MSc
Master of Science
Study in a Unique Multidisciplinary Environment
INTERNATIONAL TOURISM MANAGEMENT
SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY
WWW.MODUL.AC.AT
The research and educational programs at MODUL University Vienna focus on future-oriented strategies that satisfy the needs and ensure the welfare of current and future generations. The university provides answers to economic, environmental and social questions in conjunction with the demand for sustainable economic development and corresponding strategies.

Graduates of MODUL University Vienna value people’s ideas and creativity, and are prepared to:

- Deal with complexity (Progress and Innovation)
- Challenge what we take for granted and embrace change (Knowledge)
- Support the principles of equity and justice (Ethics)
- Value diversity and humanity (Mutual Respect)
- Serve as ambassadors of sustainable and responsible living (Stewardship)

These five fundamental values lay the basis and direction for the education offered by MODUL University Vienna.

As a result, the university is renowned for the quality of its study programs, the high level of student satisfaction, the methodological competencies of its faculty and graduates, and a rigorous commitment to innovation and sustainability as key drivers of success in a dynamic and knowledge-based society.

Prof. Dr. Karl Wöber
President
MODUL University Vienna
ABOUT MU

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 brand name MODUL stands for more than 100 years of excellence in education. Founded in 1908, MODUL College, the Vienna Chamber of Commerce and Industry’s vocational training school, is the institution with the longest tradition in tourism & hospitality education in Austria. Since 2007, MODUL University Vienna offers cutting-edge undergraduate and graduate education (BBA, MSc, and MBA study programs) in the areas of tourism & hospitality management, new media technology, public governance, and sustainable development.

VISION
Within the next five years, the owners aim to develop MODUL University Vienna into Austria’s leading private university, internationally acclaimed in its areas of study.

Today, 250 students from more than 50 different countries are studying at the modern, newly created campus on Kahlenberg.

MODUL University Vienna offers study programs in subject areas with outstanding job opportunities both nationally and internationally. The research driven curricula successfully generate and sustain innovation and the integrated educational concept, combining professional skills and personal development, prepares its graduates for executive positions worldwide.

BBA
MSc
MBA

Department of TOURISM AND HOSPITALITY
IN TOURISM AND HOSPITALITY MANAGEMENT

MSc
IN INTERNATIONAL TOURISM MANAGEMENT

MBA
IN TOURISM MANAGEMENT

Department of PUBLIC GOVERNANCE
IN SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY

MBA
IN PUBLIC GOVERNANCE AND MANAGEMENT

Department of NEW MEDIA TECHNOLOGY
IN NEW MEDIA TECHNOLOGY AND MANAGEMENT

All study programs are accredited by the Austrian Accreditation Council, an independent agency of the Austrian Ministry of Science and Research.
STUDYING AT MU

VIENNA CHAMBER OF COMMERCE AND INDUSTRY
The Vienna Chamber of Commerce and Industry, as the founder of MODUL University Vienna, has a long tradition of supporting education. With 150 years of history in education, the Vienna Chamber of Commerce and Industry is the largest operator of private schools in Austria and is counted amongst the largest organizations of adult education in the country. Each year, more than 70,000 students are educated by one of the Chambers’ educational institutes.

SUSTAINABILITY
MU has identified sustainability as one of its key principles. Sustainability represents an integral part of the curriculum and research agenda and is also reflected in the daily workflow. The university operates in a manner which minimizes environmental risk and adverse effects on the environment. The university’s solar panels, pellet heating system and recycling program are evidence of the sustainable living and thinking within the university. In addition, MU was the first Austrian university to sign a contract with a renewable energy provider.

SUSTAINABILITY as part of the university’s philosophy

Cooperative atmosphere and optimal student support ratio of 1:5

Modern university building

Cultural diversity & International focus
(All courses taught in English, 250 students from more than 50 countries, international faculty)
QUALITY OF LIFE: VIENNA RANKS #1 WORLDWIDE

For the second consecutive year, Vienna has been acclaimed as the best city in the world when it comes to quality of living. The capital of Austria has successfully maintained its top-ranking position in the international Mercer study on the quality of living in cities.

The Mercer study takes into account 39 criteria, including the political, social and economic climate, as well as medical services, education, and infrastructure facilities, such as public transportation, power and water utilities. The cities were evaluated according to leisure facilities such as restaurants, theaters, cinemas, sports facilities, availability of consumer goods ranging from food to automobiles, and environmental factors including green space and air quality.

