

Expanding Horizons



PG

Postgraduate
Programmes





PG

Postgraduate
Programmes

MBA

Postgraduate
Programmes

Master of Business Administration

- Enrichment Options
 - MBA (General)
 - Major in Tourism and Hotel Development
 - Major in New Media and Information Management
 - Major in Entrepreneurship, Innovation & Leadership

360° European Business, Hospitality & Entrepreneurship Education





Dear Applicants, Students and Parents,
Welcome to MODUL University Dubai!

In September 2016, our MODUL Team established an Austrian Education hub in Dubai. MODUL University's home campus is in Austria, the country of 23 Nobel Prize winners, all of which were educated in Austrian schools or universities. Austria is known as the international quality benchmark and the golden standard for economists, musicians, composers, hoteliers and indeed - scholars in economics and business.

Since September 2016, the Austrian business education is in the heart of UAE's fastest growing business zone - Dubai Multi-Commodities Center (DMCC) and we cordially welcome you to join us

in an exciting and compelling journey at MODUL University Dubai Campus, the only Austrian university in the Middle East with a track record of more than 100 years of excellence in education.

We carefully selected our most prestigious programmes and developed the actual potion of success by combining cutting-edge academic techniques with the most advanced, up-to-date practice and business orientated vision to share our educational standards not only in Dubai, but with the wider region and industry sectors of management, economics, tourism & hospitality, new media, entrepreneurship and sustainable development.

With the support of highly qualified scholars and practitioners along with MODUL's customisable curriculum, rich student life, state-of-the-art campus infrastructure and the great support from Dubai campus founders, we are sure that our mission will be successful and this journey will become one of the milestones in our students' lives and the development of the Emirate of Dubai.

With the privilege to host EXPO 2020, which is expected to attract 25 million visitors and provide a huge boost to the tourism and hospitality industry, and with our unique model, the

comprehensive academic curriculum and the professional education across all business verticals that are the cornerstone of a growing economy. We believe that MODUL Univeristy Dubai is the right place to prepare students and professionals in the UAE for the competitive world and for the dynamic changes in the near future.

Here at MODUL University Dubai, we are creating a new chapter in history. We are looking forward to welcoming you to our rich and diverse community!

Prof. Dr. Jörg Finsinger
Academic Head
MODUL University Dubai





History



1908

Foundation of School of Restaurant, Hotel, and Coffee House Studies in downtown Vienna, Kurrentgasse

1946 – 1951

Move to Landstrasse, Jauresgasse. Development of the first diploma programme, later leading to the Diploma Course in Tourism

1975

Move to Döbling to Peter-Jordan-Strasse. Secondary Vocational School for Tourism

2006

Development and launch of MODUL's cooperation with Beijing Business School, China

1994

Development and launch of the first study programme at an Austrian University of Applied Sciences in Tourism Management

1990

Development and launch of the first International Course in Hospitality Management (ICHM)

2007

Development and launch of MODUL University Vienna as a private university owned by the Vienna Chamber of Commerce and Industry

2016

Launch of MODUL University in Dubai, United Arab Emirates

2017

Launch of the Centre for Sustainability through Research and Education at MODUL University Dubai



“OUR **AMBITION** IS LINKED TO **SUSTAINABILITY** TO ENDURE THE TEST OF TIME WHILE WE BELIEVE THROUGH **CONSISTENCY** WE CREATE **INTEGRITY** AND THROUGH INTEGRITY WE BREED **TRUST** IN PURSUIT OF **EXCELLENCE**”

MODUL University Dubai Values & Principles





Austria's Most Prestigious Private Higher Education Institution for Over 100 Years

Founded on the 20th of October 1908, MODUL has more than 100 years of legacy, making it the oldest institution in the world to offer education in tourism and hospitality.

Today, MODUL is a private institution, owned and operated by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. It is an internationally recognised institute whose programmes are often taken as models for innovative professional education far beyond the borders of Austria.

Since 2007, the MODUL brand expanded to form MODUL University Vienna, an international private university offering cutting-edge higher education in many fields including big data, new media, interactive marketing, event management, tourism and hospitality, international management, entrepreneurship, sustainable development, management and policy and research projects.



