



Professional MBA

With 10 Specialization Options

WU

**EXECUTIVE
ACADEMY**



**Study in the
world's most
livable city.**





Univ. Prof. Bodo B. Schlegelmilch, Ph.D., D.Litt.
Dean, WU Executive Academy



Dr. Astrid Kleinhanns,
Managing Director, WU Executive Academy

DEVELOPING GLOBAL LEADERS

Today's global business environment is more challenging than it has ever been. With recession very much a recent memory, unsettled markets and associated financial fluctuation, these are tough times. It has never been more important for forward-thinking managers and their companies to make the right investment for success, to generate and maintain a sustainable competitive advantage. And it has never been clearer that the most important assets any company has are its people.

Our part-time Professional MBA is a cutting-edge post-graduate MBA program designed to meet today's challenges of highly demanding industries or business functions. It provides you with all the tools necessary to leverage your potential to become a world-class leader with profound expertise and the real-world practical skills in management, strategy, organization and finance. This enables our MBA participants to seize new opportunities, quickly adapt to new business environments and overcome global challenges.

Ours is a comprehensive program portfolio, each one of which is a unique, tailored learning experience. We use state-of-the-art educational methodologies and technologies to create a supremely effective learning environment. The programs are truly international, reflecting the realities of the business world, not least of which by bringing together motivated executives from a broad range of companies and cultures. This factor is one of many which make our programs so unique, this access to a wealth of practical insights from around the world. It makes for an exciting and dynamic setting in which participants learn, share methods and generate new ideas. And, of course, build a network of long-lasting relationships with like-minded international peers.

When people ask us "what is the secret of our success?" we may make mention of the prestige of our parent institution, the WU Vienna, Europe's largest business university. We might hint at the 100 years of excellence in business education which lies behind this success. We might say how much we value our partnerships with over 200 top universities around the world and the richness of opportunity that these partnerships offer to our participants. We certainly mention our accreditations, our rise in the FT business university rankings and other acclaim, of which we are justly proud.

The truth is, our secret lies with our people. The WU Executive Academy has a pool of some of the top academic and business management minds in the world, combining expert theoretical knowledge with real-world experience in top global companies. Their commitment to excellence is what makes our programs so special.

We welcome your interest in our executive education programs and invite you to explore what our unique programs can do for your career.

Bodo B. Schlegelmilch

Astrid Kleinhanns



Table of Contents

THE PROFESSIONAL MBA (PMBA)

Good Reasons for Choosing this MBA	6
Your Host	8
Great Location in the Heart of Europe	9
Cutting-Edge Curriculum	11
World Class Faculty – Work with the Best	12

BUSINESS CORE

Core Business and Management Subjects	14
---------------------------------------	----

SPECIALIZATIONS

Banking	18
Energy Management	22
Entrepreneurship & Innovation	26
Finance & Controlling	30
Marketing & Sales	34
Project & Process Management	38
Tourism Management	42
Professional MBA Specializations in German	47

YOUR BENEFITS

How we Support you	48
Your Ongoing Benefits after Graduation	49
Application and Admission	50
Find out More	51

Good Reasons for Choosing this MBA

The decision to pursue an MBA program is a serious commitment. Therefore, it is essential to choose the right one.

INTERNATIONAL ACCREDITATIONS AND LANDMARK QUALITY STANDARDS

Even among the world's elite business universities, the WU Executive Academy is one of only a very few executive education providers to hold sought-after accreditations from both EQUIS (European Quality Improvement System) and AMBA (Association of MBAs), two of the most prestigious international accrediting bodies. Many of our MBA programs are also AACSB or FIBAA accredited.

WORLD CLASS FACULTY

Our international faculty consists of a pool of world-renowned professors both from the WU Vienna and drawn from more than 200 international partner universities, as well as a pool of internationally acclaimed industry experts. They provide the latest knowledge and a profound understanding of cutting-edge management tools. The instructor guide our participants through a unique corporate learning experience, explain business concepts, expand mindsets, coach skill development and help their students build a long-lasting global network.

TRULY INTERNATIONAL PROGRAM

The exclusive program setting with cross-cultural teams, top faculty and international residencies the reality of doing business today.

WORLDWIDE ALUMNI NETWORK

As an Professional MBA graduate, you become part of a vast alumni network of the WU Executive Academy. Cross-cultural business relationships give alumni and their companies access to an extended global network and a range of exclusive alumni services.

OUTSTANDING PEER GROUP

The diversity of the carefully selected participants, with their varied backgrounds and perspectives, contributes so much of the richness and quality to our open-enrolment programs. Working with like-minded international colleagues to generate new ideas, reflect on one's current work and exchange insights adds immeasurable value to the program.

FLEXIBLE FORMAT

The specific structure of the Professional MBA is designed to suit the personal needs of hard-working executives. Therefore, the modular structure allows managers to participate in a world-class MBA program while developing their individual careers.

EXCELLENT VALUE FOR EMPLOYERS

The value of recruiting and retaining top talent is key for truly forward-thinking companies. Supporting their managers in pursuing a PMBA at the WU Executive Academy is rewarded by highly motivated talent who bring the full force of their knowledge and abilities to bear on behalf of the employer's goals for the future.

STATE-OF-THE-ART TECHNOLOGY

On our programs, participants benefit from state-of-the-art, technology-based learning methods. MBA participants have access to "Learn@WU", one of the leading e-learning platforms with more than 45,000 e-learning materials and over 32,000 users.



Dr. Ferdinand Piëch, Dr. Claus J. Raidl, Dr. Christoph Leitl

“Innovation is an all-important subject in today’s corporate world. Today, a company’s innovative strength is a decisive competitive factor. The MBA program at the Vienna University of Economics and Business has set itself the goal of already satisfying these challenges during the training of our future managers.”

Dr. Ferdinand Piëch

Chairman of the Supervisory Board, Volkswagen AG

“The immediate relevance of this curriculum for the daily work of a manager makes this MBA the best choice for advanced executive training.”

Dr. Claus J. Raidl

CEO, Böhler-Uddeholm AG

“This MBA program is the perfect blend of science and business and is positioned in direct competition with the world’s finest executive education programs. It is based on the latest research results and at the same time applicable to real management issues and connected with corporate leaders.”

Dr. Christoph Leitl

President, Federal Economic Chamber, Austria

Your Host



The WU Executive Academy is part of the Vienna University of Economics and Business (WU Vienna). The WU Vienna was founded by the Austrian Emperor in 1898, is Europe's largest business university and belongs to the top 100 business universities worldwide. It enjoys an excellent international reputation based on over a century of experience in the field of executive education.

