



# ANNUAL REPORT

## 2017/2018

Submitted to the Agency for Quality Assurance and Accreditation Austria



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## 1. The University's Development

The academic year 2017/2018 has confirmed MODUL University Vienna's international expansion with the further development of the Nanjing campus, who is also included in this report. Indeed, after receiving the accreditation of its 3 years dual degree Bachelor program "Tourism and Hospitality Management" of the MODUL School of Tourism and Hospitality Management in Nanjing on July 13, 2017, MODUL University took significant measures and managed to achieve the different points, to which the Board of AQ Austria had conditioned the accreditation. MODUL University also continued the development of the project of non-degree courses in Tianjing Vocational Institute. Furthermore, it also became an associate member of the AMBA development network, an international network of universities and business schools offering MBA studies.

Concerning MODUL University Vienna's operations in Dubai, the university started to experience several problems in implementing its quality management system. Although requested multiple times by the University Board, the local management refused sharing important data with the home campus for data security reasons. After setting several deadlines which were not met by the local management, the University Board decided that the President would not sign the guarantee letter for 2018, as requested by the local licensing authority KHDA.

In order to increase synergies and better adapt to new challenges, MODUL University Vienna also adapted its current structures. Two smaller research departments, the Department of Applied Economics and the Department of Sustainable Development, Management and Policy, were merged to form one bigger department, the Department of Sustainability, Governance and Methods (SGM). Moreover, in order to further enhance the quality management processes on the Vienna campus, a position of Quality Manager was created. On June 5, 2018, MODUL University Vienna was informed about its evaluation by U-Multirank, the multidimensional, user-driven approach to international ranking of higher education initiated by the European Commission. Among the 1,600 participating higher education institutions in 95 countries with over 5,000 faculties registered, MODUL University Vienna was listed among the 25 top performing universities in top-cited publications. This international ranking is a "measure of international research excellence, showing universities with well over 10 per cent of their publications in the top decile of frequently cited articles worldwide". Out of the nine criteria points examined by U-Multirank, "top-cited publications" can be considered the most prestigious and relevant category for academia. This recognition highlights the remarkable achievements of the faculty and the outstanding quality of their research. Being cited shows that other scholars are taking interest in MODUL University faculty's work, which fosters research and intellectual exchange. Frequent citations indicate that publications play an important and influential role in the academic discourse.

Finally, already existing programs were slightly adapted to closely meet with the students' interests and expectations and guarantee an education of an even better quality. For instance, MBA and MSc enrichment courses were combined to offer a greater diversity of choice to students. Furthermore, the academic cooperation with other universities was fostered. For example, MODUL University signed a new PhD collaboration program with UMIT, KU Linz, SFU, and Seeburg, which allows students from all participating universities to enrol in courses at partner universities for free.

To sum up, 2017/2018 has been a year in which MODUL University improved its existing programs and structures at the Vienna Campus, while establishing itself even more significantly on the high education scene in Austria, in Europe and in the world.

## 2. Students and Faculty

### 2.1. Study Programs

#### 2.1.1. Overview of the Study Programs

In the academic year 2017/2018, MODUL University offered twelve study programs in Vienna, Dubai and Nanjing:

1. Bachelor of Business Administration (BBA) in Tourism and Hospitality Management in Vienna, Dubai, and Nanjing
2. Bachelor of Business Administration (BBA) in Tourism, Hotel Management and Operations in Vienna
3. Bachelor of Science (BSc) in International Management in Vienna and Dubai
4. Master of Science (MSc) in International Tourism Management in Vienna
5. Master of Science (MSc) in Sustainable Development, Management and Policy in Vienna and Dubai
6. Master of Science (MSc) in Management in Vienna
7. Master of Business Administration (MBA), for professionals ('Universitätslehrgang') in Vienna and Dubai
8. Master of Business Administration (MBA) in Tourism Management, for professionals ('Universitätslehrgang') in Vienna; auslaufendes Studium
9. Master of Business Administration (MBA) in Public Governance and Management, for professionals ('Universitätslehrgang') in Vienna; auslaufendes Studium
10. Master of Business Administration (MBA) in New Media and Information Management, for professionals ('Universitätslehrgang') in Vienna; auslaufendes Studium
11. Master of Business Administration (MBA) in Sustainable Development and Management, for professionals ('Universitätslehrgang') in Vienna; auslaufendes Studium
12. Doctor of Philosophy (PhD) in Business and Socioeconomic Sciences in Vienna.

The basic information on these programs can be found in the following table, which show the list of programs for which MODUL University recruited students in 2017/18.

Name	Degree	ECTS	Min. duration	Tuition fee
<b>MODUL University campus in Vienna</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	€ 12.333 p.a. (€ 37.000 total)
Bachelor of Business Administration in Tourism, Hotel Mgt. and Operations	BBA	240	4 years	€ 13.000 p.a. (€ 52.000 total)
Bachelor of Science in International Management	BSc	180	3 years	€ 12.333 p.a. (€ 37.000 total)
Master of Business Administration (MBA)	MBA	90	1,5 years	€ 16.666 p.a. (€ 25.000 total)
Master of Science in International Tourism Management	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)

Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)
Master of Science in Management	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)
Doctor of Philosophy in Business and Socioeconomic Sciences	PhD	240	4 years	€ 45.000 total
<b>MODUL University campus in Nanjing</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	189	3 years	RMB 25.000 p.a. (RMB 75.000 total)
<b>MODUL University campus in Dubai</b>				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	AED 53.950 p.a. (AED 161.847 total)
Bachelor of Science in International Management	BSc	180	3 years	AED 56.518 p.a. (AED 169.554 total)
Master of Business Administration (MBA)	MBA	90	1,5 years	AED 68.078 p.a. (AED 102.118 total)

\*part-time option

The current curricula can be found at <http://www.modul.ac.at/student-life/student-services/academic-services/rules-and-regulations/>.

### 2.1.2. MODUL University's Foundation Program

In addition to the accredited study programs, which lead to academic titles, MODUL University also introduced a couple of years ago on its Vienna campus a Foundation Program, a preparatory course for undergraduate students, who do not yet fully fulfill the university's requirements or who need more time to get acquainted to their new study environment. The Foundation Program provides students with the essential preparation for a smooth transition into any of MU's bachelor programs. Students achieve a level of proficiency in English and Mathematics in accordance to the university regulations and are also exposed to key aspects in Business Administration, Geography and Economics. They gain a theoretical education, but also get the necessary support for settling down in Vienna and adapting to life in Austria and its culture. Upon successful completion of the foundation program and a final exam, students may directly enter the bachelor program of their choice at MODUL University Vienna.

Course Overview	Program Facts
<ul style="list-style-type: none"> <li>English: 16 h/week</li> <li>Mathematics: 6 h/week</li> <li>Business Administration: 6 h/week</li> <li>Geography and Economics: 6 h/week</li> <li>German courses are offered to all students on a voluntary basis.</li> </ul>	<ul style="list-style-type: none"> <li>Duration: One full-time semester (September - January or February - June)</li> <li>Language: English</li> <li>Tuition Fee: € 5.900</li> </ul>

### 2.1.3. Figures of the Study Programs

	BBA THM	BBA THO	BSc IM	MSc ITM	MSc SDMP	MSc MGT	MBA <sup>7</sup>	PhD	Total MU Vienna	Change to last year
Students <sup>1</sup>	154	135	184	21	10	27	81	13	<b>625</b>	+36
Female students' rate	68,2%	65,9%	40,8%	76,2%	40,0%	81,5%	43,2%	53,8%	<b>56,5%</b>	-6,3%
New Students 2017/2018	38	33	68	8	4	12	30	4	<b>196</b>	+23
Students per faculty <sup>2</sup>	6,7	5,9	8	0,9	0,4	1,2	3,5	0,6	<b>27,2</b>	-2,2
International students' rate <sup>3</sup>	68,8%	73,3%	66,8%	81,0%	80,0%	77,8%	70,4%	76,9%	<b>70,2%</b>	+0,9%
Graduates	48	20	30	6	4	9	13	1	<b>130</b>	+4
Female graduates' rate	60,4%	75%	30,0%	50,0%	25%	88,9%	61,5%	0,0%	<b>51,5%</b>	-17,9%
Average duration of studies at MU <sup>4</sup> (graduates, semester)	7,4	8,05	6,6	5,3	4,3	3,9	10,1	10	<b>7,2</b>	-0,5
Withdrawal Rate <sup>5</sup>	3,2%	4,4%	6,5%	9,5%	0,0%	1,1%	0,0%	0,0%	<b>4,5%</b>	+104,5%
Percentage of students expelled <sup>6</sup>	8,4%	5,2%	8,7%	0,0%	20,0%	0,0%	13,6%	0,0%	<b>7,8%</b>	+44,4%
	BBA THM	BSc IM	MBA <sup>7</sup>	Total MU Dubai	MU Nanjing	<sup>1</sup> This figure includes all students that have been enrolled from 9/1/2017 to 8/31/2018. <sup>2</sup> Counted are all Full, Assoc. and Assistant Professors. <sup>3</sup> Counted are all students with a non-Austrian citizenship. For details on the outgoing students and their destinations, see table "Student Exchanges". <sup>4</sup> Number of semesters for the graduates (does not include the duration of studies at previous universities/programs). <sup>5</sup> Rate of students who left the university on their own accord without graduating in relation to the total number of students. <sup>6</sup> Rate of students expelled by the university in relation to the total number of students. <sup>7</sup> All MBA study programs.				
Students <sup>1</sup>	25	28	32	<b>85</b>	<b>38</b>					
Female students' rate	36,0%	35,7%	62,5%	<b>45,9%</b>	<b>65,8%</b>					
New Students 2017/2018	n.a.	n.a.	n.a.	<b>n.a.</b>	<b>38</b>					
Students per faculty <sup>2</sup>	n.a.	n.a.	n.a.	<b>n.a.</b>	<b>19</b>					
International students' rate <sup>3</sup>	100%	100%	96,9%	<b>98,8%</b>	<b>100%</b>					
Graduates	-	-	-	-	-					
Female graduates' rate	-	-	-	-	-					
Average duration of studies at MU <sup>4</sup> (graduates, semester)	-	-	-	-	-					
Withdrawal Rate <sup>5</sup>	-	-	-	-	-					
Percentage of students expelled <sup>6</sup>	-	-	-	-	-					

#### 2.1.4. Figures of the Study Programs: Comparison over 5 years at the Vienna campus

	BBA THM					BBA THO					Bsc IM				
	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18
Students <sup>1</sup>	362	193	227	181	154	27	59	101	112	135	43	87	146	169	184
Female students' rate	68%	64,8%	65,2%	68,0%	68,2%	70%	72,9%	73,3%	71,4%	65,9%	33%	36,8%	43,2%	44,4%	40,8%
New Students	70	57	46	40	38	26	37	44	33	33	37	46	61	58	68
Students per faculty <sup>2</sup>	12,9	9,1	6,4	9,0	6,7	0,9	2,8	2,7	5,6	5,9	1,5	4,1	3,9	8,4	8
International students <sup>3</sup>	69%	67,9%	70,0%	71,8%	68,8%	48%	57,6%	60,4%	67,9%	73,3%	63%	63,2%	64,4%	63,3%	66,8%
Graduates	50	44	56	62	48	0	0	4	13	20	0	0	16	43	30
Female graduates' rate	74%	70,5%	64,3%	61,3%	60,4%	-	-	75,0%	76,9%	75%	-	-	18,8%	53,5%	30,0%
Avg duration of studies <sup>4</sup>	6,4	6,8	6,8	7,6	7,4	-	-	5,0	7,0	8,05	-	-	5,3	6,0	6,6
Withdrawal Rate <sup>5</sup>	0,3%	1,0%	4,8%	1,7%	3,2%	0,0%	5,1%	4,0%	1,8%	4,4%	0,0%	0,0%	2,7%	2,4%	6,5%
Students expelled <sup>6</sup>	5,5%	12,4%	4,8%	3,3%	8,4%	0,0%	1,7%	2,0%	1,8%	5,2%	4,7%	2,3%	3,4%	7,1%	8,7%

	Msc ITM					Msc SDMP					Msc MGT				
	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18
Students <sup>1</sup>	26	28	36	24	21	28	10	12	8	10	-	-	-	16	27
Female students' rate	58%	64,3%	75,0%	79,2%	76,2%	50%	50,0%	58,3%	37,5%	40,0%	-	-	-	75,0%	81,5%
New Students	11	14	11	6	8	10	6	3	4	4	-	-	-	16	12
Students per faculty <sup>2</sup>	0,9	1,3	0,9	1,2	0,9	1	0,5	0,3	0,4	0,4	-	-	-	0,8	1,2
International students <sup>3</sup>	85%	89,3%	88,9%	83,3%	81,0%	75%	57,5%	75,0%	62,5%	80,0%	-	-	-	75,0	77,8%
Graduates	3	6	17	7	6	7	10	7	1	4	-	-	-	0	9
Female graduates' rate	100%	66,7%	70,6%	87,5%	50,0%	57%	40,0%	57,1%	100%	25%	-	-	-	n.a.	88,9%
Avg duration of studies <sup>4</sup>	4,2	4,0	6,0	4,3	5,3	4,6	4,1	4,4	4,8	4,3	-	-	-	n.a.	3,9
Withdrawal Rate <sup>5</sup>	0.0%	3,6%	0,0%	8,3%	9,5%	3,6%	30,0%	8,3%	0,0%	0,0%	-	-	-	6,3%	1,1%
Students expelled <sup>6</sup>	3,9%	3,6%	2,8%	8,3%	0,0%	7,1%	20,0%	8,3%	12,5%	20,0%	-	-	-	0,0%	0,0%

	MBA <sup>7</sup>					PhD					Total				
	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18	13-14	14-15	15-16	16-17	17-18
Students <sup>1</sup>	68	67	76	66	81	6	7	11	13	13	560	451	609	589	625
Female students' rate	41%	47,8%	50,0%	56,1%	43,2%	50%	28,6%	45,5%	46,2%	53,8%	62%	57,0%	59,4%	60,3%	56,5%
New Students	21	35	18	13	30	6	2	4	3	4	181	197	187	173	196
Students per faculty <sup>2</sup>	2,4	3,2	2,0	3,3	3,5	0,2	0,3	0,3	0,6	0,6	20	21,5	16,5	29,4	27,2
International students <sup>3</sup>	87%	86,6%	71,1%	74,2%	70,4%	83%	85,7%	90,9%	84,6%	76,9%	71%	70,0%	68,8%	69,6%	70,2%
Graduates	3	8	12	7	13	0	0	1	1	1	63	68	113	134	130
Female graduates' rate	50%	37,5%	50,0%	85,7%	61,5%	-	-	100%	0,0%	0,0%	73%	61,8%	57,5%	62,7%	51,5%
Avg duration of studies <sup>4</sup>	6,0	7,8	10,8	11,6	10,1	-	-	4,0	7,9	10	5,6	6,4	6,4	7,7	7,2
Withdrawal Rate <sup>5</sup>	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	14,3%	0,0%	7,7%	0,0%	0,5%	9,26%	3,3%	2,2%	4,5%
Students expelled <sup>6</sup>	3,1%	0%	1,3%	13,6%	13,6%	0,0%	0%	0,0%	0,0%	0,0%	4,6%	6,7%	3,4%	5,4%	7,8%

<sup>1</sup> This figure includes all students that have been enrolled at some point from 9/1/2017 to 8/31/2018.

<sup>2</sup> Counted are all Full, Assoc. and Assistant Professors.

<sup>3</sup> Counted are all students with a non-Austrian citizenship. For details on the outgoing students and their destinations, see table "Student Exchanges".

<sup>4</sup> Number of semesters for the graduates (does not include the duration of studies at previous universities or programs).

<sup>5</sup> Rate of students who left the university on their own accord without graduating in relation to the total number of students.

<sup>6</sup> Rate of students expelled by the university in relation to the total number of students.

<sup>7</sup> All MBA study programs.



