Study Regulations for the Bachelor of Business Administration in Tourism and Hospitality Management offered in collaboration with the International Hospitality and Dietary Culture College of Nanjing Tech University Pujiang Institute, Nanjing, China

Decided on **15 October 2026** 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 Senate of Modul University Vienna decreed the following study regulations, according to Art. III §12 (12) of the University Constitution. With the consent of Nanjing Tech University Pujiang Institute (NJPJI) to incorporate both the current MU study regulations and necessary adaptations to local conditions, these regulations apply to 2026 intake students onwards.

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. The current curriculum of this program is referred to with the abbreviation 118 BBA THM.

§ 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 Bachelor of Business Administration degree is awarded at the completion of the tourism and hospitality management curriculum and signifies career qualifications. Examinations taken throughout the program, practical trainings, an internship, and the evaluation of a bachelor 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 and Hospitality Management

The short form of this degree is:

BBA in Tourism and Hospitality Management

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§ 4 Admission to the Study Program

(1) The prerequisites for admission to the study program are:

- Proof of a secondary school leaving certificate, GED or equivalent.
- Criteria to get enrolled at a Chinese university apply
- Academic documents that are not in Chinese or English must be accompanied by a certified translation.

(2) All applicants must meet the general university entrance qualifications established by Modul University Vienna, and specified by the Austrian Federal Ministry of Education, Science and Research

(3) 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.

a) TOEFL Internet-Based Test (iBT): 4.0 (no sub-score below 3.5);
b) IELTS: overall band 6.0 (no sub-score below 5.5);
c) Cambridge B2 First: Grade B (minimum of 169); or
d) Duolingo English Test: 110 (no sub-scores below 100); or
e) Pearson Academic (PTE): Minimum score of 47

(4) The Admissions Committee may grant exceptions if an applicant proves that they have completed at least two consecutive years of secondary or higher education in the English language at a recognized institution (e.g., International Schools with American, British, or IB curricula). The admissions committee reserves the right to request and consider any additional evidence of English proficiency, including from those claiming exemptions.

(5) The respective Admissions Committee in Nanjing checks whether the English language proficiency requirements are met and submits its recommendation to the Admissions Office of Modul University Vienna.

(6) Students must pass a comprehensive English proficiency test at the end of the first year of study (as specified above) in order to enroll in the study program at Modul University Vienna. Students who do not pass cannot continue with courses in the second year.

(7) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- National Identity document
- Passport-size photograph

(8) Applicants may optionally submit a letter of recommendation.

(9) 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.

(10) The Admissions Committee recommends the admission of the candidate to the study program, and any conditions, to the Admissions Office of Modul University Vienna once the candidate has submitted a complete application. Admission is confirmed by the President of Modul University Vienna.

(11) The Study Contract of a minor accepted into this program requires the co-signature of a legal guardian.

§ 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 960 hours.

(4) The BBA THM program requires the student to complete 180 ECTS (including coursework, an internship, and either a thesis or a consultancy project and additional enrichment courses), as outlined in § 6 Curriculum Overview.

(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 by 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 the 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.