Extending MODUL's Legacy to the Middle East's Smart Capital

In 2016, MODUL University Dubai became the first internationally accredited Austrian university to operate in the Middle East. The journey started with tourism and hospitality at the heart of our legacy, and today the university boasts a wide range of academic degrees in addition to professional education programmes in business and sustainability.

Founded by Dubai Investments PJSC, MODUL University Dubai offers 360-degree higher education degrees in business, tourism, hospitality, sustainability, public governance, new media technologies, entrepreneurship, innovation and leadership as well as a foundation programme and professional educational and training programmes.

Adapted for the Middle Eastern market, all courses bring an international perspective and long-standing Austrian education and research traditions from Vienna into regional contexts and requirements.

MODUL University Dubai launched the Centre for Sustainability through Research and Education (CSRE) in 2017 with the mission of facilitating sustainable solutions, green education and become a hub for sustainable tourism, youth empowerment and entrepreneurship.

Dubai at a Glance

Dubai is modern, open, inviting and cosmopolitan city and important global crossroads for business. Dubai is dubbed as the fastest growing city in the world and a prominent trade hub.

Dubai hosts EXPO DUBAI 2020 UAE



95%

Small and medium-sized enterprises

SMEs account for 95% of the establishments in Dubai



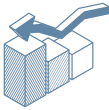
72%

Micro firms account for 72% of the overall business count in Dubai



Global Entrepreneurship Index

The UAE topped the list of countries within the Middle East and North Africa region



40%

SMEs contribute around 40% to the total value-added generated by the Dubai's economy



91%

Expatriate Population



Dubai plays host to major global events

- DUBAI WORLD CUP
- ARAB HEALTH & GULFOOD EXHIBITION
- DUBAI JAZZ FESTIVAL
- DUBAI FILM FESTIVAL
- THE HOTEL SHOW DUBAI
- DUBAI MARATHON
- DUBAI TENNIS CHAMPIONSHIP
- THE DUBAI SHOPPING FESTIVAL
- WORLD GOVERNMENT SUMMIT
- DUBAI BUSINESS EVENTS

Sources:
MasterCard City Destination Index
Dubai SME
Emirates 24/7



Why Study at MODUL University Dubai?



100+ YEARS
of academic excellence



70+ NATIONALITIES
true model of diversity



UNIQUE OPPORTUNITY TO STUDY IN **VIENNA** THROUGH
MODUL'S ROTATION PROGRAMME

INTERNATIONALLY RENOWNED



FIRST-CLASS FACULTY



Knowledge and
Human Development
Authority

Internationally accredited education, licensed by KHDA

JOIN STUDENT CLUBS
BE PART OF UNIVERSITY EVENTS
CREATE A COMMUNITY YOU ALWAYS WISHED FOR



STATE-OF-THE-ART FACILITIES



UNPRECEDENTED STUDENT LIFE



Library is powered by EBSCO, GreenFile and UNWTO - the leading online e-learning database portals with access to 10,000+ articles, journals, news, research and scholarly publications anywhere in the globe covering a wide range of topics including: business, hospitality, tourism, sustainability and governance.