### 2.1.5. Student Exchanges at the Vienna Campus

Fall 2017	INCOMING	OUTGOING
Bogacizi	1	0
CBS, Cologne	2	0
Dublin Institute of Technology, Ireland	0	0
Hong Kong Polytechnic University, China	1	0
ISAG Porto	0	1
La Rochelle, France	1	0
NHTV Breda University of Applied Sciences, Netherlands	1	0
San Francisco State University, USA	2	2
Southern Denmark	0	0
Taylors University Malaysia	0	0
Temple University Philadelphia, USA	0	0
TSI Barcelona, Spain	1	0
Universidad Anáhuac Mayab, Mexico	1	0
University of Barcelona	1	3
University of Central Florida, Orlando, USA	0	4
University of Florida	0	0
University of Surrey, UK	3	2
<b>Total Fall 2017</b>	<b>14</b>	<b>12</b>

Spring 2018	INCOMING	OUTGOING
Bogacizi	0	0
CBS, Cologne	0	0
Dublin Institute of Technology, Ireland	1	0
Hong Kong Polytechnic University, China	0	0
La Rochelle, France	0	0
NHTV Breda University of Applied Sciences, Netherlands	0	0
San Francisco State University, USA	0	1
Southern Denmark	0	0
Taylors University Malaysia	0	0
Temple University Philadelphia, USA	1	0
TSI Barcelona, Spain	0	2
Universidad Anáhuac Mayab, Mexico	1	1
University of Barcelona	1	0
University of Central Florida, Orlando, USA	5	0
University of Florida	0	2
University of Surrey, UK	0	1
Universidade Europeia	7	0
UIDE	2	0
<b>Total Spring 2018</b>	<b>18</b>	<b>7</b>
<b>Total 2017/2018</b>	<b>32</b>	<b>19</b>

## 2.1.6. Allocation of Scholarships

In the reporting period, the following scholarships, grants and reductions were awarded:

2017/2018	Amount	Number	Total
<b>MODUL University Vienna Campus</b>			
WKW Grant MBA	€ 7.000	2	€ 14.000
WKW Grant Medium	€ 9.000	47	€ 423.000
WKW Grant High	€ 14.000	8	€ 112.000
WKW Grant MSc	€ 5.000	9	€ 45.000
Business/Tourism School Reduction	€ 2.500	5	€ 12.500
Marketing Discount	€ 3.000	1	€ 3.000
Undergraduate Alumni Grant	€ 4.000	5	€ 20.000
Sibling Reduction	€ 5.000	8,5	€ 42.500
Dean's List Merit Grant	€ 18.000	1	€ 18.000
MSc Merit Grant Small	€ 5.000	1	€ 5.000
MSc Merit Grant High	€ 12.000	1	€ 12.000
MSc Alumni Grant	€ 2.000	7	€ 14.000
MSc Valedictorian Grant	€ 24.000	1	€ 24.000
MSc High Potential Grant	€ 1.000	1	€ 1.000
MBA Merit Young Hotelier Award (2 <sup>nd</sup> place)	€ 12.500	1	€ 12.500
MBA Merit Grant Medium	€ 13.000	6	€ 78.000
MBA Merit Grant High	€ 16.000	13	€ 208.000
Industry Partner Reduction Small	€ 4.000	2	€ 8.000
Industry Partner Full MBA Scholarship	€ 25.000	5	€ 125.000
PhD Full Scholarship	€ 45.000	3	€ 135.000
<b>Total 2017/2018 for the Vienna campus of MODUL University</b>			<b>€ 1.312.500</b>
<b>MODUL University Nanjing Campus</b>			
Academic Excellence 2nd Prize	¥ 800.00	4	¥ 3.200
Academic Excellence 3rd Prize	¥ 500.00	8	¥ 4.000
Improvement Award	¥ 300.00	2	¥ 600
Outstanding Student Leader	¥ 500.00	1	¥ 500
<b>Total 2017/2018 for the Nanjing campus of MODUL University</b>			<b>RMB 8.300</b>

## 2.2. Academic Staff

MODUL University Vienna Campus				
	Teaching Responsibility <sup>1</sup>	Basic Research	Transfer Services <sup>2</sup>	Administration and Sustainable Development <sup>3</sup>
<b>Faculty<sup>4</sup></b>				
<b>Full Professor (FProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	30% 10 WSHY	40%	10%	20%
<b>Associate Professor (AscProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	30% 10 WSHY	40%	10%	20%
<b>Assistant Professor (AssProf)</b> Post-Doc, non-habilitated academic employee, basic and applied research	30% 10 WSHY	50%	10%	10%
<b>Senior Lecturer (SL)</b> Post-Doc, non-habilitated academic employee, applied research	60% 20 WSHY	0%	10%	30%
<b>Researcher and Lecturer (RL)</b> Pre-Doc currently studying	25% 2/6 WSHY (1/2 yr)	50%	0%	25%
<b>Lecturer (L)</b> Post- or Pre-Doc	50-100%	0%	0-50%	0-50%
<b>Other Academic Employees<sup>4</sup></b>				
<b>Researcher (R)</b> Post- or Pre-Doc	0%	0-100%	0-100%	0%
<b>Scholarship Students<sup>5</sup></b>				
<b>PhD Student (PhDS)</b> e.g. scholarship in collaboration with the industry	15% 2 WSHY (2 <sup>nd</sup> yr) 4 WSHY (3 <sup>rd</sup> yr+)	85%	0%	0%
<b>Graduate Assistantship Student (GAS)</b> studying at MU's MSc study programs	0-10 hours/week			

MODUL University Nanjing Campus			
	Teaching Responsibility <sup>1</sup>	Research	Administration and Services
<b>Faculty (funded by Pujiang IHD resources)</b>			
<b>Full Professor (FProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	40% 12 WSHY	25%	35%
<b>Associate Professor (AscProf)</b> Post-Doc, habilitated or equivalently qualified academic employee	40% 12 WSHY	25%	35%
<b>Assistant Professor (AssProf)</b> Post-Doc, non-habilitated academic employee, basic and applied research	45% 15 WSHY	35%	20%
<b>Senior Lecturer (SL) / Assistant Professor</b> Post-Doc, non-habilitated academic employee, applied research	90% 30 WSHY	0%	10%
<b>Researcher and Lecturer (RL)</b> Pre-Doc currently studying	25% 3/8 WSHY (1 <sup>st</sup> /2 <sup>nd</sup> year)	50%	25%
<b>Lecturer (L) Type A</b> Post- or Pre-Doc without administrative tasks	100% 34 WSHY	0%	0%
<b>Lecturer (L) Type B</b> Pre-Doc with substantial administrative tasks	60% 20 WSHY	0%	40%
<b>Other Academic Staff</b>			
<b>Senior Researcher (SR) / Assistant Professor</b> Post-Doc, non-habilitated academic employee, basic and applied research	0%	50-100%	0-50%
<b>Researcher (R)</b> Post- or Pre-Doc	0%	50-100%	0-50%

<sup>1</sup> WSHY = Weekly semester hours per year; approximate percentage of total hours of employment; the percentage of teaching responsibilities includes preparation time for classes.

<sup>2</sup> including time for applied (industry) research.

<sup>3</sup> Tasks that are considered a contribution to sustainable development are, for instance, the participation in the Sustainability Committee, or the involvement in projects approved by the Sustainability Committee (e.g. creating a life cycle assessment for the university, implementing sustainable improvements in the university's food and beverage concept).

<sup>4</sup> Responsibilities defined in the labor contract.

<sup>5</sup> Responsibilities defined in the study contract.

Broken down in departments, the academic staff of MODUL University at the Vienna campus and at the Nanjing campus included in 2017/2018:

	IM	NMT	SGM	TSM	Other	Total Vienna	Total Nanjing
Full Professors	1	1	1	5	0	8	1
Associate Professors	0	0	3	2	0	5	0
Assistant Professors	2	3	2	3	0	10	1
Researchers/Lecturer	0	0	1	4	0	5	0
Lecturer	1	0	0	0	2	3	4
Researcher	0	3	0	1	0	4	0
<b>Total</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>15</b>	<b>2</b>	<b>35</b>	<b>6</b>

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.



## 2.2.1. Functions, Teaching Load and Work Time of the Academic Core Staff

No.	Surname	Name	Acad. Degree	Function <sup>4</sup>	Department	Teaching 2017/2018 <sup>2</sup>		Work Time
						Class hours	Thesis & exam supervision	
<b>MODUL University Vienna Campus</b>								
1	Antonschmidt	Hannes	MA	RL	TSM	8,0 h	-	40 h
2	Aubke	Florian	Dr.	SL, Dean <sup>3</sup>	TSM	7,0 h	1,6 h	40 h
3	Ceddia <sup>1</sup>	Graziano	PhD	AscProf	SGM	-	-	40 h
4	Christopoulos	Dimitris	PhD	AscProf, Dean	SGM	5,3 h	1,0 h	40 h
5	Coronel	Rod Michael	BSc	R	NMT	-	-	30 h
6	Dickinger	Astrid	Dr. habil.	FProf, Dean <sup>3</sup>	TSM	10,0 h	2,5 h	34 h
7	Drury	Cornelia	MBL	L	ACO	1,0 h	-	35 h
8	Förster	Geraldine	MBA	L	MC	4,0 h	-	40 h
9	Gerrand	Timothy	BSc	R	NMT	-	-	35 h
10	Gindl <sup>1</sup>	Stefan	Dr.	R	NMT	4,0 h	-	20 h
11	Gunter <sup>1</sup>	Ulrich	Dr.	AscProf <sup>3</sup>	TSM	9,0 h	1,4 h	40 h
12	Hibbert	Simon	MBA	L	SGM	24,0 h	-	30 h
13	Kerschner <sup>1</sup>	Christian	PhD	AssProf	SGM	-	-	40 h
14	Kolomoyets <sup>1</sup>	Yuliya	Msc	RL	TSM	4,0 h	0,2 h	28 h
15	Lalicic	Lidija	PhD	AssProf <sup>3</sup>	TSM	11,5 h	3,1 h	40 h
16	Leonard	David	MSc	RL	SGM	8,0 h	0,8 h	40 h
17	Leung <sup>1</sup>	Daniel	M. Phil.	RL	TSM	-	0,3 h	40 h
18	Loisch <sup>1</sup>	Ursula	Dr.	SL	IM	6,0 h	-	12 h
19	Lord <sup>1</sup>	Maria	MA	L	IM	8,0 h	-	20 h
20	Lund-Durlacher	Dagmar	Dr.	FProf, Dep. Head	TSM	4,0 h	2,0 h	40 h
21	Mazanec	Josef	Dr. habil.	FProf	TSM	2,0 h	0,5 h	20 h
22	Nixon	Lyndon	PhD	AssProf	NMT	12,75 h	1,8 h	40 h

No.	Surname	Name	Acad. Degree	Function <sup>4</sup>	Department	Teaching 2017/2018 <sup>2</sup>		Work Time
						Class hours	Thesis & exam supervision	
23	Önder	Irem	PhD	AscProf	TSM	11,0 h	3,6 h	40 h
24	Ponocny	Ivo	Dr. habil.	FProf, Dean	SGM	7,7 h	3,5 h	40 h
25	Postl	Isabella		R	TSM	-	-	12 h
26	Schäfer	Tobi	Dipl. Red.	R	NMT	-	-	10 h
27	Scharl	Arno	DDr. habil.	FProf, Dep. Head	NMT	6,0 h	-	40 h
28	Sedlacek	Sabine	Dr.	AscProf, Vice P., Dep. Head	SGM	9,5 h	2,5 h	40 h
29	Smeral	Egon	Dr. habil.	FProf	TSM	4,0 h	-	20 h
30	Tomej	Kristof	MSc	RL	TSM	6,5 h	0,2 h	40 h
31	Trattner <sup>1</sup>	Christoph	Dr.	AssProf	NMT	1,5 h		40 h
32	Treiblmaier	Horst	Dr. habil.	FProf, Dep. Head	IM	13,0 h	0,6 h	40 h
33	Weinmayer <sup>1</sup>	Karl	PhD	AssProf	IM	5,0 h	-	40 h
34	Weismayer	Christian	Dr.	SL	SGM	13,0 h	0,5 h	35 h
35	Wöber	Karl	Dr. habil.	FProf, President	TSM	2,5 h	-	40 h
36	Zekan	Bozana	PhD	AssProf <sup>3</sup>	TSM	14,0 h	2,1 h	40 h
<b>Total actual teaching load:</b>							<b>250,45 h</b>	
<b>MODUL University Nanjing Campus</b>								
1	Folan	Thomas	BA, BM, MM, DMA, USA	L, Type B: NJPJI, ED	MSN	6,0 h	-	40 h
2	Gao	Shirley	BA	L, Administrative Assistant	MSN	6,0 h	-	40 h
3	Liu	Sherry	MBA	L, Type B: NJPJI, BC	MSN	2,0 h	-	40 h
4	Jiang	Se You	PhD	AssProf	MSN	8,0 h	-	40 h
5	Zhang	Hardy	Bsc, MSc	L, Type B: NJPJI, BC	MSN	4,0 h	-	40 h
6	Zins	Andreas	Dr. habil.	FProf	MSN	6,0 h	-	40 h
<b>Total actual teaching load:</b>							<b>32 h</b>	

<sup>1</sup> partly on maternity leave/not employed during the whole reporting period, left university or started during the period; <sup>2</sup> in accredited study degree programs only, incl. supervision of theses; <sup>3</sup> promoted/elected during the reporting period; <sup>4</sup> RL: Researcher/Lecturer; SL: Senior Lecturer;

AscProf: Associate Professor; R: Researcher; FProf: Full Professor; L: Lecturer; AssProf: Assistant Professor; Dep. Head: Department Head; Vice P.: Vice President; ED: English Department, Basic Education College; BC: Business College; Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

MODUL University Vienna is also proud to keep academic ties with its adjunct faculty, scholars who studied at MODUL or worked there:

#### **Adjunct Professors**

Prof. Dr. Daniel Fesenmaier (University of Florida)

Prof. Dr. Markus Scholz (FH-Wien)

Prof. Dr. Andreas Zins (MODUL School of Tourism and Hospitality Management Nanjing)

#### **Adjunct Assistant Professors**

Dr. Xavier Matteucci

#### **Research Associates**

Dr. Ulrike Bauernfeind (Statistics Austria)

Dr. Valeria Croce (European Commission)

Dr. Clemens Költringer (Vienna Tourism Board)

Dr. Tina Tiller

Dr. Karin Wegenstein (University of Applied Sciences Wiener Neustadt)

## 2.2.2. External Lecturers: Contracted Hours, Qualifications

In 2017/2018, the following external lecturers taught at MODUL University:

No.	Surname	Name	Title/Function	Program	Teaching h <sup>1</sup>
<b>MODUL University Vienna Campus</b>					
1	Agneter	Doris	DI Dr.	MBA	0,75 h
2	Bartok	Larissa	Msc	UG	3,0 h
3	Beliatskaya	Ilona		UG	1,5 h
4	Benedikt	Josef	Dr.	MSc	2,0 h
5	Borsoi	Andrea	Mag.rer.soc.oec Msc MBA	UG	2,0 h
6	Brueckmann	Manuela		UG	1,0 h
7	Bruggemann	Sabine	Dr.	UG	2,0h
8	Brugger	Walter	Dr.	UG	8,0 h
9	Ceddia	Graziano	Dr.	MSc	2,0 h
10	Cortelletti	Michael	MA	UG	1,0 h
11	Daurer	Veronika	Dr. LL.B.	UG	2,0 h
12	Detering	Jakob	M.A.	MBA	3,0 h
13	Dressler	Stefan	Mag.	UG	4,0 h
14	Du Bois	Cind	Prof. Dr.	MBA	2,0 h
15	Egger	Christine	Dipl. Päd.	UG	3,33 h
16	Ferrari	Sebastian	MSc	UG	6,0 h
17	Fesenmaier	Dan	Dr.	MBA	1,5 h
18	Galloway	Laura	Prof.	MBA	1,5 h
19	Gansterer	Gottfried	Dipl. Päd.	UG	8,0 h
20	Habermann	Markus	Mag.	UG	5,0 h
21	Hammerschmid- Kovar	Barbara	Dipl. BW MBA	UG	6,0 h
22	Havel	Ruth	Mag.	UG	5,0 h
23	Hörmann	Jürgen	Dr.	PhD	2,0 h
24	Hubmann-Haidvogel	Alexander	Dipl.-Ing.	UG	1,0 h
25	Hutchinson	Brian	BCL LLM DAL	MBA	1,5 h
26	Jauernik	Ernst		UG	4,0 h
27	Jungwirth-Edelmann	Eva Aileen	MA	UG	4,3 h
28	Kerschner	Christian	Dr.	Msc	2,0 h
29	Knezourek	Karl	PhD	UG, Msc	10,0 h
30	Kubak	Theodor		UG	0,75 h
31	Külür	Mithat	M. Phil.	UG	4,0 h
32	Köppl	Stefan	Msc	MBA	0,75 h
33	Latzenhofer	Andreas	Dipl. Päd.	UG	9,0 h
34	Latzenhofer	Susanne	Dipl. Päd.	UG	9,0 h
35	Litler	Shaun		UG	2,0 h
36	Lord	Maria	Mmus	UG, MBA	10,2 h
37	Lukaschek	Wolfgang	Mag, DI	UG	5,0 h

38	Maly-Gärtner	Martina	Mag.	MBA	1,5 h
39	Matteucci	Xavier	Dr.	UG	15,5 h
40	Mirc	Nicol		MBA	1,5 h
41	Mironski	Jacek	Prof.	MBA	2,0 h
42	Moormann	Manfred	Dipl. Ing.	MBA	1,5 h
43	Morgan	Robert	Prof. Dr.	MBA	1,5 h
44	Neuhofer	Barbara	FH-Prof. Dr.	UG	2,0 h
45	Ochs	Christian	Msc	UG	5,0 h
46	Pfeffer	Jürgen	Prof. Dr.	MBA	1,5 h
47	Popp	Michael	Mag.	MBA	1,5 h
48	Rankine	Greame	Prof.	MBA	2,0 h
49	Reiner	Christian	Dr.	UG	4,0 h
50	Reinsberger	Kathrin	Dr.	MBA	3,0 h
51	Renolder	Klaus	Dr.	UG	2,0 h
52	Sääf	Johannes	Dr.	UG	8,0 h
53	Sardadvar	Sascha	Mag. Dr.	UG	9,0 h
54	Schuh	Bernd	Mag.	MBA	1,5 h
55	Scott	Jeff		UG	0,75 h
56	Sonntag	Axel	Dr.	MSc	2,0 h
57	Stolba	Petra	Dr. MMag.	UG	3,0 h
58	Strobl	Stefan		UG	2,0 h
59	Suarez	Miguel	MSc, MBA	UG	6,3 h
60	Von Arnold	Henrik		UG	2,0 h
61	Walter	Christian	Mag.	UG	6,0 h
62	Weinmayer	Karl	PhD	UG	5,0 h
63	Wiegand	Dietmar	Prof.	MBA	3,0 h
64	Willmann	Martina		UG	1,0 h
65	Woodward	Ken	MA, PG Dip	UG	8,67 h
66	Zihr	Georg	Dr.	UG	4,0 h
67	Zitz	Nina	Msc	UG	4,0 h
<b>Total:</b>					<b>246,8 h</b>
<b>MODUL University Nanjing Campus</b>					
1	Wu	Ashley	External Lecturer	BBA	7,0 h
2	Xu	Michael	External Lecturer	BBA	7,0 h
3	Yang	Ying	External Lecturer	BBA	4,0 h
<b>Total:</b>					<b>18,0 h</b>

<sup>1</sup> including supervision of thesis; Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

### 2.2.3. Ratio between internal and external lecturers

The ratio between internal and external teachers is displayed in the next table:



	BBA & BSc Programs	MSc Programs	MBA Program	PhD Program	Vienna Total	Nanjing Total
h total <sup>1</sup>	351,6	64,5	63,95	17,2	497,25	50,0
h internal <sup>1</sup>	148,5	54,5	32,25	15,2	250,45	32,0
h external <sup>1</sup>	203,1	10,0	31,7	2,0	246,80	18,0
<b>Internal ratio</b>	<b>42,2%</b>	<b>84,5%</b>	<b>50,4%</b>	<b>88,4%</b>	<b>50,3%</b>	<b>64,0%</b>

<sup>1</sup> in accredited study degree programs; including supervision of thesis.

