

## **Study Regulations for the Master of Business Administration Program at Modul University Vienna (423)**

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Decided on September 27th, 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 5 July 2016 based on § 3(1) of the Private University Law.

### **§ 1 Ambit**

These study regulations define the admission criteria, the structure, and the examination requirements for the Master of Business Administration program at Modul University Vienna.

### **§ 2 Goal of the Master Degree**

The master degree is awarded at the completion of academic studies and signifies career qualifications. Examinations taken throughout the program and the evaluation of the final master thesis and its defense determine whether the student has acquired the necessary professional, scientific, and theoretical knowledge to solve complex professional and scientific problems. Graduates of this program have gained proper leadership skills including personal and social competences. The graduates should have the ability to both critically interpret and apply scientific findings.

### **§ 3 Degree of Completion**

After the successful completion of the study program, the following academic degree will be conferred:

#### **Master of Business Administration**

The short form of the degree is: **MBA**

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

The prerequisites for admission to the study program are:

- (1) Proof of an undergraduate university degree with a minimum duration of three years or completion of an equivalent degree relevant to the content of the study program.
- (2) A minimum of three years of professional experience in a responsible position.
- (4) If the admission to the study program is based on a degree from another university that is not subject to Austrian higher education law (e.g., foreign educational institutions according to § 27 HS-QSG), the credits that have been transferred from another education provider during the course at this university may be checked to determine whether the qualifications acquired through credit transfer differ from the learning objectives of a comparable bachelor's degree at MU Vienna. Upon request, the applicant must provide the documents required for this verification: (a) name of institution; (b) program title; (c) hours of work; (d) course description (syllabus); (e) reading material; (f) proof of examinations. Criteria for assessing the existence of significant differences are: (a) level of qualification, (b) learning outcomes, (c) study workload and (d) quality of the program leading to a degree.
- (3) Academic documents that are not in the German or English language must be accompanied by a certified translation.
- (4) All applicants whose first language is not English must provide evidence of their knowledge of the English language through one of the following tests taken within the previous two years. The minimum scores are:
  - a) TOEFL: 570 paper-based test (PBT) or 230 computer-based test (CBT) or 95 Internet-based test (IBT), or
  - b) IELTS: overall band score 7.0 (no sub-score below 6.5), or
  - c) CEFR (Common European Framework): C1+, or
  - d) Pearson Academic: 76 points; or
  - e) Cambridge Advanced Certificate of English: From Grade C. A minimum of 180 points is required.
  - f) Exceptions will be considered for students who have English as a first language and have completed their undergraduate studies entirely in English at universities that are

recognized in Austria. However, our admissions committee maintains the authority to request any additional evidence of English proficiency if deemed necessary.

- (5) Additional Documents required for Admission:
  - a) Résumé and motivation letter,
  - b) Two references from an academic or professional institution or person.
- (6) When deemed necessary, the Admissions Committee may conduct an interview with the applicant, either in person, on the telephone, or via video chat. 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 the program's offerings.
- (7) Credit transfer applications must be submitted together with the admissions documents.
- (8) The Admissions Committee makes a decision regarding the admission to the study program once the candidate has submitted a complete application.

#### **§ 5 Structure of the Studies, Duration of Studies**

- (1) The regular duration of studies, including the preparation of the master thesis and the completion of all exams, is three (3) semesters.
- (2) The total number of ECTS points the study program encompasses can be found in §6.
- (3) All lectures, course work, and examinations are held in the English language.
- (4) Students can transfer course credits from other universities or educational institutions; however, a minimum of 60 ECTS points must be completed at Modul University Vienna.
- (5) The degree is conferred when the scheduled courses are positively completed and the thesis and its oral defense are assessed positively.
- (6) Upon application of the student, the Dean can grant a leave of absence. During this period, the student's tuition fees are suspended and he or she is not able to take exams or attend courses. All other effects of the suspended study activity are the student's responsibility. The application for the leave, which must also include the planned duration of the leave, has

to be submitted at least one month prior to start of the leave period. Multiple leaves of absence are possible. The maximum duration of leave allowed in total is four (4) semesters.

## § 6 Study Schedule

The study program encompasses a total of 90 ECTS points and is structured as following:

Subject	Type	Format	ECTS
<b>MODULE I Managing People and Organizations</b>			<b>18</b>
Leadership	CC	SE	3
Managing People, Teams, and Organizations	CC	SE	3
Financial Management and Reporting	CC	SE	3
Information Systems Management	CC	SE	3
Negotiation and Dispute Resolution	CC	SE	3
Project Management	CC	SE	3
<b>MODULE II Marketing and Innovation</b>			<b>15</b>
Entrepreneurship	CC	SE	3
Innovation	CC	SE	3
Competitive Analysis and Strategy	CC	SE	3
Marketing Management	CC	SE	3
Social Media Intelligence	CC	SE	3
<b>MODULE III Quantitative and Economic Analysis</b>			<b>9</b>
Managerial Economics	CC	SE	3
Business Analytics	CC	SE	3
Data Collection and Analysis	CC	SE	3
<b>MODULE IV Master Thesis</b>			<b>30</b>
Master Thesis Tutorial (incl. Academic Writing) I and II	CC	SE	2
Master Thesis and Master Thesis Defense	CC	TH	28
<b>Total Core ECTS</b>			<b>72</b>
<b>MODULE V Specializations / Enrichment Courses</b>			<b>18</b>
A minimum of 15 ECTS points from dedicated courses is required for a specialization. Additional 3 ECTS points can be taken from other enrichment courses. Students completing two (or more) specializations must take at least three courses that are unique to each specialization.			
Digital Marketing	ER	SE	18
Sustainable Management and Policy	ER	SE	18
Innovation and Experience Design for Tourism	ER	SE	18