State-of-the-art Campus in Dubai's Most Prestigious Business Hub

4th Floor, ONE JLT
Jumeirah Lakes Towers
Dubai, UAE

YOUR HOME AWAY FROM HOME – DUBAI

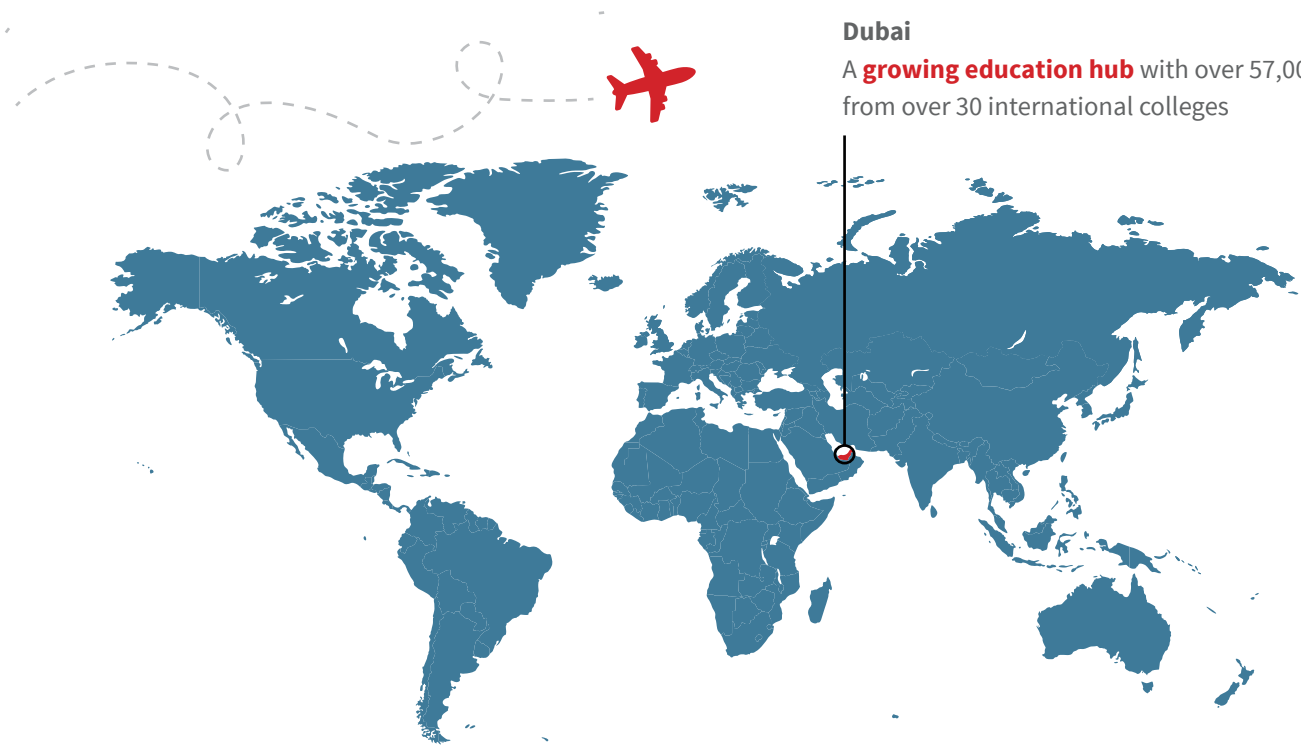
Located in ONE JLT - DMCC's newest flagship development, MODUL's modern campus offers direct access to supporting infrastructure (pedestrian bridge, metro, living accommodation, community park, basketball and sports court) as well as 13,000 plus businesses in Jumeirah Lakes Towers, and other lifestyle amenities (restaurants, hotels, shopping malls, and cinema).

FACT

THE NUMBER OF STUDENTS ENROLLED IN TERTIARY EDUCATION OUTSIDE OF THEIR HOME COUNTRY IS FORECAST TO REACH

8

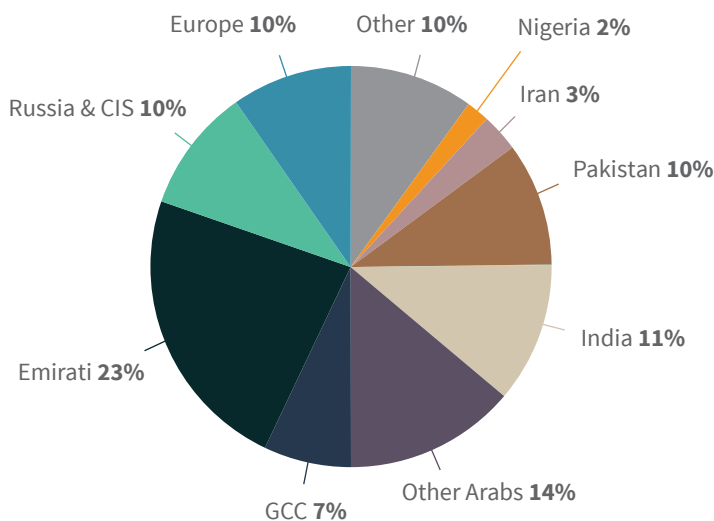
MILLION BY 2025



Dubai

A **growing education hub** with over 57,000 students from over 30 international colleges

Why Study Elsewhere When the World is in Dubai?



