

# Bachelor



# MY FUTURE TODAY

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# Why Study at MU?

All courses taught in **English**

**Business-oriented** education

Start your studies in **spring or fall**

**Foreign language** classes included in the tuition

**Small class sizes** and a **personalized** teaching approach

An **academic advisor** for every student

**Exchange semester** at one of our partner universities in Asia, Europe, North America, or South America

Ranked in the **world's 25 top performing universities** in top-cited publications (multitrack.eu 2020)

## MU at a glance



**83%**

international student body



**1:20**

faculty : student  
ratio



**700**

partner  
companies  
worldwide



**1**

Vienna's rank  
in quality of  
living 2009-2019



**112**

countries  
represented  
on campus

## ALL COURSES TAUGHT IN ENGLISH

**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 university is located in beautiful Vienna, Austria, the world's number one city for quality of living 2009-2019, and is **ranked in the world's 25 top performing universities in top-cited publications**.

The **Modul brand** stands for more than **100 years of excellence in education**. Founded in 1908, Modul College is the tourism school with the longest tradition in tourism and hospitality education worldwide. Modul University Vienna offers **cutting-edge education** in the areas of **international management, entrepreneurship, digital marketing, tourism, event and hotel management, and sustainable development**.



**STUDY AT AUSTRIA'S LEADING  
INTERNATIONAL UNIVERSITY**



## VIENNA: COSMOPOLITAN CHARM IN THE HEART OF EUROPE

# STUDY IN THE WORLD'S BEST CITY

VIENNA WAS SELECTED AS THE TOP CITY FOR QUALITY OF LIFE  
BY MERCER CONSULTING, 2009 - 2019



**Modern world city**  
Population of more than 1.7  
million people



**Global business hub**  
Home to a UN headquarters  
and international companies



**Cultural & historical highlights**  
Thousands of attractions, festivals,  
performances, and events



**Nature on your doorstep**  
More than 50% of the city is  
covered in green space



**Excellent public transport**  
Affordable €150 per year  
for students under 26



**1,300 km of bike lanes**  
Ride your way through  
bicycle-friendly Vienna



**Fantastic sport opportunities**  
Skiing, swimming, sailing, hiking,  
climbing, team sports...



**Wine capital of the world**  
Only capital city producing  
significant amounts of wine  
within the city limits



**Extensive sharing economy**  
Rent a car, bike or scooter  
with your smartphone



A photograph of three diverse students walking on a staircase. On the left, a young woman with long brown hair, wearing a black leather jacket and a backpack, is smiling and looking towards the center. In the middle, a young man with short black hair and glasses, wearing a dark blue sweater over a white collared shirt, is smiling and looking towards the right. On the right, a young man with short black hair and glasses, wearing a grey long-sleeved shirt and a necklace, is smiling and looking towards the center. They are all walking up the stairs. The background is slightly blurred, showing other people and a modern building interior.

# Bachelor Programs

**Entrepreneurship & Leadership**  
**Tourism & Event Management**  
**Hotel Management**  
**Hotel Management & Operations**  
**International Marketing**  
**International Management**

# ENTREPRENEURSHIP & LEADERSHIP



6 semesters  
(3 years)



180 ECTS  
Points



Bachelor of Science in  
International Management  
with a specialization in  
Entrepreneurship and  
Leadership

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses will enhance your ability to convey your business ideas and research findings in a professional way. You will boost your communication and presentation skills, improve your academic writing, and further your personal development and networking aptitude. 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, as well as how to design, plan and implement your own projects.

## REACH YOUR ENTREPRENEURIAL GOALS

The specialization in Entrepreneurship & Governance will introduce you to various governance actors, their power constellations, interactions and social ties, and how they impact entrepreneurial activities. Key questions will focus on institutional frameworks for the different 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 to start your own business as well as to occupy management positions in large companies.

## CAREER OPPORTUNITIES



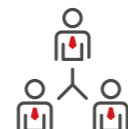
start-up  
entrepreneur



business  
consulting &  
development



venture capital  
management



strategic  
management



start your  
own business

### SEMESTER 1

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 2

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 3

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Project Management  
Research Design

### SEMESTER 4

Ethics in International Management  
Economic Geography  
Operations Research  
International Economics  
Latest Trends in International Management  
Philosophy of Science

### SEMESTER 5

Marketing Research & Empirical Project  
Supply Chain Management  
The Start-Up Ecosystem\*  
Entrepreneurial Innovation\*  
Bachelor Thesis

