

Tourism, Hospitality and Hotel Management

PROGRAMS

**BBA in Tourism, Hotel Management
and Operations**

**BBA in Tourism, Hotel Management
and Operations – New York City Extension**

BBA in Tourism and Hospitality Management

**BBA and BSc Mobility Agreement
Vienna and Hong Kong**

For more than a century, Modul University Vienna has been an iconic name in hospitality and tourism education. Our university is the destination of choice for ambitious talents seeking global careers in a field that continues to reinvent itself, currently leading as one of the fastest growing economic sectors in the world.

We embrace this dynamism and strive to shape the future of the industry by fostering the next generation of voices and talent in tourism and hospitality.





BBA in Tourism and Hospitality Management

🕒 3 years, 180 ECTS

Shaping the Tourism Industry

The tourism industry is ever-evolving and needs dynamic, responsive, problem-solving people to stay ahead. Through our practical program you will learn impact analysis and forecasting for tourism and events, crisis management and resilience, project management and more. No matter if you choose to specialize in tourism and event management or hotel management, you will be ready to respond and make an impact.

Program Highlights



Business Administration

Economics, Marketing, Innovation, Financial Management and Analysis, HR, Project Management



Industry Immersion

900 hours of Internship



Expert Skills

Specialization in Tourism and Event Management or Hotel Management.

Career Opportunities

- Destination Manager
- Chief Experience Officer
- Experience Designer
- Visitor Services Manager
- Corporate Communication and PR
- Market Analyst
- Events and Project Manager
- Business Development



The program offered me the chance to complete an internship at a prestigious international luxury company, Do&Co, and now I am leading my own events company aside from my role in digital marketing.

Hanna Oberhauser Alumna 2022
Digital Marketing & Events Manager



Choose Your Area Of Specialization



Tourism and Event Management

Designing Experiences, Impact Analysis and Forecasting, Conventions, Sports and Culture Event Management

OR



Hotel Management

Hotel Business Development Strategies, Revenue Management and Distribution, Asset Management and Property Development



BBA and BSc Mobility Agreement Vienna and Hong Kong

🕒 4 years, 2 Degrees in Vienna & Hong Kong, 240 ECTS

BBA in Tourism and Hospitality Management from
Modul University Vienna

BSc (Hons) in Hotel and Tourism Management from School
of Hotel and Tourism Management, Hong Kong Polytechnic

Two Bachelor's Degrees In Just Four Years

Enrolling in the BBA/BSc Mobility Agreement program allows you to earn two bachelor's degrees in just four years. Benefit from MU's leading role in tourism education in Europe, alongside the prestige of studying at an institution recognized by the Shanghai Ranking as one of the best globally for Hospitality and Tourism Management.

Program Highlights

2 years in Vienna



Business Administration

Economics, Marketing, Innovation, Financial Management and Analysis, HR, Project Management



Industry Immersion

900 hours of Internship

2 years in Hong Kong



Advanced Skills In Tourism and Hospitality

Smart Service Design, Hotel Industry Analytics, AI, Tourism Economics and Policy



Language Skills

Beginner Communication in Chinese

Career Opportunities

Use your new found skills and global experience to launch your career in Europe, Asia or beyond.



“ The School of Hotel and Tourism Management (SHTM) is the leader in tourism and hospitality in Asia. We are proud to be part of this international partnership and to accompany our students on their way to becoming successful global leaders.

Karl Wöber MU Founder,
President and Rector



Develop Your Specialist Knowledge



Smart Tourism and
Hospitality



Event and Experience
Management



Hotel
Management

Extra Requirements

- Students applying to this program will have 2 admission interviews, both with MU and SHTM.
- The program is only available for students beginning their Bachelor's in the Fall intake.



BBA in Tourism, Hotel Management and Operations

🕒 4 years, 240 ECTS

Dive into the World of Hotel Management

Tailored for students passionate about the international hotel industry, this program offers in-depth training, including a first year focused on practical experience in culinary arts, service, and hotel operations. This program equips you with comprehensive knowledge of hotel operations, hospitality, valuable business administration and advanced leadership skills.

