



Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management offered in collaboration with the International Hospitality and Dietary Culture College of Nanjing Tech University Pujiang Institute, Nanjing, China

12 September 2017

Due to the accreditation as a private university (decision of the Austrian Accreditation Council on 12 July 2007 according to the university accreditation law, BGBl. I No. 168/1999 as amended), the University Board of MODUL University Vienna (MUV) decreed the study regulations for the 3-year BBA program in Tourism and Hospitality Management on April 25, 2017 based on § 3(1) of the Private University Law. The program delivery is extended to Nanjing Tech University Pujiang Institute (NJPJI) by the verdict of the AQ Austria issued on July 25, 2017. The MODUL School of Tourism and Hospitality Management Nanjing (MSN) as a subdivision of the International Hospitality and Dietary Culture College (IHD) of NJPJI is responsible for the program delivery. This three-year bachelor program is integral part of the 4-year dual degree bachelor program offered by NJPJI, which got accreditation by the Chinese Ministry of Higher Education by decree August 12, 2015. The following study regulations were decreed by the Dean of the IHD College on September, 27, 2017 to be valid for 2017 intake students onwards with the consent of NJPJI to incorporate both the current MUV study regulations and necessary adaptations to local conditions.

§ 1 Ambit

These study regulations define the admission criteria, the structure of the study program and the examination requirements.

§ 2 Goal of the Degree

The BBA degree is awarded at the completion of academic studies for tourism and hospitality management and signifies career qualifications. Examinations taken throughout the program, practical trainings, an internship, and an optional thesis, determine whether the student has acquired the knowledge necessary for a transition to professional practice, a coherent overview of



the subject matter, the ability to independently apply scientific knowledge and methods, and the theoretical foundation for a continuation of the studies in a graduate-level program.

§ 3 Degree of Completion

After the successful completion of the study program, the following academic degree will be conferred:

Bachelor of Business Administration in Tourism and Hospitality Management

The short form of this degree is:

BBA in Tourism and Hospitality Management

§ 4 Admission to the Study Program

The prerequisites for admission to the study program are:

- (1) Proof of a secondary school leaving certificate, GED or equivalent.
- (2) Criteria to get enrolled at a Chinese university apply
- (3) Academic documents, which are not in the Chinese or English language, must be accompanied by a certified translation.
- (4) All students enrolled for the dual-degree bachelor program whose first language is not English must provide proof of their English proficiency level B2 according to the Common European Framework of Reference for Languages through one of the following tests taken within the last two years before they are unconditionally allowed to continue with the second year of the 4-year study program. Exceptions may be granted by the Admissions Committee if an applicant has completed at least 2 years of secondary or higher education in the English language.

The minimum scores are:

Toefl: 540 paper-based test (PBT) or 207 computer-based test (CBT) or 72 Internet-based test (IBT);

or

IELTS: overall band score 6.0 (no sub-score below 5.5); or

Cambridge English Certificate (Cambridge English: First (FCE)): B2.



If the applicant provides any other proof of language proficiency, the validity will be at the discretion of the Admissions Committee.

(5) The respective Admissions Committee decides on the final approval if the English language proficiency requirements are met.

(6) Until he/she shows evidence for an average IELTS-iBT equivalent score of 6.0 or higher (with no sub-scores below 5.5) the candidate cannot continue with any courses of the second year of the double-degree program. He/she has to take additional language courses for improving the language skills.

§ 5 Structure of the Program, Duration of Program

(1) The regular duration of the study program is six semesters.

(2) All lectures, course work, and examinations are held in the English language. Exceptions can be specified in the Examination Regulations.

(3) The study program requires the student to complete one mandatory internship outside of the university containing a minimum of 900 hours. The study program requires the student to complete 180 ECTS comprising:

(4) In 114 BBA 2017, 170 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 10 ECTS for completion of a bachelor thesis.

(5) Upon application and approval by the Dean for International Programs, a study semester may be completed abroad at an accredited partner university or an international branch campus of or at MODUL University Vienna.

(6) Upon application of the student, the Dean for International Programs may grant a leave of absence. During this period, the student's tuition fees will be suspended and he/ she will be unable to take exams or attend courses. All other effects of the leave of absence are the responsibility of the student. The application for a leave of absence must include the planned duration of the leave, and should be submitted at least one month prior to start of the semester in which the leave of absence will take place. Multiple leaves of absence are permitted; however, the total maximum duration of leave allowed is 4 semesters.