### SEMESTER 6

Entrepreneurship, Innovation & Business Planning  
Strategic Planning  
Leadership and Power\*  
Financing New Ventures\*  
Bachelor Thesis

\*enrichment courses are subject to change



*"I am proud to be part of a university that offers such a width of cultures. MU encourages seeking knowledge as well as personal growth, and the 'family' climate is really one of a kind compared to other universities".*

**Daniel Mittheis, Austria**  
Student in Entrepreneurship & Leadership

# TOURISM & EVENT MANAGEMENT



6 semesters  
(3 years)



180 ECTS  
Points



Bachelor of Business  
Administration in  
Tourism and Hospitality  
Management with a  
specialization in Tourism  
& Event Management

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses will enhance your ability to convey your business ideas and research findings in a professional way. You will boost your communication and presentation skills, improve your academic writing, and further your personal development and networking aptitude. 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.

## DESIGN, DEVELOP AND STAGE INNOVATIVE AND SUCCESSFUL EVENTS

The specialization in Tourism & Event Management will equip you with the necessary skills and knowledge to design, deliver and assess dynamic events such as concerts, festivals, conferences, conventions and exhibitions. The courses cover the entire events cycle: from the inception of an idea or concept to how to make it happen including professional project management, through the staging phase of an event, to finally evaluating its success in the post-event assessment and critical impact analysis.

## CAREER OPPORTUNITIES



event  
planning



sport  
management



conference  
& convention  
planning



marketing &  
communications



catering  
management

### SEMESTER 1

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 2

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 3

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Tourism & Hospitality Business Analysis  
Internship Preparatory Course

### SEMESTER 4

#### Internship

The internship semester is a supervised, practical training period where you will earn academic credit for approved work experience. Through a 900 hour internship, you will gain first-hand knowledge of the events industry.

### SEMESTER 5

Marketing Research & Empirical Project  
Service Operations Management  
Latest Trends in Tourism, Hospitality & Events  
Business, Sports and Culture Events\*  
Event Operations\*  
Project Management\*

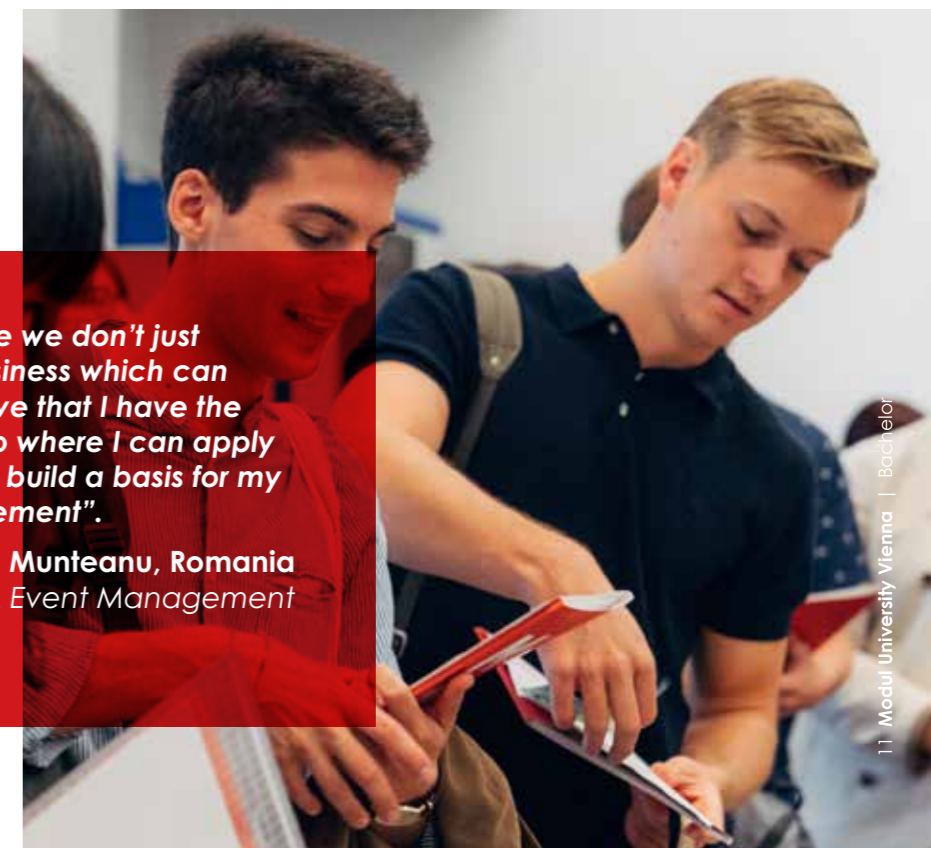
### SEMESTER 6

Entrepreneurship, Innovation & Business Planning  
Designing Experiences\*  
Event Impact Analysis\*  
Events Capstone Project\*  
Bachelor Thesis

