



UNDERGRADUATE PROGRAMS

MODUL VIENNA
UNIVERSITY
WKO WIEN PRIVATE UNIVERSITY

BSc

Bachelor of Science
IN INTERNATIONAL MANAGEMENT

BBA

Bachelor of Business Administration
IN TOURISM AND HOSPITALITY MANAGEMENT

ABOUT MODUL UNIVERSITY

HISTORY

MODUL University Vienna is an international private university in Austria owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. The university campus is located on Kahlenberg, a scenic hill with a spectacular view of the capital of Austria.

The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the vocational training school with the longest tradition in tourism and hospitality education worldwide. Since 2007, MODUL University Vienna offers cutting-edge education (BBA, BSc, MSc, MBA and PhD study programs) in the areas of international management, tourism and hospitality management, new media technology, public governance, and sustainable development.

STUDY ABROAD PROGRAM



WHY STUDY AT MODUL UNIVERSITY VIENNA

- A 60% international student body provides a multicultural learning environment (students from more than 70 different nationalities have so far studied at MU)
- All courses are taught in English by an internationally experienced faculty
- Optimal student support ratio of 1:10 (faculty to students)
- Business-oriented education promotes the spirit of enterprise and effective service delivery
- Excellent possibilities for internships and job placements at over 300 exclusive partner companies
- Opportunity for an exchange semester at one of 18 partner universities in Asia, Australia, Europe, Latin America and the US
- All programs are accredited by the Austrian Accreditation Council, an independent agency of the Austrian Ministry of Science and Research

Pia Kapounek
BBA Graduate 2010

“Orlando was an unforgettable experience! The Rosen College of Hospitality Management at UCF in Florida has remarkable facilities.”



UNDERGRADUATE PROGRAMS

BSc IN INTERNATIONAL MANAGEMENT

accredited by the Austrian Accreditation Council

Title:
BSc (Bachelor of Science)

Focus:

- General business administration and managerial knowledge, including human resources, marketing, finance and business informatics
- Emphasis on interpersonal and intrapersonal relationships
- Acquired competences valued by business community & public sector
- Prepares students for entering master level programs offered by leading national and international business schools

Courses:

Business Administration, Economics, Accounting, Information Management, Human Resource Management, Financial Management & Investment Planning, Business Law, Business Communication, International Business, and Project Management

Internship: no internship required

BBA IN TOURISM AND HOSPITALITY MANAGEMENT

accredited by the Austrian Accreditation Council and the United Nations World Tourism Organization

Title:
BBA (Bachelor of Business Administration)



Focus:

- Innovative technology and sustainability-oriented courses
- Strong industry ties put students' careers on the right track
- Promotes spirit of enterprise and effective service delivery
- Prepares students for leading positions in the industry worldwide
- Rich network of cooperations with leading international universities
- Multicultural learning environment

Courses:

Economics, Accounting, Intercultural Communication, Market Research and Consumer Behaviour, Marketing & Strategic Marketing Planning, E-Marketing, IT and Tourism, Hospitality Management, Aviation Management, and Events & Meetings Management

Internship: 4-6 months required

FACTS AND FIGURES

- Length: 3 years full-time (6 semesters), graduates awarded with 180 ECTS credits
- Curriculum: Comprised of obligatory courses (seminars), non-obligatory courses (lectures) and elective courses
- Costs: Tuition fee: Spring 2013: EUR 25,000, Fall 2013: EUR 28,000 (paid in three installments, includes reading material); living expenses: approx. EUR 8,000/year (including housing, public transportation, insurance and estimated living expenses)
- Program Start: Fall intake (mid-September), spring intake (beginning of March)

ADMISSION CRITERIA

- Qualification to enter university (e.g. A-levels, IB, high school leaving certificate)
- Proof of proficiency in English on a B2 level (i.e. IELTS 5.5, no sub-score lower than 5.0, TOEFL 540 Paper-Based, 207 Computer-Based or 76 Internet-Based)
- CV and motivation letter
- To gain acceptance, applicants must pass a formal admission interview (in person, via phone or Skype)



