

BACHELOR PROGRAMS



View from MODUL University Vienna overlooking the capital city of Austria



## MU at a Glance

**650**

students are enrolled in all study programs

**1:20**

faculty-to-student ratio

**30**

full time faculty members teach and research on campus

**150**

Bachelor students enrolled per year

**31**

foreign languages offered

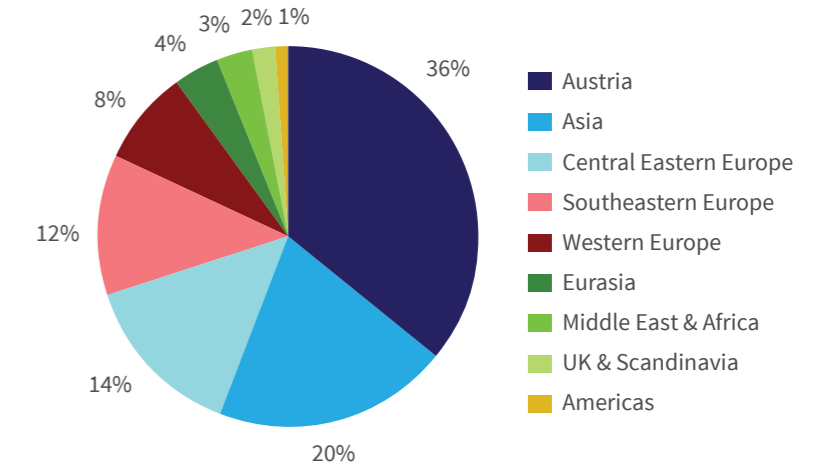
**64%**

international Bachelor student body

**67**

nationalities are represented in the Bachelor programs

### Enrolled Bachelor students by origin



## Why Study at MODUL University Vienna?

- All courses are **taught in English** by an internationally-experienced faculty
- **Business-oriented education** promotes the spirit of enterprise and effective service delivery
- Excellent possibilities for **internships and job placements** at over 500 international partner companies
- Opportunity for an **exchange semester** at one of our partner universities in Asia, Europe, North America, South America or the Middle East
- **Foreign language classes** are included in the tuition with a variety of European and Asian languages to choose from
- All programs are accredited by the **Agency for Quality Assurance and Accreditation Austria**, a member of the European Association for Quality Assurance in Higher Education (ENQA)
- Every student has their own **academic advisor** from our world-renowned faculty
- **Small class sizes** allow for personalized attention and a high level of interaction

Tourism-related degree programs certified by



All programs accredited by



MODUL University Vienna is a member of the National Association for College Admission Counseling and subscribes to the Statement of Principles of Good Practice.

MODUL University Vienna is widely considered as **Austria's leading international private university** and is owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in 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** in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

In Fall 2016, **MODUL University Dubai** opened its campus as the **first and only Austrian university in the Middle East**. Situated in the heart of Dubai, the campus offers Bachelor programs in International Management and Tourism and Hospitality Management, as well as MBA programs with major options in Tourism and Hotel Development or New Media and Information Management.

THIS BROCHURE OFFERS YOU GREAT DIGITAL EXPERIENCES USING THE LAYAR APP



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## Your Home Away From Home in the Heart of Europe

Vienna is an **international city** with a population of more than 1.8 million people

It hosts an official **United Nations headquarters** (UNIDO, IAEA, UNODC)

Vienna was ranked as the **Top City for Quality of Living** by Mercer Consulting, 2009 - 2016

Europe's music capital offers **cultural and historical highlights** in a **modern world city**

More than **50% of the city** is covered with **green space**

Vienna has **excellent public transportation** and infrastructure facilities

## On Campus in Vienna

Located on **Kahlenberg**, a **scenic hill overlooking Vienna**, MODUL University's campus boasts a spectacular view of the city and the Danube River. Footsteps from the **Vienna Woods**, the University's tranquil location offers a peaceful study setting while staying on the pulse of **one of the world's great cities**.

Our **panorama terrace** hosts a variety of events as well as providing an inspiring learning environment with the **best view in the city**.

The **Student Service Center** provides a **wealth of services**, and our customer orientation means **short or no waiting times** and **personalized attention**.

**Extracurricular participation** is highly encouraged — MU hosts a wide variety of student clubs, sports tournaments, community outreach programs, and offers social and cultural excursions.

