
Tel: +43 1 320 3555-200  
admissions@modul.ac.at

*An international university  
made possible by*