The executive education portfolio of the WU Executive Academy includes MBA/MBL/LLM programs, university certificate programs, corporate programs and seminars. In recent years, it has become one of the leading providers in Central and Eastern Europe.

The WU Executive Academy is the only Austrian business university to be EQUIS accredited. EQUIS (European Quality Improvement System) is an internationally recognized accreditation system offered by the European Foundation of Management. In addition, the outstanding quality of the MBA programs has been recognized by AMBA (Association of MBAs) resulting in the award of its globally renowned accreditation.

The WU Executive Academy is one of only two business universities in the German-speaking world to meet the high quality standards of both accreditors.

Landmark achievements of the WU Executive Academy:

- › Financial Times European Business School Ranking (2009): # 34
- › Financial Times Executive MBA Ranking (2009): # 41 worldwide
- › Frankfurter Allgemeine Zeitung MBA Ranking (2005): # 1 Alumni satisfaction in the German-speaking countries
- › Handelsblatt MBA Ranking (2006): Among the Top 50 MBAs worldwide
- › Ziarul Financiar MBA Ranking (2010): # 1 MBA in Romania

Each year as many as 3,500 executives, experts and high potentials from over 50 countries graduate from our programs. Currently, residencies and programs are being conducted in more than 15 countries on three continents.

The faculty of the WU Executive Academy consists of both internationally renowned professors and top executives. Together, they provide the most up-to-date business knowledge and in-depth views of state-of-the-art applications of management models.

Being part of the WU, the WU Executive Academy provides access to the expertise of some 400 faculty members and countless experts in more than 200 partner universities all over the world. The knowledge we provide is of immediate practical relevance and is kept up-to-date through our scientific research capabilities.

Great Location in the Heart of Europe



AUSTRIA

Austria belongs to Europe's most desired destinations, renowned for its history, culture, architecture and hospitality. For centuries, it has been home to the world's finest artists, composers, scientists and leading economists. It is a small but wildly diverse country that offers numerous cultural, leisure and business activities and impresses with its lively cities, breathtaking landscape, culinary diversity and exceptional wines.

VIENNA

Vienna, the historical capital of the Habsburg monarchy for over six centuries, is a vibrant and exciting place to live and study and is an impressive repository of culture and heritage. According to Mercer's recent "Quality of Living Survey", it is the most livable city in the world due to its exceptional safety records, education quality, recreation possibilities and political-economic stability.

Vienna offers a perfect blend of imperial traditions, nostalgic charm and stunning modern architecture. A walk along the Ringstrasse boulevard with its splendid buildings and historical palaces is an indescribable experience. Vienna is home to one of the world's leading opera houses and is internationally acclaimed for its cultural and social events such as the New Year's Concert of the Vienna Philharmonics and numerous balls. After visiting some of Europe's finest museums, traditional cafés are a good place to relax and experience the typical Viennese charm.

GATEWAY TO EUROPE AND THE MIDDLE EAST

The Vienna International Airport (VIE) is a major hub for all of Europe and the Middle East, in particular the CEE region, covering over 40 destinations. For commuting students, Vienna is the ideal location to study as it can be easily accessed by plane from many European cities within less than 2 hours.

HOME OF INTERNATIONAL COMPANIES AND ORGANIZATIONS

Vienna's geographical position in the heart of Europe makes it a multicultural metropolis and an important site for international companies and organizations. This is why many multinational companies like Alcatel, Coca-Cola, McDonalds, Henkel, Beiersdorf and Siemens have located their CEE headquarters in Vienna. Moreover, the Austrian capital is home to various UN agencies, such as the Industrial Development Organization (UNIDO), the UN Refugee Agency (UNHCR), the UN Office on Drug and Crime (UNODC), and the International Atomic Energy Agency (IAEA). The headquarters of OPEC and OSCE are also located in Vienna.

EXCLUSIVE LEARNING ENVIRONMENT

Most modules of the Professional MBA take place at the historical halls of Palais Liechtenstein or Palais Schönborn. Located at the very center of Vienna, both locations are only 30 minutes away from the Vienna International Airport and meet the highest international standards of executive education requirements. They provide state-of-the-art technology, combining modern didactic design with a unique historical atmosphere. Moreover, Palais Liechtenstein is home to the famous Liechtenstein Museum, Palais Schönborn is hosting the Museum of Young Art (MOYA), the first museum exclusively dedicated to Young Art.



WU
EXECUTIVE
ACADEMY

Cutting-Edge Curriculum

The part-time Professional MBA program offers participants the opportunity to master the "Business Core" while ensuring maximum flexibility to foster their individual needs and ambitions during the "Specialization" modules.

PROFESSIONAL MBA: BUSINESS CORE				
Managing People	Data Analysis and Decision Making	Operations Management	Global Markets	Entrepreneurship and Innovation
Managing Organizations	Financial Reporting	Controlling	Information System Management	Leadership
Competitive Analysis and Strategy	Financial Management	Marketing Management	Managerial Economics	Ethics and Corporate Social Responsibility
PROFESSIONAL MBA: SPECIALIZATIONS				
Banking	Energy Management	Entrepreneurship & Innovation	Finance & Controlling	Marketing & Sales
Project & Process Management	Tourism Management	Health Care Management	Public Auditing	Social Management
MASTER THESIS				

■ In German

TWO-TIER STRUCTURE

In the "Business Core" participants focus on comprehensive business, management and leadership knowledge and techniques. Participants who will pursue different specializations may take the Business Core modules together offering additional opportunities to expand their personal network. To ensure an optimal learning experience, the class size is limited to 40 participants. For the second part of the program, participants select one of 10 specializations. The specialization modules allow participants to gain profound knowledge, competency and expertise in a chosen function or industry.

STRONG LINK TO BUSINESS

All specializations have been designed with the demands of current business practices in mind. Moreover, they prepare participants for future challenges and help their companies survive in highly unpredictable global business environments. To this end, curricula have been developed by academic faculty in close co-operation with specialists and top executives from the corporate world.

World Class Faculty – Work with the Best

Our faculty members are the heart of all our programs. They bring fresh perspectives and new ideas to all facets of the business world. They share a passion for knowledge development and constantly encourage their students to strive for higher standards.

The faculty of the Professional MBA is comprised of top professors from WU Vienna and from other prestigious partner universities around the globe.

These faculty members are outstanding leaders in their research on current business issues and have solid experience in executive education. They are publishing cutting-edge research in leading international journals.

Their international experience and global expertise enables the faculty to present an integrated, global management perspective emphasizing the application of theory to practice.

