Study Regulations
Bachelor of Science in International Management

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 Science in International Management study program. The current curriculum of this program is referred to with the abbreviation 131 BSc IM.

§ 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 Science degree is awarded at the completion of the international management curriculum and signifies career qualifications. Examinations taken throughout the program and 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 Science in International Management

The short form of this degree is:

BSc in International Management

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§ 4 Admission to the Study Program

The following requirements qualify candidates for admission to the undergraduate study programs:

(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 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 III – Quantitative Methods. 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 six semesters.

(2) All lectures, course work and examinations are held in the English language.

(3) The study program requires the student to complete 180 ECTS (including coursework and a thesis), as outlined in § 6 Curriculum Overview.

(4) 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.

(5) 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									**54**
1	AMC1 1363	Accounting and Management Control I	CC	LX21	1		Yes	3	6
2	AMC2 2363	Accounting and Management Control II	CC	LX21	2		Yes	3	6
3	EIBP 4362	Entrepreneurship, Innovation and Business Planning	CC	LS12	6		Yes	3	6
4	ETHI 2241	Ethics In International Management	CC	SE	4			2	4
5	HRM1 1362	Human Resources Management I	CC	LS21	3			3	6
6	MCBG 1364	Marketing and Consumer Behavior	CC	IL	1		Yes	3	6
7	MREP 4483	Marketing Research and Empirical Project	CC	LX11	5		Yes	4	8
8	ORGB 2244	Organizational Behavior and Corporate Social Responsibility	CC	IL	2			2	4
9	SPCM 4244	Supply Chain Management	CC	IL	5			2	4
10	SLBS 1241	Sustainability Literacy for Business	CC	SE	1			2	4
Sum Module I								27	54
Module II: Information Management									**6**
11	NMEA 2363	A.I. and Digital Transformation in Business	CC	LX21	3			3	6
Sum Module II								3	6
Module III: Quantitative Methods									**18**
12	MTH1 1363	Mathematics and Statistics I	CC	LX21	1		Yes	3	6
13	MTH2 2363	Mathematics and Statistics II	CC	LX21	2		Yes	3	6
14	OPRS 3362	Operations Research	CC	LS21	4			3	6
Sum Module III								9	18
Module IV: Economics and Financial Management									**20**
15	ECOG 3362	Economic Geography	CC	LS21	4			3	6
16	FMIP 3363	Financial Management and Investment Planning	CC	LX21	3			3	6
17	MACR 3244	Macroeconomics	CC	IL	3			2	4
18	MICR 1244	Microeconomics	CC	IL	2			2	4
Sum Module IV								10	20
Module V: Law									**8**
19	PBLW 2482	Principles of Business Law	CC	LS11	2			4	8
Sum Module V								4	8
Module VI: Communications Skills									**12**
20	ACWR 2241	Academic Writing	CC	SE	2		Yes	2	4
21	ABCM 1241	Advanced Business Communication	CC	SE	1		Yes	2	4
22	CTPS 1241	Critical Thinking and Problem Solving	CC	SE	1			2	4
Sum Module VI								6	12
Module VII: International Management									**18**

23	IECN 3244	International Economics	CC	IL	4			2	4
24	LTIM 3128	Latest Trends in International Management	CC	PT	4			1	2
25	PJMG 4241	Project Management	CC	SE	3			2	4
26	STMG 4482	Strategic Management	CC	LS11	6			4	8
Sum Module VII								9	18
Module VIII: Specialization (minimum 16 ECTS)*									**16**
27	AMPS 4241	Applied Assessment Methods in Psychology	ER	LX11	5			2	4
28	CTIM 4241	Cases and Technology in Interactive Marketing	ER	SE	6			2	4
29	ENIN 4241	Entrepreneurial Innovation	ER	SE	5			2	4
30	FNWV 4241	Financing New Ventures	ER	SE	6			2	4
31	FCSP 1382	Fundamentals of Computer Science and Programming	ER	LS12	5			3	8
32	IMCM 4241	Integrated Marketing Communications	ER	SE	5			2	4
33	INCF 4241	International Corporate Finance	ER	SE	5			2	4
34	LDPW 4241	Leadership & Power	ER	SE	6			2	4
35	LADS 1244	Legal Aspects of Data Science	ER	IL	6			2	4
36	MCPS 4241	Market and Consumer Psychology	ER	SE	6			2	4
37	MRKI 4241	Marketing Intelligence	ER	SE	6			2	4
38	OOPS 4241	Occupational and Organizational Psychology	ER	LS11	6			2	4
39	SMMP 4241	Social Media Marketing Planning	ER	SE	5			2	4
40	IPSY 1241	Social Psychology I	ER	SE	5			2	4
41	TMMA 3364	Text Mining and Media Analysis	ER	IL	5			3	6
42	PCRE 4241	The Principles of the Crypto Economy	ER	SE	6			2	4
43	SUES 4241	The Start-Up Eco-System	ER	SE	5			2	4
Sum Module VIII								36	16
Module IX: Principles of Science									**8**
44	PHSC 3241	Philosophy of Science	CC	SE	4			2	4
45	REDE 3241	Research Design	CC	SE	3			2	4
Sum Module IX								4	8
Module X: Bachelor Thesis									**20**
46	TH09 4009	Bachelor Thesis	CC	TH	5				9
47	TH09 4010	Bachelor Thesis	CC	TH	6				9
48	BTTU 4121	Bachelor Thesis Tutorial	CC	SE	4		Yes	1	2
Sum Module X								1	20
Total sum								**109**	**180**