According to Josef Papousek, CEO of Mercer Austria, Vienna’s top performance in the overall ranking is primarily based on the high degree of safety and political stability the city offers, as well as on its well-functioning infrastructure.

OTHER INTERNATIONALLY RECOGNIZED RANKINGS

International Conventions: #1 worldwide
Source: ICCA (International Congress and Convention Association), 2009

Cleanest cities: #2 in Europe
Source: IBAL (Irish Business Against Litter), 2007

European Green City Index: #4 in Europe
The European Green City Index illustrates the environmental and climate protection performance and objectives. 30 major cities in 30 European countries were assessed on the basis of indicators evaluating CO2 emissions, energy, buildings, transportation, water, air, waste/land use, and environmental governance.
Source: Economist Intelligence Unit, published by Siemens, December 2009
MAKING CONTACTS WITH INTERNATIONALLY KNOWN FACULTY

Professor and Founding President of MODUL University Vienna. His main research activities are in the fields of computer support in tourism and hospitality marketing, decision support systems, and strategic planning. Karl Wöber is Technical Advisor to the two leading professional tourism networks in Europe, European Cities Marketing and the European Travel Commission. He has written several books on tourism marketing, online decision making of travelers, and benchmarking in the hotel industry. He developed the tourism management information system TourMIS (www.tourmis.info), which was awarded by the United Nations World Tourism Organization in 2009.

Prof. Wöber teaches Tourism Economics, Operational Analysis & Forecasting and leads the Master Thesis Tutorial in the MSc in International Tourism Management.

Professor and Director of the MSc SDMP study program at MODUL University Vienna. Professor Goldstein’s principal research interests are in the areas of regional economic development, the governance of development, and the role of institutions of higher education in creating sustainable communities and regions. He has served as a consultant for such organizations as 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 more recently as an expert on EU-funded projects in regional policy. He was previously on the faculties of Columbia University and the University of North Carolina at Chapel Hill.


Professor and faculty member of MODUL University Vienna. Prior to his position at MU, he was head of the Institute for Tourism and Leisure Studies and Vice-Rector for Research at the Vienna University of Economics and Business. Alongside his flourishing academic career, he participated as a board member of the Association Internationale d’Experts Scientifiques du Tourisme (AIEST), a member of the Tourist Research Centre and founding member of the International Academy for the Study of Tourism (IAST). His main research interests are in the areas of hospitality and tourism management, models of consumer & tourist behavior, strategic marketing and planning, and management science applications to travel & tourism.

Prof. Mazanec teaches International Destination Management in the MSc in International Tourism Management.

Professor for Public Finance and Infrastructure Economics at the Center of Public Finance and Infrastructure Policy, Vienna University of Technology. Professor Getzner is an external lecturer at MODUL University Vienna. His main fields of research include economic policy and public finance, particularly ecological and environmental economics, as well as energy, regional and cultural economics and policies. Professor Getzner has written more than 15 books and monographs. He is a member of the European Association of Environmental and Resource Economists and a member of the editorial board of the International Journal of Sustainable Society and The Open Economics Journal.

Prof. Getzner teaches Resource and Environmental Economics in the MSc in Sustainable Development, Management and Policy.
International Tourism Management

STUDY IN A UNIQUE MULTIDISCIPLINARY ENVIRONMENT

- Studying tourism under the leaders – education at the highest possible level delivered by experts in Austrian tourism and hospitality
- Understanding the emerging trends and key issues in future tourism management by empowering the analytical skills of students
- A truly international, multicultural learning environment which best reflects the characteristics and requirements of the tourism industry
- A globally unique study program that prepares graduates for leadership positions in tourism and other service oriented industries
The world economy, and in particular the tourism industry, is currently experiencing seismic changes. New forms of tourism are envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

MODUL University Vienna has a hard-earned, global reputation for leadership in economic development, scholarship and outreach. The MSc in International Tourism Management study program strives to continue this tradition of rigorous scholarship that is deeply engaged with and highly relevant to the practical challenge of expanding spheres of prosperity in a socially and environmentally sustainable manner. The program offers a unique multidisciplinary approach, working with research teams from different fields. Our research and teaching staff actively participate in international scholarly and professional networks and are at the forefront of their field, which enables us to bring you right to the heart of scientific practice.

The study program prepares our students for leadership positions not only in the international tourism and hospitality industry but also in many other service related companies.

