

# **Study Regulations for the Bachelor of Business Administration in Tourism, Hotel Management, and Operations**

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Decided on July 01, 2024 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 25 April 2017 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, Hotel Management and Operations study program. The current curriculum of this program is referred to with the abbreviation 115.

## **§ 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, hotel management, and operations 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:

### **Bachelor of Business Administration in Tourism, Hotel Management, and Operations**

The short form of this degree is:

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

#### **§ 4 Admission to the Study Program**

Following requirements qualify candidates for admission to the undergraduate study programs:

(1) Proof of a secondary school leaving certificate equivalent to a general university entrance qualification. In case the applicant is attending the final year of secondary school at the time of submitting their application, the applicant needs to submit a mid-semester transcript or equivalent documents to show credibly that the general university entrance certificate will be received before the intended study start. Applicants need to present relevant certificates as originals before the commencement of studies otherwise the admission is void.

(2) All applicants whose first language is not English must provide a 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.

- a) TOEFL: 79 Internet-based test (IBT); or
- b) IELTS: overall band score 6.5 (no sub-score below 6.0); or
- c) Cambridge English Certificate (Cambridge English: First (FCE)): B and a minimum of 173 points are required
- d) Pearson Academic: 59 points

Exceptions will be considered for students who are English natives or have completed their high school education entirely in English at recognized International Schools following American, British, or IB curricula. However, our admissions committee maintains the authority to request any additional evidence of English proficiency if deemed necessary.

(3) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- Copy of passport
- Passport-size photograph
- One letter of recommendation (from academic sources)

(4) A certified translation needs to accompany all documents, which are not in the German or English language.

(5) 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 their knowledge of English are in line with what the program offers.

(6) The Admissions Committee decides on the final admission to the study program and possible conditions once the candidate has submitted a complete application.

(7) Minors require the approval of a legal guardian.

(8) Conditional Admittance: Applicants who do not fulfill the admissions criteria for direct entry to an undergraduate program but fulfill the criteria for attending the Foundation Program, may be conditionally admitted upon discretion of the Admissions Committee. The Admissions Committee may also decide to set the Foundation Program course 'Mathematics' as a condition. In this case, a positive assessment of the course 'Mathematics' is required before students can enroll into courses of Module III – Quantitative Methods. Progression to the undergraduate study programs is regulated by the Foundation Program Study Regulations.

### **§ 5 Structure and Duration of the Study Program**

(1) The regular duration of the study program is eight 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 900 hours in 115 BBA.

(4) The study program requires the student to complete 240 ECTS comprising 230 ECTS of courses (including an internship), as outlined in § 6 Curriculum Overview, and 10 ECTS for completion of a bachelor thesis.

(5) Parts of the curriculum, in particular the practical courses, will be held at another location in Vienna or in collaboration with an international partner at a location outside of Vienna.

(6) 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.

(7) 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 they 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

Subject	Type	Format	h/w	ECTS
<b>MODULE HOTEL MANAGEMENT AND OPERATIONS</b>				<b>28</b>
The Hospitality Industry	CC	IL	3	6
Hotel Management and Operations	CC	IL	3	6
Rooms Division Management	CC	LX11	4	6
Hotel Business Simulation	CC	SE	2	4
Facility Management	CC	LS21	3	6
<b>MODULE FOODSERVICE MANAGEMENT</b>				<b>26</b>
F&B Management and Controlling	CC	LS12	3	6
Restaurant and Service Management I	CC	PT	3	4
Restaurant and Service Management II	CC	PT	3	4
Culinary Theory and Practice I	CC	PT	4	6
Culinary Theory and Practice II	CC	PT	4	6
<b>MODULE BUSINESS ADMINISTRATION</b>				<b>50</b>
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
<b>MODULE INFORMATION MANAGEMENT</b>				<b>6</b>
New Media and e-Business Applications	CC	LX21	3	6
<b>MODULE QUANTITATIVE METHODS</b>				<b>12</b>
Mathematics and Statistics I	CC	LX21	3	6
Mathematics and Statistics II	CC	LX21	3	6
<b>MODULE ECONOMICS AND FINANCIAL MANAGEMENT</b>				<b>14</b>
Microeconomics	CC	IL	2	4
Macroeconomics	CC	IL	2	4
Financial Management and Investment Planning	CC	LX21	3	6
<b>MODULE LAW</b>				<b>8</b>
Principles of Business Law	CC	LS11	4	8
<b>MODULE COMMUNICATIONS SKILLS</b>				<b>18</b>