## The Student Life You Want

For the sixth year running, Vienna has been found to be the **best city in the world for quality of living**. The capital of Austria has successfully maintained its top-ranked position in the international Mercer study on the quality of living in cities for the years 2009-2016.

It's also a great place for students — the 2013 Science Report of the City of Vienna found that among the federal states of Germany, Austria, and Switzerland, Vienna is the **top student city in Central Europe**.

The survey found that there are **close to 190,000 students** in Vienna - even more than major German cities such as Berlin, Hamburg, and Munich. To put it in perspective, **every 9th resident in Vienna is a student**. This means that the city has a lot to offer to students! For example, **discounts at a variety of businesses and locations all over the city, great night life, high quality public transportation, world class concerts, and internationally famous artists**.

Vienna also serves as a favorable hub to visit other exciting destinations: **Prague, Rome, Budapest, Amsterdam, and Paris** are all well-connected through the European flight and train network.

You don't want to miss the opportunity to live in this marvelous city and have a **student experience you'll never forget!**



# Foundation Program

The Foundation Program is a preparatory semester for students who have not entirely met the admissions criteria, (e.g. English requirements), for direct entry into the bachelor programs. Students will achieve a level of proficiency in English and Mathematics in accordance to the university regulations and will also be introduced to key aspects in Business Administration, Geography and Economics. They will not only gain a theoretical education, but also have the necessary support for getting settled in Vienna and adapting to life in Austria and its culture. Upon successful completion of the Foundation Program, students may directly enter the bachelor program of their choice at MODUL University Vienna.