Source: Knowledge and Human Development Authority

MODUL University Dubai is an international organisation for research and education offering a wide array of programmes (BBA, BSc, MBA, MSc) in international management, new media, tourism and hospitality, public governance, entrepreneurship and sustainable development. Additionally, MODUL University offers a foundation programme for aspiring students who require the essential preparation for a smooth transition into any of MODUL's bachelor programmes.

Visit our website to know more
modul.ac.ae

Why Choose Post Graduate Programmes at MODUL University Dubai?



18-24

months blended-learning programme



Specifically designed for industry professionals looking to advance in their careers



Convenient with blocked courses taking place once a month, 4 days over an extended weekend (Wednesday to Saturday)



Concentrates on strategic planning, problem solving, interdisciplinary, value-based and critical thinking skills



Out-of-the-box thinking while applying new-edge knowledge immediately at the workplace



Strengthen your foundation in core business disciplines including HR management, organisational behaviour, accounting and finance, marketing and operations

Core Research Competencies

You will not only build a solid foundation in general management skills, but also have the opportunity to specialise in a specific field or industry. MODUL University Dubai has established research competencies in the fields of New Media, Public Governance, Sustainable Development, and Tourism & Hotel Development with a myriad of scientific achievements in basic and applied research. Specialised in these fields of expertise, the MBA faculty is comprised of renowned professors and experts who ensure an outstanding and thematically-focused education.



**MBA**Postgraduate
Programmes

Master of Business Administration

Programme Overview

- 18 to 24 months blended-learning programme designed for industry professionals aiming to advance their careers
- Equip candidates with the immediate know-how, ensuring that the benefits of the programme are applicable in the work place and value added is realised from day one
- Build upon solid foundational skill-sets: core business discipline, HR, organisational behaviour, accounting, finance, marketing, operations, innovation, and entrepreneurship
- Concentrate on analytical critical thinking, problem solving, strategic planning, interdisciplinary skills, and value-based management

Programme Duration

18 - 24 months

Language of Instruction

All lectures, course work, and examinations are held in the English language

Programme Structure

The MBA programme offers courses on a monthly basis throughout the entire academic year. Each course involves 2 days of interactive seminars led by internationally recognised scholars who convey their expertise and encourage participation through a variety of innovative teaching methods.

The schedule is convenient for working professionals with 2 blocked courses taking place once a month for four days over an extended weekend (Wednesday – Saturday). MBA students who finish all required courses in the first 12 months of the programme can complete their degree in 18 months, with 6 months dedicated entirely to writing their master's thesis.

The MBA Programme includes 5 modules, option to major in Tourism and Hotel Development, New Media and Information Management, Entrepreneurship, Innovation and Leadership, and enrichment courses.

Programme Completion Requirements

Students must successfully complete 22 courses (90 ECTS*) covering the following modules:

MODULE I	MODULE II	MODULE III	MODULE V
Managing People and Organisations	Marketing and Innovation	Quantitative and Economic Analysis	
MODULE IV			
Enrichment Courses and Major Options			Master Thesis
Master of Business Administration (General MBA)	or	MBA with one or more Major Specialisation(s)	
Select a total of five enrichment courses of your choice, plus one additional course from a pool of General Enrichment Courses		Select five enrichment courses from one area of specialisation, plus one additional course from a pool of General Enrichment Courses	

*European Credit Transfer and Accumulation System

MODULE I Managing People and Organisations

Leadership
Managing People, Teams, and Organisations
Financial Management and Reporting
Information Systems Management
Negotiation and Dispute Resolution
Project Management

MODULE II Marketing and Innovation

Entrepreneurship
Competitive Analysis and Strategy
Marketing Management in the Digital Age
Social Media Intelligence
Innovation

MODULE III Quantitative and Economic Analysis

Managerial Economics I
Business Analytics
Data Collection and Analysis

MODULE V Master Thesis

Master Thesis Tutorial (incl. Academic Writing)
Master Thesis and Master Thesis Defense

Study Majors

Students who wish to pursue more than one major may apply for a double major at MODUL University Dubai.

