MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

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

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.

**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 117 BBA THO.

**§ 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, hotel management, and operations 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, Hotel Management, and Operations**

The short form of this degree is:

BBA in Tourism, Hotel Management, and Operations

**§ 4 Admission to the Study Program**

The following requirements qualify candidates for admission to this study program:

(1) All applicants must meet the general university entrance qualifications as specified by the Austrian Federal Ministry of Education, Science and Research

(2) 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.

(3) 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 Internet-Based Test (iBT): 4.5 (no sub-score below 4.0);
b) IELTS: overall band 6.5 (no sub-score below 6.0);
c) Cambridge B2 First: Grade B (minimum of 173); or
d) Duolingo English Test: 125 (no sub-scores below 110); or
e) Pearson Academic (PTE): 55

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.

(4) The application must include the following documents:

- Curriculum vitae (personal data sheet)
- Letter of motivation
- Copy of passport
- Passport-size photograph

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

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

(7) The Admissions Committee may conduct an interview with the applicant. The interview may take place either in person, via video conference or telephone. The interview 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.

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

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

(10) Conditional Admittance: Applicants who do not fulfill the admissions criteria for direct entry into this program may be conditionally admitted upon discretion of the Admissions Committee if they fulfill the criteria for attending the Modul University Vienna Foundation Program according to the Foundation Program Study Regulations. The Admissions Committee may also require the completion of the Foundation Program course 'Mathematics' as a condition of admittance. In this case, a positive assessment of the course 'Mathematics' is required before students can enroll into the courses of Module IV -- Business Intelligence. Progression to this program is governed 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 960 hours.

(4) The BBA THO program requires the student to complete 240 ECTS (including coursework, an internship, and either a thesis or a consultancy project and additional enrichment courses), as outlined in § 6 Curriculum Overview.

(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 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.

## § 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 | LS21 | 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 | SE | 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 | SE | 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 |
| **Module IX: Food & Beverage Operations** | | | | | | | | | **30** |
| **39** | CLA1 2368 | Culinary Arts I | CC | PT | 3 | 2 | | 3.0 | 6 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **40** | CLA2 3368 | Culinary Arts II | CC | SE | 4 | 3 | | 3.0 | 6 |
| **41** | FSSA 2121 | Food Safety and Sanitation | CC | SE | 3 | 2 | | 1.0 | 2 |
| **42** | RSO1 2368 | Restaurant and Service Operations I | CC | PT | 3 | 2 | | 3.0 | 6 |
| **43** | RSO2 3368 | Restaurant and Service Operations II | CC | PT | 4 | 3 | | 3.0 | 6 |
| **44** | WNSP 2241 | Wines and Spirits | CC | SE | 4 | 3 | | 2.0 | 4 |
| Sum Module IX | | | | | | | | 15.0 | 30 |
| **Module X: Event & Hospitality Operations** | | | | | | | | | **30** |
| **45** | EVO1 2368 | Event Operations I | CC | PT | 5 | 4 | | 3.0 | 6 |
| **46** | EVO2 3368 | Event Operations II | CC | PT | 6 | 5 | | 3.0 | 6 |
| **47** | HKFO 2368 | Housekeeping and Facilities Operations | CC | PT | 3 | 2 | | 3.0 | 6 |
| **48** | EPGM 2248 | Etiquette, Protocol and Guest Management | ER | SE | 4 | 3 | | 2.0 | 4 |
| **49** | LXMG 1241 | Luxury Management | ER | SE | 4 | 3 | | 2.0 | 4 |
| **50** | RSPW 2241 | Resort and Spa Wellness | ER | SE | 3 | 2 | | 2.0 | 4 |
| Sum Module X | | | | | | | | 15.0 | 30 |
| **Total sum** | | | | | | | | | **240** |

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 study program, the student will be responsible for any additional costs in accordance with MU's 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 Dean has the discretion to determine the minimum number of participants for all courses.

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

**§ 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 are prerequisites 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) Marketing Research & Empirical Project is a prerequisite for the Bachelor Thesis Tutorial.

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

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

(10) Culinary Arts I is a prerequisite for Culinary Arts II.

(11) Restaurant and Service Operations I is a prerequisite for Restaurant and Service Operations II.

(12) Culinary Arts II and Restaurant and Service Operations II are prerequisites for Event Operations I.

(13) Event Operations I is a prerequisite for Event Operations II.

(14) Introduction to Hospitality and Tourism Management is a prerequisite for the courses within Module VIII: 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) 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.

(7) Upon successful completion of the Internship, the student will receive the grade “completed” from the Program Area Director.

(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 Program Area Director.

(9) The Dean can confer the tasks in (3) to the Internship Coordinator or Program Area Director.

(10) 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 credits (European Credit Transfer and Accumulation System – ECTS are allocated to each course to indicate the workload required of students to achieve the defined learning outcomes.

(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 must be an individual piece of work. Co-authorship of a bachelor thesis is not permitted. 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 Dean.

(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) 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 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 the course work which has been successfully completed thus far.

**§ 14 Semester Conference**

(1) 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 (Article XIII. §1-2).

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