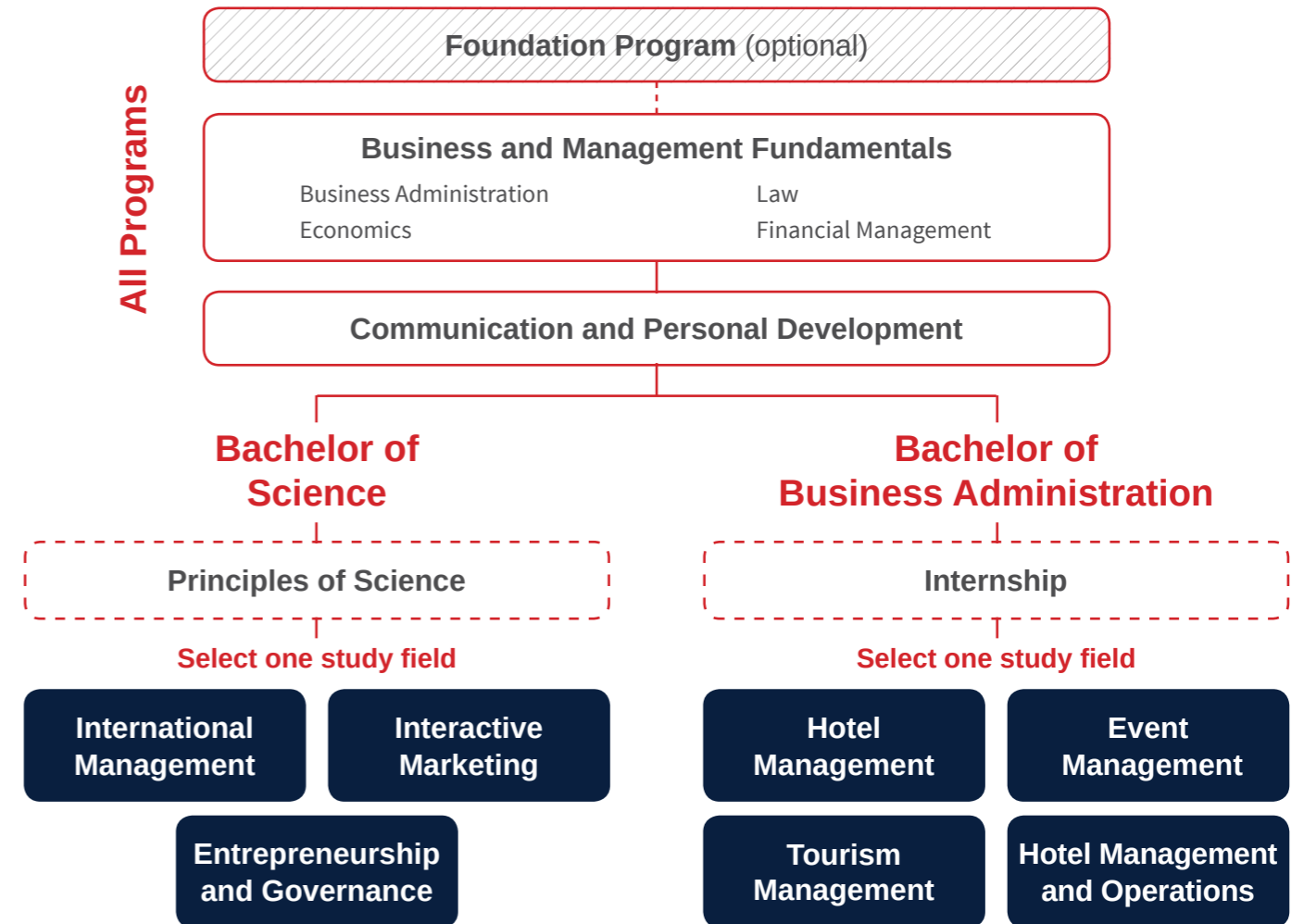
## Program facts

- Duration: One full-time semester
- Tuition Fee: €5,900
- Included: All courses and course material, public transport pass, one optional German A-level (beginner) class
- Excluded: Accommodation in student dorm (approx. €300 per month), medical insurance
- Admission criteria: Students must have successfully completed their secondary education.
- English proficiency: Intermediate (IELTS 5.5; TOEFL IBT 65). Other equivalent English proficiency tests will be assessed on an individual basis.



# Bachelor Programs Overview

The bachelor programs share a common body of knowledge covering fundamentals of management and business administration, such as financial management, human resources, marketing, information technology, and economics. The Bachelor of Business Administration programs allow students to deepen their knowledge of the tourism, hospitality, or events industry and include an internship which provides the opportunity to integrate theoretical concepts in a professional environment and to reflect on professional practice. The Bachelor of Science program is designed to particularly foster research and scholarly skills and to advance business knowledge in International Management, Entrepreneurship and Governance, or Interactive Marketing.



# Bachelor of Science\*

The Bachelor of Science is a three-year business management degree where you will gain state-of-the-art management competencies and leadership skills in an international context. If you have career aspirations in marketing, sales and public relations, finance, human resource management, or want to start your own business this program would be the ideal choice. You will learn how to develop and implement management strategies, deal with organizational issues related to international business, and manage projects and teams in a global environment. This program approaches international management from various angles including business theory, professional relationships, and problem-solving skills to prepare you for day-to-day management practice.

## Why should you choose this program?

- It provides an excellent academic and professional education that equips you with the skills to meet the needs of global business
- You have the possibility to focus on international management, interactive marketing, or entrepreneurship and governance
- You will learn how to confront challenges and develop solutions for doing business with partners from other countries
- As a graduate of this program, you will be able to answer managerial questions built on recent research focusing on future economy needs
- It prepares you to enter master-level programs offered by leading international universities

\*degree awarded: Bachelor of Science in International Management



# Program Structure

## Core Courses

### Business and Management Fundamentals

Sustainable business success is almost always deeply rooted in a manager's profound knowledge of business and management fundamentals. In this module you will build a solid foundation in financial management, business administration including human resource management and marketing, economics, and European business law.

### Communication and Personal Development

This module will enhance your ability to convey your business ideas and research findings in a professional way. You will learn about different forms of business communication, improve your presentation skills and academic writing, and boost your communication abilities. To keep up in the ever-changing business environment, you will learn the key concepts and principles of problem solving, critical thinking, decision making, creativity, and teamwork.

### Principles of Science

You will gain an understanding of the 'scientific method' as a universal strategy for problem-solving in management and other areas of decision-making. You will learn how to design, plan and implement empirical projects of your own.

### International Management

Culture, language, political systems, geography and socio-economic factors all influence business practices. You will gain in-depth knowledge of a wide range of aspects of international businesses including management ethics, finance and taxation, entrepreneurship and innovation, and strategic management. Combined with a focus on research and analytical skills, this program provides a strong foundation for specialized master programs offered by leading national and international business schools.

### Interactive Marketing

Business leaders need to know what online channels are available, where a target audience can be found, as well as what data and tools are at their disposal to reach a specific target group and evaluate the impact of marketing efforts across channels. You will learn how to promote brands, goods and services, assess and manage their identity and reputation, acquire and retain customers through marketing efforts, coordinate marketing activities across channels, create a community, and involve users in feedback and co-creation.