MODULE IV

Major Specialisation ***

MBA Major in Tourism and Hotel Development

Storytelling and Branding
Smart Destinations
The Sharing Economy
Designing Tourism Experience
Health Tourism and Hospitality
Tourism Marketing Information Systems
Principles of Consumer Behaviour in Tourism
Strategic Marketing for Destination Marketing Organisations

MBA Major in Entrepreneurship, Innovation and Leadership

Entrepreneurship Capstone
Executive Leadership
Managing Start-ups
Open Innovation
Strategic Management
Financing New Ventures
Business Planning and Intellectual Property Rights

MBA Major in New Media and Information Management

Search Engine Optimization and Marketing
Social Media Marketing
Media Asset Management and Utilisation
Telecommunication Marketing, Branding, Sales
Visualisation Techniques for Management

General Enrichment Courses

Big Data and Decision Support
Managerial Economics II
Ethics and Corporate Social Responsibility
Network Analysis for Business
Social Media Marketing
Telecommunications: Marketing, Branding and Sales
Media Asset Management and Utilization
Strategic Management
Hotel Real Estate Planning and Valuation
Forecasting and Benchmarking for Hotels and Hotel Asset Management
The Sharing Economy
Social Entrepreneurship Fundamentals

**Title of degree awarded: Master of Business Administration

***Enrichment Courses offering is subject to change and minimum student numbers



Postgraduate Programmes - MBA Admissions Criteria

- A Bachelor's degree with a minimum duration of three years or completion of an equivalent degree relevant to the content of the study programme
- A minimum of three years professional experience
- In exceptional cases, admission of students who do not hold a university degree is possible if they can provide proof of an equivalent qualification. This can be diploma courses, further education plus extensive and relevant professional experience as well as other career related achievements. In this case, proof of a secondary school leaving certificate must be provided

English Proficiency Test Requirements

All applicants whose first language is not English must provide proof of their English proficiency level C1 according to the Common European Framework of Reference for Languages through one of the following tests taken within the last two years.

Students must obtain a score of:

- TOEFL Internet-Based Test (IBT) with a minimum score of 88 points
- TOEFL Paper-Based Test (PBT) conducted at MODUL University Dubai's Campus with a minimum score of 570
- IELTS band score 6.5 (no sub-score below 6.0)
- Cambridge English Certificate (Certificate of Advanced English): C1
- Pearson Test of English (PTE) Academic: 58 - 65

Transfer of Credits

Credit transfers from national and international universities are considered on the basis of how relevant prior coursework is to the course syllabus at MODUL University Dubai. The grades achieved, the level and language of the course and the number of credit hours (ECTS) will also be considered.

Upon submission of a transfer credit application, kindly contact your admissions officer for more information.

Opportunities in Tourism & Hospitality:

Develop management, strategic and soft skills, as well as entrepreneurial qualities, boundless to a particular industry. Increase your knowledge and improve management competence in the business fields of tourism, hospitality, entertainment, events and industrial organisations driven by customer service.



Openings of new attractions to accelerate growth by

25

MILLION REPEAT VISITORS

227,000 NEW JOBS



40% IN TOURISM SECTOR



HOTEL ROOMS



YEAR 2017

100 THOUSAND



65 THOUSAND



Expo 2020 expected to bring more than

25,000,000

visitors to Dubai

Source: The Outlook: Dubai's Hotel Industry (August, 2016)



Opportunities in New Media & Information Management:

Develop an understanding of “smart” transformations and technological developments in a rapidly globalising 21st century. Gain knowledge of how technological advancement is transforming information flows, optimising communication and customer relationships, and its impact on the value-chain of businesses to remain competitive within the industry.