YOUR OUTSTANDING FACULTY (EXCERPT)

Prof. Engelbert Dockner

WU Vienna, Austria
Energy Trading

Prof. Nikolaus Franke

WU Vienna, Austria
Entrepreneurship and Innovation

Prof. Robert D. Hisrich

Thunderbird Graduate School of Business, Glendale, USA
Entrepreneurial Leadership

Prof. Leyland Pitt

Segal Graduate School of Business, Vancouver, Canada
Marketing Management

Prof. David Sluss

Moore School of Business, Columbia, USA
Leadership

Prof. Günter Stahl

WU Vienna, Austria
Managing People

Senior Lecturer Charles Caliendo

Carlson School of Management, Minneapolis, USA
Financial Reporting

DISTINGUISHED GUEST SPEAKERS

For most of our MBA modules, we invite top managers from international companies and organizations to enrich our programs with their personal insights into management practice. Current and former guest speakers include:

- › Raymond Beier, Partner, Pricewaterhouse Coopers
 - › Helmut Eichert, Managing Director, Oracle Austria
 - › Alexander von Gabain, Founder & Chief Scientific Officer, Intercell AG
 - › Alexander Godovits, Senior Manager Treasury and Finance Projects, Kraft Foods EEMA Region
 - › Christian Hafner, Director of Corporate Brand Management, Swarovski
 - › Heinz Sernetz, Member of the Managing Board, Raiffeisen Investment AG
 - › Edeltraud Stiftinger, Head of Corporate Innovation Center, Siemens AG Österreich
 - › Oliver Voigt, Managing Director, Publishing Group NEWS
 - › Norbert Zimmermann, CEO Berndorf AG
-



Senior Lecturer Charles Caliendo, Prof. Leyland Pitt

"I enjoy teaching in the Professional MBA program for several reasons. The students are intellectually curious and ask the type of difficult, probing questions that generate good classroom discussion. In addition, because the students typically bring significant work experience to the class, I find that I can integrate academic theory with "real world" practical experience. The result is a much richer and deeper learning experience which the students can use immediately at their jobs."

Senior Lecturer Charles Caliendo

Carlson School of Management, Minneapolis, USA
Senior Lecturer, Financial Reporting

"Teaching MBA classes of the WU Executive Academy is one of the best experiences a business school professor can have! I have taught executives now for over twenty years, and I have never experienced better groups of students than this. They are not only ambitious but very demanding and keen on learning. Groups work really well together, and their input in class discussion really enriches a teacher's life. This MBA is a joy for any faculty."

Prof. Leyland Pitt

Segal Graduate School of Business, Simon Fraser University, Vancouver, Canada
Professor of Marketing Management

Business Core – Curriculum

During the Business Core participants focus on comprehensive business, management and leadership knowledge and techniques:

MANAGING PEOPLE

Theories and frameworks for managing individual performance such as talent management. Best practices in recruiting and performance evaluation systems. Foundations of a successful international career, 360 degree feedback and key career coaching processes. In-depth analysis of group and team dynamics to create conditions for optimal team functioning and manage cultural team diversity with a strong emphasis on aligning people, culture and strategy.

MANAGING ORGANIZATIONS

Structures, processes, culture and politics of modern organizations emphasizing change management within a global context. Modern knowledge and innovation management by identifying new technologies and fostering corporate flexibility through organizational adaptation. Corporate restructurings, mergers and acquisitions.

COMPETITIVE ANALYSIS AND STRATEGY

State-of-the-art tools to assess the external and internal context of the organization and their implications for strategy on an organizational, industry and international level. Key issues include competition and collaboration, diversification and focus, strategic thinking, strategy formation and strategic change.

DATA ANALYSIS AND DECISION MAKING

Power and limitations of numerical data in the decision making process. Topics include the application of exploratory data analysis, applications based on the normal distribution, basic inferential and sampling procedures, regression analysis and analytical models supporting the decision making process.

FINANCIAL REPORTING

Fundamental principles and elements of accounting, procedural issues vital in the preparation and presentation of financial statements, practical and theoretical matters in the evaluation of accounting income, inventory, fixed assets, investments, leases and earnings management.

FINANCIAL MANAGEMENT

Major concepts in finance for national and global companies and market participants in the international financial market. Focus is on valuation of various securities, relationship between risk and return, opportunity cost of capital principle and improvement of both private and corporate investment decisions (e.g. financial mathematics, investment financial criteria).

OPERATIONS MANAGEMENT

Modern principles and concepts of managing the production and distribution of goods and services. Fundamental interdependencies between IT, operations, human resources and corporate strategy focusing on concepts of productivity and tools of improvement, such as supply chain management and process management.

CONTROLLING

Key controlling concepts. Topics cover the interpretation of financial statements and traditional performance management systems based on accountancy ratios (Financial Reporting and Financial Management). Focus is on value-oriented performance management methods, including the importance of intangible assets. Main topics are also strategic performance management and application of balanced scorecard as successful management system.

MARKETING MANAGEMENT

In-depth analysis of the marketing discipline providing modern concepts and state-of-the-art tools of strategic marketing management for market-driven and customer-focused companies. Emphasis is on consumer behavior, marketing research, marketing mix and marketing and sales organizations.

GLOBAL MARKETS

Comprehensive overview of the business environment of global markets and the complexities of various economies across the globe to better assess business opportunities and global market environments.

INFORMATION SYSTEMS MANAGEMENT

Information system resources and technology management. Key information technologies and their applications (e.g. ERP, CRM, Knowledge Management systems, e-commerce), competitive advantages of information technology and related organizational and managerial implications.

MANAGERIAL ECONOMICS

Problem-oriented understanding of macroeconomic business environments. Topics include the global monetary system, in particular the role of the dollar, the impact of current account imbalances, fluctuations of asset prices, exchange rates and commodity prices and their impact on economic performance, basic concepts of US and EU macroeconomic policies.

ENTREPRENEURSHIP AND INNOVATION

The force of "creative destruction" is key to success for start-ups, companies and societies. Strategic impact of "the new" in terms of marketing and organization, and specific interdependencies between success of innovation and the entrepreneur initiating and driving it. Innovation resistance and resistance resolution.

LEADERSHIP

Effective managers and successful leaders introduce change and visionary leadership in their organizations. Key topics include concepts of leadership and corporate accountability, mobilizing people and groups for change.

ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Introduction into the system of behaviors and rules of conduct between companies and their main stakeholders. Awareness and understanding of the ethical and social responsibility of business considering ethical challenges in the corporate world, enablers of ethical behavior in individuals and organizations, responsible leadership and social entrepreneurship.

MODULE STRUCTURE AND DIDACTIC DESIGN

The didactic design, consisting of pre-, core- and post-module work, ensures an efficient transfer of knowledge while participants develop their professional career. The pedagogical approaches are diverse, ranging from interactive case studies to business simulations and formal presentations.

