

Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management

24 April 2017 (Subject to approval by the University Senate)

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 based on § 3 (1) of the Private University Law.

Preamble

These Study Regulations apply to all versions of curricula in place for the Bachelor of Business Administration in Tourism and Hospitality Management study program. Changes to the curricula will be reflected in the following amended study program numbers, herein referred to as:

- 112 BBA 2013
- 114 BBA 2017

§ 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 a 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:

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 latest, 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:

- a) Toefl: 540 paper-based test (PBT) or 207 computer-based test (CBT) or 76 Internet-based test (IBT); or
- b) IELTS: overall band score 6.0 (no sub-score below 5.5);
or
- c) 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 the 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

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 and Duration of the Study 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 an internship containing a minimum of 450 hours in 112 BBA 2013 and 900 hours in 114 BBA 2017. (4) The study program requires the student to complete 180 ECTS comprising:

a) In 112 BBA 2013, 168 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 12 ECTS for completion of one of the following:

- bachelor thesis;
- three (3) additional enrichment courses; or
- additional internship of 450 hours.

b) In 114 BBA 2017, 170 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 10 ECTS for completion of a bachelor thesis.

(5) Upon application and approval by the Dean, a study semester may be completed abroad at an accredited partner university or an international branch campus of MODUL University Vienna.

(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 attend courses, accrue internship hours, submit a thesis supervision request, receive ongoing supervision, or submit a final thesis. 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

(1) 112 BBA 2013 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

(2) 114 BBA 2017

Subject	Type	Format	h/w	ECTS
MODULE BUSINESS ADMINISTRATION				50
Organizational Behavior and Corporate Social Responsibility	CC	IL	2	4
Entrepreneurship, Innovation and Business Planning	CC	LS12	3	6
Human Resource Management and Management Development	CC	LS21	3	6
Service Operations 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	IL	3	6
Marketing Research and Empirical Project	CC	LX11	4	8
Sustainability Literacy for Business	CC	SE	2	4
MODULE INFORMATION MANAGEMENT				6
New Media and e-Business Applications	CC	LX21	3	6
MODULE QUANTITATIVE METHODS				12
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
MODULE ECONOMICS AND FINANCIAL MANAGEMENT				14
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Financial Management and Investment Planning	CC	LX21	3	6
MODULE LAW				8
Principles of Business Law	CC	LS11	4	8
MODULE COMMUNICATIONS SKILLS				12
Advanced Business Communication	CC	SE	2	4
Critical Thinking and Problem Solving	CC	SE	2	4
Academic Writing	CC	SE	2	4
MODULE TOURISM AND HOSPITALITY MANAGEMENT				10
Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism, Hospitality and Events	CC	PT	1	2
MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT				26
Major I: Tourism Management	ER	IL/SE	13	26
Major II: Hotel Management	ER	IL/SE	13	26
Major III: Event Management	ER	IL/SE	13	26
MODULE INTERNSHIP				30
Internship Preparatory Course	CC	PT	1	1
Internship 900 h	CC	PT		29
MODULE BACHELOR THESIS				12
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		10
TOTAL ECTS				180

IL – Interactive Lecture
LX – Lecture and Exercise
LS – Lecture and Seminar
SE – Seminar

PT – Practical Training
TH – Thesis
CC – Core Course
ER – Enrichment Course

§ 7 Types of Courses

(1) Core Courses are mandatory for all students and must be completed with a positive assessment.

(2) Enrichment Courses are non-core courses and may vary from semester to semester. In 112 BBA 2013, a minimum of 8 ECTS from enrichment courses must be achieved. In 114 BBA 2017, a minimum of 26 ECTS from enrichment courses must be achieved in one of the following majors within “Module Advanced Tourism and Hospitality Management I”:

- Major I: Tourism Management
- Major II: Hotel Management
- Major III: Event Management

(3) If students register for more than the required enrichment courses, including enrichment courses from another major, the student will be responsible for any additional costs in accordance with MU’s Rules on Additional Fees.