\*enrichment courses are subject to change

*"I chose this program because we don't just learn about 'business', but business which can be applied in the industry. I love that I have the opportunity to do an internship where I can apply what I've learned in class and build a basis for my future career in event management".*

**Vlad Munteanu, Romania**  
Student in Tourism & Event Management



# HOTEL MANAGEMENT



6 semesters  
(3 years)



180 ECTS  
Points



Bachelor of Business  
Administration in  
Tourism and Hospitality  
Management with a  
specialization in Hotel  
Management

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses will enhance your ability to convey your business ideas and research findings in a professional way. You will boost your communication and presentation skills, improve your academic writing, and further your personal development and networking aptitude. To keep up in the ever-chang-

ing business environment, you will learn the key concepts and principles of problem solving, critical thinking, decision making, creativity, and teamwork.

## NEXT LEVEL HOSPITALITY MANAGEMENT

The international hotel and catering industry has been a reliable provider of unlimited career opportunities, with ever-growing expectations for the knowledge and skills required of the workforce in middle and top management positions. In the specialization in 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. You will operate your own hotel in a simulated environment, competing against each other and challenging your own innovation and managerial capabilities.

## CAREER OPPORTUNITIES



hotel &  
real estate  
development



cruise &  
aviation  
management



hospitality  
consulting



hotel & resort  
management



luxury  
management

### SEMESTER 1

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 2

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 3

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Tourism & Hospitality Business Analysis  
Internship Preparatory Course

### SEMESTER 4

Internship  
The internship semester is a supervised, practical training period where you will earn academic credit for approved work experience. Through a 900 hour internship, you will gain first-hand knowledge of the hotel industry.

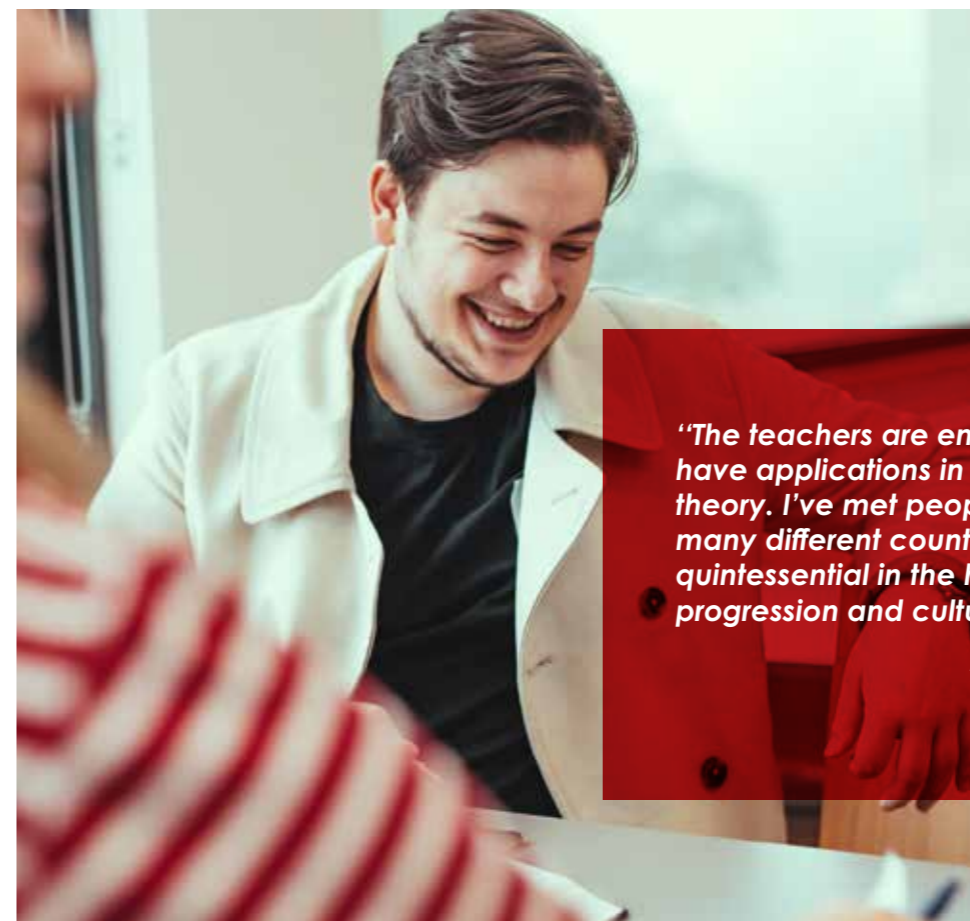
### SEMESTER 5

Marketing Research & Empirical Project  
Service Operations Management  
Latest Trends in Tourism, Hospitality & Events  
Managing Talent\*  
Hotel Asset Management\*  
Revenue Management & Distribution\*