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

On the MU Vienna campus, MODUL University did not reach the 50% internal ratio for the BBA and Bsc programs. This is first of all due to the extended maternity leaves of three Faculty staff, Ursula Loisch, Astrid Dickinger and Yuliya Kolomoyets. Moreover, the teaching by external lecturers gives a more applied and practice-oriented focus to the UG programs, especially to the BBA programs, which is also beneficial for the students. Nevertheless, MODUL University took further measures in order to equilibrate the ratio for the undergraduate programs: Maria Lord, who had taught 10 hours as an external lecturer in the Fall Semester 2017, and Karl Weinmayer, who had taught 5 hours also as an external lecturer in the same semester, were both hired respectively as Lecturer and Assistant Professor in the Spring Semester 2018. Moreover, Liani Drury was hired as a Lecturer to teach accounting classes, which represent a substantial number of hours in the UG programs. With these changes, the University Board has substantially increased the internal teaching ratio in its undergraduate programs.

#### 2.2.4. Documentation of the Selection and Promotion Procedures

After thorough selection procedures, MODUL University Vienna hired the following academic staff (faculty). First, Dr. Karl Weinmayer was offered a position as Assistant Professor in Finance at the Department of International Management and started working at MODUL as of Spring 2018. Then, Dr. Lidija Lalicic, who was previously working as a Senior Researcher at MODUL University, was offered and accepted a position of Assistant Professor in Tourism and Information Communication Technology at the Department of Tourism and Service Management. Dr. Bozana Zekan, who was also previously employed as Senior Lecturer at MODUL University, was proposed and accepted a position of Assistant Professor in Tourism and Destination Management at the Department of Tourism and Service Management. Fourth, Dr. Christian Kerschner was hired as a new Assistant Professor in Ecological Economics and Sustainable Development at the Department of Sustainability, Governance and Methods, and started his position on July 1, 2018. Fifth, Dr. Marion Garaus was hired as an Associate Professor in Service Management at the Department of International Management and started her employment as of September 1, 2018 (she will be included in next year's report). Sixth, Dr. Nelu Dan was hired as an Assistant Professor at the Department of New Media Technology and started his position as of September 1, 2018 (he will be included in next year's report). Moreover, Ms. Maria Lord, Mmus, was offered a part-time position as Lecturer in Advanced Business Communication at the Department of International Management. Ms. Liani Drury, previously working as a Program Manager in the Academic Office, was hired as a part-time Lecturer in Accounting at the Department of International Management. Dr. David Leonard, previously employed

as a Researcher and Lecturer, was offered a position of part-time Lecturer of Political Economy and Development.

Based on a recommendation by a promotion committee nominated by the University Senate, Assistant Professor Dr. Ulrich Gunter was promoted to Associate Professor on November 1, 2017.

### **2.2.5. Activities to Promote Young Researchers and Other Human Resource Development Activities**

During the reporting period, MODUL University offered **5 positions for young researchers and lecturers**, giving them not only the possibility to focus on their doctoral thesis, but also including them in the scientific community, encouraging them to visit **international congresses** and to take part in **research projects**. Also, four young researchers were included in the scientific community at MODUL University as **researchers** on projects.

To help each faculty member to clarify its scientific and professional objectives and to structure its research, as well as to monitor the development and the progress of the faculty as a whole, each faculty member's **Faculty Professional Development Objectives Plan** is discussed every year with the respective Department Head.

As special measurements to promote young researchers, regulations concerning **premiums for publications** in peer-reviewed journals should be mentioned. In this way, MODUL University incites young researchers to publish their findings in renowned journals. The premium for A-rated journal amounts to € 1,000, the premium for B-rated journals to € 500. In order to also promote the teaching quality, MODUL University Vienna started to award each semester a "**Certificate of Excellence for Outstanding Teaching Performance**" to lecturers who distinguished themselves in this field.

Since spring 2015, MODUL University Vienna also publishes its "**Working Papers Series**" (<http://www.modul.ac.at/research/publications/working-paper-series/>), which help young (and senior) researchers to get feedback on their papers before submitting them. In 2016, MODUL University Vienna also introduced a new research publication documentation database (PURE). Both platforms help to make MODUL University's research effort more visible.

## **3. Finances and Resources**

In order to improve transparency, as well as the global quality management of MODUL University, the annual accounts are being checked by an auditor. As the final results for 2017/2018 are not ready by the deadline of this report, information on the financial development during the reporting period is not attached to this report. If desired and requested, the full financial report can also be delivered.

## **4. Research**

### **4.1. MODUL University's Research Profile**

Research at MODUL University Vienna is shaped by the specialization of its academic departments and their faculty, including basic as well as applied research. With its specializations in international management, new media technology, sustainability, governance and methods, as well as tourism and

service management, the institution has become well-known as a competent research partner for national and international research projects within the first eleven years of its existence. The academic departments offer a broad variety of research in their respective fields of expertise which will be presented in the following in more detail.

On October 20, 2017, MODUL University Vienna was celebrating its ten years of contributing to academic and service excellence. During this event, the University Board presented a report on the first decennium of research at MODUL University Vienna, which was also published on the university's website (<https://www.modul.ac.at/research/research-report/>).

#### **4.1.1. Research at the Department of International Management**

The Department of International Management at MU Vienna conducts cross-disciplinary research on managerial questions. The department aims at developing students' academic, professional, and personal skills and preparing them for leadership positions in diverse areas including consulting, marketing, human resources and financial management. Furthermore, the department builds international research connections with universities worldwide and relationships with the Austrian industry to foster research that is both rigorous and relevant.

- **Implications of Blockchain technology**

In this project, we investigate the implications of Blockchain technology on various fields, including supply chain management, finance, marketing, and tourism. We also investigate antecedents and drivers of ongoing changes and use economic and managerial theory to explain, explore and predict current and future developments. This research not only targets academics, but also reaches out to the industry to ensure the widespread dissemination of our findings.

- **Sustainable Finance**

This area of research deals with the question of non-financial decision-making criteria, such as social responsibility, which have become increasingly relevant for firms and investors alike. Projects in this field investigate the effects of corporate social responsibility on firm performance, as well as modeling social investor preferences and deriving asset management implications, which can be used to design and implement socially responsible investment strategies.

#### **4.1.2. Research at the Department of New Media Technology**

Many media analytics and knowledge management projects lack suitable analytical frameworks, focus on only one medium, or neglect the dual role of stakeholders as producers and consumers of content. These shortcomings open a promising field for research to model the fundamental mechanisms of information diffusion in media of different degrees of interactivity and their impact on public opinion. Researchers of the Department of New Media Technology have been working on a series of successful projects, both nationally (Austrian Research Promotion Agency, Austrian Science Fund) and internationally (EU 7<sup>th</sup> Framework Programme, EU Horizon 2020). The technologies developed within these projects help to analyze the diffusion of relevant information across channels (news, RSS feeds, social media platforms, stakeholder Web sites). Such an analysis reveals how stakeholders use electronic

channels to disseminate their messages, as well as recommendations how decision-makers can exploit a better understanding of such processes. The achieved progress has been applied to high-profile showcases, including a knowledge aggregator built on behalf of the United Nations Environment Programme (UNEP) and a semantic search platform for the Climate Program Office of the National Oceanic and Atmospheric Administration (NOAA).

- **Knowledge Extraction and Visualization**

MODUL University Vienna's advanced information exploration and retrieval tools require accurate annotation services to enrich documents with geospatial, semantic and temporal tags. Such annotations describe complex relations, which are best understood in graphical form. For this purpose, the webLyzard, Web intelligence platform of MU Vienna, synchronizes geographic maps, tag clouds, keyword graphs as well as two- and three-dimensional information landscapes. These visualizations help users to understand the context of the gathered Web intelligence, while navigating large repositories of Web documents – processing a user's search query and showing the most relevant documents in their specific regional context, for example, or comparing the online coverage about an organization by different stakeholder groups. Major research projects in European and national flagship programs continue to provide a solid base for the research activities of the Department of New Media Technology, ensuring a consistently high rate of innovation and related publications in established scientific outlets.

Ongoing or recently completed research projects include research in the following fields:

- **Rumor and Fake News Detection**

Analyzing big data repositories aggregated from context-dependent social media streams poses three major computational challenges: volume, velocity, and variety. The PHEME project, where MU Vienna led the work package on information visualization, focused on a fourth, largely unstudied computational challenge: veracity. It models and verifies phemes (Internet memes with added information on truthfulness or deception), as they spread across media, languages, and social networks. The Innovation Action InVID (In Video Veritas) built upon this work and automatically identified newsworthy video content spread via social media to confirm or reject its credibility using state-of-the-art analytical techniques. In this project, MU Vienna led the development of the story detection component, including related knowledge extraction services.

- **Multimedia Annotation and Understanding**

While statistical and textual data can be processed quite effectively by machines, multimedia content such as images and videos present an additional challenge for algorithms. Customized multimedia processing chains need to be developed, which also include an appropriate annotation model and vocabulary according to the user's requirements, so that different multimedia use cases (recommendation, browsing, linking, personalization) can be supported. NMT draws upon the prior experience gained in the MediaMixer and LinkedTV projects, and currently applies this multimedia knowledge to the task of video annotation and browsing in the InVID and ReTV Horizon 2020 projects.

#### 4.1.3. Research at the Department of Sustainability, Governance, and Methods

The Department of Sustainability, Governance, and Methods follows the principles of interdisciplinarity and brings together international faculty from several disciplines who are highly engaged in cutting-edge research and high-quality teaching. The team of researchers in the department have backgrounds in different areas like psychology, political sciences, geography, environmental studies, economics, management, ecological economics, mathematics and statistics, which forms a terrific pool of expertise. Each faculty member follows a research driven teaching approach, which offers students insights into the most recent research agendas. The department's orientation at the forefront of the most challenging topics within society offers excellent linkages and synergies to all the other departments and, with its cornerstone in methods, it holds a core position within the university.

- **Governance for Innovation and Sustainable Development**

Governance for innovation and sustainable development is characterized by partnerships and networks of different institutional actors, and emphasizes stakeholder participation and partnership as a steering mechanism. As such, it focuses on multi-level and multi-actor dimensions. Research on how mechanisms of one governance regime influence and/or overwhelm the impacts of another is top on the department's agenda.

- **The measurement of living conditions and quality of life**

In close connection to the international developments regarding social structural indicators, MODUL University Vienna is engaged in fundamental research about the assessment of living conditions, quality of life and subjective well-being. Driven by the report of the Stiglitz-Sen-Fitoussi commission, the OECD and the EU are working on amendments to the system of social indicators, going far beyond merely economically oriented variables such as GDP or monthly income. However, severe measurement problems raise questions about the validity of many of the proposed indicators (such as subjective ratings of life satisfaction). Therefore, various kinds of measurement approaches are tested and compared on a large-scale basis, including particularly interviewing and survey approaches.

- **Program and Public Policy Evaluation**

The expansion and deepening of new forms of governance, particularly for economic development and environmental sustainability, comes with increased demands for accountability regarding the use of public resources. How effective are public and public-private initiatives in achieving their intended outcomes? What types of organizational structures are most suitable under contingent conditions? How effective is the implementation process and how responsive are organizations to diverse needs?

***Evaluating urban/regional climate governance:*** Environmental problems and issues, such as climate change, are inherently political in nature, which increases the need for legitimate and transparent democratic processes that allow societies and local communities to choose policies that they see as both equitable and effective. Around the world, cities are experimenting with new forms of governance that include collaboration and partnerships with civil society and business actors, but what are the lessons learned and how can cities and regions learn from each other?



- **Start-up Ecosystems and the Role of Entrepreneurship for Helping City and Regional Economies to Become More Innovative and Competitive**

Research in this area focuses on the potential of cities and regions to become centres of innovation and knowledge. It helps to identify those factors that are conducive for building up start-up ecosystems.

- **The Role of Higher Education Institutions in Development**

In the globalized, knowledge-based economy of the 21<sup>st</sup> century, organizations that produce and disseminate knowledge have a critical role to play in assisting cities, regions, and nations reach and sustain economic competitiveness. How do higher education institutions respond to this challenge by expanding their activities beyond teaching and basic research to include economic, business, and technological development?

#### **4.1.4. Research at the Department of Tourism and Service Management**

In the light of current trends and challenges, such as global warming, the accelerated pace of technological innovation, globalization and changing consumer demand, the Department of Tourism and Service Management and its faculty engages in a multitude of research areas addressing these challenges from a tourism and service industry perspective in order to create a better understanding of these challenges and to ensure responsible and sustainable management and operations. Faculty is experienced in a variety of disciplines ranging from sociology, psychology, economics, business management, and information technology to marketing and statistics. Against this background, the tourism and service industry is studied from different angles, applying a full repository of qualitative and quantitative research methods.

- **Policy Evaluation**

Policymaking is an important task, as it is a crucial bridge between program design and realization. This process is often very complex, as the distinctive cross-cutting character of tourism involves the interests of many different groups. Therefore, the Department of Tourism and Management Service (TSM) critically observes a wide range of policy programs of governments, public institutions and private businesses at the global, national and local levels: analyzing the settings and the structures of these policy programs, as well as their impacts on the economy, society and the natural environment.

Particular emphasis is placed on the impact and the sustainability of different market interventions in order to offer solutions for improvements. The quantification of the policy effects is based on impact analysis, one of the department's core competencies. Further, we evaluate public investment promotions, the efficiency of the marketing budgets of National and Regional Tourism Organizations, as well as the impact of taxes and subsidies. As an evaluation base for many of these measures, the institution has developed a special data system called the Tourism Marketing Information System (TourMIS). TourMIS is crucial for tourism analyses and has placed the university at the forefront of engagement in forecasting, giving us a head-start in the academic competition. TourMIS is also widely accepted internationally and is used by the European Travel Commission (ETC), as well as the UNWTO.

- **Perspectives on Tourism Demand**

Institutional policy-makers, as well as managerial decision-makers, require appropriate assessments of past, current and future demand volumes and patterns. Drawing on experience across a variety of disciplines, faculty are equipped to address these issues by applying a range of different tools and techniques. Aggregated analyses are performed using econometric models to study overall travel demand within a regional or national economy. Calibrating efficient statistical models as a reasonable proxy for describing and explaining changes in regional, domestic and international tourism demand is one major area of research activities in this field. These models are the backbone for running forecasts for destinations, attractions, and sometimes single businesses, as well as for evaluating policy measures and their outcomes. Innovative approaches to tourism demand forecasting incorporate signals from big data providers (e.g. software monitoring Internet activities). Disaggregated structural or behavioral models for analyzing tourism and leisure demand are a further major area of research activities in this domain. They usually support decision making in a business or destination context. Hence, factors that influence purchase decisions are tested and investigated in detail to assess their impact and consequently provide managers with guidance regarding effective market place interventions. Upcoming research topics in this respect are, for instance, incentive and support structures for reducing energy consumption in hotels by their respective guests or expectations of restaurant customers towards sustainable food offers.

A second broader field of research focuses on particular consumer experiences and business functions. Understanding consumer behaviors, as they relate to information, is becoming increasingly important in general, with electronic word-of-mouth, the usage of mobile technologies, and the effectiveness of website designs being of particular interest. The measurement of destination images and brands through different tools and techniques and their influence on travel decision making represents another area of particular concern. Modelling traveler and visitor experiences offers an additional field of research challenges. Emotional conditions prior to traveling, cultural interactions during the trip, emotional responses after the trip, the motivation to participate in slow travel, and the long-term impacts of travel on quality-of-life are only some examples of topics within this research agenda.

A third sub-field overlaps with two of our other research areas: destination development and entrepreneurial challenges. This sub-field is dedicated to detecting new tourism and leisure products (or product bundles) by applying appropriate assessment tools, and to developing innovations in tourism, particularly in a collaborative way through social networks.

- **Entrepreneurial Challenges in Fast-Changing Environments**

Increasingly, businesses are facing disruptive forces such as financial recessions, natural and civil disasters, scarcity of resources and global warming, the accelerated pace of technological innovations, globalization, and changing consumer demand, which challenge them to find innovative ways of dealing with these changes. The Department of Tourism and Service Management aims to confront these challenges by addressing these forces from a tourism and service industry perspective in order to develop a better understanding of what is needed for balancing the needs of ‘people, planet and profits’ and for

ensuring responsible and sustainable management and operational practices in the tourism industry. The main research fields in this area are:

- Technological advancements, growth in mobile use and increased connectivity have changed modes of communication for businesses and travelers, and are drivers for innovations. Electronic marketing, electronic word of mouth (eWOM) in travel and tourism, evaluating website functionality and measuring website quality, and open and user-driven innovation for tourism products and services are core research activities in this area.
- Resource constraints, the impact of climate change and social and economic inequality will affect and threaten the tourism industry if not managed responsibly. In order to create a better understanding of these threats, the Department of Tourism and Service Management aims at identifying these impacts and at developing measurement methods, which allow reporting of these impacts with clear indicators in a transparent way. Special focus within corporate social responsibility is given to the needs of employees and their well-being, business ethics, the emerging concept of social entrepreneurship, the impact measurement of social responsibility, as well as the evaluation and assessment of sustainable food operations in the hospitality industry and of sustainable tourist transport systems, including forms of slow tourism.