Entrepreneurship, Innovation and Leadership	ER	SE	18
Real Estate Management	ER	SE	18
General (18 ECTS points from all enrichment courses)	ER	SE	18
<b>Total ECTS</b>			<b>90</b>

## § 7 Types of Courses

- (1) The MBA Core Courses, listed in §6 (1), Modul I-IV, are mandatory for all students and must be completed with a positive assessment.
- (2) Students must complete 18 ECTS points of Enrichment Courses in total
- (3) Students who select a minimum of 15 ECTS points in a specialization area will receive recognition of their specialization in the final diploma.
- (4) For Enrichment Courses, the Dean can determine a minimum number of participants.
- (5) If students attend more than the required courses (if they fail a course or if they are interested in more than the required courses), then it is their responsibility to bear the extra costs.

## § 8 Types of Examinations

- (1) All courses offered in the program have immanent examination character. They are referred to as 'Seminars' in the study schedule and listed with the abbreviation SE.
- (2) Courses consist of two or four days of lecturing, seminars and practical elements to be continuously assessed. Seminars consist of two days of lecturing (core module), a pre-module phase, and a post-module phase. In the pre-module phase, students are assigned tasks that are presented, discussed, and reflected on during the core module. Intensive interaction between lecturers and students takes place during the core module characterized by mandatory attendance, which is followed by a post-module phase. Assignments such as writing an essay, compiling a report, conducting a case study, etc. have to be completed during the post-module phase.

## § 9 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 study schedule, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated.

(2) One ECTS point corresponds to 25 working hours for the student.

## **§ 10 Master Thesis**

(1) A prerequisite for the successful completion of the study program and the acquisition of the degree is the completion and positive assessment of a thesis. The master thesis serves to prove that the student is able to deal with a problem in an independent manner on the basis of the gained scientific knowledge. This paper must be written according to the principles of an academic work.

(2) The master thesis will be assessed by an assessment committee comprising of the thesis supervisor and a chair of the thesis defense who is selected by the Dean. The supervisor must justify their assessment in a written report.

(3) External supervisors and supervisors without a PhD shall be approved by the Dean.

(4) In principle, the master thesis should be written individually. Upon the approval of the supervisor and the Dean, the thesis can be written by a group of students.

(5) The topic of the thesis must be assigned or agreed on before registering for the Master Thesis Tutorial II.

(6) The master thesis consists of a written paper and an oral defense. The master thesis and the oral defense will be assessed and need to be passed separately. In addition, the supervisor will provide an overall grade in which the paper makes up 80 percent and the defense makes up the remaining 20 percent of the overall assessment.

(7) If a student or a group of students are unable to find a suitable topic, the Dean will assign them to a lecturer who will then assign a topic.

(8) The topic and the initial work of the master thesis shall be announced to the Dean in writing, together with a supervision statement from a faculty member or an external lecturer who holds an academic doctoral degree or equivalent.

(9) The topic of the master thesis can only be changed once and only within the first three months after the announcement of the topic to the Dean.

(10) The master thesis must be written in the English language. One printed and bound copy and an electronic version of the master thesis must be submitted. The printed format must contain a written statement from the student that they wrote the paper independently and has not used aids other than the ones stated. The rules of academic integrity of Modul University Vienna apply.

(11) The oral defense of the thesis is open to the public. Should the student and/or the thesis supervisor request the defense to be held online, the Dean may allow this under exceptional circumstances.

(12) Master theses are archived in the library and may be published on the internet by Modul University Vienna. A hold on the master thesis can be applied for in writing through the supervisor or the student if information worthy of protecting is published in the master thesis. The hold has a maximum duration of five years and is decided by the Dean.

### **§ 11 Overall Result of the Master Program**

(1) The overall grade corresponds with the grade percentage average of the assessments of all courses completed at Modul University Vienna and the master thesis. Each course is weighted corresponding to the number of acquired ECTS points.

#### **Assessment Scheme**

- “With distinction” is awarded for an overall grade percentage average of 90% and 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 79% and equal to or greater than 60%.

### **§ 12 Final Certificate and Diploma**

(1) After the successful completion of all mandatory courses necessary for the completion of the study program according to the study schedule, the thesis submission, and the oral defense, a certificate is issued which contains the individual courses, the corresponding ECTS points, the examination grades achieved, the overall grade achieved, and the topic and assessment of the thesis.

(2) Credited courses and courses which were taken at other universities shall be marked but are not taken into consideration in the calculation of the overall grade. The certificate shall be signed

by the Dean. The earliest date declared on the certificate is the day of the defense of the thesis or the day of the last examination.

(3) In case of a final failure of the study program, the student receives a certificate for the course work which they have accomplished with the note that these are only parts of the requirements of the program. The aforementioned is also valid if a student has only completed parts of the program and leaves Modul University Vienna.

(4) Upon successful completion and in conjunction with the certificate, the graduate will be given a diploma in the English language with the date it was awarded. This diploma certifies the awarding of the academic degree by Modul University Vienna.

(5) The diploma is signed by the Dean and the President (or the Vice President in the event that the President serves as the Dean) and certified by the Modul University Vienna seal.

### **§ 13 International Allocation of the Diploma (Diploma-Supplement)**

A supplement in the English language showing the international allocation of the program passed (Diploma Supplement) will be enclosed with the diploma.

### **§ 14 Semester Conference**

For the MBA programs, the tasks outlined in § 10 of the MU Examination Regulations and Student Code of Conduct are carried out by the 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 September 27<sup>th</sup>, 2024*