



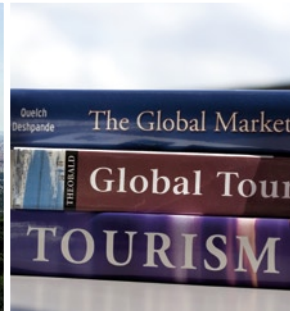
# IN TOURISM MANAGEMENT | in cooperation with

Master of Business Administration

## EXPANDING HORIZONS



[WWW.MODUL.AC.AT/THM/MBA](http://WWW.MODUL.AC.AT/THM/MBA)



### Reinforce Excellence in Tourism Management

The Professional MBA program in Tourism Management is a post-graduate program designed especially for people wanting to further their career in the field of Tourism Management or aspiring to a leadership role in the industry. The program has been developed in cooperation with the Vienna University of Economics and Business, one of Europe's leading business schools. This joint venture guarantees that academic studies are pursued at the highest level while maintaining business relevance.

The MBA in Tourism Management builds on Austria's long-standing tradition as one of the most successful tourism destinations in the world as well as on its expertise in tourism research and development.

The program combines business know-how, the joint resources of Europe's largest business university and Vienna's most modern private university in this specialized continuing education program for managers. The knowledge provided is of immediate practical relevance and kept up-to-date through manifold scientific research capabilities. The MBA in Tourism Management aims to teach students professional, methodological,

problem-solving, social and management skills. Vienna is the perfect location for post-graduate tourism studies. Its truly international ambience is reflected in the lifestyle of the Viennese. Vienna also offers high-quality living at affordable prices. Here, students can experience the wide variety of cultural offerings for which the city is famous.

The MBA is organized as an executive program over four terms. A short summer break allows graduation after 18 months (regular) or 24 months (extended). Internationally recognized scholars convey their expertise in the form of blocked units, which are taught in English and mainly take place on Thursday through Sunday (approximately 14 days per semester).

### Strengths of the Study Program

- | Dual degree jointly offered with the well-known Executive Academy of the Vienna University of Economics and Business (accredited by EQUIS)
- | Study program with the highest density of international lecturers with outstanding professional and academic reputation worldwide
- | Perfectly suited for professionals who want to accelerate their career in the tourism or hospitality management field

## PROGRAM STRUCTURE

Prof. Dr. Karl Wöber, President & Program Director  
MBA in Tourism Management



The MBA Program is offered in modular format and extends over 18 months. **Each module consists of a core-module and a pre- and post-module period.** Depending on the availability of lecturers, core modules can be blocked or extended over several weeks. The entire MBA program comprises 4 terms, the fourth being reserved for writing the master thesis. While the scheduling of the modules varies depending on the availability of lecturers and number of ECTS points, usually each block consists of two modules which occur consecutively in four to six days. Regular program students are expected to attend both seminars offered in each block.

previous module	Pre-Module Phase 2 weeks	Core-Module at MU Vienna 4-6 days		Post-Module Phase 2 weeks	next module
	Assignment	Seminar I		Assignment	
	Assignment		Seminar I	Assignment	

MODULE	ECTS*
MODULE I: Business Core	45
MODULE II: Consumer Behavior and Psychology in Tourism and Leisure	6
MODULE III: Tourism Marketing	9
MODULE IV: Tourism Research Design and Master Thesis	18
MODULE V: Elective Courses (Special Interest Topics)	12
<b>TOTAL</b>	<b>90</b>

\* ECTS = European Credit Transfer and Accumulation System  
(one ECTS credit equals a student workload of 25 hours).

## MBA TOURISM MANAGEMENT GRADUATES

*"MU Professors are world class and take a personal interest in the success of students."*



**Evelin Tsirk, MBA**  
General Manager, Tourism Tallinn, Estonia  
MBA Alumni 2009

## SCHEDULE OVERVIEW

“The MBA in Tourism Management is the best academic program for people who want to prepare for the future of international tourism management.”

**Dr. Helmut Zolles**, Guest lecturer, Zolles & Edinger (Austria)



**Ethics & Corporate Social Responsibility**  
Prof. Dr. David Sluss (Oct)  
University of South Carolina, USA

**Leadership**  
Prof. Dr. David Sluss (Oct)  
University of South Carolina, USA

**Financial Management**  
Prof. Dr. Manfred Frühwirth (Nov)  
Vienna University of Economics and  
Business, Austria

**Entrepreneurship and Innovation**  
Dr. Paul Martin Frenzt (Nov)  
INITS, Austria

**Financial Reporting**  
Prof. Dr. Kenneth Ferris (Dec)  
Arizona State University, USA

**Controlling**  
Prof. Dr. Graeme Rankine (Dec)  
Thunderbird School of Global Management,  
USA

**Managing People and Teams**  
Prof. Dr. John Fossum (Jan)  
University of Minnesota, USA

**Managing Organizations**  
Prof. Dr. John Fossum (Jan)  
University of Minnesota, USA

**Data Analysis and Decision Making**  
Prof. Dr. Alois Geyer (Feb)  
Vienna University of Economics and  
Business, Austria