- **Destination Competitiveness and Development**

The constantly growing number of travel destinations and the enhanced quality of existing ones is putting great pressure on those responsible for managing destinations to find better ways to compete in the tourism marketplace – and to do so in a sustainable manner. The Department of Tourism and Service Management is attempting to achieve this goal by better understanding those forces and factors that determine the competitiveness of tourism destinations. This research field focuses on different economic, environmental, and social aspects of destinations with the goal of improving the strategic decision making of tourism planners. Some of the methods to measure the competitiveness of destinations include benchmarking destinations based on traditional key performance indicators such as arrivals and occupancy rates, but also non-traditional, innovative indicators are investigated, such as website metrics of individual destinations. As the benefits of definitional systems of destination competitiveness are limited, cause-effect relationships are also tested. These relationships are investigated using state-of-the-art analytical techniques, including structural equation modelling and frontier analysis. Our research findings in the field of destination competitiveness and development are published in first-tier tourism journals (e.g. *Tourism Management*, *JTR*, *Tourism Economics*).

The department maintains and works on improving the tourism management information system TourMIS ([www.tourmis.info](http://www.tourmis.info)), which is an open access platform for exchanging data, information and knowledge, and is used by all leading tourism organizations in Europe and beyond (e.g. UNWTO, European Travel Commission, European Cities Marketing). TourMIS, which is used by more than 25.000 registered users, provides the tools, which allow tourism managers to apply the scientific concepts, methods, and models studied by our faculty.

## 4.2. Research: Facts and Figures

Department	Awards	Conferences				Other Services	Research Projects	Thesis Supervised			
		Invited Presentation	Presentation	Participation	Total			BBA & Bsc	Master & MBA	PhD	Total
<b>MODUL University Vienna Campus</b>											
IM	1	0	4	0	4	1	0	2	0	0	2
NMT	0	1	3	7	11	12	7	5	1	0	6
SGM	1	1	14	1	16	8	7	6	11	1	18
TSM	8	20	16	27	63	34	17	29	22	0	51
<b>Total</b>	<b>10</b>	<b>22</b>	<b>37</b>	<b>35</b>	<b>94</b>	<b>55</b>	<b>31</b>	<b>42</b>	<b>34</b>	<b>1</b>	<b>77</b>
% p.y.	+100%	+120%	-47%	+192%	+2%	+358%	-23%	-28%	+183%	0%	+7%
<b>MODUL University Nanjing Campus</b>											
MSN	0	2	5	0	7	8	5	0	0	0	0
<b>Total</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

The figures refer to the participation of faculty members of the respective departments and campuses in one of these activities. Most of the categories should be self-explanatory, but for the less obvious ones, some comments and explanations are provided, as it is the case for “Other Services”. For instance, this category entails all the different services provided to the scientific community, like serving as reviewer for journals and conferences or acting on as functionary in scientific networks or higher education or industry organizations.

### 4.3. Awards and Conferences

Faculty members of MODUL University Vienna received 2017/2018 the following awards:

Name of the Award	Awarding Institution	Winner
Wirtschaftskammerpreis 2017	WKW	Bozana Zekan, Ulrich Gunter, Irem Önder-Neuhofer
Valedictorian PhD	MODUL University	David Leonard
Service Leadership and Innovation International Award	Rochester Institute of Technology	Bozana Zekan
BEST EN Think Tank XVIII Outstanding Paper Award Runner Up	BEST EN Education Network	Kristof Tomej
Wirtschaftskammerpreis 2018	WKO	Lidija Lalicic
Best PhD Paper Award	BEST EN Education Network	Hannes Antonschmidt
BEST EN Outstanding Paper Award 2018	BEST EN Education Network	Hannes Antonschmidt, Dagmar Lund-Durlacher
Emerald Literati Award Outstanding Paper 2018	Emerald Publishing	Horst Treiblmaier
Hochschuljubiläumsstiftung der Stadt Wien	Stadt Wien	Ulrich Gunter, Irem Önder
Commendation for Emerging Scholarship in Tourism 2019	International Academy for the Study of Tourism	Ulrich Gunter

**Notes:** There were no awards reported for the campus in Nanjing. For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

Members of MODUL University's Faculty participated 2017/2018 in the following conferences:

No.	Name of Conference/Event	Organizing Institution/Host
<b>MODUL University Vienna Campus</b>		
1	11th International Conference on Computational and Financial Econometrics	CFEnetwork, Birkbeck University of London and King's College London
2	11th Language Resources and Evaluation Conference (LREC2018), Miyazaki, Japan, May 2018	European Language Resource Association (ELRA)
3	13th TourMIS Workshop & International Seminar on Residents' Attitudes towards Tourism	European Cities Marketing and European Travel Commission
4	1st International Workshop on Multimedia Verification (MuVer)	ACM Multimedia
5	22nd International Danube Shipping and Tourism Conference: Danube and more	Danube Tourist Consulting
6	38th International Symposium on Forecasting	University of Colorado, Boulder, CO, USA
7	3rd EUSNA	Johannes Gutenberg University Mainz
8	4. Vernetzungstreffen der WKO-Hochschulpartner	WKO
9	53rd TRC Meeting	TRC



No.	Name of Conference/Event	Organizing Institution/Host
10	58th ERSA Congress in Cork	ERSA
11	67th Aiest Conference	Aiest
12	68th Aiest Conference	Aiest
13	Konferenz der Ombudsstelle der Studierenden: Ausländische Durchführungsstandorte von österreichischen Privatuniversitäten: Cui bono? Erste Erfahrungen (April 6, 2018)	Austrian Federal Ministry of Education, Science and Research
14	BEST EN Think Tank XVIII: Marketing of Sustainable Tourism Product	BEST Education Network
15	British Academy of Management BAM	University of WE Bristol
16	CARE - Conference on Animal Rights in Europe	Verein Gegen Tierfabriken (VGT Austria)
17	Conference of the Board of Trustees of the Agency of Quality Assurance and Accreditation Austria (May 28, 2018)	AQ Austria
18	DEA40: International Conference on Data Envelopment Analysis	Aston University, Birmingham, UK
19	DLD Tel Aviv	DLD
20	ENTER 2018 eTourism Conference	IFITT
21	ENTER 2019 Conference	IFITT
22	European Cities Marketing - General Assembly and Research and Statistics Working Group Meeting	European Cities Marketing
23	European Cities Marketing Annual Conference	ECM
24	European Cities Marketing Spring Conference	ECM
25	European Conference on Information Systems	University of Portsmouth
26	FIPEB World Congress	FIBEP
27	Forum Zukunft Tourismus: Nachhaltigkeit in der Kritik	Club Tourismus Austria
28	Fragrant Hills Tourism Summit on the Globalization on tourism development in cities and their opportunities and challenges	World Tourism Cities Forum 2017 "Impact of Globalization on World Tourism City Development"
29	FUTOURIS Scientific Advisory Board Meeting & Annual Member Assembly	Futouris
30	FUTOURIS Scientific Advisory Committee Meeting	Futouris
31	FUTOURIS Strategy Meeting	Futouris
32	FUTOURIS Workshop Sustainable Food für alle: Implementierungsphase 2018	Futouris
33	GEN Summit 2018	GEN Network
34	General Assembly Meeting of the Agency of Quality Assurance and Accreditation Austria (18.06.2018)	AQ Austria
35	Hack the City!	European Cities Marketing
36	ICE/IEEE International Technology Management Conference	IEEE Society
37	ICT Proposers Day	European ICT Research & Innovation

No.	Name of Conference/Event	Organizing Institution/Host
38	IMIC 2017 International Conference: 5th Aegean University Tourism Conference and 13th IMIC Conference	IMIC
39	INSNA 38th Sunbelt 2018	University of Utrecht
40	Interactive Marketing Research Conference	Marketing EDGE
41	International Conference on Information Systems	AIS
42	ISCONTOUR	FH Krams
43	ISQOLS 2018 Conference	ISQOLS
44	JITT Workshop on eTourism	MODUL University Vienna
45	Meeting of the Austrian Higher Education Conference (06.12.2017)	Austrian Higher Education Conference
46	Meeting of the Austrian Higher Education Conference (14.03.2018)	Austrian Higher Education Conference
47	Meeting of the Austrian Higher Education Conference (20.06.2018)	Austrian Higher Education Conference
48	ÖPUK Meeting (04.12.2017)	Austrian Private University Conference
49	ÖPUK Meeting (11.06.2018)	Austrian Private University Conference
50	ÖPUK Meeting (11.09.2017)	Austrian Private University Conference
51	ÖPUK Meeting (12.03.2018)	Austrian Private University Conference
52	Panel discussion on Overtourism	Club Tourismus
53	Annual Meeting of the European Union of Private Higher Education	European Union of Private Higher Education
54	Research seminar, Eric Friedheim Tourism Institute	University of Florida
55	Round Table Sustainable Tourism	Der Standard
56	Smart Cities Days (28.02.2018)	Urban Future Global Conference
57	Smart Tourism Workshop	MODUL University Vienna
58	TEFI - Tourism Education Futures Initiative	University of Lapland
59	Ten Years MODUL University Vienna, Vienna (14.10.2017)	MODUL University Vienna
60	The Near Future Summit (TNFS)	dmcgroup
61	TourCert Travel for Tomorrow Event	ITB
62	Tourism Naturally Conference 2018	Universität für Bodenkultur Wien, MODUL
63	Transport Research Arena	AIT Vienna
64	TRIANGLE Project Partner Meeting	Bundesministerium für Nachhaltigkeit und Tourismus
65	Trilaterale Tagung "Tourismus als Partner für lebenswerte Regionen"	Bundesministerium für Nachhaltigkeit und Tourismus
66	UNWTO - 10 YFP	UNWTO
67	Workshop on Analytics in Tourism Design 2017	Eric Friedheim Tourism Institute, University of Florida, and MODUL University Vienna
68	Workshop on Blockchain Technology and Theory 2017	DISC 2017
69	XV ISQOLS Conference 2017	University of Innsbruck

No.	Name of Conference/Event	Organizing Institution/Host
<b>MODUL University Nanjing Campus</b>		
1	China Tourism Education Association Annual Conference and International Forum on Tourism Education	China Tourism Education Association
2	Ausländische Durchführungsstandorte von österreichischen Privatuniversitäten: Cui bono? Erste Erfahrungen	Austrian Federal Ministry of Education, Science and Research
3	16th Asia Pacific CHRIE Conference	APacCHRIE
4	8th Advances in Tourism and Hospitality Marketing and Management Conference	University of Thai Chamber of Commerce (UTCC) and Washington State University
5	24th Asia Pacific Tourism Association (APTA) Annual Conference	Asia Pacific Tourism Association
6	16th ISQOLS Annual Conference	International Society for Quality-Of-Life Studies
7	1st China International Conference on Sport Tourism	Shanghai University of Sport

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

#### 4.4. Research Projects 2017-2018

In 2017/2018, the four departments of MODUL University Vienna, as well as the MSN Department in the MU Nanjing campus, led different research projects, for some of which they collaborated with other institutions and organizations.

No.	Name of the Project	Department	Other Involved Institution(s)
<b>MODUL University Vienna Campus</b>			
1	APCC Special Report on tourism, large culture and sport events and climate change	TSM	Austrian Climate Research Program
2	Benchmarking Webanalytics of European Destinations	TSM	ECM, ETC
3	Consumption-/Travel behaviour at medium-term economic stagnation	TSM	-
4	Development and test of instruments for sustainability information and communication	TSM	-
5	DTE – Digital Tourism Expert Qualifizierungsnetzwerk, project ID: 866123	TSM	Österreichische Forschungsförderungsgesellschaft (FFG)
6	ECM Benchmarking Report 2017	TSM	European Cities Marketing (ECM)
7	ECM meeting statistics report	TSM	-
8	ECM MICE Study 2017	TSM	European Cities Marketing (ECM)
9	EcoMove – Predicting Mobility Bottlenecks (FFG)	SGM, TSM, NMT	WebLizard technology, Unwired Networks, NAST Consulting
10	EU IA ReTV	NMT	-
11	Females in Executive Boards	SGM	Edinburgh Business School

No.	Name of the Project	Department	Other Involved Institution(s)
12	Finance and Syndication comparison (UK, Netherlands, Austria, Germany, Switzerland, Nordics)	SGM	Edinburgh Business School
13	Forstrat Cockpit 2	NMT	RISE, Repuco, Universität Salzburg, Bundesministerium für Inneres
14	Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung im Nordburgenland	SGM	ÖAR
15	INCLUDE: Indigenous Communities, Land Use and tropical Deforestation	SGM	University of Bern
16	InVID - In Video Veritas (Horizon 2020)	NMT	MODUL Technology, webLizard technology, CERTH, Univ. of Lleida, ExoMakina, Condat, APA IT, AFP, Deutsche Welle
17	Media Watch on Climate Change	NMT	-
18	Peer review of the 4th EQLS report	SGM	-
19	PUMA Quality of Life	SGM	-
20	RadVerlieh	TSM	AIT
21	ReTV - Enhancing and Re-Purposing TV Content for Trans-Vector Engagement (Horizon 2020)	NMT	MODUL Technology, webLizard technology, Genistat, Zattoo, Radio Berlin Brandenburg, CERTH, Institute for Sound and Vision
22	SCITHOS - Implementing energy efficient and social urban tourism solutions and creating citizen empowerment through Smart City Hospitality, ERANET 854752	TSM	Breda University of Applied Sciences, West Norway Research Institute, Worldline, Österreichische Forschungsförderungsgesellschaft (FFG)
23	SDAH - Qualifizierungsnetzwerk	TSM	FFG: Funding, TU Wien, several industry partners
24	Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations	TSM	-
25	Statistical Report on Tourism Accommodation Establishments	TSM	-
26	Taste the culture, Turkey	TSM	ÖGER Tours
27	Tourism Marketing Information System (TourMIS)	TSM	Austrian National Tourist Office, European Travel Commission, European Cities Marketing, Consortium of 9 Austrian Tourism Boards, Federal Chamber of Commerce, BMWFW
28	TRIANGLE: The Tourism Research, Innovation and Next Generation Learning Experience	TSM	-

No.	Name of the Project	Department	Other Involved Institution(s)
29	US Election 2004 Web Monitor	NMT	-
30	VorTEIL	SGM, TSM	AIT, MitPlan GmbH
31	Well-known public places and 'hidden gems' in Vienna – Estimating and forecasting visitor numbers with geotagged photos	TSM	-
<b>MODUL University Nanjing Campus</b>			
1	The situation of Higher Education in Tourism and Hospitality Management in China	MSN	-
2	Hotel management simulation technology	MSN	SouthEast University Nanjing
3	Online training course development project	MSN	XianZhi Education
4	Gaming major setting up project consultation	MSN	HengYi Group
5	Web-Intelligence and Mega-Sport Events	MSN	MODUL University Vienna, webLyzard technologies

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

#### 4.5. Third-party funding

Members of MODUL University's Faculty of the Vienna Campus received third-party funding for different research projects:

No.	Funded project	Funding Institution	Funding for the whole project <sup>1</sup>	Funding in 2017/2018 <sup>2</sup>
1	APCC Special Report on Tourism, Large Culture and Sports Events and Climate Change	FFG, Klima- und Energiefonds, ACRP	€ 39.980,00	€ 9.995,00
2	Benchmarking Webanalytics of European Destinations	European Travel Commission; 10 city tourism organizations	€ 5.000,00	€ 5.000,00
3	ECM Benchmarking Report	ECM and Benchmark Group (WTV represented in both) (contractor)	€ 20.700,00	€ 20.700,00
4	ECM Meeting Statistics Report	European Cities Marketing (ECM)	€ 18.500,00	€ 18.500,00
5	ECOMOVE	FFG	€ 98.285,00	€ 8.190,00
6	Forstrat Cockpit	FFG	€ 57.000,00	€ 4.750,00
7	Guest Communication in the Context of Sustainable Food	Futouris e.V.	€ 30.000,00	€ 15.882,36
8	Innovation Training Program "Digital Tourism Experts"	FFG	€ 72.767,00	€ 10.106,53
9	InVID	EU H2020	€ 340.000,00	€ 113.333,33

10	Report about the Austrian Tourism Industry 2016	Federal Ministry of Science, Research and Economy (BMWFW)	€ 10.000,00	€ 3.333,33
11	Report about the Austrian Tourism Industry 2017	Federal Ministry of Science, Research and Economy (BMWFW)	€ 10.000,00	€ 6.666,66
12	ReTV	EU H2020	€ 458.000,00	€ 75.555,55
13	SCITHOS Smart City Hospitality	FFG / EU	€ 190.290,00	€ 87.826,15
14	Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations	Award of the Vienna Economic Chamber (Wirtschaftskammerpreis 2017)	€ 7.500,00	€ 6.875,00
15	Statistical Report on Tourism Accommodation Establishments – Forecasting of Arrivals and Guest-Nights in European Countries (EU 27)	European Commission (DG Enterprise)	€ 15.000,00	€ 2.500,00
16	Taste the Culture, Turkey	ÖGER Tours, Germany	€ 5.000,00	€ 454,54
17	TourMIS	Austrian National Tourism Organization; BMBWF; WKO	€ 9.500,00	€ 9.500,00
18	TRIANGLE – Setup of a Knowledge Network and Knowledge Database for Sustainable Tourism Development in Europe and Transfer to the Economy	ERASMUS+ Program	€ 106.810,00	€ 37.697,65
19	Well-Known Public Places and 'Hidden Gems' in Vienna – Estimating and Forecasting Visitor Numbers with Geotagged Photos	Hochschuljubiläumsstiftung der Stadt Wien	€ 10.000,00	€ 7.500,00
<b>Total</b>			<b>€ 444.366,1</b>	

<sup>1</sup> MODUL University Vienna, MODUL Technology, and MODUL Research share only.