Any management position in destination marketing companies, tourist boards, tour operators, travel agencies, accommodation providers, transportation industry, congress and convention suppliers, and other service oriented organizations

Consultant, policy advisor, program coordinator at research institutes, in government, and in globally represented travel industry related companies

Staff of national and international travel industry organizations such as UNWTO, ETC, ECM, WTTC, ICCA, etc.

Academic career at universities, applied universities, research institutes or other schools and educational organizations with a focus on service management

The program is also designed to impart basic entrepreneurial skills so as to enable graduates to start their own enterprise after graduation

MSc Career Opportunities

Any management position in destination marketing companies, tourist boards, tour operators, travel agencies, accommodation providers, transportation industry, congress and convention suppliers, and other service oriented organizations

Consultant, policy advisor, program coordinator at research institutes, in government, and in globally represented travel industry related companies

Staff of national and international travel industry organizations such as UNWTO, ETC, ECM, WTTC, ICCA, etc.

Academic career at universities, applied universities, research institutes or other schools and educational organizations with a focus on service management

The program is also designed to impart basic entrepreneurial skills so as to enable graduates to start their own enterprise after graduation

MSc Study in a Unique Multi-Disciplinary Environment

Karim Jalloul (JJW Hotels), Christophe Bergen (Hellberg Associates), Pere Duran (Tourism Barcelona), Christopher Hartley (Global Hotel Alliance), Dr. Agnes Husslein-Arco (Belvedere), Michael Widmann (PKF Hotelexperts), Dr. Helmut Zolles (Zolles & Edinger Tourismusberatung), Mr. Peter Zimmer (FUTOUR Tourism Consultancy) and Mag. Wolfgang Kleemann (Austrian Bank for Hospitality and Tourism)

MSc Advisory Board Members
STUDY IN A UNIQUE MULTIDISCIPLINARY ENVIRONMENT

1. Studying in a multi-disciplinary research environment with an emphasis on critical thinking and the application of specialist knowledge to the challenges of the 21st century.

2. Anticipating the environmental, ecological, economical, and social trends and preparing students for taking responsibility and leadership for creating a more sustainable world.

3. All classes are conducted as seminars with a multicultural learning environment that guarantees a high degree of interaction with world-renowned faculty.

4. A study program which includes eco-friendly conceptual tools and management skills which prepare graduates for urgently needed leadership positions in a variety of public and private organizations.
Global trends in population, industrialization and the demand for non-renewable resources, economic inequality among regions, climate change, and the increased fragility of our natural areas together pose challenges we have never had to face in the past. Our individual and collective behaviors need to change in order to secure a future planet that will provide health and sustenance to our future generations. To change behaviors we urgently need a new group of young professionals trained in the cross-cutting fields of economics, ecology of natural and human systems, governance, and management to assume leadership positions in public, private, and non-profit organizations.

Our new MSc degree program in Sustainable Development, Management, and Policy is aimed to help fill this need by providing students with previous undergraduate degrees in the social sciences, business, the natural sciences, or engineering the concepts, techniques, skills, and problem solving abilities in a multi-disciplinary course of study. Our faculty’s international experience in research, teaching, and professional consulting combined with small classes, individual attention and close mentoring prepare our graduates for life-long, socially rewarding careers.

**CAREER OPPORTUNITIES**

- Analyst, consultant, scientist, policy advisor, program coordinator or environmental marketing specialist at research institutes, in government, in international companies, consulting firms, or NGOs
- Staff of national and international organizations such as the World Bank, UNIDO, WWF, UNWTO, EEA, UNEP, etc.
- Management position in internationally operating companies with special emphasis on environmental and sustainable management and corporate social responsibility
- Academic career at universities, applied universities, research institutes or other schools and educational organizations

**ADVISORY BOARD MEMBERS**

Mag. Renate Balic-Benzing (Academy of Civil Servants of the City of Vienna), Dr. Henrietta Egerth (Austrian Research Funds Association, FFG), Dr. Martin Krajcsir (Vienna Community Services), Prof. Dr. Helga Kromp-Kolb (Vienna University of Natural Resources and Life Sciences), Dr. Emanuel Maravic (European Investmentbank), Dr. Friedrich Rödler (Austrian Federal Patent Office), Gregor Schönstein (Public Interest), Dr. René Siegl (Austrian Business Agency) and Mr. Dr. Friedrich Stanzel (Austrian Ministry of Finance)
CURRICULUM