Notes: IL = Interactive Lecture; LX = Lecture and Exercise; LS = Lecture and Seminar; SE = Seminar; PT = Practical Training; TH = Thesis; ES= Examination; 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 16 ECTS in Enrichment Courses for Module VIII: Specialization. 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 I: Advanced International Management

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: Advanced International Management									**16**
27	IMCM 4241	Integrated Marketing Communications	ER	SE	5			2.0	4
28	INCF 4241	International Corporate Finance	ER	SE	5			2.0	4
29	LDPW 4241	Leadership & Power	ER	SE	6			2.0	4
30	PCRE 4241	The Principles of the Crypto Economy	ER	SE	6			2.0	4
Sum Module VIII								8.0	16

Specialization II: International Marketing

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: International Marketing									**16**
27	CTIM 4241	Cases and Technology in Interactive Marketing	ER	SE	6			2.0	4
28	IMCM 4241	Integrated Marketing Communications	ER	SE	5			2.0	4
29	MRKI 4241	Marketing Intelligence	ER	SE	6			2.0	4
30	SMMP 4241	Social Media Marketing Planning	ER	SE	5			2.0	4
Sum Module VIII								8.0	16

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Specialization III: Entrepreneurship and Leadership

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: Entrepreneurship and Leadership									**16**
27	ENIN 4241	Entrepreneurial Innovation	ER	SE	5			2.0	4
28	FNWV 4241	Financing New Ventures	ER	SE	6			2.0	4
29	LDPW 4241	Leadership & Power	ER	SE	6			2.0	4
30	SUES 4241	The Start-Up Eco-System	ER	SE	5			2.0	4
Sum Module VIII								8.0	16

Specialization IV: Business Psychology

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: Business Psychology									**16**
27	AAMP 4241	Applied Assessment Methods in Psychology	ER	SE	5			2.0	4
28	MCPS 4241	Market and Consumer Psychology	ER	SE	6			2.0	4
29	WAOP 4241	Work and Organizational Psychology	ER	SE	6			2.0	4
30	SPS1 1241	Social Psychology I	ER	SE	5			2.0	4
Sum Module VIII								8.0	16

Specialization V: Programming and Data Science

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: Programming and Data Science									**16**
27	FCSP 1382	Fundamentals of Computer Science and Programming	ER	LS12	5			3.0	8
28	LADS 1244	Legal Aspects of Data Science	ER	IL	6			2.0	4
29	LTDS 4241	Latest Trends in Data Science	ER	SE	5			2.0	4
Sum Module VIII								8.0	16

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Specialization VI: International Relations

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: International Relations									**16**
27	INTR 1364	International Relations	ER	IL	5			3.0	6
28	INTO 1364	International Organizations	ER	IL	6			3.0	6
29	SOET 1364	Societal and Environmental Transitions	ER	SE	6			2.0	4
Sum Module VIII								8.0	16

Specialization VII: Sustainable Innovation

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: Sustainable Innovation									**16**
27	ENIN 4241	Entrepreneurial Innovation	ER	SE	5			2.0	4
28	EVDV 3241	Environment and Development	ER	SE	5			2.0	4
29	SOET 1364	Societal and Environmental Transitions	ER	SE	6			2.0	4
30	SSDS 2241	Space and Society - the Social Dimension of Sustainability	CC	SE	6			2.0	4
Sum Module VIII								8.0	16

Specialization VIII: International Banking and Finance

#	CI	Subject	Type	Format	FT	ST	Both	h/w	ECTS
Module VIII: Specialization: International Banking and Finance									**16**
27	BANK 4241	Banking & the Economy	ER	SE	5			2.0	4
28	HGEC 4241	High-growth Economics	ER	SE	6			2.0	4
29	INCF 4241	International Corporate Finance	ER	SE	5			2.0	4
39	FNWV 4241	Financing New Ventures	ER	SE	6			2.0	4

Sum Module VIII	8.0	16

(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 Rules on Additional 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 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) Organizational Behavior and Corporate Social Responsibility and Financial Management and Investment Planning are prerequisites for Strategic Management.

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

(8) Academic Writing, Marketing Research and Empirical Project, Qualitative Methods & Analysis are prerequisites for the Bachelor Thesis Tutorial.

(9) Mathematics and Statistics I is a prerequisite for Operations Research.

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

§ 9 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.

(1) Each ECTS credit corresponds to 25 working hours for the student.

§ 10 Bachelor Thesis

(1) The thesis must be written according to the principles of academic work. The thesis should address a research question linked to a relevant topic identified in a course of the program or through literature review. The thesis must also contain an empirical component.

(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 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.

§ 11 Overall Result of the Study Program

(1) The overall assessment of the bachelor's degree is given by the weighted average grade percentage of all final grades (core courses, enrichment courses and thesis) 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%.

§ 12 Conferment of Degree

(1) The academic degree of BSc in International Management is conferred after completion of all components of the curriculum (core courses, enrichment courses and the thesis).

(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 BSc in International Management.

(3) Graduates must complete a total of 180 ECTS as stated in the curriculum in order to obtain the degree BSc in International Management. 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 course work which has been successfully completed thus far.

§ 13 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