PRE-MODULE e-learning, 2 weeks →	CORE-MODULE in-class, 4 – 6 days →	POST-MODULE e-learning, 2 weeks →
Preparation of topic <ul style="list-style-type: none"> › Readings › Case studies › Essays › Other 	In-class time <ul style="list-style-type: none"> › Benchmarking sessions › Individual and group presentations › Individual and/or group case work › Breakout sessions › Case discussions › Lecture sessions › Other 	Application of newly gained knowledge <ul style="list-style-type: none"> › Evaluation of theories › Case studies › Papers and assignments › Other

**Master your
challenges. And
find solutions.**



PMBA Specialization Options

In the course of the Professional MBA participants choose one of ten specializations in a specific field or industry. The following specializations are offered:



BANKING

Master your position.
And get ahead.

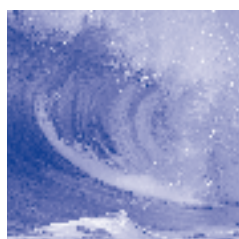
Pages 18 – 21



MARKETING & SALES

Master your customers.
And delight them.

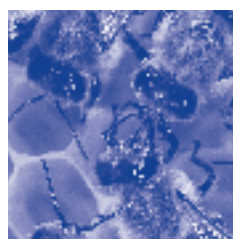
Pages 34 – 37



ENERGY MANAGEMENT

Master your power.
And boost it.

Pages 22 – 25



PROJECT & PROCESS MANAGEMENT

Master your projects.
And leverage them.

Pages 38 – 41



ENTREPRENEURSHIP & INNOVATION

Mastering Creative Destruction.

Pages 26 – 29



TOURISM MANAGEMENT

Master your guests.
And build loyalty.

Pages 42 – 45



FINANCE & CONTROLLING

Master your performance.
And step forward.

Pages 30 – 33



HEALTH CARE MANAGEMENT PUBLIC AUDITING SOCIAL MANAGEMENT

Offered in German.

Page 47

**Master your
position. And
get ahead.**



Specialization Banking

In unpredictable business environments it is crucial for companies to quickly seize unforeseen opportunities and immediately respond to threats. The curriculum was designed in close co-operation with leading financial institutions and is kept up-to-date through ongoing exchange with the industry. A particular focus lies on the transformation and transfer of financial risks and financial markets in the CEE region.

CURRICULUM – SPECIALIZATION

Financial Markets and Institutions

Microeconomic foundations of financial intermediation from a historical, macro and micro perspective with a special emphasis on financial institutions and financial markets in CEE. Analysis of the current financial system.

Risk Management

Key concepts of financial economics for effective decision making in financial institutions and their practical applications. Profound insights into portfolio theory, financial risk management, credit and market risk modeling, covering all major financial instruments in treasury and credit risk.

Asset Management

Asset management practices with a particular focus on equity, fixed income, pension and alternative investments. Comparative study of modern portfolio management in real-life applications.

Bank Management

Successful decision making in banks and other financial institutions. Focus lies on the asset-liability-management approach and interactive financial intermediation and its product market.

Strategy in Financial Intermediation

Modern bank management from a strategic perspective. Profitable product market interaction, global organization of the financial industry, reporting and regulation of modern bank management.

Specialization Banking

DEGREE

"Master of Business Administration" (MBA)

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna

START

Fall, annually

MEMBERS OF THE ADVISORY BOARD (EXCERPT)

Dr. Walter Rothensteiner (CEO, Raiffeisen Zentralbank AG),
Prof. Ewald Nowotny (Governor, Oesterreichische Nationalbank),
Dr. Johann Strobl (Member of the Managing Board as Chief Risk Officer, Raiffeisen Zentralbank AG),
Dr. Rupert Dollinger (Head of Human Resource, Erste Group Bank AG)

TARGET GROUP

- › High potentials, managers and executives in banks, pension funds, asset management institutions and specialized IT-companies
- › Supervisory authorities and consultants
- › Executives from other financial institutions

AVERAGE CLASS PROFILE

- › Age: 35 years
- › Working Experience: 11 years
- › International Participants: 35%
- › Female/Male: 24% / 76%

ACADEMIC DIRECTOR

Prof. Dr. Stefan Pichler

PROGRAM MANAGEMENT

T: +43 1 31336 5096, F: +43 1 31336 90 5096
pmba_b@wu.ac.at
www.excutiveacademy.at/pmba_b



Igor Likhogrud, Prof. Dr. Stefan Pichler, Peter Hettmann

“Although my schedule is busy I very much enjoy participating in the Professional MBA at WU Vienna. The part-time structure, the good atmosphere among like-minded class mates, the excellent organization and the extraordinary venue in Palais Liechtenstein make this a one-of-a-kind executive education program.”

IGOR LIKHOGRUD

Executive Director, Priorbank JSC, Belarus
Participant, Professional MBA Banking

“Financial institutions are currently facing a variety of crucial challenges to manage the interplay between creation of shareholder value, maintaining financial stability and meeting the needs of their customers. The market for banking and asset management services is of increasing competition, thus forcing financial institutions to become more flexible in developing new strategies in order to optimally respond to these challenges. The quality of human resources and more specifically the quality of executive education is one of the key success factors in this development.”

PROF. DR. STEFAN PICHLER

Academic Director, Professional MBA Banking

“Right after the first modules of the program, I was able to implement some of the best ideas in my everyday business life. It is fascinating to see how the diverse assignments shape and sharpen your way of thinking. Not only the skills and knowledge we gain but also the supportive atmosphere of both academic staff and classmates turn your investment into a guarantee for success.”

PETER HETTMANN

Managing Partner, Hettmann Capital Financial Services Ltd, Budapest, Hungary
Participant, Professional MBA Banking

**Master
your power.
And boost it.**



Specialization Energy Management

This specialization sets new standards enabling executives to succeed in the global energy market. Participants learn to apply state-of-the-art management and leadership techniques with a special focus on non-technical issues covering key energy markets. It brings together the best in both, academic expertise and hands-on management approaches from energy leaders, OPEC and other international energy organizations.

CURRICULUM – SPECIALIZATION

Globalization & Energy Economics

General overview of the global economic development emphasizing energy economics as a broad scientific subject considered an applied sub-discipline of economics. Topics focus on supply and use of energy in societies and the special role of the energy industry in the economic development.

Global Energy Markets

Global energy outlook and energy policy, global energy markets and market relations. Buyer-supplier relationships in the global market. Global trends in energy consumption and generation across all fields of energy (renewable, oil, gas, nuclear)

Environmental Management

The management of interaction between modern human societies and the environment, and its impacts with a strong focus on environmental data and modeling. Emission trading as an administrative approach to control pollution by providing economic incentives for achieving reductions in the emissions of pollutants.