<sup>2</sup> The annual funding in 2017/2018 is an estimation, calculated as the total funding received for the project by MODUL University Vienna, MODUL Technology, and MODUL Research divided by the duration of months of the project, multiplied by the number of months in 2017/2018 during which the project took place.

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.



#### 4.6. Other Services to Academia

This section gives a brief overview of the many ways, in which members of the Faculty, both in Vienna and Nanjing, supported the academic world in 2017/2018. It is a list of all the tasks that enable the academia to exist and to develop, ranging from being member of an editorial board or a reviewer of a journal, to activities that aim at presenting research outcomes to a broader public.

Function	Service provided to
<b>MODUL University Vienna Campus</b>	
<b>Event, Conference or Workshop Organizer</b>	JITT Workshop on eTourism
	Program committee member of Workshop on Linked Enterprise Data Services, Provenance, Linking and Quality (LEDSPLaY), co-located with the INFORMATIK 2017, Chemnitz, Germany, September 2017
	Program committee member of Semantics 2017, Amsterdam, Netherlands
	Program committee member of ISWC 2017 Doctoral Consortium, Vienna, Austria
	Program committee member of ISWC 2017 Research track, Vienna, Austria
	Program committee member of SEMAPRO 2017, Barcelona, Spain
	Program committee member of ENTER 2018 PhD Workshop, Lönköping, Sweden
	Program committee member of Cognitive Computing (CoCo) track at the ACM SAC 2018 Conference, Pau (France), April , 9 - 13, 2018
	Program committee member of ACM SAC 2018, Pau, France, April 9 - 13, 2018
	Program committee member of LDOW 2018 Workshop at The Web Conference 2018, Lyon (France), April 2018
	Program committee member of ESWC 2018 PhD Symposium, Heraklion, Greece
	Summer School Committee ISCONTOUR
	TourMIS Workshop 2018
	Tourism Naturally Conference
	Trilaterale Tagung "Tourismus als Partner für lebenswerte Regionen"
Workshop on Analytics in Tourism Design	
<b>Speaker</b>	Invited talk at IIASA Laxenburg
	Keynote speaker at IIASA Laxenburg
<b>Editorial Board Member or Journal Peer Reviewer</b>	European Planning Studies
	Event Management
	International Journal of Contemporary Hospitality Management
	International Journal of Sustainable Development
	International Journal of Sustainability in Higher Education
	International Journal of Tourism Cities Mathematical Problems in Engineering
	Journal of Information Technology and Tourism
	Journal of Integrative Environmental Studies
	Journal of Modelling in Management
	Journal of Travel & Tourism Marketing
	Journal of Travel Research

Function	Service provided to
	Tourism Economics
<b>Leadership Roles (Chair, Co-Chair)</b>	1st Multimedia Verification workshop at ACM Multimedia 2017, Mountain View CA, USA, October 2017
	Austrian Private University Conference (ÖPUK)
	International Academy for the Study of Tourism (May 2018-April 2024)
	International Expert Committee of the World Cities Tourism Forum
	TourCert Annual Certification Board Meeting
	Tourist Research Center Secretary General
<b>Memberships</b>	Advisory Board of Hong Kong Polytechnic University Tourism School (June 2018- )
	Austrian Bologna Follow Up Group
	Austrian Higher Education Conference
	Austrian Student Social Survey Advisory Group 2019
	Board of Trustees at the Agency for Quality Assurance and Accreditation Austria
	Executive Board of the European Union of Higher Education (EUPHE)
	Expert Committee for the revision of the Austrian Ecolabe - Verein für Konsumenteninformation (VKI)
	External Evaluation Committee of The Cyprus Agency of Quality Assurance and Accreditation in Higher Education
	General Assembly at the Agency for Quality Assurance and Accreditation Austria
	IFITT Board
	Middle East Travel and Tourism Development Network Center
	Statistical-Methodological Expert Group for the BIFIE
	Strategy Advisory Board of the Vienna Tourism Organization
	Technical Advisors of the European Travel Commission (ETC)
	Technical Advisors of the European Cities Marketing (ECM)
<b>MODUL University Nanjing Campus</b>	
<b>Editorial Board Member or Journal Peer Reviewer</b>	Annals Tourism Research
	International Journal of Culture, Tourism and Hospitality Research
	International Journal of Tourism and Hospitality Research
	Journal of Tourism and Hospitality Management
	Journal of Tourism Science
	Journal of Tourism Science (English division)
	Korean Journal of Hospitality and Tourism

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

#### 4.6. Publications

In the academic year 2017/2018, in total 112 times faculty members of MODUL University at the Vienna Campus and 5 times at the Nanjing Campus have contributed to publications, either in the form of chapters of books, published presentations, journal articles or other.

Department	Journal Article	Books/ Reports	Bookchapter	Conference Paper	Other	Total
<b>MODUL University Vienna Campus</b>						
IM	6	0	2	10	4	22
NMT	2	0	0	7	4	13
SGM	6	1	1	2	7	17
TSM	25	7	14	4	17	67
<b>Total</b>	<b>39</b>	<b>8</b>	<b>17</b>	<b>23</b>	<b>32</b>	<b>119</b>
<b>% p.y.</b>	<b>-44%</b>	<b>-53%</b>	<b>-29%</b>	<b>-49%</b>	<b>+800%</b>	<b>-20%</b>
<b>MODUL University Nanjing Campus</b>						
MSN	0	0	0	5	0	5
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>5</b>

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

## 4.7. Library

### 4.7.1. Library on the Vienna Campus

2017/18 has been a year of growth in several ways for MODUL University Vienna's Library (MU Library). The library is open to students and faculty 44 hours per week with librarians present throughout. It provides an ever-growing number of print resources (books), as well as three big electronic databases, including thousands of e-resources (journals, articles, reports, e-books...). The figures indicating the progress of the library's development in this respect can be seen below.

During the reporting period, the library continued to perform its part within the "Academic Writing" course. These library classes, taught to several groups near the beginning of each semester, are designed to familiarize the students with the library and its contents and to help them use the tools of database search. The goal is to impart to MU's students the basic knowledge they will need for various research processes during the course of their programs, for the writing of papers as well as for their final theses.

Aside from the management and extension of the collection and the work with the students, MU's reporting software PURE has increasingly moved to the center of the librarians' activities during the reporting period. As a research management system, PURE helps MU to keep track of its faculty's academic activities. In 2017/18, the library has intensified MODUL University Vienna's research documentation effort in PURE.

<b>Data on the library in Vienna</b>	
Inventory print media	3.323
Change in relation to last year	+10,4 %
Newly catalogued media	313
Electronic journals	2.832

#### 4.7.2. Library on the Nanjing Campus

The Library runs an own English literature section for the MODUL School Nanjing study program. The acquisition of about 500 book titles has been approved in Fall 2017. However, acquisition and cataloging are paved with obstacles and still very slow.

The digital resources via EBSCO Business Premier subscription grant access to about 1.100 journals covering Business, Management and Economics. The campus wide access via the campus network could still not be implemented. Nevertheless, one PC was finally setup for queries and document download.

Data on the library in Nanjing	
Inventory print media	0
Newly catalogued media	166
Electronic journals	1.111

#### 4.7.3. Library on the Dubai Campus

For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

## 5. Academic Co-operations with Universities

MODUL University Vienna co-operated with the following universities in 2017/2018:

<b>ERASMUS Partner - bilateral agreements</b>	<b>Location</b>	<b>Duration until</b>
<i>Boğaziçi Üniversitesi</i>	Istanbul, Turkey	2021
<i>CBS Cologne</i>	Cologne, Germany	2021
<i>Dublin Institute of Technology</i>	Dublin, Ireland	2021
<i>ISAG Porto</i>	Porto, Portugal	2021
<i>IULM Milan</i>	Milan, Italy	2021
<i>La Rochelle Business School</i>	La Rochelle, France	2021
<i>NHTV Breda</i>	Breda, Netherlands	2021
<i>TSI Ramon Llull</i>	Barcelona, Spain	2021
<i>University of Barcelona</i>	Barcelona, Spain	2021
<i>University of Southern Denmark</i>	Odense, Denmark	2021
<i>University of Surrey</i>	Surrey, UK	2021
<i>University of West London</i>	London, UK	2020
<b>Other Partners</b>	<b>Location</b>	<b>Duration until</b>
<i>San Francisco State University</i>	San Francisco, California, USA	2023
<i>School of Hotel and Tourism Management, Hong Kong Polytechnic University</i>	Hong Kong	2022
<i>School of Tourism and Hospitality Management, Temple University</i>	Philadelphia, Pennsylvania, USA	-
<i>Taylor's University</i>	Selangor, Malaysia	-
<i>Universidad Internacional del Ecuador</i>	Quito, Ecuador	2023
<i>Universidad Anahuac Mayab</i>	Mexico	-
<i>Universidade Europeia</i>	Lisbon, Portugal	2021
<i>University of Central Florida</i>	Orlando, Florida, USA	2021
<i>University of Florida</i>	Gainesville, Florida, USA	-
<i>University of Macau</i>	Macau, People's Republic of China	-
<i>Virginia Tech</i>	Virginia, USA	2023

**Notes:** No partnerships have been reported for the campus in Nanjing. For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

### 5.1. Co-operations with Networks and Associations

MODUL University is cooperating with the following non-industry networks and associations, either as a university or via one of its faculty members:

<b>Institution/Network</b>
<b>MODUL University Vienna Campus</b>
ACM - Association of Computing Machinery
AIEST – International Association of Scientific Experts in Tourism

<b>Institution/Network</b>
BEST EN – Building Excellence for Sustainable Tourism Education Network
Big Data Value Association (BDVA)
CHRIE – The International Council on Hotel, Restaurant and Institutional Education
Deutsche Gesellschaft für Psychologie
IFITT – International Federation for IT and Travel & Tourism
International Institute of Forecasters
International Society for Quality of Life Studies
NEM - New European Media Initiative
OCG – Österreichische Computer Gesellschaft
ÖGAF – Österreichische Gesellschaft für Angewandte Fremdenverkehrsforschung
Österreichische Gesellschaft für Psychologie
ÖPUK – Österreichische Privatuniversitätenkonferenz
Österreichische Statistische Gesellschaft
STI International
TEFI Tourism Education Futures Initiative
UNWTO – United Nations World Tourism Organization
<b>MODUL University Nanjing Campus</b>
China Tourism Education Association

Note: For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

## 5.2. Collaboration with Professional Environment and Relevant Social Players

MODUL University Vienna highly values its collaboration with the professional environment and the relevant social players. Hence, an internship is a compulsory part of the BBA programs. This helps students obtaining valuable practical training and knowledge, and this also tightens the bonds between MODUL University and the industry. Up to now, MODUL University has maintained partnerships with more than 500 institutions and firms via MODUL Career, which supports BBA and BSc students in the search for their internship. Among these national and international partners are the Österreich Werbung (Austria's national tourism agency), the United Nations World Tourism Organization (UNWTO) and hotels and resorts from all over the world. MODUL Career also helps students in finding part-time jobs in their field of studies and maintains contacts with the alumni of MODUL University. Of course, the departments' Industry Advisory Boards also form part of the university's strategy of collaboration.

Furthermore, close ties connect the University's Department of Tourism and Hospitality Management with European Cities Marketing (ECM) and the European Travel Commission (ETC). Since fall 2013, MODUL University Vienna is also chairing the Austria's Conference of Private Universities (ÖPUK), which represents all Austrian private universities.

Finally, the MU Startup Hub, conceptualized in 2016/2017, started operating in the reporting period 2017/2018. Its acts as a bridge between academia and professional and corporate players, providing an institutional and infrastructural platform for new and existing start-ups. Further information can be found at <https://www.mustartuphub.com/>.



## **6. Quality Management**

### **6.1. Organization and Instruments of Quality Management**

During the reporting period, the position of a Quality Support Manager was created at the Vienna campus, which is responsible for monitoring, reporting, and further developing the university's quality management processes. Additionally, Prof. Horst Treiblmaier was appointed as data privacy coordinator (*Datenschutzbeauftragter*) of MODUL University Vienna.

Apart from the evaluations of the courses by the students, MODUL University asks its students after the first year and again before graduation to evaluate the university's services. The results are discussed with the respective departments and offices.

Moreover, MODUL Vienna ranked 68 out of 619, and second in Austria, in the 2017 UI GreenMetric Ranking of World Universities. In 2018, MODUL University was ranked among the top 25 performing universities in the category top-cited publications in another U-Multirank survey.

### **6.2. Evaluations**

#### **6.2.1. Course Evaluations at the Vienna Campus**

The results of the individual courses were made accessible to the lecturers; the respective deans received an overview of the results as well, enabling them to discuss salient outcomes with the lecturers. In order to provide an overview, the overall results of 2017/2018 are included in Annex I.

#### **6.2.2. Course Evaluations at the Nanjing Campus**

Students complete course evaluation forms for their registered courses at the end of each semester. The purpose of the student course evaluation survey is to assess the course delivery, as well as the overall quality of the students' learning experience.

The results of the course evaluation survey are communicated to the Program Director and to the concerned faculty members. All faculty members teaching during the respective semester meet the Program Director to further discuss/deliberate on teaching challenges and consider opportunities for course delivery improvement.

Annex I includes summary tables that show student course evaluation results for courses offered in the Academic Year 2017 – 2018 (scale ranges from 1 "highest positive score" to 5 "highest negative score").

#### **6.2.3. Course Evaluations at the Dubai Campus**

For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

### **6.3. Collaboration of Student Representatives in Committees**

According to the HSG, the Austrian law on student representation, the new student representatives were elected in Spring 2017. The elected representatives nominated their peers for the University Senate

and the other relevant bodies, as stipulated by the University Constitution. Thus, they are involved in almost all decision-making processes and help in ensuring the participation of students in all study relevant bodies of the university. The next student representatives' elections will be held in May 2019.

At the Nanjing Campus, the elections of student representatives take place during the first two months of the fall semester every year. Representatives are elected for a 1-year period of service and are recognized by the Austrian student union representatives of MODUL University Vienna.

For the campus in Dubai, the University Board did not receive any reliable data for 2017/2018.

# ANNEX I – Course Evaluation Tables

## Course Evaluation

UG Fall Semester 2017

Overall, I am satisfied with the course.

Average: 1.9



# Course Evaluation

UG Fall Semester 2017

Overall, I am satisfied with the course.

Average: 1.9

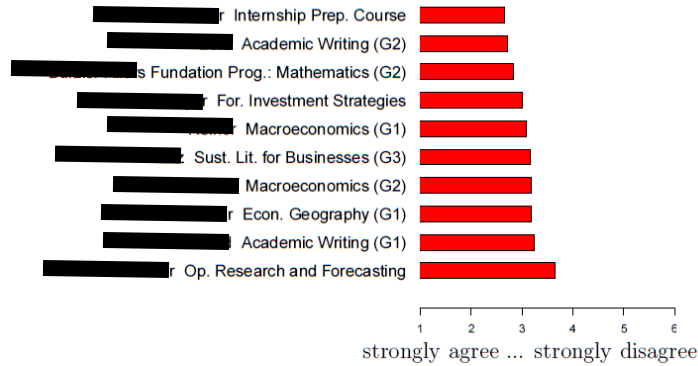


# Course Evaluation

UG Fall Semester 2017

Overall, I am satisfied with the course.

Average: 1.9



# Course Evaluation

MSc Fall Semester 2017

Overall, I am satisfied with the course.

Average: 1.97



# Course Evaluation

PhD Programs

PhD Fall Semester 2017

Question: Overall, I am satisfied with the course.



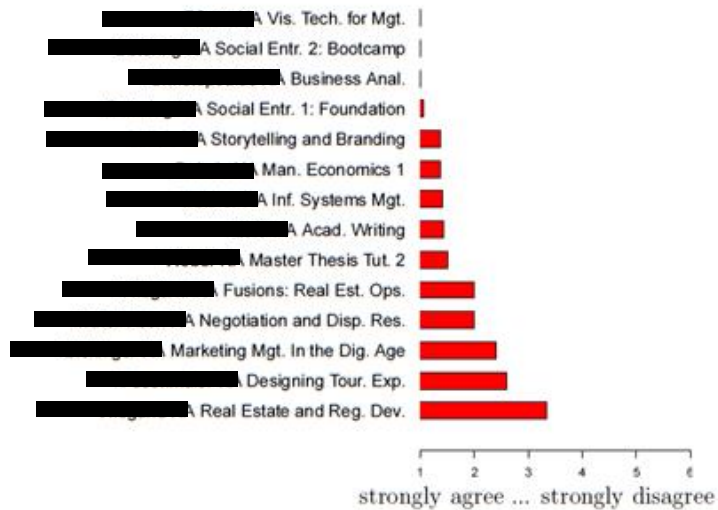


# Course Evaluation

MBA Fall Term 2017

Overall, I am satisfied with the course.

Average: 1.57



# Course Evaluation

UG Spring Semester 2018

Overall, I am satisfied with the course.