MSc in International Tourism Management

Master of Science

Semester 1 (30 ECTS)

- Leadership and Ethics
  SE - 2hrs - 4 ECTS

- Data Analysis and Decision Making I
  SE - 2hrs - 6 ECTS

- Intermediate Microeconomic Theory
  SE - 2hrs - 5 ECTS

- Global Marketing
  SE - 2hrs - 5 ECTS

- Corporate Financial Management
  SE - 2hrs - 5 ECTS

- International Destination Management
  SE - 2hrs - 5 ECTS

Semester 2 (30 ECTS)

- Corporate Social Responsibility
  SE - 2hrs - 5 ECTS

- Data Analysis and Decision Making II
  SE - 2hrs - 6 ECTS

- Service Quality Management
  SE - 2hrs - 5 ECTS

- Tourism Business Project
  SE - 2hrs - 5 ECTS

- 3 Enrichment Courses
  SE - each 2hrs - each 3 ECTS

Semester 3 (30 ECTS)

- Research Design and Methods
  SE - 2hrs - 5 ECTS

- Innovation and Change Management
  SE - 2hrs - 4 ECTS

- Information and Communication Technology
  SE - 2hrs - 5 ECTS

- Master Thesis Seminar
  SE - 2hrs - 3 ECTS

- Master Thesis
  13 ECTS

Semester 4 (30 ECTS)

- Principles of Environmental Sciences and Systems
  SE - 2hrs - 4 ECTS

- Environmental Management & Sustainability
  SE - 2hrs - 4 ECTS

- 3 Enrichment Courses
  SE - each 2hrs - each 3 ECTS

- Master Thesis
  12 ECTS

- Master Thesis Defense
  1 ECTS
IN SUSTAINABLE DEVELOPMENT, MANAGEMENT AND POLICY
Master of Science

Semester 1 (30 ECTS)
- Leadership and Ethics
  SE - 2hrs - 4 ECTS
- Data Analysis and Decision Making I
  SE - 2hrs - 6 ECTS
- Intermediate Microeconomic Theory
  SE - 2hrs - 5 ECTS
- Human Ecology
  SE - 2hrs - 5 ECTS
- Governance Issues in Sustainable Development
  SE - 2hrs - 5 ECTS
- Social Dimensions in Sustainable Development
  SE - 2hrs - 5 ECTS

Semester 2 (30 ECTS)
- Corporate Social Responsibility
  SE - 2hrs - 5 ECTS
- Data Analysis and Decision Making II
  SE - 2hrs - 6 ECTS
- Resource and Environmental Economics
  SE - 2hrs - 5 ECTS
- Economic Development Principles and Strategies
  SE - 2hrs - 5 ECTS
- Public Policy Analysis and Evaluation
  SE - 2hrs - 3 ECTS
- 2 Enrichment Courses
  SE - each 2hrs - each 3 ECTS

Semester 3 (30 ECTS)
- Research Design and Methods
  SE - 2hrs - 5 ECTS
- Innovation and Change Management
  SE - 2hrs - 4 ECTS
- Information and Communication Technology
  SE - 2hrs - 5 ECTS
- Master Thesis Seminar
  SE - 2hrs - 3 ECTS
- Master Thesis
  13 ECTS

Semester 4 (30 ECTS)
- Ecological Economics
  SE - 2hrs - 3 ECTS
- Principles of Environmental Sciences and Systems
  SE - 2hrs - 4 ECTS
- Environmental Management & Sustainability
  SE - 2hrs - 4 ECTS
- 2 Enrichment Courses
  SE - each 2hrs - each 3 ECTS
- Master Thesis 12 ECTS
- Master Thesis Defense 1 ECTS

Management and Research Fundamentals
Enrichment Courses
Sustainable Development and Policy
Environmental Systems
Innovation and Change Management
Master Thesis
FACILITIES AND SERVICES
STUDENT SERVICES
The friendly teams of the Student Service Center (SSC) and the Academic Office (ACO) are working closely together to administer a variety of student-centered services and activities as well as ensure smooth communication from day one of the Orientation onwards. During the transition to becoming an MU student, the SSC is the first point of contact for support in the form of visa and housing assistance – it is also a continuous, great resource for students interested in community services and ways to get involved. The staff members of the Academic Office take the lead role in scheduling courses as well as developing the academic calendar, distributing study materials and managing academic records. Students are welcome to visit the ACO to learn more about the curriculum or talk individually with staff and faculty about how to get the most out of their study plan.