### SEMESTER 6

Entrepreneurship, Innovation & Business Planning  
Hotel Property Development\*  
Hotel & Business Development Strategies\*  
Strategic Hotel Management\*  
Bachelor Thesis

\*enrichment courses are subject to change



*"The teachers are engaging, and the classes have applications in the real world, it's not just theory. I've met people and made friends from many different countries — these connections are quintessential in the hospitality industry for career progression and cultural enrichment".*

**Andrei Ionut Blendea, Romania**  
Student in Hotel Management

# HOTEL MANAGEMENT AND OPERATIONS



8 semesters  
(4 years)



240 ECTS  
Points



Bachelor of Business  
Administration  
in Tourism, Hotel  
Management and  
Operations

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses 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-chang-

ing business environment, you will learn the key concepts and principles of problem solving, critical thinking, decision making, creativity, and teamwork.

## MANAGE A WORLD CLASS HOTEL

The Hotel Management & Operations degree is an extension of the specialization in Hotel Management, which adds two additional semesters where you will learn about the entire structure of the hotel and tourism industry. 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.

## CAREER OPPORTUNITIES



hotel &  
real estate  
development



food & beverage  
management



spa & wellness  
management



hotel  
operations



service-  
oriented  
industries

### SEMESTER 1

The Hospitality Industry  
Food & Beverage Management & Controlling  
Culinary Theory & Practice  
Restaurant & Service Management  
Human Relations & Personal Development  
Sustainability Literacy for Business

### SEMESTER 2

Hotel Management & Operations  
Rooms Division Management  
Culinary Theory & Practice  
Restaurant & Service Management  
Hotel Business Simulation  
Facility Management

### SEMESTER 3

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 4

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 5

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Tourism & Hospitality Business Analysis  
Internship Preparatory Course

### SEMESTER 6

Internship

The internship semester is a supervised, practical training period where you will earn academic credit for approved work experience. Through a 900 hour internship, you will gain first-hand knowledge of the hotel industry.

### SEMESTER 7

Marketing Research & Empirical Project  
Service Operations Management  
Latest Trends in Tourism, Hospitality & Events  
Managing Talent\*  
Hotel Asset Management\*  
Revenue Management & Distribution\*

### SEMESTER 8

Entrepreneurship, Innovation & Business Planning  
Hotel Property Development\*  
Hotel Business Development Strategies\*  
Strategic Hotel Management\*  
Bachelor Thesis

\*enrichment courses are subject to change



*"In the hotel operation courses we learned cooking skills and restaurant management, how to set a table properly, tableside cooking, cheese and wine pairing and making cocktails. We also had the chance to explore vineyards, a coffee roastery and a brewery!"*

**Tsz Ki (Jacky) Yau, Hong Kong**  
Student in Hotel Management & Operations

# INTERNATIONAL MARKETING



6 semesters  
(3 years)



180 ECTS  
Points



Bachelor of Science in  
International Management  
with a specialization in  
International Marketing

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses will enhance your ability to convey your business ideas and research findings in a professional way. You will boost your communication and presentation skills, improve your academic writing, and further your personal development and networking aptitude. 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, as well as how to design, plan and implement your own projects.

## CROSS-PLATFORM DIGITAL MARKETING

Business leaders need to know what online channels are available, where a target audience can be found, what data and tools are at their disposal to reach a specific target group, and how to evaluate the impact of marketing efforts across platforms. In the specialization in Interactive Marketing, 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.