STUDENT LIFE IN VIENNA

WHY STUDY IN VIENNA

- Vienna is Austria's capital city in the heart of Europe
- It has an international population of more than 1.7 million people
- Vienna hosts an official United Nations headquarters (UNIDO, IAEA, UNODC)
- Vienna was selected as the **Top City for Quality of Life** by Mercer Consulting, 2009 - 2011
- Vienna has excellent public transportation and infrastructure facilities
- It was awarded as the **5th Best Student City** worldwide by QS Topuniversities in 2012
- Europe's music capital offers cultural and historic highlights in a modern, cosmopolitan city
- More than 50% of the city is covered with green space

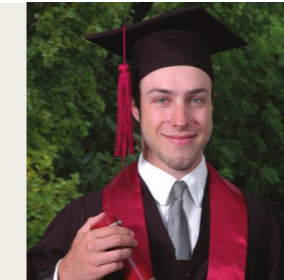


LIFE AT MU

- Orientation Week for new students includes info sessions, cultural excursions, and social events
- International students are paired with a "buddy" who helps newcomers settle comfortably in Vienna
- Student clubs such as the Wine Society and Hotel Club promote extracurricular learning
- The MU Cares program allows students to volunteer their time with various partner charities
- Annual International Days are a colorful celebration of shared food, fashion, dance, and music
- The Student Service Center provides visa and housing assistance for international students
- Events such as sports tournaments, BBQs, parties, and movie nights help build a strong community

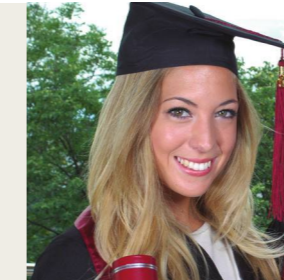


ALUMNI SUCCESS STORIES



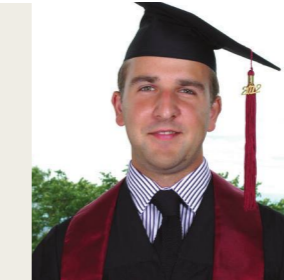
Jacob Atlas, BBA 2010

Canadian
Entrepreneur
Cocktail Solutions - Cocktail
Catering & More



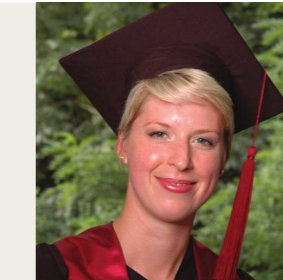
Vanessa Hooper, BBA 2012

Austrian
Assistant Manager
Hollister Co., division of
Abercrombie & Fitch



Domonkos Kekesi, BBA 2012

Hungarian
International Trainee
Hyatt Regency Chicago



Ines Zimmermann, BBA 2010

Austrian
Junior Tourism Consultant
Michaeler & Partner



Christoph Berg, BBA 2010

Austrian
Portfolio Manager
Travel Audience GmbH



Daniel Rüscher, BBA 2012

Austrian
Sales & Marketing Trainee
Kerry Hotels (Shangri-La)

INTERNSHIP & CAREER SERVICES

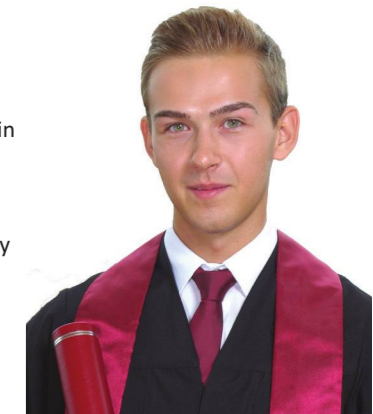
MODUL CAREER services are communicated via www.modulcareer.at and include:

- Providing a networking and information platform for more than 6000 MODUL College and MODUL University alumni through newsletters, events, and panel discussions
- Supporting current students in career exploration, internships, part-time and full-time job searches, and specialized advising needs
- Offering support in career planning and development to 200 graduates every year
- Organizing excursions to tourism and career fairs as well as industry events

Robert Wilfing BBA Graduate 2012

"My interest in the airline industry was crucial for starting my studies in Tourism and Hospitality Management. The staff of MODUL Career supported me with professional career advice and experienced consultancy to find an internship placement in the airline industry.

I was delighted when Emirates offered me a position in their sales department in Vienna. The Dubai-based airline is certainly among the most prestigious employers in the airline industry. The internship definitely exceeded my expectations and I can recommend it to any student who wants to discover the aviation industry and start a career at a top world airline."



CONTACT

Information for prospective students is provided by:

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