Energy Regulation

The development of the liberalization of the energy markets and an overview of the regulatory institutions. Structural and functional separation of energy production, transport and distribution.

Energy Trading

Energy trading systems: General concepts. Energy as a commodity traded on the world market via energy exchanges and bilateral contracts.

Strategies in the Energy Business

Professional management of various securities and assets to meet specified investment goals for the benefit of the investors. Mergers and acquisitions and other forms of co-operations as potential strategy for sustainable corporate growth in energy businesses.

Negotiations

Principle negotiation know-how and methods vital for dealing with difficult negotiation partners in the field of energy. Key conflict management and decision making skills for successful conflict resolution.

Energy Lab

Forum to discuss recent trends or specific issues in the field of energy with leaders in the field to foster the transfer of knowledge into corporate practice.

Specialization Energy Management

DEGREE

“Master of Business Administration” (MBA)

DURATION

- › 15 months plus master thesis
- › 5 residencies (approx. 10 days each)
- › Part-time, blocked modules

LOCATION

Vienna and Gulf Region (International residency)

START

Fall, annually

MEMBERS OF THE ADVISORY BOARD

Dr. Majid Al-Moneef (Governor for OPEC, Saudi Arabia),
Dr. Heinz Leuenberger (Director, UNIDO), Dr. Adnan
Shihab-Eldin (Former Secretary General of OPEC),
Dr. Rainer Wieltch (Head of the Supervisory Board, OMV),
Dr. Rainer Reich (Partner, BCG), Ivan Sandrea (Head of
Strategy, StatoilHydro), Dr. Michael Pistauer (Former CEO,
Verbund), Jesus Rodriguez (Former Representative of
the IMF & World Bank Executive Board), Lucille Langlois
(Former Representative of the IAEA), Dr. Ibibia Lucky
Worika (Senior Legal Counsel, OPEC) and Dr. Piyasvasti
Amranand (Former Minister of Energy, Thailand)

TARGET GROUP

- › Executives from governmental/non-governmental energy companies
- › Industry professionals (middle- and top-management) in all forms of energy management (e.g. oil, gas, nuclear, water, wind, solar)
- › Professionals from international organizations (such as OPEC, OECD, IAEA etc.)
- › Technical professionals moving to a general management position
- › Professionals from international financial institutions (researchers, analysts etc.)

AVERAGE CLASS PROFILE

- › Age: 33 years
- › Working Experience: 9 years
- › International Participants: 75%
- › Female/Male: 25%/75%

ACADEMIC DIRECTOR

Prof. Dr. Jonas Puck

PROGRAM MANAGEMENT

T: +43 1 31336 5421, F: +43 1 31336 90 5421
pmba_em@wu.ac.at
www.executiveacademy.at/pmba_em



Dr. Adnan Shihab-Eldin, Prof. Dr. Jonas Puck, Dr. Wolfgang Ruttenstorfer

“The Professional MBA Energy Management is a highly welcomed addition to specialized postgraduate education in the complex energy landscape. Building on the broad experience of the WU Executive Academy in management education and the outstanding success of its Executive MBA, this program fills a global gap in specialized executive education. In the light of the rising importance of energy resources in the 21st century the topics covered are currently at the top of the global economic, environmental and political agenda.”

DR. ADNAN SHIHAB-ELDIN

Former Secretary General of OPEC

“The energy industry is one of the crucial industries to secure future growth and prosperity. In this context, the Professional MBA Energy Management provides a unique opportunity to improve skills and knowledge in the field and to take your career to the next level. Participants will benefit from a cutting-edge curriculum provided by world-class academics and industry leaders as well as from the cross-cultural exchange with other participants from around the globe.”

PROF. DR. JONAS PUCK

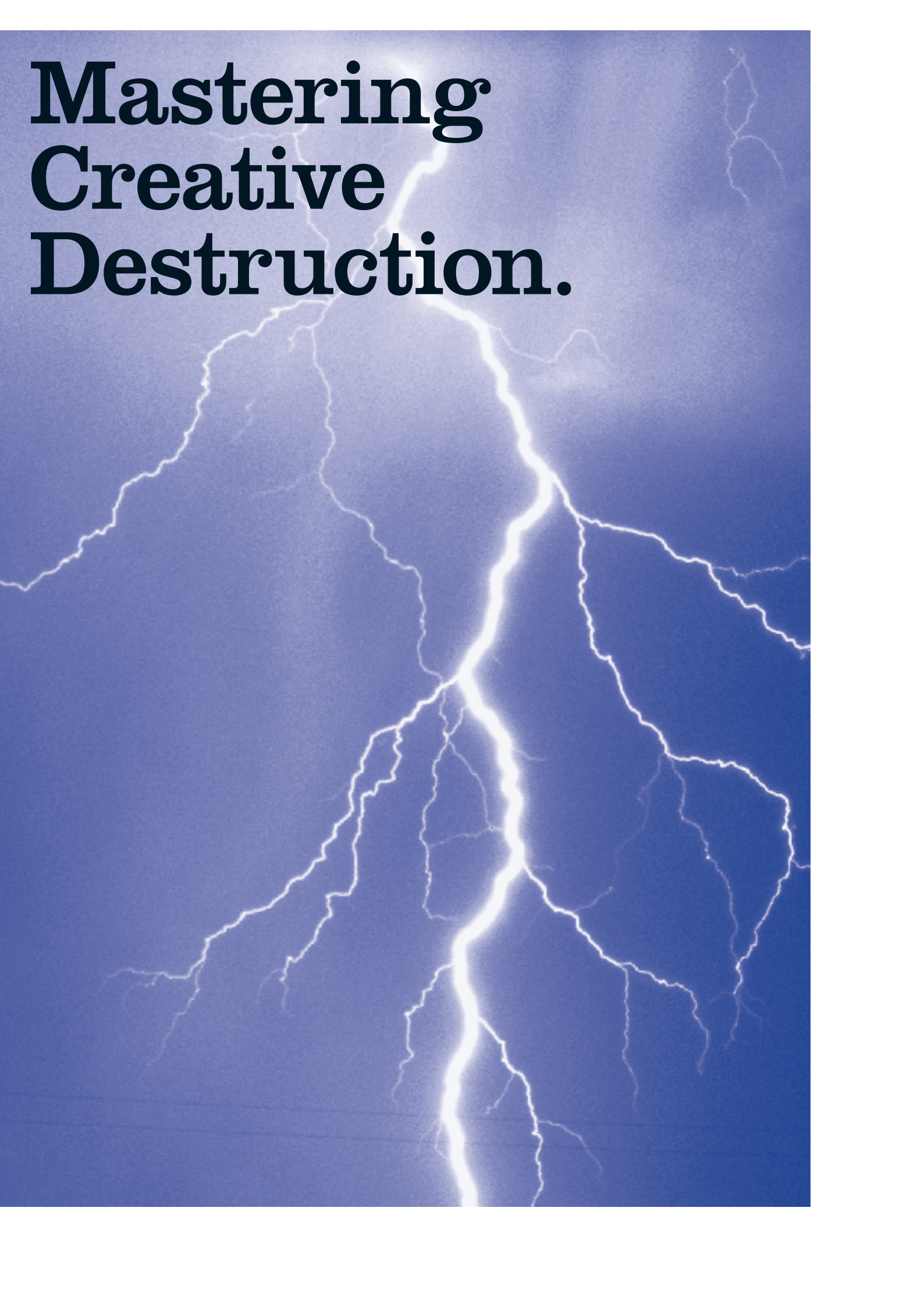
Academic Director, Professional MBA Energy Management