§ 6 Curriculum Overview

Subject	Type	Format	h/w	ECTS
MODULE BUSINESS ADMINISTRATION				50
Organizational Behavior and Corporate Social Responsibility	CC	IL	2	4
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS21	3	6
Service Operations Management	CC	IL	2	4
Accounting and Management Control I	CC	LX21	3	6
Accounting and Management Control II	CC	LX21	3	6
Marketing and Consumer Behavior	CC	IL	3	6
Marketing Research and Empirical Project	CC	LX11	4	8
Sustainability Literacy for Business	CC	SE	2	4
MODULE INFORMATION MANAGEMENT				6
New Media and e-Business Applications	CC	LX21	3	6
MODULE QUANTITATIVE METHODS				12
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
MODULE ECONOMICS AND FINANCIAL MANAGEMENT				14
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Financial Management and Investment Planning	CC	LX21	3	6
MODULE LAW				8
Principles of Business Law	CC	LS11	4	8
MODULE COMMUNICATIONS SKILLS				12
Advanced Business Communication	CC	SE	2	4
Critical Thinking and Problem Solving	CC	SE	2	4
Academic Writing	CC	SE	2	4
MODULE TOURISM AND HOSPITALITY MANAGEMENT				10
Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism, Hospitality and Events	CC	PT	1	2
MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT				26
Major I: Tourism Management	ER	IL/SE	13	26
Major II: Hotel Management	ER	IL/SE	13	26
Major III: Event Management	ER	IL/SE	13	26
MODULE INTERNSHIP				30
Internship Preparatory Course	CC	PT	1	1
Internship 900 h	CC	PT		29
MODULE BACHELOR THESIS				12
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		10
TOTAL ECTS				180



IL – Interactive lecture: Course with multiple assessment of performance

LX – Lecture and Exercise: Course which combines an interactive lecture with a more practically orientated exercise course both of which are assessed together

LS – Lecture and Seminar: Course which combines an interactive lecture with a more project orientated seminar both of which are assessed together

SE – Seminar: Course with continuous assessment of performance

PT – Practical Training: Courses which focus on practical activities of the tourism and hospitality industry

TH – Thesis

CC – Core Course

ER – Enrichment Course

§ 7 Types of Courses

(1) Core Courses are mandatory for all students and must be completed with a positive assessment.

(2) Enrichment Courses: A set of Enrichment Courses are offered per semester and may vary from semester to semester. In 114 BBA 2017, a minimum of 26 ECTS from enrichment courses must be achieved in one of the following majors within “Module Advanced Tourism and Hospitality Management I”:

- Major I: Tourism Management
- Major II: Hotel Management
- Major III: Event Management

(3) If, for any reason, students register for more than the required enrichment courses in the chosen option, the student will be responsible for the extra costs.

(4) Elective Courses (i.e., language courses, Practical training courses, etc.) are not mandatory and will not be counted towards the total number of ECTS nor weighted average grade percentage, however will appear on the Transcript of Records as non-curricular ECTS.

(4) The Dean for International Programs has the discretion to determine a minimum number of participants for all courses.

§ 8 Course Prerequisites

(1) Mathematics and Statistics I is a prerequisite for Mathematics and Statistics II.



- (2) Accounting and Management Control I is a prerequisite for Accounting and Management Control II.
- (3) Accounting and Management Control II is a prerequisite for Financial Management and Investment Planning.
- (4) Organizational Behavior and Corporate Social Responsibility and Financial Management and Investment Planning are prerequisites for Entrepreneurship, Innovation and Business Planning.
- (5) Marketing and Consumer Behavior and Mathematics and Statistics II are prerequisites for Marketing Research and Empirical Project.
- (6) Advanced Business Communication is a prerequisite for Academic Writing.
- (7) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the internship and thesis).
- (8) Academic Writing is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.
- (9) Internship Preparatory Course is a prerequisite for the internship.
- (10) Bachelor Thesis Tutorial is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.

§ 9 Internships

- (1) The study program requires the student to complete an internship containing a minimum number of 900 hours (29 ECTS) in a field relevant to the study program. This internship is designed to provide students with the opportunity to apply their acquired theoretical knowledge and gain practical experience.
- (2) The student must attend the mandatory internship preparatory course prior to starting the first internship.
- (3) The internship may be completed domestically or abroad.
- (4) The selection of the company requires the written approval of the Dean for International Programs.