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§ 6 Curriculum Overview

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module I: Business Administration & Law									**36**
1	AMC1 1363	Accounting and Management Control I	CC	LX21	1	1	Yes	3.0	6
2	AMC2 2363	Accounting and Management Control II	CC	LX21	2	4	Yes	3.0	6
3	ABCM 1241	Advanced Business Communication	CC	SE	1	1	Yes	2.0	4
4	DTAI 2363	Digital Transformation and Artificial Intelligence in Business	CC	LX21	7	6		3.0	6
5	MCBG 1364	Marketing and Consumer Behavior	CC	IL	1	4	Yes	3.0	6
6	PBLW 2482	Principles of Business Law	CC	LS11	6	5		4.0	8
Sum Module I								18.0	36
Module II: Economics & Financial Management									**14**
7	FMIP 3363	Financial Management and Investment Planning	CC	LX21	5	8		3.0	6
8	MACR 3244	Macroeconomics	CC	IL	5	6		2.0	4
9	MICR 1244	Microeconomics	CC	IL	2	1		2.0	4
Sum Module II								7.0	14
Module III: Leadership & Change Management									**20**
10	EIBP 4362	Entrepreneurship, Innovation and Business Planning	CC	LS12	7	8		3.0	6
11	HRM1 1362	Human Resources Management I	CC	IL	7	6		3.0	6
12	ORGB 2244	Organizational Behavior and Corporate Social Responsibility	CC	IL	2	1		2.0	4
13	SLBS 1241	Sustainability Literacy for Business	CC	IL	1	8		2.0	4
Sum Module III								10.0	20
Module IV: Business Intelligence									**20**
14	MREP 4483	Marketing Research and Empirical Project	CC	LX11	5	5	Yes	4.0	8
15	MTH1 1363	Mathematics and Statistics I	CC	LX21	1	1	Yes	3.0	6
16	MTH2 2363	Mathematics and Statistics II	CC	LX21	2	4	Yes	3.0	6
Sum Module IV								10.0	20
Module V: Tourism & Hospitality Management									**18**
17	EVMG 1241	Events Management	CC	SE	2	1		2.0	4
18	EXDS 4241	Experience Design	CC	SE	5	6		2.0	4
19	HIAN 3121	Hotel Industry Analytics	CC	SE	6	5		1.0	2
20	IHTM 1241	Introduction to Hospitality and Tourism Management	CC	IL	1	2		2.0	4
21	SVOM 4244	Service Operations Management	CC	IL	2	1		2.0	4
Sum Module V								9.0	18
Module VI: Advanced Tourism & Hospitality Management - Hospitality Management Specialization (Option A1)									**24**
22	RVMG 4362	Revenue Management	CC	LS21	6	5		3.0	6
23	FBCC 2361	Food and Beverage Management and Cost Controlling	ER	SE	3	2		3.0	6
24	HADS 4241	Hotel Asset Management & Development Strategies	ER	SE	5	4		2.0	4

25	HMOP 3481	Hotel Management and Operations	ER	SE	4	3		4.0	8
Sum Module VI								12.0	24
Module VI: Advanced Tourism & Hospitality Management - Tourism Management & Development Specialization (Option A2)									**24**
26	CMRS 4241	Crisis Management & Resilience	ER	SE	6	5		2.0	4
27	CTCE 3241	Culture, Tourism, and Creative Economy	ER	SE	5	4		2.0	4
28	STEC 3241	Smart Tourism Ecosystems	ER	SE	4	3		2.0	4
29	SDMG 2241	Strategic Destination Management	ER	SE	3	2		2.0	4
30	TRSC 2241	Tourism and Society	ER	SE	3	6		2.0	4
31	TRMT 3241	Transportation and Mobility in Tourism	ER	SE	6	5		2.0	4
Sum Module VI								12.0	24
Module VII: Degree Culmination - Thesis (Option B1)									**16**
32	ACWR 2241	Academic Writing	CC	SE	6	6	Yes	2.0	4
33	TH10 4009	Bachelor Thesis	CC	TH	7	8			10
34	BTTU 4121	Bachelor Thesis Tutorial	CC	SE	6	6	Yes	1.0	2
Sum Module VII								3.0	16
Module VII: Degree Culmination - Consultancy Lab & Enrichment Courses (Option B2)									**16**
35	TLAB 4488	Tourism and Hospitality Consultancy Lab	CC	PT	7	8		4.0	8
		Enrichment Course	ER	SE	6	7		2.0	4
		Enrichment Course	ER	SE	7	6		2.0	4
Sum Module VII								8.0	16
Module VIII: Internship									**32**
36	IT30 3008	Internship (960 h)	CC	LS21	8	7			30
37	ITRP 3019	Internship Report	CC	EX	8	7			1
38	INTP 3118	Professional Development	CC	PT	2	4	Yes	1.0	1
Sum Module VIII								1.0	32
Total sum									**180**

Notes: IL = Interactive Lecture; LX = Lecture and Exercise; LS = Lecture and Seminar; SE = Seminar; PT = Practical Training; ES= Examination; 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 this program, students are required to earn at least 24 ECTS in Enrichment Courses for Module