“OMV is the leading energy group in the European growth belt and puts great value on sound, hands-on training for young people. The Professional MBA Energy Management at the WU Vienna unites theory with practice in the best possible manner. In addition, since major energy companies such as OMV and international organizations including the Organization of Petroleum Exporting Countries (OPEC) and the International Atomic Energy Agency (IAEA) are based in Vienna, the city also provides additional basic, practical conditions for students who study in this field. As a company OMV supports this training program so that the Energy Management MBA program continues to be on the leading-edge.”

DR. WOLFGANG RUTTENSTORFER

CEO and Chairman of the Executive Board, OMV AG

Mastering Creative Destruction.



Specialization Entrepreneurship & Innovation

Conducting business in an entrepreneurial way and having the capacity for innovation are the most important competitive factors today. The ability to seize opportunities has become a key qualification. This program provides the appropriate skills teaching entrepreneurial thinking and acting. It is particularly at the interface between economics and technology that there lies a great deal of unexplored potential.

CURRICULUM – SPECIALIZATION

Sources of Innovation

Identification of potential sources of innovations and ideas for future products. Introduction to internal and external (“open innovation”) sources of innovation. State-of-the-art methods to systematically identify and evaluate ideas and concepts for commercially successful innovations.

Strategies of Innovation

Transparent innovation strategy focusing on systematic integration of aspects such as corporate foresight, identification of promising market applications of new technologies, timing and uncertainty in the innovation process. Key topics include technology analysis, co-operation and strategic partnering, technology acquisition, intellectual property rights when developing professional business models.

Marketing of Innovation

Innovation as strategic imperative for companies in global competition by adjusting and adapting to heterogeneous markets. Challenges for innovative companies in dynamic markets, increasing heterogeneity of demand and rapid change of preferences. Successful aligning of research, design and marketing with current and potential customers.

Organization of Innovation

Identification and analysis of all key dimensions of sustainable innovation capability within an organization: General business processes and practices, innovation methodologies and tools, different mindsets and norms driving people in a corporate setting and organizational structures enabling collaboration across functional lines.

Financing and Controlling of Innovation

Financing and controlling as the backbone of innovation processes. Venture capital applications, including various instruments, techniques and approaches for successful management control of innovation processes, specific application fields and impacts.

Entrepreneurial Leadership


Effective business plan development focusing on various aspects of strategy, marketing, organization, financing, and staffing of the entrepreneurial endeavor. New venture creation in high-tech international companies and SME-start-ups.

Specialization Entrepreneurship & Innovation

DEGREE

“Master of Business Administration” (MBA) awarded jointly by WU Vienna and TU Vienna

ADDITIONAL ACCREDITATION

FIBAA 

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna and Boston Area, USA (International Residency)

START

Fall, annually

ADVISORY BOARD

DI Hannes Bardach (CEO, Frequentis AG), Mag. Edeltraud Stifter (Director, Corporate Innovation Center, Siemens AG Austria), Prof. Robert D. Hisrich (Garvin Professor of Global Entrepreneurship and Director, Center for Global Entrepreneurship, Thunderbird School of Global Management, USA), Dr. Christoph Leitl (President, Austrian Federal Economic Chamber), Dr. Boris Nemsic (CEO, VimpelCom, Russia), Dr. Ferdinand K. Piëch (Chairman of the Supervisory Board, Volkswagen AG), Prof. Eric von Hippel (Professor and Head of the Innovation and Entrepreneurship Group, MIT Sloan School of Management, USA), Mag. Norbert Zimmermann (Chairman of the Supervisory Board, Berndorf AG)

TARGET GROUP

- › Executives, who have positioned themselves as innovation leaders, or who wish to do so in the future
- › Engineers, scientists and specialists in product marketing or product controlling with managerial experience
- › High-potentials aiming at preparing themselves for an innovation-orientated managerial function
- › Entrepreneurs with a technological background

AVERAGE CLASS PROFILE

- › Age: 33 years
- › Working Experience: 9 years
- › International Participants: 44%
- › Female/Male: 25% / 75%

ACADEMIC DIRECTORS

Prof. Dr. Nikolaus Franke, Prof. Dr. Sabine Theresia Köszegi

PROGRAM MANAGEMENT

T: +43 1 31336 5405, F: +43 1 31336 90 5405
pmba_ei@wu.ac.at
www.executiveacademy.at/pmba_ei

CO-OPERATION PARTNER TU VIENNA

The specialization Entrepreneurship & Innovation is offered in co-operation with the Vienna University of Technology (TU Vienna). TU Vienna is among the most successful technical universities in Europe and is Austria's largest scientific-technical research and educational institution. The Continuing Education Center of TU Vienna offers a wide range of products customized to the needs of graduates with technical or scientific backgrounds as well as the requirements of companies.



Prof. Dr. Nikolaus Franke, Prof. Dr. Sabine Theresia Kőszegi, Lukáš Krejčí, Fabrizio De Pasquale, MBA

"Innovation means turning a creative new idea into a product or service that succeeds in the market. Therefore, successful innovation management requires technological excellence combined with profound business knowledge and entrepreneurial thinking. In our knowledge-based society, this combination is key to sustainable economic development."

PROF. DR. NIKOLAUS FRANKE

Academic Co-Director, Professional MBA Entrepreneurship & Innovation

"Innovations are not just the rare, trailblazing "breakthroughs". Value is also generated for companies by creative product improvements, altered processes, new markets and more intelligent organization styles. However, anyone determining the rule of the game as an innovator not only generates wealth and social benefits but may also achieve a temporary monopoly benefit."