**Global Markets**  
Prof. Dr. Jonas Puck (Feb)  
Vienna University of Economics and  
Business, Austria

**Managerial Economics**  
Prof. Dr. Alfred Steinherr (Mar)  
Free University of Bolzano, Italy

**Competitive Analysis and Strategy**  
Prof. Dr. Björn Ambos (Mar)  
Vienna University of Economics and  
Business, Austria

**Operations Management**  
Prof. Dr. W. Jammerneegg (April)  
Vienna University of Economics and  
Business, Austria

**Marketing Management**  
Prof. Dr. Constantine Katsikeas (April)  
Leeds University, UK

**Information Systems Management**  
Prof. DDr. Arno Scharl (May)  
MODUL University Vienna

**Master Thesis Tutorial Session 1**  
Prof. Dr. Karl Wöber (Mar)  
MODUL University Vienna

**Tourism Services Production**  
Dr. Helmut Zolles (May)  
Zolles & Edinger

**Strategic Marketing for DMOs**  
Prof. Dr. Jürgen Gnoth (June)  
University of Otago, New Zealand

**Tourism Marketing Intelligence**  
Prof. Dr. Josef Mazanec (June)  
Vienna University of Economics and  
Business, Austria

**Consumer Behavior and Psychology  
in Tourism & Leisure I**  
Prof. Dr. Martin Lohmann (July)  
University Lüneburg, Germany

**Consumer Behavior and Psychology in  
Tourism & Leisure II**  
Prof. Dr. Andreas Zins (July)  
MODUL University Vienna

**Master Thesis Tutorial Session 2**  
Prof. Karl Wöber (Aug)  
MODUL University Vienna

**Elective Courses (Aug/Sep)**  
Please select **four** out of the following fourteen  
electives (offered to a minimum of six students):

**Knowledge and Change Management**  
Dr. Ulrike Gretzel

**Online Collaboration, Virtual Communities  
and Social Networks**  
Dipl. Ing. Hermann Stern

**Environmental Management  
and Sustainability**  
Dr. Sabine Sedlacek

**Real Estate Planning & Valuation**  
Mag. Martina Maly

**Green Business Strategies**  
Dr. Sabine Sedlacek

**Public Sector Marketing**  
Mag. Waltraud Rumpel

**Destination Competitiveness**  
Prof. Dr. Josef Mazanec

**Recommendation Systems**  
Prof. Dr. Francesco Ricci

**NTO, RTO, CTO Management**  
Dr. Christian Piller

**International Tourist Flows  
and Forecasting**  
Prof. Dr. Egon Smeral

**Tourism Management  
Information Systems**  
Prof. Dr. Karl Wöber

**Cross Sectional Knowledge in the Meetings  
Industry**  
Andrea Bauer, MA & Mag. Elisabeth Hansa

**Asset Management**  
TBA

**Revenue Management**  
TBA

**Master Thesis Defense**  
April

**Official Graduation Ceremony**  
May

- Business Core Courses
- Tourism Core Courses
- Elective Courses

## FACTS & FIGURES

## REINFORCE EXCELLENCE IN TOURISM MANAGEMENT

<b>TITLE</b>	Master of Business Administration in Tourism Management
<b>DURATION</b>	18 months (regular) or 24 months (extended), graduates awarded with 90 ECTS credits
<b>ORGANIZATION</b>	The study year is organized in full-days seminars (4-6 days per month including weekends)
<b>CURRICULUM</b>	Comprises Business Core courses, Tourism Core courses and Elective courses
<b>LANGUAGE</b>	English is the study language
<b>MAXIMUM STUDENTS</b>	30 per year
<b>TUITION FEE</b>	EUR 28.000 (paid in two installments, tuition fee includes reading material)
<b>PROGRAM START</b>	Annually in fall



### Members of the Corporate Advisory Board:

Karim Jalloul (JJW Hotels), Christophe Bergen (Hellberg Associates), Pere Duran (Tourism Barcelona), Andreas Gebauer (Kneissl), Christopher Hartley (Global Hotel Alliance), Dr. Agnes Husslein-Arco (Belvedere), Michael Widmann (PKF Hotelexperts) und Dr. Helmut Zolles (Zolles & Edinger Tourismusberatung), Dr. Peter Zimmer (FUTOUR Tourism Consultancy)

## ADMISSION CRITERIA

Proof of an undergraduate degree of a minimum of three years plus a minimum of three years' professional experience. Occasionally, candidates without a university degree can be considered, if proof of comparable qualifications can be demonstrated.

All candidates whose native language is not English and who have not graduated from an undergraduate program conducted in English are required to provide proof of proficiency in the English language by showing that they have passed one of the tests below or by satisfying the Admissions Committee in a form deemed appropriate by the Committee:

- TOEFL (570 PBT or 230 CBT or 88 IBT) or
- IELTS 6.0 (no sub-score under 5.5)

CV and motivation letter

Two letters of recommendation or a list of publications



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