



BBA Tourism, Hotel Management and Operations

🕒 4 years, 240 ECTS



BBA Tourism & Hospitality Management

🕒 3 years, 180 ECTS



BBA & BSc Mobility Agreement Vienna and Hong Kong

🕒 4 years, 2 BSc 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

Mastering the Business 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 practice, service, and hotel operations. This program equips you with comprehensive knowledge of hotel operations, valuable business administration and advanced leadership skills.

Key Learnings

The path to building your hotel management and operations expertise

Hotel Operations Practical Skills
Culinary Practice, Food & Beverage / Restaurant & Service Management

Business Administration
Economics, Marketing, Innovation, Financial Management, HR

Industry Immersion
900 hours of Internship

Advanced Hotel Management Expertise

Develop Your Hotel Management Expertise

- Revenue Management
- Hotel Asset Management
- Managing Hospitality Talent
- Strategic Hotel Management
- Service Operations 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 Fuhrken Alumni 2022, Manager in Training, Mandarin Oriental Hotel Group



Career Opportunities

We aim to transform futures. Our graduates play their essential part.

- Property Development Manager
- Hotel Business Development
- Corporate Branding
- Assistant Finance Manager
- Marketing Assistant
- Sales Executive
- Revenue Manager
- Guest Experience Officer

Designing Experiences

Our Tourism & Hospitality approach is hands-on and practical. In this program, you will delve into shaping destination identities, designing experiences, and exploring managerial roles in hospitality and business administration.

Key Learnings

The path to building your tourism & hospitality management expertise

Business Administration
Economics, Marketing, Innovation, Financial Management, HR

Industry Immersion
900 hours of Internship

Expert Skills
Specialization in Events Management or Hotel Management

Career Opportunities

We aim to transform futures. Our graduates play their essential part.

- Destination Manager
- Chief Experience Officer / Experience Designer
- Visitor Services Manager
- Corporate Communication & PR
- Marketing Manager
- Events Manager / 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 Expertise

Tourism and Events Management
Experience Design, Project Management, Impact Analysis & Forecasting

Hotel Management
Managing Hospitality Talent, Hotel Business Development Strategies, Revenue Management

Two Bachelor's Degrees In Just Four Years

Enrolling in the BBA/BSc Mobility Agreement is a unique opportunity to earn two bachelor's degrees in just four years. You will benefit from Modul's century-long expertise in Vienna's tourism sector, alongside the prestige of studying at an institution recognized by the Shanghai Ranking as one of the best globally for Hospitality and Tourism Management.

Key Learnings

2 years in Vienna

Business Administration Expertise
Accounting, Economics, Marketing, HR, Hospitality Business Analysis, CSR

Industry Immersion
900 hours of Internship in Vienna or abroad

2 years in Hong Kong

Advanced Skills In Tourism & Hospitality
Smart Service Design, Hotel Industry Analytics, AI, Tourism Economics & Policy

Language Skills
Beginner Communication in Chinese



“The School of Hotel and Tourism Management 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

Choose Your Area Of Expertise

- Smart Tourism & Hospitality**
- Event & 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 Tourism, Hotel Management and Operations – New York City Extension

🕒 4 years, 240 ECTS

Exceptional Tourism Experiences

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 staging exceptional tourism experiences. You will join the CUNY Hospitality Management Department at the New York City College of Technology, enjoying the unique lifestyle of Brooklyn.

Key Learnings

Business Administration
Economics, Marketing, Innovation, Financial Management, HR

1 Year of Practical Skills in New York

Culinary Arts, Food Safety, Facilities Design & 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
- Hotel Asset Management
- Managing Hospitality Talent
- Strategic Hotel Management
- Service Operations 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 for the stay in the CUNY dorms. About 900\$ per month.
- In additional fee of 3200 euros 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, entrepreneurship, and innovation. 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
-8000 Euros / semester



Admission Requirements

- High School Diploma
- Transcripts of Records
- Motivation Letter
- Recommendation Letter
- CV
- Passport
- English Certificate Level B2
IELTS 6.5, TOEFL IBT 78, Cambridge FCE min.B, Pearson Academic 59

Admission Steps & Deadlines



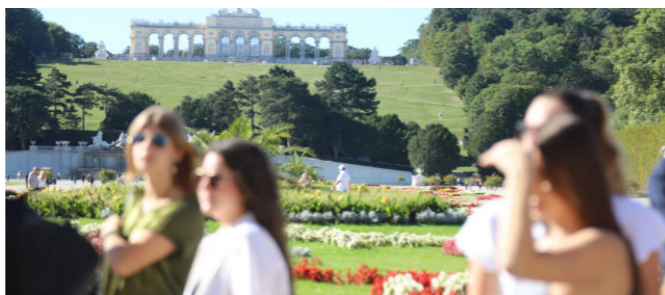
Applying To MU

→ **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 Federal Ministry of Science, Research & Economy.



The TedQual Certification of the United Nations World 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 & 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 & The Economist.

Find Out More

Meet MU



Explore our Campus



Bachelor Programs

BBA TOURISM AND HOSPITALITY PROGRAMS

Programs

BBA Tourism, Hotel Management and Operations

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

BBA Tourism & Hospitality Management

BBA & BSc Mobility Agreement Vienna & 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.



Data Accurate as of August 2024

It always seems impossible until it is done.

Begin here:
modul.ac.at
recruitment@modul.ac.at

MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