### Entrepreneurship and Governance

This study field introduces various governance actors, their power constellations, interactions and social ties, and links them to entrepreneurial activities. Key questions will focus on institutional frameworks across the stages of business development, from early stage start-up activities to more established businesses. You will cover topics including collaboration, new types of incubators, infrastructure, and innovation, gaining skills both for your own entrepreneurial interest as well as for management positions in large companies.

Study fields (select one)

# Bachelor of Business Administration\*

The three-year Bachelor of Business Administration program is the perfect choice if you want to become a future leader in the tourism and hospitality industry in sectors such as travel and tour operators, hotel consultancy, luxury brand management, cruise, aviation, or other service-oriented industries. It is also an excellent choice if you have prior practical education in the field of tourism and hospitality management (e.g. at a vocational training school). With an emphasis on hotel operations and practical training, the four-year Bachelor of Business Administration program prepares you for a successful career in the international hotel or food service industry through a unique combination of hotel management skills with a state-of-the-art business university degree.

## Why should you choose these programs?

- You will profit from the latest trends and innovations by studying at the only research university in Austria, Germany, or Switzerland offering accredited degrees in the area of tourism and hospitality management
- You have the possibility to choose between different study fields in the areas of event management, hotel management, and tourism management
- You will gain profound knowledge and hands-on experience from industry leaders and academic experts in tourism and hospitality management
- Strong industry ties put your career on the right track through exceptional mentoring and career partner programs (including a 900 hour internship)

\*degrees awarded: Bachelor of Business Administration in Tourism and Hospitality Management (three-year program)  
Bachelor of Business Administration in Tourism, Hotel Management and Operations (four-year program)



*"I chose this degree because it gave me the opportunity to develop core business skills and qualifications focused within the area of hospitality. It aligned to my values because of its broader perspective than the business school stereotype."*

**Maya Loacker**, Bachelor of Business Administration Graduate

# Program Structure

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This module will enhance your ability to convey your business ideas and research findings in a professional way. You will learn about different forms of business communication, improve your presentation skills and academic writing, and boost your communication abilities. To keep up in the ever-changing business environment, you will learn the key concepts and principles of problem solving, critical thinking, decision making, creativity, and teamwork.

### Internship

An internship is a supervised, practical training period where you will earn academic credit for approved work experience. Through a six-month internship, you will gain first-hand knowledge of the tourism, hospitality and events industries.

### Event Management

This field will equip you with the necessary skills and knowledge to design, develop and stage innovative and successful events. The courses cover the entire events cycle: from the inception of an idea or concept to the operationalization, including professional project management, the staging phase of an event, to the post-event assessment and critical impact analysis.

### Tourism Management

You will learn managerial decision making in destination management organizations, development of tourism products, understanding tourism policy, tourism demand analysis and forecasting, as well as the integration of information technology and the concept of smart destinations. You will strengthen your analytical skills by working with real destination data and learning how to interpret its practical implications for the industry.

### Hotel Management

You will gain in-depth knowledge of the hotel industry with a particular focus on the supply side and create and plan a hotel project from start-to-finish. Current and emerging business and management models are analyzed and the hotel performance is monitored. You will operate your own hotel in a simulated environment, competing against each other and challenging your own innovation and entrepreneurial capabilities.

### Hotel Management and Operations

Courses in Restaurant and Service Management, Culinary Theory and Practice, and Rooms Division Management will provide you with the necessary practical skills and expertise to successfully engage in professional practice. You will also study advanced hotel management, covering topics such as hotel property planning, performance management and how to develop strategic business opportunities.

**+ 1 Year**

Study fields (select one)

# Global Partner University Network



## North America

San Francisco State University, USA  
Temple University, USA  
University of Central Florida, USA  
East Carolina University, USA  
University of Florida, USA  
Universidad Anahuac Mayab, Mexico

## South America

Universidad Internacional del Ecuador,  
Quito, Ecuador

## Europe

Southern Denmark University, Denmark  
La Rochelle Business School, France  
Cologne Business School, Germany  
Dublin Institute of Technology, Ireland  
ISAG European Business School, Portugal  
TSI Universitat Ramon Llull, Spain  
University of Barcelona, Spain  
Bogazici University, Turkey  
University of Brighton, UK  
University of Surrey, UK  
University of West London, UK

## Middle East

MODUL University Dubai, UAE

## Asia

City University of Macau, China  
Hong Kong Polytechnic University, China  
Taylor's University, Malaysia

*Discover the world  
on a semester  
abroad through our  
student exchange  
program*

MU students have the opportunity to study abroad at **one of our partner universities on four continents** - and have amazing experiences!