Average: 2.06



# Course Evaluation

UG Spring Semester 2018

Overall, I am satisfied with the course.

Average: 2.06

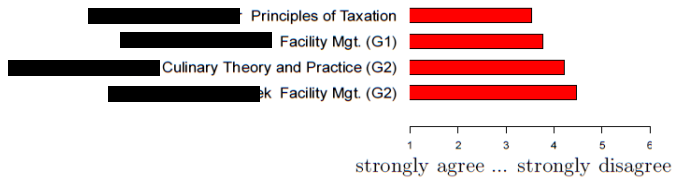


# Course Evaluation

UG Spring Semester 2018

Overall, I am satisfied with the course.

Average: 2.06



# Course Evaluation

MSc Spring Semester 2018

Overall, I am satisfied with the course.

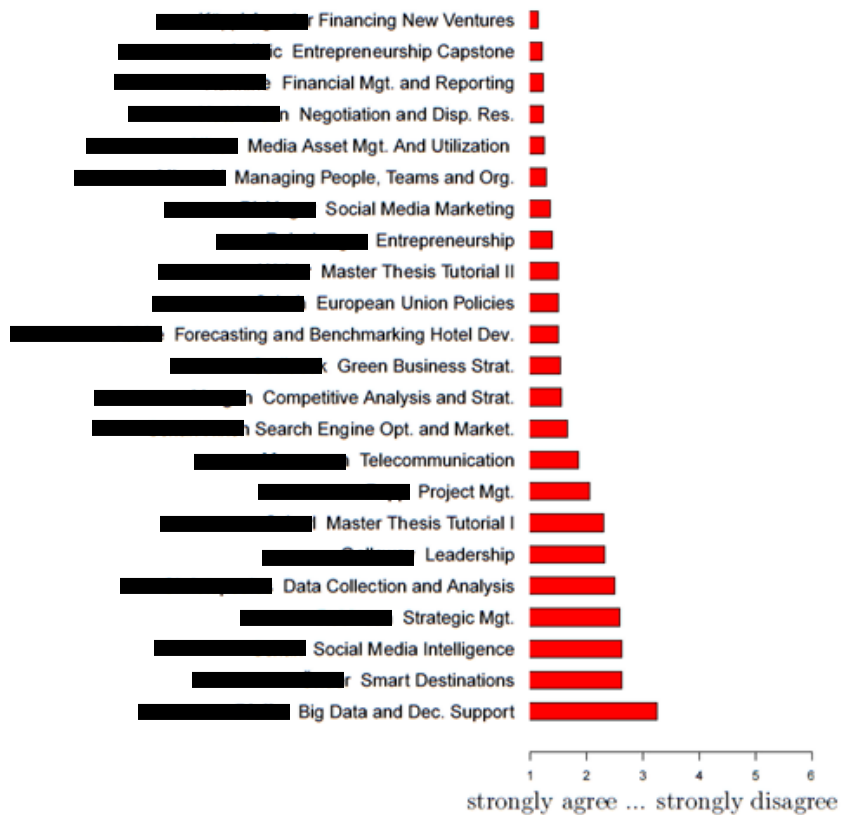
Average: 1.8



# Course Evaluation

MBA Spring and Summer Term 2018  
Overall, I am satisfied with the course.

Average: 1.81



Bachelor of BA in Tourism and Hospitality Management											
Results of Students' Course Evaluation Survey											
Fall 2017/18											
Course title	Lecturer	Students	Responses	Reponse Rate	Course Organization	Course Content	Didactics	Instructor	Overall	Average	
Sustainability Literacy for Business		32	31	97%	1.6	1.7	1.8	1.5	1.6	1.6	
Organizational Behavior		32	31	97%	1.6	1.7	1.9	1.5	1.6	1.7	
Accounting & Management Control I		45	44	98%	1.7	1.7	1.7	1.8	1.7	1.7	
Mathematics & Statistics I		45	44	98%	1.6	1.7	1.6	1.6	1.8	1.7	
Mathematics & Statistics II		8	8	100%	1.8	1.8	1.8	1.7	1.7	1.8	
Advanced Business Communication		45	31	69%	1.6	1.7	1.7	1.5	1.6	1.6	
Critical Thinking and Problem Solving		32	13	41%	1.5	1.6	1.8	1.5	1.3	1.5	
Average				86%	1.6	1.7	1.8	1.6	1.6	1.6	

Bachelor of BA in Tourism and Hospitality Management											
Results of Students' Course Evaluation Survey											
Spring 2018											
Course title	Lecturer	Students	Responses	Reponse Rate	Course Organization	Course Content	Didactics	Instructor	Overall	Average	
Microeconomics		34	34	100%	1.4	1.5	1.5	1.7	1.5	1.5	
Principles of Business Law		50	50	100%	1.4	1.5	1.5	1.5	1.6	1.5	
Marketing & Consumer Behavior		34	34	100%	1.4	1.7	1.7	1.5	1.6	1.6	
Accounting & Management Control I		15	11	73%	1.5	1.7	1.9	1.5	1.6	1.6	
Accounting & Management Control II		49	48	98%	1.3	1.4	1.4	1.5	1.5	1.4	
Academic Writing		44	40	91%	1.6	1.7	1.9	1.6	1.6	1.7	
Mathematics & Statistics I		16	15	94%	2.1	2.7	1.8	2.1	2.5	2.2	
Mathematics & Statistics II		38	38	100%	1.8	1.9	2.1	2.1	2.1	2.0	
Average				94%	1.6	1.8	1.7	1.7	1.8	1.7	



## ANNEX II – Changes of Study and Exam Regulations

Changes are marked in red.

### Examination Regulations and Student Code of Conduct

Revision decided by the University Senate on July 2, 2018

#### §1 Ambit

These regulations are valid for all study programs offered at MODUL University (MU). For MODUL University students enrolled at a **Global Campus**, the Dean is substituted by the respective Academic Director. Academic Office in this document refers to the administration unit of the Dean or the respective Academic Director. References to the Studies and Examination Committee, the Semester Conference, and Admissions Committee in this document refer to the respective committees on the campus where a student is enrolled.

#### §2 Transfer of Credits

(1) External Credit Transfer: Course and examination credits obtained at an external institution (including, a vocational high school with a business focus, a university, a college, or any other post-secondary educational institution, or at a partner university within MU's exchange programs) are eligible for transfer according to an equivalency evaluation that is based on a review of course contents, outline, methods, and final grade. Practical experience acquired by the student prior to enrollment can be credited towards an internship when in accordance with the respective study regulations.

- (a) Course credits earned at an external institution will be transferred without the inclusion of a grade on the official MU student transcript.
- (b) All courses credited toward the study program will be labeled with the abbreviation "CT\*" on the academic transcript of records and counted toward the total ECTS of the study program.
- (c) Requests for the transfer of external credits or practical experience acquired prior to commencement of studies at MU must be submitted prior to the beginning of the first semester at MU. In the case of credits received during an approved semester abroad, or during the course of studies at MU, an application for credit transfer must be submitted at the earliest opportunity prior to the commencement of the subsequent semester.
- (d) All requests for credit transfer are subject to approval by the Dean of the study program or an authorized liaison officer nominated by the Dean.
- (e) Approved credit transfers from an external institution may result in a reduction of tuition fees. This is only applicable to credit transfer requests submitted prior to the commencement of studies at MU.
- (f) A minimum number of ECTS credits may need to be completed at MU as outlined in the respective Study Regulations.

(2) Courses, examinations and internship credits obtained at a Global Campus of MU, are automatically eligible for credit transfer upon admission at the other branch campus, and when in accordance with § 14 of the Examination Regulations and Student Code of Conduct.

- (a) The cap of a maximum number of transferable ECTS credits (§ 2 (1) lit. f) does not apply.
- (b) All courses credited towards the study program will be transferred in accordance with MU's grading scale and counted toward the total weighted average grade and ECTS of the study program.
- (c) All courses credited toward the study program will be labeled with the abbreviation "GCT\*" on the academic transcript of records.
- (d) Requests for credit transfers of courses not offered at the home campus are subject to approval by the Dean of the study program.
- (e) Credit transfers from a Global Campus may result in a reduction of tuition fees as defined by the respective branch campus.

(3) Internal Credit Transfer: Course credits obtained in a study program at MU may be eligible for internal credit transfer when changing study programs in accordance with MU's Regulations on Changing Study Programs, or in the event of readmission at the discretion of the Admissions Committee.

- (a) All courses credited toward the study program will be transferred in accordance with MU's grading scale and counted toward the total weighted average grade and ECTS.
- (b) All courses credited toward the study program will be labeled with the abbreviation "ICT\*" on the academic transcript of records.
- (c) Requests to change study programs and applications for readmission must be submitted prior to the beginning of the semester to which the change of study programs or readmission becomes effective. Where necessary students will be provided with a new study contract and contract supplement outlining the student's financial obligations. MU's [Guidelines on Fees](#) may apply.
- (d) Requests to change study programs or applications for readmission are subject to approval by the Dean of the respective study program.

### §3 Course Formats

(1) Interactive Lecture, referred to with the abbreviation IL, is a course format based on an instructor-led teaching approach while including techniques that foster active engagement of students in class. Attendance is not mandatory. A minimum of two different, independent forms of assessment is required.

(2) Interactive Lecture and Exercise, referred to with the abbreviation LX, combines an interactive lecture with a practically-orientated exercise course. The interactive lecture is intended to provide the theoretical background of a subject, whereas the exercise focuses on the application of theoretical knowledge. The ratio between the interactive lecture and exercise component is indicated by the two digits following the abbreviation LX (e.g. 21=2:1, 12=1:2, and 11=1:1) which is laid out in the study regulations of a respective program. Attendance is mandatory in the exercise part of the course. LX courses receive a combined grade which is based on the assessment of both the interactive lecture and the exercise. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(3) Interactive Lecture and Seminar, referred to with the abbreviation LS, combines an interactive lecture with a project-orientated seminar course. The interactive lecture is intended to provide the theoretical background of a subject, whereas the seminar shall engage students in projects where theoretical knowledge is applied or in in-depth investigations and discussions about certain parts of the lecture. The ratio between the interactive lecture and seminar component is indicated by the two digits following the abbreviation LS (e.g. 21=2:1, 12=1:2, and 11=1:1) which is laid out in the study regulations of a respective program. Attendance is mandatory in the seminar part of the course. LS courses receive a combined grade which is based on the assessment of both the interactive lecture and the seminar. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(4) Seminar, referred to with the abbreviation SE, is a course where students engage in advanced study of a subject while participating in regular discussion to exchange information. Attendance is mandatory. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(5) Practical Training, referred to with the abbreviation PT, is a course that aims at giving students the opportunity to gain insight into practical activities of the industry through classroom teaching and excursions. Attendance is mandatory. A minimum of three different, independent forms of assessment is required all of which will determine the final grade.

(6) Examinations, referred to with the abbreviation ES, are used in undergraduate, graduate and postgraduate programs to represent curriculum requirements including placement tests, preliminary examinations, research proposal defenses, and thesis/dissertation defenses.

#### **§4 Academic Assessment and Grading of Courses**

(1) The criterion for successfully completing a course is based on the lecturer's final assessment.

(2) Final grades are determined by the points earned in all cumulative graded assessment components.

(3) Final grades must be based on various different, independent forms of assessments. Examples for different forms of assessment are written assignments, oral or written examinations, presentations, active course participation, group work and presentation, home work, or other forms of assessment as specified by the course lecturer.

(4) All assessments must be held within the announced semester / term dates of the academic year and may not be held during vacation time.

(5) Forms of assessment and their weight for the final grade must be outlined in the course syllabus.

Lecturers must report final grades as a percentage to the Academic Office by a deadline as announced in the beginning of the academic year. Assessments with a decimal value greater than 0.5 are rounded up; otherwise, the value is rounded down.

(6) Lecturers are obliged to announce results of an examination and partial grades to students as quickly as possible and no later than two weeks following the date of the examination or assignment submission.

(7) Lecturers must report final grades as a percentage to the Academic Office by a deadline as announced in the beginning of the academic year. Assessments with a decimal value greater than 0.5 are rounded up; otherwise, the value is rounded down.

(8) For students enrolled in study programs commencing after 2013, the following grading scale is used in the assessment of examinations:

%	Austrian	
<b>90 - 100</b>	1	Excellent
<b>80 - 89</b>	2	Good
<b>70 - 79</b>	3	Average
<b>60 - 69</b>	4	Sufficient
<b>&lt; 60</b>	5	Fail

**Remarks:**

- <sup>1</sup> Excellent - Outstanding performance with only minor errors
- <sup>2</sup> Good - Generally sound work with a number of notable errors
- <sup>3</sup> Average: Fair but with significant shortcomings
- <sup>4</sup> Sufficient: Performance meets the minimum criteria
- <sup>5</sup> Fail: Some more work required before the credit can be awarded

(9) For students enrolled in study programs before 2013, the following grading scale is used in the assessment of examinations:

%	Austrian	
<b>80 - 100</b>	1	Excellent
<b>70 - 79</b>	2	Good
<b>60 - 69</b>	3	Average
<b>55 - 59</b>	4	Sufficient
<b>51 - 54</b>		
<b>&lt; 51</b>	5	Fail

**Remarks:**

- <sup>1</sup> Excellent - Outstanding performance with only minor errors
- <sup>2</sup> Good - Generally sound work with a number of notable errors
- <sup>3</sup> Average: Fair but with significant shortcomings
- <sup>4</sup> Sufficient: Performance meets the minimum criteria
- <sup>5</sup> Fail: Some more work required before the credit can be awarded

(10) For courses with mandatory attendance, an absence of more than 20% of the scheduled course time will result in a final grade of 0%. In the event that more than 20% of a course with mandatory attendance has been missed due to reasons beyond the student’s control, the student has the opportunity to submit an “Application for Special Consideration” to the lecturer, explaining his or her previous and – if already known – future absences. If this should occur, the lecturer may decide, based on the individual case, whether the student is allowed to continue attending the course. The granting of special consideration is at the discretion of the lecturer. Exceeding the 20% limit typically entails some additional work completed by the student to compensate for any parts missed.

(11) An assessment will be graded with 0% if any of the following occur without credible reason:

- (a) A student withdraws from an examination after the proctor commenced administering the examination.
- (b) A student fails to hand in the written examination within the exam's allotted time.
- (c) A student interrupts the written or oral examination without credible reasons.
- (d) A student acts disorderly and is prohibited to continue the examination.

### **§5 Conduct of Examinations**

(1) The maximum duration of all written and oral examinations should not exceed the number of hours that the course lasts each week – as stipulated in the study regulations of the respective program. Preliminary exams in the PhD program or extracurricular exams are exempt from this rule.

(2) The duration of an oral examination outside of the ordinary course setting can be between 15 and 30 minutes for each student and must be witnessed by a second lecturer. Oral examinations can be proctored as either individual examinations or group examinations consisting of a maximum of four candidates per group. In the latter case, the individual performance of each candidate during examination itself must be clearly visible and documented in the examination's assessment record.

(3) Students enrolled in the course, as well as interested parties associated with MU who assert individual justified interests, are permitted to attend the oral examinations as observers (given the availability of adequate spatial conditions). This does not apply, however, to any private consultation between student and proctor, including the announcement of the examination results. Upon a student's request, any observer [with the exception of members of the Studies and Examinations Committee] can be asked to leave the examination site. Observers cannot be excluded from presentations. In the event that a disturbance caused by an observer occurs during an examination, the proctor is entitled to expel the observer from the examination space.

(4) If several examiners participate in an examination, each assessor is called on to assess the overall examination performance together, as long as no other assessment method is subsequently determined. When the examiners' assessments differ, the average of the sum of the individual assessments is calculated.

(5) In the event of a violation against the conduct of examinations (as outlined in this document), a suspected case of a discrimination-based assessment by a lecturer, or a disturbance during the examination procedure, a student has the right to appeal an examination assessment. Students who consider themselves wrongly assessed can apply to countermand the examination assessment using the "Appeal Form." This must be submitted to the Academic Office within 14 days after receiving the grade.

(6) If a student is unable to attend a written or oral examination or if the student fails to submit a required assignment by its announced deadline due to reasons beyond the student's control, the student may submit the "Special Consideration Form" to the lecturer and request an alternative make-up assignment or exam. The application must be submitted to the respective lecturer 14 days prior to the scheduled examination date, if applicable. It is at the lecturer's discretion whether or not to accept the "Application for Special Consideration," and the lecturer must inform the student of his or her decision in writing within

14 days. If the lecturer rejects the application, the student has the possibility to appeal to the respective Dean using the “Appeal Form”, or to the president if the Dean is the lecturer.

(7) Upon request, students are entitled to access all examination documents, protocols, written tests, and result records relevant to the examination. Students can also make copies of these documents at their own expense.

(8) The lecturer is obliged to store and archive all examination records for a minimum of one year. The examination questions, assessment criteria, and results of a written or oral course examination must be recorded in writing by the course lecturer. The lecturer must retain all aforementioned course documents in electronic format. Lecturers are expected to be at the disposal of students to answer all questions associated with course assessment.

## §6 Course Registration

(1) Students are required to register for all courses within the official registration period prior to the start of the subsequent semester/term. If a student registers late or requests changes (drops a course, adds a course, or switches groups) after the closing of the registration period, a fee may apply. Details on whether an extended registration period will be available **will be communicated via the Course Catalog**. The extended registration period for blocked courses in the MSc and MBA programs ends two weeks prior to the course.

(2) Changes to course registration after the registration period are only permitted if an extended course registration period as outlined in (1) has been made available. Additionally, late course cancellations will only be permitted if 1) the student has not yet participated in any course-related assessment and 2) when no disadvantage to other students arises from the student’s withdrawal. Late changes to course registration are processed by the Academic Office. A fee may apply.