VI: Advanced Tourism and Hospitality Management. Students may enroll in any non-core undergraduate courses taught at Modul University Vienna as long as they meet all of the course pre-requisites as per the relevant degree study regulations. Additionally, a student may earn one of the following degree specializations if they complete the specific enrichment courses listed below:

Specialization: Hospitality Management

Hotel Management & Operations	ER	SE	4	8
F&B Management & Cost Controlling	ER	SE	3	6
Hotel Asset Management & Development Strategies	ER	SE	2	4
Revenue Management	ER	LS21	3	6
Total				**24**

Specialization: Tourism Management and Development

Strategic Destination Management	ER	SE	2	4
Smart Tourism Ecosystems	ER	SE	2	4
Crisis Management and Resilience	ER	SE	2	4
Culture, Tourism, and Creative Economy	ER	SE	2	4
Tourism and Society	ER	SE	2	4
Transportation and Mobility in Tourism	ER	SE	2	4
Total				**24**

(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 NJPJI Guidelines on Fees.

(4) Non-curricular 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 Program Director has the discretion to determine the minimum number of participants for all courses.

(6) Courses are taught on campus. In exceptional circumstances, the Dean of IHD may decide that a course may be temporarily taught online or hybrid.

§ 8 Course Prerequisites

(1) Registration in courses will only be permitted following positive assessment in the corresponding prerequisite course(s) or completion of prerequisite requirements.

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

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

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

(5) Organizational Behavior and Corporate Social Responsibility is a prerequisite for Entrepreneurship, Innovation and Business Planning.

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

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

(8) Marketing Research & Empirical Project is a prerequisite for the Bachelor Thesis Tutorial.

(9) The Professional Development Course is a prerequisite for the Internship and the Internship Report.

(10) Academic Writing and Bachelor Thesis Tutorial are prerequisites for the Bachelor Thesis. These courses must be completed prior to applying for bachelor thesis supervision.

(11) Introduction to Hospitality and Tourism Management is a prerequisite for the courses within the Module VI: Advanced Tourism and Hospitality Management.

§ 9 Internships

(1) The study program requires the student to complete an Internship containing a minimum of 960 hours (32 ECTS including the accompanying Professional Development Course and the Internship Report) 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 Internship requires the written approval of the Dean.

(4) The International Hospitality and Dietary Culture college at Nanjing Tech University Pujiang Institute 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.

(7) Upon successful completion of the Internship, the student will receive the grade “completed” from the Internship Coordinator at MSN.

(8) After completion of the Internship, the student must submit a final report of the internship which follows the relevant guidelines of the Internship Manual. The Internship Report will be graded by the Internship Coordinator.

(9) The Dean can confer the tasks in (3) to another qualified person.

§ 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 Program Director 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 must be an individual piece of work. Co-authorship of a bachelor's thesis by two students may only be considered in special cases. In such cases: approval by the Dean of Undergraduate Studies shall be required, the division of labor must be explained in the preface of the thesis, and the grades must be assigned separately to each student. The bachelor thesis shall be written in the English language.

(5) Eligible supervisors are faculty members or external lecturers who hold a doctoral degree. The supervision of a thesis by external lecturers or by academic staff without a doctoral degree requires approval and assessment by the Program Director.

(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 Program Director.

(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 Modul library and may be published on the Modul and MSN websites. Withholding a thesis can be applied for in written form by the supervisor or the thesis author if information worthy of protection is published in the thesis. The publication will be withheld for a maximum of 5 years and is subject to approval by the Program Director.

§ 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 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.

(3) Students may transfer course credits from their professional experience or previous educational institution; however, a minimum of 120 ECTS must be completed at Modul School Nanjing English program. Exceptions can be made for credit transfers from recognized post-secondary educational institutions or partner universities. Credits completed in the electives program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor the 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, the Dean of undergraduate studies, and the MSN Program Director and is certified by the Modul University Vienna seal.

b) Diploma Supplement: A supplement, which is signed by the Dean of undergraduate studies and the MSN Program Director, 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.

(5) 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 § 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 XIII. §1-2).

The University Board of Modul University Vienna publicly announces these Study Regulations, which take effect on 15 February 2027