Advanced Business Communication	CC	SE	2	4
Academic Writing	CC	SE	2	4
Human Relations and Personal Development	CC	SE	2	6
Critical Thinking and Problem Solving	CC	SE	2	4
<b>MODULE TOURISM AND HOSPITALITY MANAGEMENT</b>				<b>10</b>
Tourism and Hospitality Business Analysis	CC	LS11	4	8
Latest Trends in Tourism, Hospitality and Events	CC	PT	1	2
<b>MODULE ADVANCED TOURISM AND HOSPITALITY MANAGEMENT</b>				<b>26</b>
<b>Specialization: Hotel Management</b>	ER	LS/SE	13	26
<b>Internship MODULE INTERNSHIP (min 450h)</b>				<b>30</b>
Internship Preparatory Course	CC	PT	1	1
Internship (900h)	CC	PT		29
<b>MODULE BACHELOR THESIS</b>				<b>12</b>
Bachelor Thesis Tutorial	CC	SE	1	2
Bachelor Thesis	CC	TH		10
<b>TOTAL ECTS</b>				<b>240</b>

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 115 BBA a minimum of 26 ECTS from enrichment courses must be achieved in the following specialization within “Module Advanced Tourism and Hospitality Management”:

- Specialization: Hotel Management

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

- (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 is a prerequisite 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) Registration in enrichment courses will only be permitted following completion of 50 ECTS in core courses (excluding the internship and thesis).
- (7) Academic Writing and Marketing Research & Empirical Project are prerequisites for the Bachelor Thesis Tutorial.
- (8) Internship Preparatory Course is a prerequisite for the internship.
- (9) Bachelor Thesis Tutorial is a prerequisite for the Bachelor Thesis. This course must be completed prior to applying for bachelor thesis supervision.
- (10) Culinary Theory and Practice I is a prerequisite for Culinary Theory and Practice II.
- (11) Restaurant and Service Management I is a prerequisite for Restaurant and Service Management II.
- (12) Tourism & Hospitality Business Analysis is a prerequisite for the courses within the “Module Advanced Tourism and Hospitality Management” (specialization Hotel Management).

**§ 9 Internships**

- (1) The study program requires the student to complete an internship containing a minimum number 900 hours (29 ECTS) 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) The internship may be completed domestically or abroad.
- (3) The selection of the company requires the written approval of the Dean.
- (4) Modul University Vienna reserves the right to supervise the internship.
- (5) 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.
- (6) 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 and deliver a presentation 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 a grade awarded by the internship coordinator.
- (7) The Dean can confer the tasks in (3) and (6) to the internship coordinator.
- (8) For training students in the areas of event and F&B management at professional events that take place on the university's premises, students must have a current employment contract with MU or MU's affiliated companies.

**§ 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 Degree**

(1) The academic degree of BBA in Tourism, Hotel Management and Operations 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 240 ECTS as stated in the curriculum overview (§ 6 Curriculum Overview (1) or (2)) in order to obtain the degree BBA in Tourism, Hotel Management and Operations.

(3) Graduates must complete a total of 240 ECTS as stated on the curriculum in order to obtain the BBA degree in Tourism, Hotel Management, and Operations. Students may transfer course credits from their professional experience or previous educational institution; however, a minimum of 120 ECTS must be completed at Modul University Vienna. Exceptions can be made for credit transfers from recognized post-secondary educational institutions or partner universities. 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.

(4) 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

- 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.

(5) Where a student does not complete the study program, the student shall receive a Transcript of Records for all the course work which has been successfully completed thus far.

#### **§ 14 Semester Conference**

In this program, the tasks outlined in § 10 of the MU Examination Regulations and Student Code of Conduct are carried out by a Semester Conference, as specified by the University Constitution (Section IX. §1).

*The University Board of Modul University Vienna publicly announces these Study Regulations which take effect on July 01, 2024.*