FACILITIES AND OTHER SERVICES
MU boasts state-of-the-art campus facilities and services, featuring a library with specialized collections and a study area with an unbeatable view of Vienna’s skyline. The Information Service Systems Department manages university IT, including MU’s e-learning platform and the PC Lab, where students can access course-specific software. Between classes, students can enjoy a fresh-cooked meal in our modern cafeteria or relax in the student lounge. Our portal for industry and alumni networks is the MODUL Career Center, which also connects students with internship opportunities and provides employment advice. The Academic Office represents the President’s and the Deans’ offices and is available to offer advice and assistance with students’ academic concerns.
FACTS & FIGURES

TITLE
Master of Science in International Tourism Management
Master of Science in Sustainable Development, Management and Policy

DURATION
Full time 4 semesters (Extended 6 semesters), graduates awarded with 120 ECTS

ORGANIZATION
Study year is divided into fall and spring semester (master thesis in the 3rd and 4th semester)

CURRICULUM
Comprises Management & Research Core courses, courses in Innovation and Change Management, Environmental Systems and further courses in the field of specialization selected by the student

LANGUAGE
English is the study language

MAXIMUM STUDENTS
30 per year

TUITION FEE
EUR 19,000 (paid in two installments, tuition fee does not include reading material)

PROGRAM START
Fall enrollment in mid-September, spring enrollment in the beginning of March

ADMISSION CRITERIA

- Proof of an undergraduate degree of a minimum of three years
- All candidates whose native language is not English and who have not graduated from an undergraduate program conducted in English are required to provide proof of proficiency in the English language by showing that they have passed one of the tests below or by satisfying the Admissions Committee in a form deemed appropriate by the Committee:
  - TOEFL 540 Paper-Based Test or 207 Computer-Based Test or 76 Internet-Based Test or
  - IELTS band score 5.5 (no sub-score under 5.0)
- CV and motivation letter

Dr. Markus Bernhard
Admission Services

APPLICATION CHECKLIST
Before submitting your application, please use this checklist to ensure that your application is complete.

We only accept documents in English and German. If documents are in other languages, please get a certified translation. Please post the documents below along with the application form. You are welcome to fax or email documents for speedy delivery.

- Application form
- CV (personal data sheet)
- Motivation letter (description of reasons for applying to MODUL University Vienna)
- Copies of certificates and degrees
- Copy of official test results of English proficiency test or other proof (see admission criteria)
- Copies of academic transcripts (showing courses taken and grades received)
- Copy of passport
- Photo
GLOBALY CONNECTED WITH MODUL CAREER

Hani El Sharkawi, BSc
Head of MODUL Career

MODUL CAREER

“MODUL Career is exclusively available for students and alumni of MODUL University Vienna and the Tourism College MODUL of the Vienna Chamber of Commerce and Industry. Its aim is to assist students with finding an internship as well as to support them in career planning and development. MODUL Career is also a networking platform for alumni of both institutions. MODUL Career has a large number of international partners in the tourism and hospitality industries who offer internship opportunities to MODUL students. With their well rounded education, MODUL students and alumni are counted among the favorites for top positions.

More than 200 graduates from the two institutions leave every year to start national and international careers in the areas of tourism and hospitality, public governance and new media technology. Today, the MODUL Alumni network consists of over six thousand graduates of the Tourism College MODUL who currently occupy leading positions all over the world, and the first graduates of MODUL University Vienna. The network offers vocational and industry contacts and the possibility to exchange knowledge and experience.”

Supporting current students during their internship period (assisting students with finding a suitable internship, preparing the applications and guiding them for the duration of the internship)

Offering support to graduates in career planning and career development

Creating a networking platform for the alumni of MODUL University Vienna and the Tourism College MODUL of the Vienna Chamber of Commerce and Industry

Offering employers the opportunity to post jobs and internships for MODUL students and graduates, as well as employer branding

www.modulcareer.at

MODUL CAREER PARTNERS
CONTACT

For information on the operational management and for questions concerning administration please contact:

ADMINISTRATION OFFICE
+43-1-3203555 101 902
office@modul.ac.at

Information for prospective students is provided by:

ADMISSION SERVICES
+43-1-3203555 202 902
admissions@modul.ac.at

For all other issues please contact:

ACADEMIC OFFICE
+43-1-3203555 301 903
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