(3) Any withdrawal requests made after the extended registration period must be addressed to the Dean. A fee may apply.

## §7 Academic Misconduct and Related Consequences

(1) The **definitions** of commonly used terms below are outlined and explained in the MODUL University's Guide to Understanding Plagiarism formulated by the Studies and Examination Committee. A summarized version of the MODUL University's Guide to Understanding Plagiarism **is available in the Course Catalog**. An affidavit form referring to the content of the MODUL University's Guide to Understanding Plagiarism is made available to students and can be assigned for any written MU assignment at an instructor’s discretion. Even when an instructor does not use the highly recommended affidavit form, students are still required to adhere to university standards regarding academic misconduct and plagiarism. Unless the instructor specifies otherwise, any document submitted by a student at any time may be subject to a plagiarism check.

(2) **Academic misconduct** refers to any action or attempted action intended to give a student an unfair advantage (or a disadvantage to others) regarding academic work. This includes fraud and acts of deception such as cheating, plagiarism, the fabrication of material or data, collusion, and the facilitation of academic dishonesty.

(3) MU defines **cheating** as an individual making any attempt to influence the results of academic work through fraudulent performance or the use of unapproved aids.

(4) The **covert sharing or unauthorized use of another student's materials** is also considered academic misconduct.

(5) **Plagiarism:** MU recognizes four forms of plagiarism: a) failure to cite another source's (or one's own) words or ideas, claiming authorship; b) copying or borrowing another individual's work or structure without proper referencing; c) false paraphrasing (failing to use quotation marks, despite citing a source) or patchwork paraphrasing (splicing together parts of sentences without using quotation marks); d) hiring or asking someone to write or complete a work on your own behalf and claiming it as your own. If the student copies passages out of texts that already have been submitted for other assignments at MU or elsewhere without proper referencing, this is considered self-plagiarism – also a form of academic misconduct.

(6) **Minor or Serious Plagiarism:** The act of plagiarism itself is considered academic misconduct. If the accusation of plagiarism is confirmed through the procedure for investigating academic misconduct [§ 9 (8)], the Studies and Examination Committee will then assess whether the act is minor or serious. The extent of plagiarism, the importance of the plagiarized assignment, and the intent behind the act are factors that can differentiate the case as being either minor or serious. An act of plagiarism committed unintentionally may be considered minor; an act of plagiarism done intentionally is considered a serious case of academic misconduct.

(7) **Informal Handling of Plagiarism:** When a lecturer judges that there has been an insignificant case of plagiarism occurring in his or her course that is seemingly not a disciplinary issue, faculty involved are encouraged to address the issue one on one with the student – taking into consideration grading consequences [§ 9 (14)]. It is entirely at the instructor's discretion to decide upon whether to informally resolve the suspected minor violation of academic misconduct or to instead forward the violation to the Academic Office [§ 9 (8)].

(8) **Procedures for Investigating and Processing Violations of Academic Misconduct:** When an instructor or thesis supervisor detects what he or she suspects as being a case of academic misconduct that constitutes a disciplinary issue, the instructor must notify the student that a formal *notification of academic misconduct* will be filed. Along with the notification, the instructor must submit accompanying material that provides evidence for the accusation to the Academic Office. The Academic Office will create a document naming the involved parties and indicating the misconduct, and the office will inform both the Studies and Examinations Committee and the student of the formal processing of the incident. The student will be notified about the potential consequences of the accusation and informed of possibilities for an appeal. The Academic Office will provide instructions concerning the timeline for and process of appealing an instructor or supervisor's decision by email to the student's MU account.

(9) **Academic Probation:** Academic Probation serves as a warning system to alert students that they are no longer considered in good academic standing, either due to lack of progress towards earning a degree or for reasons of academic misconduct.

(10) A student found guilty of any serious instance of academic misconduct or two reported minor instances of academic misconduct will be placed on Academic Probation. If a student is found guilty of first having committed a minor infraction followed by a serious one, the student will be placed on Academic Probation, and the Studies and Examination Committee can propose additional punitive



measures including the termination of the student's Study Contract to the University Board. This opportunity to assign punitive measures is at the sole discretion of the Studies and Examination Committee and only can be applied once during a student's MU career. Previous academic misconduct at another **Global Campus** counts as if committed at the same campus.

(11) A student who has been placed on Academic Probation [§ 9 (9)] will be notified about the consequences of any repeated case of academic misconduct and pending termination by both postal mail and an e-mail to his or her MU account.

(12) If a student on Academic Probation is accused of academic misconduct, the student may choose to appeal (using the "Appeal Form"), and the Studies and Examination Committee must allow the student to present his or her appeal in person. If a student on Academic Probation is found guilty of another incident of academic misconduct, the Studies and Examination Committee has to recommend the termination of a student's Study Contract and separation from MU to the University **or the respective Campus Board**. Only in situations when a student is being placed on Academic Probation for first a minor and then a serious case of academic misconduct can the Studies and Examination Committee consider alternative punitive measures.

(13) If a student considers himself or herself wrongfully accused by a lecturer, that student can submit an appeal within two weeks after the notification of being accused of academic misconduct to the Studies and Examination Committee (§ 13).

(14) **Grading Consequences:** It is entirely at the instructor's discretion to decide upon the consequences of a suspected minor case of academic misconduct, especially considering any formal appeal that the accused student may have submitted. In all minor cases – both those informally handled and cases submitted to the Studies and Examination Committee for further processing – the student may be given the opportunity to resubmit an assignment (with or without points being deducted from the grade) or accept a zero for the work but continue with the course. The option for allowing a resubmission for minor infractions is entirely at the lecturer's discretion. If a student has been found guilty of serious academic misconduct occurring during a course (deemed serious by the decision of the Studies and Examination Committee), the student will receive a failing grade of zero.

(15) **Formal Investigation:** The Studies and Examination Committee will investigate each notified incident of academic misconduct, especially considering any formal appeal that the accused student may have submitted and taking into account any previous infractions. The Studies and Examination Committee will decide on whether a suspected student has committed an act deemed to be (a) minor; (b) serious; (c) not a case of academic misconduct. The outcome of the Studies and Examination Committee's decision must be entered onto the student's academic record.

(16) Being found guilty of any instance of serious academic misconduct carries the consequence of being placed on Academic Probation, as does being found guilty of having committed two minor infractions of academic misconduct [§9 (10)].

(17) Upon the disclosure of new evidence, the Studies and Examination Committee may agree at a later time to reexamine a closed case. If an incident is later determined not to be a case of academic misconduct, then the disciplinary entry on the student's academic record is deleted, and any Academic Probation or other consequences having resulted from the original decision is revoked. If an incident, that was not found to be a case of academic misconduct, is later found to be a case of academic misconduct, the verdict may be changed to reflect the new evidence.



## §8 Invalidity of Examinations and Final Grades

- (1) If any work produced during an examination has been plagiarized or if the permission to enroll for an examination has been unjustly manipulated, and if these facts are not made known before the grade has been announced, the Studies and Examinations Committee can subsequently declare the course or examination under question as “failed.” Before a change in the grade, the student will be given an opportunity to submit an “Appeal Form” for consideration with the Studies and Examinations Committee.
- (2) Upon notification of an error on the transcript or record, any incorrect grade reported on the transcript is to be declared invalid and replaced by a corrected grade.
- (3) A final transcript and diploma will be declared invalid as a result of a late-discovered assignment of an incorrect grade. If academic misconduct is suspected following the bestowal of an academic degree and causes the degree’s prerequisites to no longer be fulfilled, then the final issued transcript and diploma will be declared invalid and has to be returned. In cases where the degree is still valid, a new transcript and diploma will be issued to the student with the addition of the corrected grades, and the original inaccurate transcript must be returned to the Academic Office.

## §9 Termination of Enrollment and Course Retake

- (1) The decisive body responsible for a student’s termination of enrollment, retake of a course, or examination reattempt is either the Dean or participants of a Semester Conference (as specified in the respective Study Regulations).
- (2) A student’s enrollment is terminated at the end of a semester/term under the following conditions:
  - (a) The student has failed to obtain at least 16 ECTS within the last two semesters (or three terms for MBA students only). In study stages mainly dedicated to thesis writing in the PhD program, the 16 ECTS criterion converts into an equivalent progress of the thesis.
  - (b) The student has failed an Interactive Lecture (IL) or a course with continuous assessment of performance (SE, PT, LX, LS) for the second time.
  - (c) The student has had an internship contract terminated for a third time, regardless of whether or not the contract was terminated by the employer or the student.
  - (d) A graduate, post-graduate, or executive student (MSc, PhD, MBA) who enrolled in 2013 or later has failed more than two courses.
  - (e) A student’s thesis has received a failing grade for the second time.
  - (f) The student has failed a foundation program course for the second time.
- (3) A student’s enrollment can be terminated at any time by the University or respective Campus Board as a result of student misconduct if the student obstructs university activities; shows disorderly conduct by violating the MU House Rules, Fire Safety Regulations, or any other rules published on the respective website by the University or Campus Board; demonstrates other forms of dishonesty; commits acts of forgery or theft; commits acts of physical abuse or violence; engages in sexual, racial, verbal, or other forms of harassment, including stalking; or participates in hazing.

(4) The student will be notified about a pending termination by both postal mail and an e-mail to his or her MU account. The student has the opportunity to submit a letter of justification in order to justify why a recommendation to the University Board for termination of enrollment should be reversed. The letter must be sent to the Academic Office based on the details below.

(a) Programs with a Semester Conference: The letter of justification must be received by the Academic Office no less than one week before the biannual Semester Conference is scheduled to take place.

(b) All Other Programs: The letter of justification must be received by the Academic Office within two weeks of the date of the notification of the student's pending termination.

(5) If the student submits the letter of justification within the allocated time period, then the appeal will be considered.

(6) Retake of a previously failed course(s) is possible in exceptional cases, such as when the student's overall academic performance is deemed excellent or if the student recently has shown significant progress in his or her studies. According to the respective Study Program Regulations, either the Dean or the Semester Conference decides upon:

(a) **Retake of an Interactive Lecture (IL) or a Course with Continuous Assessment of Performance (SE, PT, LX, LS):** The student may be granted one additional, final opportunity to retake the Interactive Lecture (IL) or a course with continuous assessment of performance (SE, PT, LX, LS).

(b) **Thesis Reattempt:** The student may be granted a third attempt to write and submit the final thesis, despite having received negative assessments on the first two attempts of the thesis.

(c) **Waiving Fees:** Retake fees may be waived for courses to which a student is readmitted as a result of failing the course during a previous attempt.

(d) **Exceptional Situations:** Events that would prevent a student from reaching the required 16 ECTS per academic year (e.g. severe medical reasons, a student is in the final phase of their studies and only need to complete a thesis, etc.) may be considered as grounds on which not to terminate a Study Contract.

(7) The Academic Office will inform a student regarding the decisions made in the Semester Conference or by the Dean. The students can appeal decisions made by the Dean or Semester Conference to the Studies and Examination Committee by submitting an "Appeal Form" to the Academic Office [§ 12 (4)]. Decisions can only be appealed on formal grounds (i.e. violations of university regulations).

## § 10 Appeals to the Studies and Examination Committee

(1) The Studies and Examination Committee makes decisions regarding a student's appeal in instances stated in these Examination Regulations or the Study Regulations of the respective study program.

(2) **Appeal:** A student must be given the opportunity to submit a formal statement to the Studies and Examination Committee by means of a completed "Appeal Form." As stated in the "Appeal Form", the appeal itself must be submitted to the Academic Office within 14 days following the notification of the pending issue. The "Appeal Form" requires students to submit details including: (a) the full name of the individual appealing; (b) the subject matter of the appeal (date and description of the decision a university authority has made); (c) the reason why the student considers the accusation of academic misconduct false. Students who make a formal appeal using other forms of written communication (without use of

the form) must include the word “Appeal” either in the heading or subject line of the document and include all of the same information required by the “Appeal Form.”

(3) The Dean, the lecturer, the student, and - in case of recommended termination - the University **or the respective Campus Board**, have to be notified in written form about a decision by the Studies and Examination Committee. Decisions by the Studies and Examination Committee are final and cannot be appealed.

(4) The Studies and Examination Committee has a two-month window from the date an appeal has been submitted in which to confer and come to a decision on the appeal’s outcome.

(5) The committee can countermand a previously made decision, but it cannot replace any negative assigned grade with a positive one.

(6) In cases when the Dean is called on to make a decision but when there is a conflict of interest for the Dean, the Studies and Examination Committee will be called upon for a resolution.

## **§11 Readmission**

(1) A student is eligible to apply for readmission in:

(a) the original study program and the original curriculum (if courses are still offered) at the same branch campus;

(b) the original study program with an updated curriculum at the same branch campus;

(c) another study program at the same or at a different branch campus;

(2) MU recognizes the following types of readmission:

(a) **Readmission Following Termination of Study Contract on Academic Grounds (§ 12 (2)):** When a Study Contract has been terminated on academic grounds, a waiting period of at least one semester/ two terms, following the date of termination, applies before the student may be readmitted. In addition to the application documents required for admission, as outlined in the study regulations of the respective study program, the student is required to present both evidence and documentation that the reasons for prior poor academic performance have been ameliorated. Upon readmission, as a condition of Conditional Admission (§ 15), the student must first pass failed course(s) in question at the earliest possible time before being allowed to continue with the study program.

(b) **Readmission Following Termination of Study Contract for Reasons of Academic Misconduct (§ 9):** When a Study Contract has been terminated due to academic misconduct (e.g. violation of the University’s Rules and Regulations regarding plagiarism), a waiting period of at least four semesters/six terms, following the date of termination, applies before the student may be readmitted.

(c) **Readmission Following Termination of Study Contract Due To Non-Compliance :** When a Study Contract has been terminated because of failure to comply with the Study Contract and / or the rules and regulations of MODUL University (i.e. failure to submit original documents for admission, failure to comply with the financial obligations, failure to comply with the House Rules), a waiting period of at least one semester/two terms, following the date of termination, applies before the student may be readmitted.

(d) **Readmission Following Voluntary Termination of Study Contract:** When a Study Contract has been terminated by an individual student due to personal reasons no waiting period applies for readmission.

(e) **Readmission Following Planned Termination of Study Contract:** In the event that a current student applies for readmission to another branch campus in order to permanently transfer, the student must terminate current study contract before enrolling in said branch campus.

(3) Guidelines on Readmission:

(a) Applications for readmission must be submitted to the Admissions Office and are subject to assessment of the Admissions Committee.

(b) The official waiting period, where applicable, commences after the semester following which the student's Study Contract was terminated. Applications for readmission may be submitted up until two months prior to the end of the waiting period or, if the waiting period has already ended, two months prior to the start date of the semester.

(c) Students will be provided with a new study contract and contract supplement outlining the student's financial obligations **as outlined by the respective Global Campus.**

(d) **Former or current students applying for readmission to another branch campus of MU must agree to transfer their entire Academic Record to the administration of the new campus. The Academic Record must contain the following documents:**

- **An Academic Transcript of Record;**
- **A Grade History including all positive and negative grades;**
- **A Record of Academic or any other form of Misconduct or Misbehavior.**

## **§12 Conditional Admission**

(1) The MU Admissions Committee may decide on conditionally admitting students to a study program. Each conditional admission decision must include a predetermined limited timeframe indicating how long the student has before he or she must fulfill the missing criteria for full admission.

(2) A student who has been conditionally admitted (or readmitted) to a study program has to demonstrate every effort to overcome the missing requirements for not being granted full admission.

(3) If a student fails to fulfill the predetermined criteria accompanying conditional admission within the Admission Committee's allocated time limit, the student will not be allowed to continue with other courses, exams, or any other academic activities (e.g. internship, graduation) until he or she has completed the missing prerequisite criteria.

(4) With the exception of the aforementioned criteria, a student's record of failed courses or examinations will no longer be considered valid.

(5) The Study Contract of a conditionally admitted student who has exceeded the predetermined time limit for fulfilling the missing criteria by more than one academic year will automatically become void, resulting in termination of the Study Contract.

(6) The Academic Office will inform students when the criteria for a student's conditional admission have been fulfilled or when a student's Study Contract becomes void.

### **§13 Public Announcement Taking Into Effect**

The University Board of MODUL University Vienna publicly announces these Examination Regulations which take effect **on 1 August 2018**.

## **Study Regulations for the Master of Science Programs at MODUL University Vienna (ITM 123, SDMP 224, MGMT 323)**

**Revision decided by the University Senate on July 2, 2018**

### **§ 1 Ambit**

These study regulations define admission criteria, the structure of the study program, and the examination requirements for the Master of Science (MSc) programs at MODUL University Vienna. The clauses valid for all Master of Science programs are in the proceeding text. The special clauses pertaining to each individual Master of Science program are available in the appendices.

### **§ 2 Goal of the Master Degree**

The master degree is awarded at the completion of academic studies for the respective subject and signifies career qualifications. Examinations taken throughout the program, as well as 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 gain proper leadership skills, including personal and social competences. They have the ability to independently apply scientific methods and tools and to contribute to the development of the subject. The Master of Science programs at MODUL University Vienna provide the foundation and qualification for graduates to continue their studies in a PhD program.