## CAREER OPPORTUNITIES



social media  
management



content  
marketing



advertising



brand  
management



digital  
marketing

### SEMESTER 1

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 2

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 3

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Project Management  
Research Design

### SEMESTER 4

Ethics in International Management  
Economic Geography  
Operations Research  
International Economics  
Latest Trends in International Management  
Philosophy of Science

### SEMESTER 5

Marketing Research & Empirical Project  
Supply Chain Management  
Social Media Marketing Planning\*  
Integrated Marketing Communications\*  
Bachelor Thesis

### SEMESTER 6

Entrepreneurship, Innovation & Business Planning  
Strategic Planning  
Marketing Intelligence\*  
Cases & Technology in International Marketing\*  
Bachelor Thesis

\*enrichment courses are subject to change



*"It is very important and special to me to be surrounded by international people, as I enjoy learning about other countries, cultures and traditions, which MU embraces. I adore the sense of community, which makes it comfortable and a great environment to study in".*

**Josephine Nittel, Germany/New Zealand**  
Student in International Marketing

# INTERNATIONAL MANAGEMENT



6 semesters  
(3 years)



180 ECTS  
Points



Bachelor of Science in  
International Management

## BUILD A SOLID FOUNDATION IN BUSINESS AND MANAGEMENT

In your first year of studies, you will learn the fundamentals of modern business practices. Introductory courses in financial management, business administration, human resource management, marketing, economics, and European business law prepare you for advanced subjects and your future career.

## UPGRADE YOUR PROFESSIONAL SKILLS

Successful business requires great communication — further courses will enhance your ability to convey your business ideas and research findings in a professional way. You will boost your communication and presentation skills, improve your academic writing, and further your personal development and networking aptitude. 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, as well as how to design, plan and implement your own projects.

## BE READY FOR AN INTERNATIONAL CAREER

Culture, language, political systems, geography and socio-economic factors all influence business practices. To compete in this complex world, you will gain in-depth knowledge of a wide range of aspects of international business 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, or to start your career right after graduation.

## CAREER OPPORTUNITIES



consulting  
& advising



business  
development



human  
resource  
management



finance &  
banking



trade  
management

### SEMESTER 1

Marketing & Consumer Behavior  
Accounting & Management Control I  
Math & Statistics I  
Critical Thinking & Problem Solving  
Advanced Business Communication  
Sustainability Literacy for Business

### SEMESTER 2

Organizational Behavior & CSR  
Accounting & Management Control II  
Math & Statistics II  
Microeconomics  
Academic Writing  
Principles of Business Law

### SEMESTER 3

HR Management & Management Development  
Financial Management & Investment Planning  
Macroeconomics  
New Media & e-Business Applications  
Project Management  
Research Design

### SEMESTER 4

Ethics in International Management  
Economic Geography  
Operations Research  
International Economics  
Latest Trends in International Management  
Philosophy of Science

### SEMESTER 5

Marketing Research & Empirical Project  
Supply Chain Management  
International Corporate Finance\*  
Integrated Marketing Communications\*  
Bachelor Thesis

### SEMESTER 6

Entrepreneurship, Innovation & Business Planning  
Strategic Planning  
Leadership and Power\*  
Principles of Taxation\*  
Bachelor Thesis

\*enrichment courses are subject to change

*"The program is beyond expectations in every sense of the word — it's like a jigsaw puzzle where every course adds value to previous courses, making it as useful and practical as possible. The curriculum is very well thought through and designed to be concise and helpful for the future leader".*

Abdallah Hammad, Jordan  
Student in International Management





Modul University Vienna is ranked in the **world's 25 top performing universities in top-cited publications** by U-Multirank (2020), a European Commission ranking system.

## RESEARCH-DRIVEN EDUCATION

Modul University Vienna follows a research-driven teaching approach. The university is organized into four academic departments, each of which contributes to teaching and research in their fields of expertise. Our world-renowned faculty is engaged in contemporary as well as future-oriented basic and applied research. Our academics are dedicated to combining research and teaching in a way that students benefit from in two different aspects – (1) to gain cutting-edge knowledge and (2) to train them in conducting their own research.

## INNOVATION & DEVELOPMENT

With its diverse and international faculty, Modul University is a hotspot for interdisciplinary research activities which shape the institution's research profile. Investment in innovation, research and development is an essential component of supporting an innovative and enterprising economy. Research at Modul University Vienna assists in creating and maintaining high-value jobs, while also attracting and developing business, and leaders of the future.