All members of our Global Partner University Network collaborate on an exchange program that enables MODUL University students to spend a semester abroad **with the advantage of only paying the MODUL University tuition fees.**

Once a student decides to study abroad, an experienced member of the MU faculty will advise on which courses should be taken during the exchange semester that would be accredited by MODUL University. This helps ensure that **you can go abroad and still be able to finish your studies in the suggested time frame.**

Since the opening of **MODUL University Dubai** in September 2016, students are able to rotate between the two MODUL University campuses in Vienna and Dubai, enabling them to study at both locations with no extra tuition cost.



*"I would recommend to do an exchange semester, because it will help you to experience something new and expand your horizons by seeing the world from a different angle. Plus travelling in another country is lots of fun!"*

**Anna Scherfler**, Bachelor of Business Administration Student

# Start Your Future With MODUL Career

**6000**

MODUL University and College graduates

**500**

international partner companies

**89%**

of Bachelor graduates start their career in Europe

**34%**

of Bachelor graduates choose to work in the international tourism and hospitality industry

**26%**

of Bachelor graduates choose to work in other industry sectors

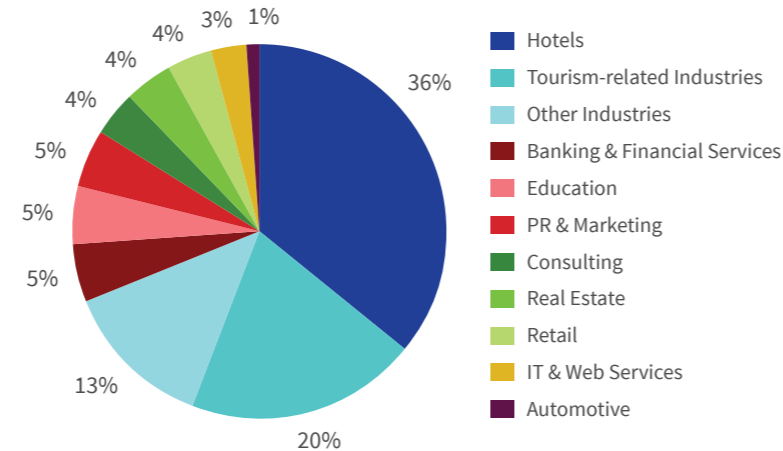
**40%**

of Bachelor graduates pursue a Master degree

**28%**

of those graduates choose a Master degree in International Management

## Top ten industries after BBA graduation



## Selection of universities where Bachelor graduates have been accepted for Master studies

Columbia University, USA  
Vienna University of Business and Economics, Austria  
King's College London, UK  
MODUL University Vienna, Austria  
Bocconi University, Italy  
University of Surrey, UK  
University of Vienna, Austria  
Regent's University London, UK  
University of Victoria, Canada

Figures based on a 2015 analysis of MODUL University Vienna Bachelor graduates

"The most important opportunities that a university can offer are those that best prepare students for a future career in their field. In this regard, the projects organized by MODUL Career are extremely valuable. In addition to providing training and counselling during the process of finding the perfect internship, the career center offers countless other projects and activities that provide a great start for our careers."

Patricia Neamtu, Bachelor of Business Administration Graduate





# At Home in Student Housing

MU students live in both private and university-arranged accommodation. Like most other Austrian universities, MU does not have its own student residence. Instead, it has a contract with two local private student accommodation providers - **WIHAST** and **Base 19**. This allows for room booking directly through the university, and as long as deadlines are followed, students can be guaranteed a single room.

## WIHAST

This student complex is located in Vienna's 20th district, about a 35 minute commute to campus via public transportation and 15 minutes to the city center.

- The private dorm rooms are approximately 12m<sup>2</sup> and are furnished with a bed, desk, chair, and closet.
- Each student shares an entry area, bathroom, and small 'cold kitchen' (sink and refrigerator, but no stove/oven) with one other student.
- Every floor has a large, communal, fully-equipped kitchen.
- The complex also contains laundry facilities and other communal areas including a fitness room and social room.

**Price:** Approx. €300/month, including all utilities, cable TV, and Internet.

**Availability:** Availability is guaranteed as long as reservation requests are sent at least two months before the start of the semester.