### **§ 3 Degree of completion**

After the successful completion of the master program, the following respective academic degrees will be conferred:

**Master of Science  
in International Tourism Management**

**Master of Science  
in Sustainable Development, Management and Policy**

**Master of Science  
in Management**

The short forms of these degrees are respectively:

**MSc in International Tourism Management (abbreviation: MSc ITM)**

## **MSc in Sustainable Development, Management, and Policy (abbreviation: MSc SDMP)**

### **MSc in Management (abbreviation: MSc MGMT)**

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

(1) Admission to the master in Sustainable Development, Management and Policy and the Master in International Tourism Management program is granted to those individuals who have completed at least the equivalent of a bachelor's or diploma degree with a minimum duration of three years and who can demonstrate aptitude for research and basic knowledge in one or more of the natural or social sciences. Selection will be based upon transcripts of courses taken and grades received at previous universities and other educational organizations.

a) Suitable preparation for the MSc in International Tourism Management includes courses from among tourism or hospitality management, marketing, management science, technical sciences, geography, planning, sociology, policy sciences, law, or economics.

b) Suitable preparation for the MSc in Sustainable Development, Management and Policy includes courses from among the environmental sciences, biology, geography, planning, sociology, political science, policy sciences, law, management, or economics.

(2) Admission to the master in Management Program is granted to those individuals who have completed at least the equivalent of a bachelor's or diploma degree in Business or Economic sciences as well as Social Sciences with a minimum duration of three years and who can demonstrate aptitude for research. Selection will be based upon transcripts of courses taken and grades received at previous universities and other educational organizations.

(3) It is possible to apply without the completion of an undergraduate university degree if the applicant has completed all the coursework of a undergraduate program preparing one for university-level graduate studies. Students can finish up to two final exams from their undergraduate studies during the first year of their master studies. However, all courses with mandatory attendance and the bachelor thesis (if applicable) need to be completed prior to the start of the master studies. In this case, a written declaration, which states that he or she will presumably receive certification for university admission on graduate level in the year when he or she applies for admission, is necessary. The proof must be supported by a mid-semester transcript or equivalent documents. The proof of the definitive completion of an undergraduate degree must be presented at the latest by the end of the first study year at MODUL University Vienna.

(4) Academic documents that are not in the German or English language need to be accompanied by a certified translation.

(5) All applicants whose first language is not English must provide evidence of their proficiency in the English language through one of the following tests taken within the previous two years. Exceptions can be granted by the Admissions Committee if an applicant has completed at least 2 years of secondary or higher education in the English language.

The minimum scores are:

- TOEFL: 570 paper-based test (PBT) or 230 computer-based test (CBT) or 88 Internet-based test (IBT); or

- IELTS: overall band score 6.5 (no sub-score below 6.0); or
- CEFR (Common European Framework): C1+; or
- Cambridge Certificate BEC Higher – Grade A

The Admissions Committee may decide upon the recognition of other evidence of language skills.

(6) Additional documents required for admission:

a) Résumé and motivation letter

b) Two letters of recommendation from academic references such as current or former lecturers or research supervisors.

(7) When deemed necessary, the Admissions Committee may conduct an interview with the applicant, either in person or telephonically. The interview serves to clarify unanswered questions raised during the application process to ensure that the applicant's expectations are in line with the program's offerings and to aid in making a final admission decision.

(8) Credit transfer applications must be submitted with the admissions documents.

(9) The respective Admissions Committee decides about the admission to the study program once the candidate has submitted a complete application.

(10) Conditional Admittance: Applicants who do not entirely fulfill the admissions criteria for direct entry into the graduate program may make up the missing content by either sitting the respective undergraduate course or taking a prerequisite exam. Students may simultaneously enrol in all courses of the graduate degree except for those courses for which the prerequisite course/exam is required. A maximum of 24 ECTS may be accumulated as prerequisites.

a) Upon successful completion of the prerequisites students are not required to resubmit their admission application for the respective graduate program.

b) Conditionally admitted students must complete all required prerequisites either within the first semester of their MU studies or - in some cases where indicated - during the second semester.

c) The prerequisites are deemed successfully completed when assessed positively according to the MU grading scale. § 12 of the MU Examination Regulations and Student Code of Conduct apply in case of negative assessment.

d) Prerequisite exams are offered at the beginning of each semester (September and February) regardless of whether or not the undergraduate course is offered in the upcoming semester. Exam retake opportunities will not be offered; therefore, students can only attempt the exam once. Students who fail the exam will have to sit the respective course during the first available semester.

e) The costs for participating in these additional exams and or courses are not included in the tuition of the respective study program and are outlined in the MU Guidelines on Fees § 6 and 7.

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

(1) The regular duration of studies for the Master of Science programs, including the preparation of the master thesis and the completion of all coursework, is four semesters (2 years). Students who enter the program in a Spring Semester may require one additional semester of studies due to the requirements of § 8.

(2) The duration of studies can be extended according to the needs of the student as long as the student meets the University's expectations related to academic performance as outlined in the Study Contract.

(3) The total number of ECTS points and a schedule for the MSc in International Tourism Management can be found in Appendix A; the total number of ECTS points and a schedule for the MSc in Sustainable Development, Management, and Policy can be found in Appendix B; the total number of ECTS points and a schedule for the MSc in Management can be found in Appendix C.

(4) 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's first semester. Multiple leaves of absence are possible. The maximum duration of leave allowed in total is 4 semesters.

(5) All lectures, coursework, and examinations are conducted in the English language.

## **§ 6 Types of Courses**

(1) Core Courses: The courses designated as CC in the study schedule (curriculum) are mandatory for all MSc students and must be passed in order to fulfill the program's graduation requirements.

(2) Enrichment Courses are non-core courses and offering may vary from semester to semester. Students must complete enrichment courses with a minimum number of ECTS credits based on the requirements of the study program (Appendix A, Appendix B, Appendix C). If a student chooses to attend more than the required curricular enrichment courses, the student will be responsible for any additional costs.

(3) Personal Training: The student can take an optional internship.

(4) Prerequisite Undergraduate Courses: Any student conditionally admitted to the MSc program who needs to complete prerequisite undergraduate courses has one year (two semesters) in which to do so.

(5) Elective Courses: Language and preparatory courses do not form part of the official curriculum, but these courses can be taken by a student, given that they do not interfere with any MSc curricular requirements.

(6) The Dean can determine a minimum number of participants for all offered courses.

## **§ 7 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 point corresponds to 25 working hours for the student.

### **§ 8 Course Prerequisites**

(1) Some courses can only be taken if a passing grade was earned in its prerequisite course. Conditional registration is possible in cases where the prerequisite course was taken, but the results have not been announced prior to the start of the subsequent course.

(2) To be able to register for (a) Advanced Data Analysis and Decision Making, (b) International Destination Management, Tourism Business Project, Organizational Social Psychology and Leadership, Global Marketing: Theory and Practice, Corporate Financial Management and (c) Advanced Economics, students must already have taken basic courses in (a) statistics, (b) management, and (c) economics or calculus, respectively. If such courses previously have not been taken, a student is required to complete with a positive assessment a basic, equivalent undergraduate course before registering for the above mentioned courses (a-c).

(3) To be able to register for and participate in the course Research Design and Methods in Practice, the course Advanced Data Analysis and Decision Making must have been completed with a positive assessment.

(4) To be able to register for and participate in the course Applied Environmental Economics, the course Advanced Economics must have been completed with a positive assessment.

(5) To be able to register for and participate in the Master Thesis Seminar, the course Research Design and Methods in Practice must have been completed with a positive assessment.

### **§ 9 Master Thesis**

(1) A prerequisite for the successful completion of a master program and the acquisition of the academic degree is the completion and positive assessment of the master thesis. The master thesis serves to prove that the student is able to deal with a problem related to the respective program field in an independent manner on the basis of the gained scientific knowledge. This paper must be written in accordance with 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 supervisors need to justify their assessment in written form.

(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 Dean, the master thesis can be written by a group of students.

(5) 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.

(6) If a student or a group of students are unable to identify a suitable topic, the Dean will assign him/her to a lecturer who will then suggest a topic.

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

(8) 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.

(9) The master thesis must be written in the English language. One printed and hardbound copy and an electronic version of the master thesis must be submitted. The printed format must contain a written statement from the student that he or she wrote the paper independently and has not used any aids other than those referenced in the text.

(10) The oral defense of the master thesis is open to the public.

(11) 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 thesis author if information worthy of protecting is published in the master thesis. The hold has a maximum duration of 5 years and is initiated by the University Board.

## **§ 10 Internships**

(1) Students of the ITM, SMDP and MGMT study programs may choose to complete an optional internship with a minimum of 340 hours (6 ECTS) completed in an area related to the study program. This internship is designed to provide graduate students with the opportunity to apply their acquired theoretical knowledge and gain hands-on experience. The intern must be entrusted with a project task during the internship.

(2) As part of the internship, the student must attend the internship preparation seminar prior to starting the internship.

(3) The internship can be completed domestically or abroad.

(4) The selection of the organization providing the internship placement must be given written approval by the Dean.

(5) MODUL University Vienna reserves the right to supervise the internship.

(6) Proof of the internship must be provided through a confirmation from the internship provider, a reference letter, and/or appraisal on behalf of the organization providing the internship placement. As part of the internship, the student additionally must provide a report approved by the Dean. This report must follow the university guidelines for internship outlined in the internship manual. The student will also be required to hold a presentation as part of the internship. Upon successful completion of the internship, the student will receive 6 ECTS and the grade "completed".

(7) The Dean can confer the tasks of (4) and (6) to the internship coordinator.

(8) For ITM students who successfully complete the internship, the number of ECTS that need to be completed from Module V "Enrichment Courses" is reduced by 6 ECTS.

(9) For MGMT students who successfully complete the internship, the number of ECTS that need to be completed from Module IV “Leadership and Personal Skills” or Module V “Enrichment Courses” is reduced by 6 ECTS.

(10) For SDMP students who successfully complete the internship, the number of ECTS that need to be completed for Module IV “Enrichment Courses is reduced by 6ECTS.

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

(1) The overall grade percentage of the master 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 MSc Degree**

(1) The academic degree of MSc in International Tourism Management; MSc in Sustainable Development, Management, and Policy; or MSc in Management is conferred only after the successful completion of all courses, including the master thesis, as outlined in each degree program’s curriculum.

(2) Students must earn 120 ECTS points in order to obtain an MSc degree at MODUL University Vienna. Students can transfer course credits from another university or other educational institutes; however, a minimum of 90 ECTS points must be completed at MODUL University Vienna.

(3) Graduates will receive the following documents, issued in the English language, stating the date on which the degree has been conferred.

a) Master Diploma: The master diploma is signed by the President and the Dean and certified by the MODUL University Vienna seal.

b) Diploma Supplement: A supplement will be provided in addition to the diploma and explain the international allocation of the completed program. It is signed by the Dean.

c) Transcript of Records: The Transcript of Records contains all courses that have been passed, the respective ECTS credits, and the examination grades achieved. It also includes the student’s overall grade point average.

(4) The diploma certifies the awarding of the academic degree by MODUL University Vienna. In the event that a student fails to complete the study program, the student will receive a transcript of records for the course work which he/she has completed.

### **§ 13 Semester Conference**

For the MSc programs, the tasks outlined in § 12 of the MU Examination Regulations and Student Code of Conduct are carried out by the Semester Conference, as specified by the University Constitution (Section VI. § 1).

#### **§ 14 Taking Effect**

These MSc Study Regulations take effect on **1 August, 2018** and are applicable to all students of following study program identification numbers: 123, 224. 323.

## Appendix A: MSc in International Tourism Management

Subject	Type	Format	h/w	ECTS
<b>MODULE I Management and Research Fundamentals</b>				
Advanced Economics	CC	SE	3	6
Business Ethics and CSR	CC	SE	2	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
Total Module I			<b>11</b>	<b>24</b>
<b>MODULE II International Tourism</b>				
Global Marketing: Theory and Practice	CC	SE	2	6
Corporate Financial Management	CC	SE	2	6
International Destination Management	CC	SE	2	6
Service Quality Management	CC	SE	2	6
Tourism Business Project	CC	SE	2	6
Total Module II			<b>10</b>	<b>30</b>
<b>MODULE III Innovation and Change Management</b>				
Applied Innovation Management	CC	SE	2	6
Emerging Tools for New Media and Information Management	CC	SE	2	6
Total Module III			<b>4</b>	<b>12</b>
<b>MODULE IV Environmental Systems</b>				
Environmental Management and Sustainability	CC	SE	2	6
Total Module IV			<b>2</b>	<b>6</b>
<b>MODULE V Enrichment Courses/Specializations (A minimum of 15 ECTS from dedicated courses for a major. Additional 3 ECTS can be taken from other enrichment courses.)</b>				
A2: "Sustainable Management and Governance"	ER	SE	7	18
A3: "Digital Marketing and Social Media"	ER	SE	7	18
A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management and Hotel Development"	ER	SE	7	18
A6: "Innovation and Design for Tourism"	ER	SE	7	18
A7: A choice of enrichment courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module V			<b>7-9</b>	<b>18</b>
<b>MODULE VI Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module VI			<b>2</b>	<b>30</b>
<b>MODULE VII Internship* optional</b>				
Graduate Internship	ER	PT	2	6
Industry Excellence Program	ER	PT	2	6
Total Module VII			<b>2</b>	<b>6</b>
<b>TOTAL</b>			<b>37.5</b>	<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program, the student can choose to a) reduce required ECTS of MODULE V by 6 or b) cancel the course Tourism Business Project.

## Appendix B: MSc in Sustainable Development, Management, and Policy

Subject	Type	Format	h/w	ECTS
<b>MODULE I Management and Research Fundamentals</b>				
Advanced Economics	CC	SE	3	6
Environmental Management and Sustainability	CC	SE	2	6
Organizational Social Psychology and Leadership	CC	SE	2	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
Total Module I			<b>13</b>	<b>30</b>
<b>MODULE II Sustainable Development and Policy</b>				
Principles of Sustainability and Economic Development	CC	SE	2	6
Environmental Sciences, Systems and Energy Studies	CC	SE	2	6
Public Policy Analysis and Evaluation	CC	SE	2	6
Ecological Economics	CC	SE	2	6
Total Module II			<b>9</b>	<b>24</b>
<b>MODULE III Professional Application of Sustainable Development</b>				
Applications of Economics for the Environment	CC	SE	2	6
Sustainable Metrics Seminar	CC	SE	2	6
Measuring and Assessing Sustainability	CC	SE	2	6
Total Module III			<b>8</b>	<b>18</b>
<b>MODULE IV Enrichment Courses/Specializations (A minimum of 15 ECTS from dedicated courses for a major. Additional 3 ECTS can be taken from other enrichment courses.)</b>				
A1: "Tourism and Services Management"	ER	SE	7	18
A2: "Sustainable Management and Governance"	ER	SE	7	18
A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management and Hotel Development"	ER	SE	7	18
A6: "Innovation and Design for Tourism"	ER	SE	7	18
A7: A choice of Elective courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module IV			<b>7-9</b>	<b>18</b>
<b>MODULE V Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module V			<b>2</b>	<b>30</b>
<b>MODULE VI Internship* optional</b>				
Graduate Internship	ER	PT	2	6
Industry Excellence Program	ER	PT	2	6
Total Module VII			<b>2</b>	<b>6</b>
<b>Total</b>			<b>36.5</b>	<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program, the student can choose to a) reduce required ECTS of MODULE IV by 6 or b) cancel either Sustainable Metrics Seminar or Measuring and Assessing Sustainability.

## Appendix C: MSc in Management

Subject	Type	Format	h/w	ECTS
<b>MODULE I Economics and Research Methods</b>				
Advanced Economics	CC	SE	6	6
Advanced Data Analysis and Decision Making	CC	SE	3	6
Research Design and Methods in Practice	CC	SE	3	6
Total Module I			<b>9</b>	<b>18</b>
<b>MODULE II Integrated Management</b>				
Global Marketing: Theory and Cases	CC	SE	2	6
Corporate Financial Management	CC	SE	2	6
Business Strategy and Market Simulation	CC	SE	2	6
Environmental Management and Sustainability	CC	SE	2	6
Total Module II			<b>8</b>	<b>24</b>
<b>MODULE III Innovations and ICT</b>				
Applied Innovation Management	CC	SE	2	6
Emerging Tools for New Media and Information Management	CC	SE	2	6
Total Module III			<b>4</b>	<b>12</b>
<b>MODULE IV Leadership and Personal Skills*</b>				
Organizational Social Psychology and Leadership	CC	SE	2	6
Conflict Management	CC	SE	2	6
Business Ethics and Corporate Social Responsibility	CC	SE	2	6
Total Module IV			<b>6</b>	<b>18</b>
<b>MODULE V Electives / Specializations (A minimum of 15 ECTS from dedicated courses for a major. Additional 3 ECTS can be taken from other enrichment courses.)</b>				
A1: "Tourism and Services Management"	ER	SE	7	18
A2: "Sustainable Management and Governance"	ER	SE	7	18
A3: "Digital Marketing and Social Media"	ER	SE	7	18
A4: "Entrepreneurship, Innovation and Leadership"	ER	SE	7	18
A5: "Real Estate Management and Hotel Development"	ER	SE	7	18
A6: "Innovation and Design for Tourism"	ER	SE	7	18
A7: A choice of enrichment courses summing up to 18 ECTS	ER	SE	7-9	18
Total Module V			<b>7-9</b>	<b>18</b>
<b>MODUL VI Master Thesis</b>				
Master Thesis Seminar	CC	SE	2	3
Master Thesis	CC	TH		25
Master Thesis Defense	CC	TH		2
Total Module VI			<b>2</b>	<b>30</b>
<b>MODUL VII Internship (optional) *</b>				
Graduate Internship	ER	PT	2	6
Total Module VII (optional)				<b>6</b>
<b>Total</b>				<b>120</b>

\*If a student successfully completes an internship or the Industry Excellence Program, the student can choose to a) reduce required ECTS of MODULE IV by 6 or b) cancel either Environmental Management and Sustainability or Business Strategy and Market Simulation.