Sources: hotels.com, somoglobal.com, smallbiztrends.com, eMarketer, sabrehospitality.com

Opportunities in Entrepreneurship, Innovation & Leadership:

This major will prepare students for the challenges of establishing and growing a business in today's dynamic climate, communicates the skills and techniques behind entrepreneurial thought and action, imparting expertise which enables managers and entrepreneurs to make crucial decisions and compete successfully, provides students with the instrumental and advanced skills necessary to understand entrepreneurship as well as the foundation to manage, operate, grow and sustain an entrepreneurial venture and entrepreneurial activities in corporations.



Private & Family Owned Business



Venture Capital & Private Equity



Insurance Companies



Appraisal & Consulting Firms



Banks & Financial Institutions



Regulatory Agencies



Accounting Firms



Government Supported Technology Firms & Large Corporations with Innovation Functions



Product & Business Development Roles

Global Partner University Network of MODUL University



North America

San Francisco State University, USA
Temple University, USA
University of Central Florida, USA
East Carolina University, USA
University of Florida, USA
Universidad Anahuac Mayab, Mexico

Europe

Southern Denmark University, Denmark
La Rochelle Business School, France
Cologne Business School, Germany
Dublin Institute of Technology, Ireland
TSI Universitat Ramon Llull, Spain
Bogazici University, Turkey
University of Brighton, UK
University of Surrey, UK

Expand Your Horizons With MODUL's Rotation Programme*

MODUL Rotation Programme:
Dubai ↔ Vienna

Facts about Vienna

- Vienna is an international city with a population of more than 2 million people.
- It hosts the official United Nations headquarters for: UNIDO, IAEA, UNODC
- Vienna was ranked as Number 1 for Quality of Living by Mercer Consulting for the 7th consecutive year in 2015.
- Vienna is Europe's music capital offering cultural and historical highlights in a modern world city.

Enrich your study experience and discover Europe through MODUL's Rotation Programme. Study in Vienna for an entire semester (undergraduate) or a full module (postgraduate) at no additional tuition fee charges and with full transfer of your credits.

Eligible students will be able to experience MODUL University's home campus in Vienna, benefit from its cultural diversity and meet local and international partners of MODUL during their stay.

MODUL's Rotation Programme is a unique opportunity to excel benefitting from a well rounded, and international exposure from studies to culture and lifestyle in the heart of Europe.

Asia

Hong Kong Polytechnic University, China
Taylor's University, Malaysia

Australia

Victoria University, Australia

*MODUL's Rotation Programme is subject to eligibility and approvals.

MBA at a Glance



**6000
PLUS**

MODUL University and College graduates



**500
PLUS**

International partner companies



1:20

Student to faculty ratio



70

Nationalities across all academic programmes



78%

International MBA student body



**Flexible
Rolling-intake**

Allows MBA students to begin their studies at anytime throughout the year



Scholarships & Study Grants

MODUL University Dubai provides a Financial Aid Programme which includes a wide range of scholarships and tuition fee study grants offering support to all eligible students.

Academic Scholarships*			
Programme	Coverage	University Grade	Continuation to next year
Postgraduate Programmes	25% - First Year	80% and above	CGPA greater than or equal to 80%

* Academic Scholarships apply only against eligible curriculums. Kindly contact your admissions officer for more information.

Tuition Fee Study Grants - Postgraduate Programmes*		
Grant Type	Coverage	Eligibility Criteria
Emirati Grant	15% - Entire Programme	UAE Nationals
Austrian Nationals Grant	15% - Entire Programme	Austrian Nationals
Alumni Grant	15% - Entire Programme	MODUL University Graduate
Family Grant	15% - Entire Programme	Siblings / Spouse
Sports Grant	15% - Entire Programme	Participant of a national or international sports team
Advanced Payment Grant	15% - Per Year	Advance an entire year's tuition fee

* Tuition Fee Study Grants cannot be combined

Payment Plans

- Installment plans are available upon request
- Available only for payments made via a UAE based bank

Programme	Duration	Semesters	Cost Per Semester (AED)*
Master of Business Administration (General MBA)	18 months	3	32,113
Choose to major in New Media & Information Management or Tourism & Hotel Development or Entrepreneurship, Innovation & Leadership	18 months	3	33,642

* Cost per semester only includes tuition fee and does not cover other miscellaneous fees.

