

Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management (BBA 112)

27 June 2016

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 decreed the following study regulations on 5 July 2016 based on § 3(1) of the Private University Law.

§ 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) Minors require the approval of a legal guardian.
- (3) If the applicant is attending the final year of a school (domestic or abroad) which prepares one for university studies or an equivalent educational institution, he/she may apply without proof of a secondary school leaving certificate, GED, or the equivalent. In this case, it is necessary to provide a written confirmation stating that he/she will presumably receive the certification for university admission before the semester in which he/she is to be admitted. This proof must be supported by a mid-semester transcript or equivalent documents. The final proof of the completion of the general university qualification must be presented before the commencement of studies.
- (4) Academic documents which are not in the German or English language must be accompanied by a certified translation.
- (5) Applicants who do not have a secondary leaving certificate, GED, or the equivalent may still apply for admission through a study program entrance test. Applicants registering for the study program entrance test must be at least 20 years of age, have successfully completed at least 9 years of primary and secondary school education, and have acquired professional and/or vocational pre-education related to the subject of the undergraduate study program. Applications must be submitted to the Admissions Office and include:

- a. Name, date of birth, address of the applicant
- b. Name of the study program to which the applicant is applying
- c. Proof of successful professional and/or vocational pre-education related to the subject of the undergraduate study program

The study program entrance test includes the following examinations:

- a. A written essay about a general topic in which the applicant should demonstrate that he/she is able to communicate in a clear and concise manner.
- b. Written examinations in the following subjects: Mathematics, Fundamentals of Business Administration, Geography and Economics

All examinations will be conducted in English. The content and organization of the examinations should follow the specifications of subjects taught in the 12th or 13th grade high schools and are defined by the Dean.

For each of the examinations, the Dean decides on an examiner who will provide grades for each individual subject. If an applicant fails an examination, he/she will be entitled to retake the examination once. A retake exam must be assessed by the subject examiner and a second assessor who will be appointed by the Dean one week prior to the retake exam.

Upon successfully completing all examinations of the study entrance test, the student will receive a certificate by the Academic Office which will substitute the secondary school leaving certificate as required by §4 (1). The certificate will include a note that it is only valid for a particular study program offered at MODUL University Vienna.

The proof of the completion of the study entrance test must be presented, at the last, two weeks before the commencement of the studies.

Students must cover all expenses arising from the organization of the study program entrance test.

(6) All applicants 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. 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 76 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.

(7) Résumé and motivation letter.

(8) The Admissions Committee may conduct an interview with the applicant. The interview may take place either in person, via video conference or telephone. It serves to clarify unanswered questions raised during the application process and to check if the applicant's expectations, personality profile, and his/her knowledge of English are in line with what the program offers.

(9) The respective Admissions Committee decides on the final admission to the study program once the candidate has submitted a complete application.

(10) Conditional Admittance: Applicants who do not fulfill the admissions criteria for direct entry to an undergraduate program must attend a foundation program. The duration of the foundation program is one semester and is composed of four courses. Alternatively, applicants for an undergraduate program who partially fulfill the admissions criteria may be required to complete only the foundation program Mathematics course while being able to enroll in all courses of the undergraduate program except 0301 Math & Statistics I, 0101 Accounting & Management Control I and 0401 Microeconomics. A final option for students who fulfill only the English admissions criteria for direct entry is to complete the foundation program Mathematics, Geography and Economics, and Fundamentals of Business Administration courses while being able to enroll in Advanced Business Communication in the undergraduate program.

Subject	Type	Format	h/w	ECTS
Business Communication	EC	SE	16	10
Mathematics	EC	SE	6	6
Geography and Economics	EC	SE	6	6
Fundamentals of Business Administration	EC	SE	6	6
TOTAL h/w and ECTS			34	28

SE – Seminar: Course with continuous assessment of performance

EC – Elective Course

- a. Upon successful completion of the foundation program, students are not required to resubmit their application for the respective undergraduate program. Students must successfully complete the required foundation program course(s) in order to be allowed to continue in the bachelor program.
- b. The foundation program is deemed successfully completed when all courses in the program have been assessed positively according to the MU grading scale. § 12 (2c) and (2g) of the MU Examination Regulations and Student Code of Conduct apply in case of negative assessment.

§ 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.
- (3) The study program requires the student to complete one mandatory internship outside of the university which is a minimum of 450 hours.
- (4) The student may choose from three different options in order to successfully complete the study program:
 - Option 1: completing a bachelor thesis (12 ECTS)
 - Option 2: completing three additional enrichment courses (12 ECTS)
 - Option 3: completing an additional internship of 450 hours (12 ECTS)
- (5) Upon application and approval by the Dean, a study semester may be completed abroad at an accredited partner university.
- (6) Upon application of the student, the Dean 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				52
Organizational Behavior and Corporate Social Responsibility	CC	LS21	3	6
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS11	4	8
Operations and Supply Chain 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	LS11	4	8
Marketing Research and Empirical Project	CC	LX11	4	8
MODULE INFORMATION MANAGEMENT				12
Information Systems	CC	LX21	3	6
New Media and e-Business Applications	CC	LX21	3	6
MODULE QUANTITATIVE METHODS				18
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
Operations Research and Forecasting	CC	LX12	3	6
MODULE ECONOMICS AND FINANCIAL MANAGEMENT				20
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Economic Geography	CC	LS21	3	6
Financial Management and Investment Planning	CC	LX21	3	6
MODULE LAW				10
Law and Introduction to Business Law	CC	LS21	3	6
European Law	CC	IL	2	4
MODULE COMMUNICATIONS SKILLS				8
Advanced Business Communication	CC	SE	3	4
Academic Writing	CC	SE	2	4
MODULE Tourism and Hospitality Management				32
Economics of Recreation, Leisure, and Tourism	CC	IL	2	4
Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism and Hospitality	CC	SE	1	2
Strategic Hotel Management	CC	LS12	3	6
Hotel Property Development and Project Management	CC	LS12	3	6
Destination Management	CC	LS12	3	6
MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT I				8
Enrichment Course I	ER	SE	2	4
Enrichment Course II	ER	SE	2	4
Internship (min 450h)				8
Internship Preparatory Course	CC	PT	1	1
Mandatory Internship (450h)		PT		7
Option 1: Bachelor Thesis				12
Bachelor Thesis		TH		12
Option 2: Additional Enrichment Courses in Advanced THM II				12