Program Highlights



Hotel Operations Practical Skills

Culinary Arts, Food and Beverage / Restaurant and Service Management



Business Administration

Economics, Marketing, Innovation, Financial Management and Analysis, HR, Project Management



Industry Immersion

900 hours of Internship



Advanced Hotel Management Expertise

Develop Your Hotel Management Expertise

- Revenue Management and Distribution
- Asset Management
- Property Development
- Crisis Management and Resilience
- Project Management
- Hotel Business Development Strategies



“The fantastic student projects, often in collaboration with leading companies or hotels, provided practical experience that has been invaluable in my current career.”

Felix Fuhren Alumnus 2022,
Manager in Training,
Mandarin Oriental Hotel Group



Career Opportunities

- Property Development Manager
- Luxury Real Estate Manager
- Hotel Business Development
- Corporate Branding
- Finance and Revenue Manager
- VP for Hospitality
- Sales Executive
- Guest Experience Officer



BBA in Tourism, Hotel Management and Operations – New York City Extension

🕒 4 years, 240 ECTS

Exceptional Hospitality Experience

Choosing the New York version of our four-year BBA program allows you to immerse yourself in one of the world's top tourist destinations, gaining first-hand experience in how to deliver exceptional hospitality. You will join the New York City College of Technology, part of The City University of New York (CUNY), for one year, enjoying the Brooklyn lifestyle whilst expanding your practical skills at the Hospitality Management Department.

Program Highlights



Business Administration

Economics, Marketing, Innovation, Financial Management and Analysis, HR, Project Management



1 Year of Practical Skills in New York

Culinary Arts, Food Safety, Facilities Design and Property Management, Dining Room Operations, Lodging Operations, Management Executive, Housekeeping Principles



Industry Immersion

900 hours of Internship



Advanced Hotel Management Expertise

Develop your Hotel Management Expertise

- Revenue Management and Distribution
- Asset Management
- Property Development
- Crisis Management and Resilience
- Project Management
- Hotel Business Development Strategies



Extra Requirements

- Fall intake students will spend their entire second academic year in New York City, while Spring intake students will spend their second and third semesters there.
- New York City Dorm guaranteed thanks to CUNY partnership. Expected cost around \$900 per month.
- An additional fee of €3200 will be charged for the year spent in New York City.

Discover Your Potential

Discover your potential at Modul University Vienna, where we focus on sustainability, industry relevance, innovation, and personal growth. Join our **international community** committed to **change**, **global understanding**, and **social justice**.

We offer a **world-class education**, promoting freedom of thought and equal opportunity.



Tuition Fee for the Academic Year 2025/2026

Approx. €8000 / semester



Reductions, Grants and Scholarships available

Between 1.5-100% off tuition

Admission Requirements

- High School Diploma
- Transcripts of Records
- Motivation Letter
- Recommendation Letter
- Curriculum Vitae
- Passport
- English Certificate Level B2: IELTS 6.5, TOEFL IBT 79, Cambridge FCE min.B, Pearson Academic 59
- Admission Interview

Admission Steps and Deadlines



Applying To MU

→ **Open Year-Round:**
Apply up to 1 year before your start date

→ **Weekly Reviews:**
Applications reviewed weekly

→ **Flexible Start:**
2 Intakes: September or February

→ **Quick Decisions:**
Admission decisions within 1 week

Global Recognition

Our degrees are internationally recognized, accredited by **AQ Austria**, the official body of the Austrian Federal Ministry of Education, Science and Research.



The TedQual Certification from the UN Tourism organization is the highest and most prestigious award in the field of tertiary tourism education and requires exceptional excellence in research and teaching. Modul University Vienna has been TedQual-certified since 2012.



Global Community

We are one of the most international campuses in Austria, with over 70% international students.



English Taught

All teaching, events and services are carried out in English. No need for German proficiency.



Small Classes

We focus on mentoring and offer intimate class settings of 20-30 students.



Best Quality of Living

Our campus is located in Vienna, ranked as the best city for quality of living by Mercer and The Economist Intelligence Unit.

Find Out More

Meet MU



Explore our Campus



Data accurate as of September 2024