## Base 19

This 7-building complex is located in Vienna's 19th district about a 30 minute commute to campus via public transportation and 15 minutes to the city center.

- 10m<sup>2</sup> newly renovated single dorm rooms are equipped with a private bathroom including shower.
- Some rooms are on floors with communal kitchens, while others have fully-functional kitchenettes within them.
- Base 19 is located in a mixed residential and commercial neighborhood with grocery shops and restaurants, and a large park is also nearby.
- The complex also contains laundry facilities, a fitness room, table tennis, and a beach volleyball court.

**Price:** €315/month, including all utilities and Internet, but excluding cable TV.

**Availability:** Availability is limited.



# Tuition and Cost of Living

Tuition fees *per year* for the three or four-year programs

Bachelor Program	Yearly Fee (two semesters)
Three-year bachelor programs	€12,333
Four-year bachelor program	€13,000

The tuition fee for **all programs** is paid in **equal installments per semester**.

Example cost of living for three-year Bachelor students

Cost (€)	Year 1	Year 2	Year 3
Tuition fee	€12,333	€12,333	€12,333
Accommodation	€3,600	€3,600	€3,600
Living expenses	€3,600	€3,600	€3,600
Health insurance	€650	€650	€650
Residence permit	€120	€120	€120
Student transport pass	€150	€150	€150
Books and study material	€350	€350	€350
<b>Total:</b>	<b>€20,803</b>	<b>€20,803</b>	<b>€20,803</b>

These costs are based on the assumption that students stay in Vienna for the entire six semesters and do their internship in Vienna. The student transport pass for Vienna is only valid for students up to the age of 26.

Please visit our website [www.modul.ac.at](http://www.modul.ac.at) in the section "Financial Information" for detailed information on available scholarships and special grants.

# Application Information

## How to Apply

Students with qualification to enter university (e.g. A levels, IB, high school leaving certificate) may apply to any of the Bachelor programs at MODUL University Vienna.

## Step 1: Online Application

Apply using MU's online application tool at:  
**applynow.modul.ac.at**

Fill in all required fields and be prepared to upload the following documents:

- Curriculum Vitae (personal data sheet)
- Letter of motivation (description of reasons for applying to MODUL University Vienna)
- Academic qualification to enter the study program (high school certificate including transcripts)
- Copy of official test results of English proficiency test on a B2 level (i.e. IELTS 6.0, no sub-score lower than 5.5, TOEFL 76 Internet-Based) or other proof (e.g. high school in English)
- Copy of passport
- Passport-sized photo
- One letter of recommendation (from an academic source)

Please make sure that your application is complete! Incomplete applications won't be considered!

**Exceptions:** If not available yet, high school leaving certificate and/or English test result may be submitted later on. In such cases, the most up-to-date transcripts must be submitted and provisional admission may be granted until the pending document is submitted.

Please note that **all documents must be submitted in English. Only high school leaving certificates and transcripts are also accepted in German.**

## Step 2: Application Review & Interview

The admission process includes the reviewing and evaluating of each application on an individual basis for an applicant's abilities as a student. If approved, you will be contacted by an admissions team member soon thereafter in order to schedule a personal interview at the campus or a video Skype interview.

The interview will give the university the opportunity to clarify issues arising from the application as well as permitting an assessment of the personality profile of the applicants. It will also ensure that applicants understand the expectations with regard to their chosen program. It is also the chance for applicants to ask any further questions.

## Step 3: Admission Decision

Usually once per week the admissions committee decides on admission based on previous education performance, the motivation and general impression, extracurricular activities, interview performance and academic aptitude of the applicant. If approved, admissions documents will be sent to the future student.

**Note:** Applications will also be accepted before high school graduation and before the English test has been sat.

## Application Deadlines

Study start: end of February  
Deadline for EU citizens: January 31<sup>st</sup>  
Deadline for Non-EU citizens\*: October 31<sup>st</sup> (recommended)

Study start: end of September  
Deadline for EU citizens: August 31<sup>st</sup>  
Deadline for Non-EU citizens\*: May 31<sup>st</sup> (recommended)

\*Non-EU citizens require a visa

# Contact

## Admissions Services

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

## Checklist

Before submitting your application, please use this checklist to ensure that your application is complete. We only accept documents in English (and high school leaving certificates and transcripts in German), so if documents are in other languages, please provide an official 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
- One letter of recommendation (from an academic source)
- Copy of passport
- Passport-sized photo

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