Since 2007

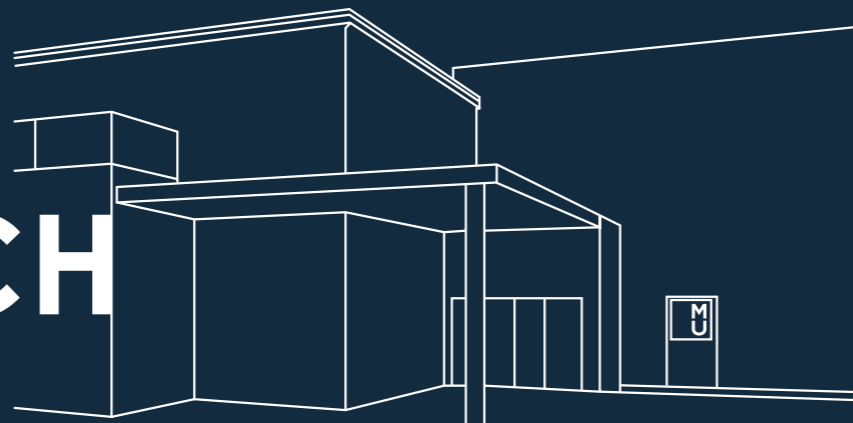
**18**   
different research focuses

 **625**  
international conference contributions

**32**   
major awards for academic excellence

 **815**  
publications, **145** of which have been published within the last academic year.

# CUTTING-EDGE RESEARCH



# A COMPLETE STUDY OFFER FROM BACHELOR TO PHD

## Master

International Tourism Management  
Management  
Sustainable Development,  
Management and Policy

## MBA

General MBA  
Digital Marketing and Social Media  
Entrepreneurship, Innovation and  
Leadership  
Innovation and Experience Design  
for Tourism  
Sustainable Management and Policy

## PhD

Business and  
Socioeconomic Sciences



## WAKE UP IN THE CENTER OF EUROPE IN AUSTRIA'S CAPITAL AND STUDY AT OUR LEAFY HILL TOP CAMPUS.

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

## JOIN THE MU COMMUNITY

BECOME A MODULIAN

### GET INVOLVED - JOIN A CLUB!

Interested in sports? Join the football club! Budding sommelier? Join the Wine Society! Movies are more your thing? We have a club for that too! MU's variety of student clubs help you to connect with like-minded students you might not meet in the classroom. Joining a club is an excellent way to get to know your fellow Modulians - and have fun doing it! And in case you don't find your passion among our existing clubs, the Student Service Center will support you in setting up your own club.

### BECOME A STUDENT AMBASSADOR

MU offers students the opportunity to become ambassadors for the university and gain valuable work experience and an add-on to your CV in the process. Ambassadors present MU to high school students in their home countries, attend student fairs and

on campus information evenings to share their experiences with potential students and answer all the questions they might have. If you're currently considering MU, you can get in touch with an ambassador - and maybe even become one yourself!

### MEET THE WORLD ON CAMPUS

One of the best things about studying at Modul University is making friends from all around the world. At any given time, students from over 50 different countries are studying at MU, and this diversity is showcased at the annual International Day. Students have the chance to show off their traditional dress, decoration, and culinary traditions of their home countries. Food is the main theme, and there is plenty of it! This is a great experience to discover hidden gems of your peers' homelands and celebrate the internationality of the MU family.



### KRISTINA CHAPLIK

INTERNATIONAL  
MANAGEMENT

I chose the International Management bachelor program so I can thrive in a modern multinational business environment. It helps to understand different cultures, markets and see the bigger picture of business issues and how to solve them.



### AURELE KODJO

ENTREPRENEURSHIP  
AND GOVERNANCE

Modul University provides the stepping stones into a world of possibilities. The program empowers students to learn, grow and experience, offering an excellent perspective for building the future today.



### SOPHIE WEBER

HOTEL  
MANAGEMENT

I chose Hotel Management to enhance my skills to work in a multinational environment through real life experiences and to understand through a good balance of theory and practical classes.



### HENRY HUNG

HOTEL MANAGEMENT  
AND OPERATIONS

I believe that the remarkable difference from Modul to other universities is that Modul creates a close and professional atmosphere with excellent education in an international environment.





Business Consulting



Event Management



Destination Management

### GAIN PRACTICAL EXPERIENCE

Doing an internship is an excellent way to apply what you have learned in class in a real-life situation, gaining valuable work experience and giving you a competitive advantage once you graduate. During your on-the-job experience, you will develop and improve communication, interpersonal, presentation and organizational skills. Your personal development will help you deal with pressure, problem solving and work relations — and potentially land your dream job!

MU students can choose an internship in an industry related to their study program. Current students are interning in a wide variety of fields such as event management, marketing, sales, hospitality, aviation, consulting, luxury brands and financial services, both in Vienna and internationally.

# EXCHANGE SEMESTER

See the world on a semester abroad at one of our 20+ partner universities



Hong Kong, China

### EXPAND YOUR HORIZONS

North America, South America, Europe or Asia? 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.