Cost per semester is valid only for 2018 intakes.

All fees are exclusive of value added tax (VAT).

Value Added Tax (VAT)

Starting from 1st January 2018, the UAE Government will be introducing Value Added Tax (VAT) at a standard rate of 5% applicable to most goods and services in the UAE. This tax is being introduced as part of the national strategy towards building a diversified and robust economy, and the continued provision of high quality services for the country's citizens and residents.

MODUL University Dubai will comply with this Government mandate and from 1st January 2018, the standard VAT rate of 5% will apply to our programmes, courses, products and services.

What MODUL University Dubai Students are Saying

Finding an MBA degree that would help me advance my career yet maintain the balance between the full time position and my personal life was a combination I thought would not be possible.

As a MODULian I benefit from MODUL's extensive network of local and international corporate partners as well as its access to worldly-known universities and research platforms. MODUL's MBA is exactly what I needed to elevate my career and broaden my understanding of an exponentially accelerating world we are living in today. I no longer want to keep up with the world. I want to be one step ahead of it, and with MODUL I know I can.

"I no longer want to keep up with the world. I want to be one step ahead of it, and with MODUL I know I can."



Patrycja Czoch
MBA with a Major in New Media and Information Management
December 2016

Watch Patrycja Czoch's Testimonial



Vanetta Makini
MBA with a Major in Entrepreneurship, Innovation and Leadership
September 2017

"I choose this programme because I feel taken care of."

When you study an MBA in Entrepreneurship, Innovation and Leadership, you are assuring yourself that you don't want to recreate the wheel, somebody who has gone before me, they have done mistakes and I don't need to make the same mistakes.

I believe the MBA programme such as this is structured to make me learn from the expertise of others, bring my brand, my passion and my goals to life.

I have had an opportunity to speak with several persons who steered me in the right direction. I choose this programme because I feel taken care of.



Watch Vanetta Makini's Testimonial

"Since the last 15 years, I have had a goal and dream to open my own hotel and ever since that I have worked in hospitality industry towards that dream."

Since the last 15 years, I have had a goal and dream to open my own hotel and ever since that I have worked in hospitality industry towards that dream and that is why I decided to come to Dubai to learn about the hotel and hospitality business.

I applied for MODUL University Dubai to learn more but even more importantly to step out of the status-quo routine of work and social life to find the motivation to kick-start the process of achieving my long term dream.

In brief, studying at MODUL University Dubai has kick-started my actions and motivation to achieve my long term dream and hopefully it will continue to support in achieving it one day.

"Studying in MODUL University Dubai has kick-started my actions and motivation to achieve my long term dream."



Erka-Ville Juhana Hirvonen
MBA with a Major in Tourism and Hotel Development
September 2016



Watch Erka-Ville Juhana Hirvonen's Testimonial



Application Checklist

Before submitting your application, please use this checklist to ensure that your application is complete. We only accept documents in English, documents in other languages need to be submitted with certified English translation. The following documents must be submitted during the application procedure:

- Application Form, completed and signed by the applicant
- Academic qualification to enter the study programme (university degree including transcripts)
- Copy of official English proficiency test results (TOEFL, IELTS or equivalent)
- Letter of motivation (description of reasons for applying to MODUL University Dubai)
- Passport copy
- Passport size photograph
- Curriculum Vitae (personal data sheet)
- Two letters of recommendation (from academic or professional sources)
- Proof of minimum 3 years work experience

Application Deadlines

Flexible rolling intake allows MBA students to begin their studies at any time throughout the year



Contact

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4th Floor, ONE JLT

Jumeirah Lakes Towers

Dubai, UAE

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@moduldubai



MODUL University Dubai

Permitted by the Knowledge and Human Development Authority. The academic qualifications granted by this institution and certified by KHDA shall be recognised in the Emirates of Dubai by all public and private entities for all purposes.

An international university made possible by