PROF. DR. SABINE THERESIA KŐSZEGI

Academic Co-Director, Professional MBA Entrepreneurship & Innovation, TU Vienna

"Innovation is an all-important subject in today's corporate world where a company's innovative strength is a decisive competitive factor. This MBA helps mastering these challenges and prepares me for future management functions and was an eye-opener to get an understanding of what global economy means for all of us."

LUKÁŠ KREJČÍ

House Counsel/Human Resources Planning Department, ŠKODA AUTO a.s.
Participant, Professional MBA Entrepreneurship & Innovation

"The Professional MBA Entrepreneurship & Innovation significantly contributed to a deeper understanding of a wide phenomenon that I was only partially involved in. My interest for innovation has now become a true passion."

FABRIZIO DE PASQUALE, MBA

Technical Sales Manager, Nokia Siemens Networks Österreich GmbH
Alumnus, Professional MBA Entrepreneurship & Innovation

**Master your
performance.
And step
forward.**



Specialization Finance & Controlling

In today's business world, financial managers need to substantially contribute to a company's well-balanced management. Strategy-oriented controlling, value and risk management and profound knowledge of capital markets are key aspects of their daily lives. Expert knowledge is only one success factor. Therefore, this program focuses on core business and leadership issues that are crucial in a rapidly changing world.

CURRICULUM – SPECIALIZATION

Accounting

International Financial Reporting Standards (IFRS): Components of financial statements, non-current assets and impairment as well as business combinations. IFRS and US financial reporting environment and financial analysis. Particular focus is on financial instruments, foreign currencies in financial statements, balance sheet analysis and accounting policy.

Tax Law: Including group taxation, different legal forms and financing.

Corporate Governance and Law: Corporate governance code, international developments in corporate governance and an overview on international law of contract.

Corporate Finance

Asset Valuation and Pricing Contingent Claims: With a strong focus on return on invested capital and growth, estimating the cost of capital, trading and hedging strategies involving derivatives.

Business Valuation and Investment Appraisal: Covering frameworks for valuation, calculating and interpreting results, using multiples for valuation and options and their applications to capital budgeting (real options).

Financial Engineering: Covering the valuation of bonds, forwards and futures, focusing on the valuation models for options and swaps, trading strategies of options, application of real options.

Mergers and Acquisitions: Focusing on take-over battles and the acquisitions process: due diligence and post-acquisitions integration and leveraged buy-outs, spin-offs and restructurings.

Financial events across the corporate life cycle: Managing an IPO, going public and associated costs, stylized facts and theories of IPOs (asymmetric information, institutional and ownership theories).

Treasury Management: Quality standards in treasury and risk management, integrated risk analysis, including value and cash-flow-at-risk, portfolio approach for interest and currency risk management.

Controlling

Value Management: Covering key concepts of value-based management and levers of management, analyzing and managing of value drivers.

Reporting: Specific requirements of coherent management reports and presentations, value reporting with a strong focus on intellectual capital reporting.

Planning and Budgeting: Target planning in strategy and functional planning, aligning target planning with balanced scorecard and value-based management, alternative concepts such as better budgeting and beyond budgeting.

Corporate Risk Management: Key elements of corporate risk management systems, implementation strategy of a corporate risk management.

Specialization Finance & Controlling

DEGREE

“Master of Business Administration” (MBA)

ADDITIONAL ACCREDITATION

FIBAA 

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna and Vancouver (International Residency)

START

Fall, annually

TARGET GROUP

- › High potentials seeking to further develop profound knowledge in controlling and finance
- › Practitioners from the controlling and finance sector aiming at enriching their practical know-how with an in-depth postgraduate education
- › Executives and employees of consulting companies

AVERAGE CLASS PROFILE

- › Age: 33 years
- › Working Experience: 8 years
- › International Participants: 46%
- › Female/Male: 31%/69%

ACADEMIC DIRECTORS

Prof. Dr. Stefan Bogner, Prof. Dr. Werner Hoffmann,
Prof. Dr. Gerhard Speckbacher

PROGRAM MANAGEMENT

T: +43 1 31336 5405, F: +43 1 31336 90-5405
pmba_fc@wu.ac.at
www.executiveacademy.at/pmba_fc

CO-OPERATION PARTNER ÖSTERREICHISCHES CONTROLLER-INSTITUT

The specialization Finance & Controlling is offered in co-operation with the Austrian Controller Institute (ÖCI). For over 25 years, the ÖCI has positioned itself as a provider of general management and executive training for companies, NPOs and governmental institutions in Central Europe. Its main objective is to contribute to the development of management control and strategic management in both science and practice. In close co-operation with Contrast Management Consulting, international management consulting projects are conducted in Austria, Germany, the Czech-Republic, Hungary, Romania and Slovenia. This common knowledge is constantly kept up-to-date and implemented into the ÖCI's executive education portfolio guaranteeing immediate application for the participants. The ÖCI offers a wide range of executive education for controllers, managers and executives in finance and accounting with a strong focus on business and management economics, management-control (controlling) and strategic management. Every year, more than 4,000 managers and controllers participate in the ÖCI's postgraduate programs, seminars, and conferences.



Prof. Dr. Stefan Bogner, Prof. Dr. Werner H. Hoffmann, Prof. Dr. Gerhard Speckbacher, Dr. Michael Hofer, MBA

“A key asset of this cutting-edge program is that issues in the individual areas of expertise are dealt with from a top management perspective.”

PROF. DR. STEFAN BOGNER

Academic Co-Director, Professional MBA in Controlling & Finance

“The program’s strong international focus with renowned partner universities and participants from the CEE region fosters the exchange of experience among the participants and prepares them for their future management positions.”

PROF. DR. WERNER H. HOFFMANN

Academic Co-Director, Professional MBA in Controlling & Finance

“A successful career in the finance sector requires more than outstanding expert knowledge. This is why one of the focuses of our specialization in Controlling & Finance is on “Financial Leadership” combining immediate practical relevance with modern challenges of strategic management.”