A semester abroad gives you the chance to develop personally by immersing yourself in another country and culture. You can make new friends, find new interests, learn a new language, improve your intercultural skills, and broaden your career opportunities.



Barcelona, Spain



San Francisco, USA

# INTERNSHIP

Immerse yourself in a hands-on working environment



Luxury Hotel Operations



London, England

## YOUR CAREER STARTS HERE

A MODUL UNIVERSITY EDUCATION IS THE PERFECT  
SPRINGBOARD TO AN INTERNATIONAL CAREER



### LIFELONG CAREER SUPPORT

The Modul Career Center offers career advice and coaching to help you land your dream job. As part of the MU family, you can attend a variety of workshops, expert talks, mentoring programs with top-level management, events, and local and international excursions and competitions to enhance your MU experience. You can gain access to industry professionals through on-campus recruiting, career fairs, and Modul Career's job platform, which offers you global career and networking opportunities exclusively for MU students and alumni. Our career center will help you kick-start your career!

### ONCE A MODULIAN...

...always a Modulian! As an MU graduate, you are part of a global network of over 7000 graduates from both Modul University and Modul Tourism College. We encourage ongoing education by offering scholarships for MU's Master and PhD programs, exclusively for our alumni. Our career center organizes an annual alumni reunion, exclusive networking events, and supports international alumni chapters. Alumni are always welcomed to give guest lectures and share their professional experiences with current students, or to visit our career center for guidance. Our career services are for a lifetime.

## BENEFIT FROM THE MU STARTUP HUB

The MU Startup Hub promotes the vast synergies between academic research and real-life business applications. The aim is to foster relationships of all relevant stakeholders in the respective industries and act as an unbiased facilitator of an innovative ecosystem.

Our Startup Hub acts as a home to selected startups in the food and beverage, hospitality and service industry. By working in close collaboration with expert industry partners, MU is able to boost ideas and products to a proof-of-concept stage.

**TALENTS  
SQUARED**  
MU STARTUP HUB VIENNA

### BACHELOR PROGRAMS

The Startup Hub's concepts are integrated in bachelor program courses, giving students the opportunity to test ideas in a safe environment and participate in workshops on how to successfully set up their own startups. You will also learn how to understand the dynamics of the global startup ecosystem and gain soft skills like mastering your company pitch.

### INCUBATOR

The MU incubator provides the infrastructure for MU students to hatch their innovative ideas. Workshops, key-notes, panel discussions and a

supportive community help transform ideas into a real business. The high performer program allows small teams to partner up with a venture capital firm and work together on feasibility studies of the most pressing pains and needs in the industry. If all goes well, students kick-off their startup and get pre-seed money to turn research into reality.

### ACCELERATOR

An accelerator boosts early stage startups to new highs and helps them to scale up their business. MU's in-house accelerator prepares startup teams to scale their businesses and work closely with industry partners to onboard their first customers.

# MU ALUMNI AROUND THE WORLD

7000

Modul University  
Vienna and College  
graduates

**Daniel Rüscher**

Sales Manager, Catering at Fairmont Waterfront  
Vancouver, Canada

**Beatrice Lenz**

Master of Business Administration, EGADE Business School  
Mexico City, Mexico



**Fabio Vilela**

CEO & Founder  
Passageiro de Primeira  
Uberlândia, Brazil

By choosing to attend Modul University for my Bachelor program I was able to immerse myself in a wide mix of academic, social and cultural opportunities that I knew someday, would lead me to a great successful career. I have always had a passion for luxury tourism products, especially in the aviation field.

90%

of employment-  
seeking students  
find a job within  
6 months of  
graduation

**Thomas Kuchling**

Master of Science in International Management, Bocconi University  
Milan, Italy

**Valerie Pretscher**

Junior Development Manager Europe, Zoku International  
Amsterdam, Netherlands

**Anna Burton**

Master of Science in Sport Management, Columbia University  
New York, United States

**Bettina Windisch**

On Premise Marketing Specialist, Red Bull  
Munich, Germany

**Jennifer Kola**

Junior Online Communication Manager, Swarovski  
Tyrol, Austria

**Aleksandra Tanackovic**

Key Account Manager Business Travel Austria & Switzerland, Booking.com  
Vienna, Austria