- (5) The IHD reserves the right to supervise the internship.
- (6) The number of hours must be stated in the contract and the confirmation letter.
- (7) The completion of the internship must be proven through a confirmation letter, reference letter, and/or appraisal on behalf of the company. In addition, the student must write a report about the internship, which must be approved by the Dean for International Programs. This report must follow the guidelines in the internship manual. Upon successful completion of the internship, the student will receive 29 ECTS and the grade “completed”.
- (8) The Dean for International Programs can confer the tasks in (5) and (7) to the internship coordinator.

§ 10 ECTS Points

- (1) ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.
- (2) Each ECTS credit corresponds to 25 working hours for the student.

§ 11 Bachelor Thesis

- (1) The course Academic Writing must have been completed with a positive assessment before a student applies for the supervision of a thesis.
- (2) Students have to write the thesis according to the principles of academic work. The thesis should be based on a career situation, a task, or a problem, which the student has encountered during the program.
- (3) The student must submit an application for supervision to the prospective supervisor and submit a topic and a brief outline for the thesis. The prospective supervisor and the Dean for International Programs must approve the supervision of the thesis and inform the student in writing within one week.



- (4) After the approval of the topic, the student has up to 4 weeks to submit the research proposal to the supervisor. If this proposal is not handed in by the set deadline, the supervisor has the right to refuse supervision of a student's thesis.
- (5) The bachelor thesis may be written as an individual or group work upon the approval of the supervisor. The bachelor thesis shall be written in the English language.
- (6) Eligible supervisors are faculty members who hold a master's degree or higher.
- (7) The topic of the bachelor thesis can only be changed once and must be made within the first two months after the approval of the supervision by the Dean for International Programs.
- (8) The deadline for submission of the thesis is to be agreed upon by the supervisor and the student.
- (9) If the student misses deadlines and no substantial progress on the thesis has been made, the supervisor may withdraw from the supervision of a thesis.
- (10) Bachelor theses are electronically archived in the library and may be published on the internet. Withholding a thesis can be applied for in written form by the supervisor or the thesis author if information worthy of protecting is published in the thesis. The hold has a maximum of 5 years and is approved by the IHD.

§ 12 Overall Result of the Study Program

- (1) The overall assessment of the bachelor degree is given by the grade percentage average of the final grades (core courses, enrichment courses, and thesis) completed at MODUL School of Tourism and Hospitality Management Nanjing, MODUL University Vienna or any international branch campus of MODUL University Vienna. Each course is weighted corresponding to the allocated ECTS credits.

Assessment Scheme

"With distinction" is awarded for an overall grade percentage average of 90% or higher.

"With merit" is awarded for an overall grade percentage average between 80% and 89%.

"Passed" is given for an overall grade percentage average between 60% and 79%.



§ 13 Conferment of Bachelor Degree

- (1) The academic degree of BBA in Tourism and Hospitality Management is conferred after completion of all components of the curriculum (core courses, enrichment courses, internship and thesis, if applicable).
- (2) Graduates must complete a total of 180 ECTS as stated on the curriculum in order to obtain the BBA degree in Tourism and Hospitality Management. Students may transfer course credits from their previous university or other educational institution; however, a minimum of 120 ECTS must be completed from the MODUL School Nanjing English program. Credits completed in the electives program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor weighted average grade.
- (3) Graduates will receive the following documents in the English language stating the date on which it was awarded.
 - a. Bachelor Diploma: The bachelor diploma is signed by the President and the Dean for International Programs and is certified by the MODUL University Vienna and the IHD seal.
 - b. Diploma Supplement: A supplement, which is signed by the Dean for International Programs, will be provided in addition to the diploma to explain the international allocation of the completed program.
 - c. Transcript of Records: The Transcript of Records reflects all courses that have been passed, the respective ECTS credits, and the final course grades as well as the student's overall grade point average. The transcript also exhibits the percentage of ECTS credits passed in English language to make it transparent if a student was granted exceptions from rule stated in §5 (2).

This certifies the awarding of the academic degree by MODUL University Vienna.

- (4) In the case where a student does not complete the study program, the student shall receive a transcript of records for all course work, which has been successfully completed thus far.



§ 14 Semester Conference

In this program, the tasks outlined in § 11 of the Examination Regulations and Student Code of Conduct are carried out by a Semester Conference.

§ 15 Taking Effect

These study regulations take effect on 1 September 2017.