(4) Elective Courses (i.e., language courses, Foundation Program courses) are not mandatory and will not be counted towards the total number of ECTS nor weighted average grade percentage, however will appear on the Transcript of Records as non-curricular ECTS.

(5) The Dean has the discretion to determine a minimum number of participants for all courses.

§ 8 Course Prerequisites

Registration in courses will only be permitted following positive assessment in the corresponding prerequisite course(s) or completion of prerequisite requirements. The following course prerequisites apply to students in 112 BBA 2013 and 114 BBA 2017:

(1) Mathematics and Statistics I is a prerequisite for Mathematics and Statistics II.

(2) Accounting and Management Control I is a prerequisite for Accounting and Management Control II.

(3) Accounting and Management Control II is a prerequisite for Financial Management and Investment Planning.

(4) Organizational Behavior and Corporate Social Responsibility and Financial Management and Investment Planning are prerequisites for Entrepreneurship, Innovation and Business Planning.

(5) Marketing and Consumer Behavior and Mathematics and Statistics II are prerequisites for Marketing Research and Empirical Project.

(6) Advanced Business Communication is a prerequisite for Academic Writing.

(7) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the internship and thesis).

(8) Academic Writing is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.

(9) Internship Preparatory Course is a prerequisite for the internship.

The following course prerequisites only apply to students in 112 BBA 2013:

(10) Mathematics and Statistics II is a prerequisite for Operations Research and Forecasting.

(11) Financial Management and Investment Planning is a prerequisite for Hotel Property Development and Project Management.

(12) Tourism and Hospitality Business Analysis is a prerequisite for Strategic Hotel Management and Destination Management.

The following course prerequisites only apply to students in 114 BBA 2017:

(13) Bachelor Thesis Tutorial is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.

§ 9 Internships

(1) The study program requires the student to complete an internship containing a minimum number of 450 hours (7 ECTS) in 112 BBA 2013 and 900 hours (29 ECTS) in 114 BBA 2017 in a field relevant to the study program. This internship is designed to provide students with the opportunity to apply their acquired theoretical knowledge and gain practical experience.

(2) Students in 112 BBA 2013 who choose to complete an additional internship with a minimum of 450 hours (12 ECTS), must schedule the optional internship after the completion of the mandatory 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) The internship may be completed in two parts of equal length. The number of hours must be stated in the contract and the confirmation letter.

(8) The completion of the 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 will be approved by the Dean. This report must follow the relevant guidelines in the internship manual. Upon successful completion of the internship, the student will receive the grade "completed".

(9) In 112 BBA 2013, the completion of the additional 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 will be approved by the Dean. This report must follow the relevant guidelines in the internship manual. Upon successful completion of the internship, the student will receive 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) Students who write a bachelor thesis should write the thesis according to the University's guidelines. The thesis should be based on a career situation, a task, or a problem which the student has encountered during the program.
- (2) The student must submit an application for supervision to the prospective supervisor, including the 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.
- (3) 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.
- (4) 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.
- (5) Eligible supervisors are faculty members or external lecturers who hold a master's degree or higher.
- (6) 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.
- (7) The deadline for submission of the thesis is to be agreed upon by the supervisor and the student.
- (8) 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.
- (9) Bachelor theses are electronically archived in the library and may be published on the MODUL University Vienna website. 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 publication will be withheld for a maximum of 5 years and is subject to approval by the University Board.

§ 12 Overall Result of the Study Program

(1) The overall assessment of the bachelor degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses, internship and thesis, if applicable) completed at MODUL University Vienna, or any international branch campus of MODUL University Vienna. 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 components of the curriculum (core courses, enrichment courses, internship and thesis, if applicable).

(2) Graduates must complete a total of 180 ECTS as stated in the curriculum overview (§ 6 Curriculum Overview (1) or (2)) in order to obtain the degree BBA 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. Graduates will receive the following documents in the English language stating the date on which the degree 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 weighted average grade.

- (3) 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 2017.