**Igor Pogany**

Owner/Founder, Igor Pogany Video Production  
Bratislava, Slovakia

**Vera Tkachenko**

Corporate Leadership Trainee  
in Operations, Hyatt Group  
Yinchuan, China

**Wai Hon (Bosco) Siu**

Sales Coordinator, Four Seasons Hotel  
Hong Kong, China

**Micke Chowadee**

Business Development Manager, Bandara Group  
Bangkok, Thailand

**Isabella Murgu**

General Manager, Nikki Beach Dubai  
Dubai, United Arab Emirates

**Leo Spiegelfeld**

Founder, Kidogo Travel Design Africa  
Dar es Salaam, Tanzania

40%

of bachelor  
graduates pursue  
a master's degree

# YOUR LIFE IN VIENNA



## GETTING SETTLED IN AUSTRIA

Depending on your nationality, a visa may be required to travel to or study in Austria. If you require a visa, make sure to apply for it in your home country at least six months in advance of your planned arrival in Vienna. Please check with your local Austrian embassy for all required documents and formalities before you travel to Austria. If you need additional assistance, Modul University's Student Service Center can offer support in preparing visa documents as well as dealing with municipal offices, residence permit applications, and health insurance.

## WELCOME TO VIENNA! YOUR MU BUDDY IS HERE TO HELP

It can be a big challenge moving to a new country - that's why MU has created the Buddy Program. It matches current students to new international students to establish an important connection for the beginning of a new student's time in Vienna. Your MU Buddy can answer your questions about getting settled, and they can often accompany you to various offices around the city. They'll support you with the day-to-day practicalities of living in a new city — show you to your nearest supermarket, help you open a bank account, and how to get around. The Buddy Program not only offers practical help for new students, it also opens doors to unique experiences and new friendships.

## AVERAGE COST OF LIVING PER SEMESTER



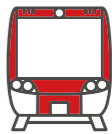
housing  
& utilities  
€1,500



living  
expenses  
€1,500



study  
materials  
€150



student  
transport pass  
€75



insurance  
& visa  
€400

## YOUR HOME AWAY FROM HOME

To live the full MU experience, many students live in dorm residences with private bedrooms and bathrooms, and shared living space. There is no student residence on campus, instead, we cooperate with two local private student accommodation providers. To make your transition into university life as smooth as possible, MU's Student Service Center will help to ensure you have a reserved room before arriving in Vienna. If you prefer to find your own accommodation, there is a variety of other student residences throughout the city to choose from.



Please visit

**[www.modul.ac.at](http://www.modul.ac.at)**

and go to "Financial Information"  
for detailed information on current  
tuition fees and scholarships  
or contact us:  
**[recruitment@modul.ac.at](mailto:recruitment@modul.ac.at)**





# 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 to meet bachelor admission 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

<b>Duration</b>	<b>Program costs</b>
One semester (starting in spring or fall)	€5,900
<b>Admission criteria</b>	<b>Included in the costs</b>
Students must have successfully completed their high school education	All courses and course material, public transport pass, one optional German A-level (beginner) class
<b>English proficiency</b>	<b>Not included in the costs</b>
Intermediate (IELTS 5.5; TOEFL IBT 65). Other equivalent English proficiency tests will be assessed on an individual basis	Accommodation in student dorm, living expenses, insurance and visa



## APPLICATION PROCESS

- 1

**APPLY ONLINE**  
Apply using MU's online application tool at [applynow.modul.ac.at](https://applynow.modul.ac.at). Use the checklist below to ensure you have all the required documents ready to upload.
- 2

**PERSONAL INTERVIEW**  
If your application documents are approved, you will be contacted for an interview at the MU campus or over Skype.
- 3

**ADMISSION COMMITTEE DECISION**  
If you are accepted, you will receive acceptance documents and information about your next steps.

### 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.

- ☐ CV (resume)
- ☐ Motivation Letter (description of reasons for applying to Modul University Vienna)
- ☐ High school leaving certificate (incl. transcripts)
- ☐ English proficiency test (IELTS, TOEFL, Cambridge Certificate, MU English Test) or other proof of B2 level proficiency
- ☐ Letter of recommendation (from an academic source)
- ☐ Copy of passport
- ☐ Passport-sized photo

### APPLICATION DEADLINES

	Spring Intake	Fall Intake
Non-EU citizens	January 31 <sup>st</sup>	August 31 <sup>st</sup>
EU citizens	January 31 <sup>st</sup>	August 31 <sup>st</sup>





JOIN  
THE  
MODUL  
FAMILY

# Information and contact

## Global Recruitment Office

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Am Kahlenberg 1, 1190 Vienna - Austria  
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[recruitment@modul.ac.at](mailto:recruitment@modul.ac.at)



*An international  
university made  
possible by*



*Accredited by*



*Tourism programs  
accredited by*



*Member of*



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