Enrichment Course III	ER	SE	2	4
Enrichment Course IV	ER	SE	2	4
Enrichment Course V	ER	SE	2	4
Option 3: Optional Internship				12
Additional Internship (450h)				12
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

§ 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. Students must complete a total of 8 ECTS credits in Enrichment Courses. If students choose the option 2 “Additional Enrichment Courses in Advanced THM” (see §5(4)), they must complete 12 additional ECTS in Enrichment Courses.

(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: Language courses may be chosen as an elective. However, they are not mandatory and will not count towards the student’s grade percentage average.

(5) The Dean can determine a minimum number of participants for all courses.

§ 8 Course Prerequisites

(1) Students may only register for certain courses if they have obtained a positive assessment in the corresponding prerequisite course.

(2) To be allowed to register for the course Mathematics and Statistics II, the course Mathematics and Statistics I must have been completed with a positive assessment.

(3) To be allowed to register for the course Accounting and Management Control II, the course Accounting and Management Control I must have been completed with a positive assessment.

(4) To be allowed to register for the course Financial Management and Investment Planning, the course Accounting and Management Control II must have been completed with a positive assessment.

- (5) To be allowed to register for the course Entrepreneurship, Innovation and Business Planning, the courses Organizational Behavior and Corporate Social Responsibility as well as Financial Management and Investment Planning must have been completed with a positive assessment.
- (6) To be allowed to register for the course Marketing Research and Empirical Project, the course Marketing and Consumer Behavior as well as the course Mathematics and Statistics II must have been completed with a positive assessment.
- (7) To be allowed to register for the course Operations Research and Forecasting, the course Mathematics and Statistics II must have been completed with a positive assessment.
- (8) To be allowed to register for the course Strategic Hotel Management, the course Tourism and Hospitality Business Analysis must have been completed with a positive assessment.
- (9) To be allowed to register for the course Destination Management, the course Tourism and Hospitality Business Analysis must have been completed with a positive assessment.
- (10) To be allowed to register for the course Hotel Property Development and Project Management, the course Financial Management and Investment Planning must have been completed with a positive assessment.
- (11) To be allowed to register for the course Academic Writing, the course Advanced Business Communication must have been completed with a positive assessment.
- (12) To be allowed to register for any of the Enrichment Courses, a minimum of 50 ECTS in other courses must have been completed with a positive assessment.
- (13) To be allowed to register for the course New Media and E-Business Applications, the course Information Systems must have been completed with a positive assessment.

§ 9 Internships

- (1) A mandatory internship with a minimum of 450 hours (8 ECTS) must be completed in an area related to the study program. This internship is designed to provide university students with the opportunity to apply their acquired theoretical knowledge and gain practical experience.
- (2) Students who choose option 3 “Optional Internship” (§5 (4)) must complete an additional internship with a minimum of 450 hours (12 ECTS). The optional internship must be scheduled after the completion of the mandatory internship.
- (3) The student must attend the mandatory internship preparatory course prior to starting the first internship.
- (4) The internship may be completed domestically or abroad.
- (5) The selection of the company requires the written approval of the Dean.
- (6) MODUL University Vienna reserves the right to supervise the internship.

(7) Both the mandatory and optional internship must be completed in one consecutive timeframe. The number of hours must be stated in the contract and the confirmation letter.

(8) The completion of the mandatory 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. This report must follow the guidelines for the mandatory internship in the internship manual. Upon successful completion of the internship, the student will receive 8 ECTS and the grade “completed”.

(9) The completion of the optional internship must be proven through a confirmation letter, reference letter, and/or appraisal on behalf of the company. In addition, the student will be entrusted with a project task during the internship. The student must also write a report about the internship, which must be approved by the Dean. This report must follow the guidelines for the optional internship in the internship manual. Upon successful completion of the internship, the student will receive 12 ECTS and the grade “completed.”

(10) The Dean can confer the tasks in (5), (8), and (9) 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 who decide to write a bachelor thesis (see option 1 in §5(4)) should 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 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 or external lecturers 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 of the program.

(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.

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 University Board.

§ 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 of all courses completed at MODUL University Vienna and the thesis or the optional internship, if applicable. 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 core courses of the curriculum and the mandatory internship, as well as one of the options outlined in §5 (4) - thesis, additional enrichment courses or additional internship – has been completed.

(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 at MODUL University Vienna. Credits completed in the foundation 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 and is certified by the MODUL University Vienna seal.
 - b. Diploma Supplement: A supplement, which is signed by the Dean, 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.

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 § 12 of the MU Examination Regulations and Student Code of Conduct are carried out by a Semester Conference, as specified by the University Constitution, (Section VII. §1).

§ 15 Taking Effect

These study regulations take effect on 1 August 2016.