PROF. DR. GERHARD SPECKBACHER

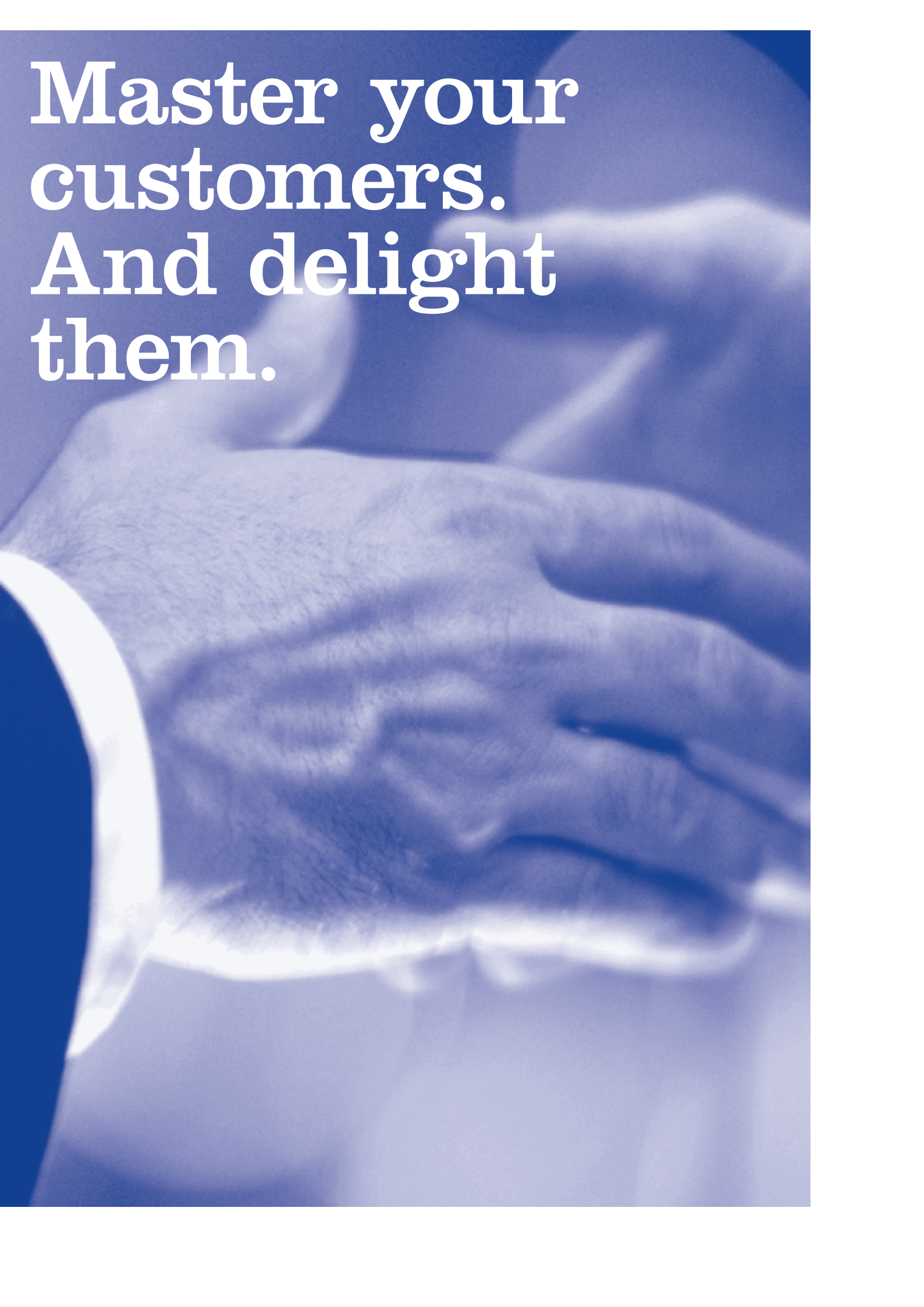
Academic Co-Director, Professional MBA in Controlling & Finance

“This MBA covers all key aspects of modern finance management. The didactic design of the program allows for immediate application of the knowledge and tools covered during the individual modules. For me, it was essential that this MBA is internationally accredited and enables participants to deal with real-life challenges from their companies. The Professional MBA in Controlling & Finance was a great investment for my personal career and for Skidata.”

DR. MICHAEL HOFER, MBA

CFO, SKIDATA AG, Grödig/Salzburg
Alumnus, Professional MBA in Controlling & Finance

**Master your
customers.
And delight
them.**



Specialization Marketing & Sales

Companies that make a difference in their markets have managed ways to let marketing and sales join forces to delight their customers. This program allows participants to enhance their knowledge and skills to master marketing challenges and to reap the benefits through sales excellence. The interaction between top-notch faculty, industry experts and participants provides the ideal basis for executive learning.

CURRICULUM – SPECIALIZATION

Managing your Brands and Communication

Nature of brands and their importance in marketing, successful brand management, diversification of existing brands. Key concepts in integrated marketing communication, effective performance analysis and interface management with communication professionals balancing ideas and marketing budgets.

Managing your Marketing Financials

Sources, strengths and weaknesses of various marketing metrics, design of a relevant portfolio or dashboard of metrics, new developments in marketing management control, different methods of marketing audits, customer and brand equity measurement, key concepts in pricing at a strategic level, competitive strategy and effective pricing.

Managing your Customer Relations

Successful customer management through strategic sales management, pros and cons of various sales compensation and expense systems, sales planning including forecasting, budgeting and sales territory management, individual and corporate sales. Strategic value of key account management and the role of information technology (CRM/SFA) with key accounts.

Managing your Channels

Distribution channel management including appropriate channel and partner selection, successful governance mechanisms for managing marketing channels, logistics and supply chain management in the wider business environment.

Managing your Personal Selling Performance

Identification and analysis of personal negotiation and selling skills, specifics of internal and external communication as a leader in marketing and sales.

Marketing & Sales Lab

Forum to foster the exchange and reflection of new ideas in marketing and sales, promoting the individual knowledge transfer into corporate practice.

Specialization Marketing & Sales

DEGREE

"Master of Business Administration" (MBA)

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna

START

Fall, annually

TARGET GROUP

- › Executives with a successful career in marketing and/or sales who see the MBA as a next step in professionalizing and updating their knowledge and skills
- › High potentials who have developed a successful career in other areas but see their future in marketing and sales and seek a profound functional specialization
- › Entrepreneurs who want to promote their business with the help of state-of-the-art marketing and sales know-how

AVERAGE CLASS PROFILE

- › Age: 33 years
- › Working Experience: 9 years
- › International Participants: 39%
- › Female/Male: 26%/74%

ACADEMIC DIRECTOR

Associate Prof. Dr. Barbara Stöttinger

PROGRAM MANAGEMENT

T: +43 1 31336 5225, F: +43 1 31336 90 5225
pmba_ms@wu.ac.at
www.executiveacademy.at/pmba_ms



Arunas Siksta, MBA, Associate Prof. Dr. Barbara Stöttinger, Matthias Schmid, MBA

“For me, as CEO of TEO LT, Lithuania’s largest telecommunications, IT and TV service provider, creating new ideas, reflecting my current work and exchanging insights with like-minded international colleagues and faculty is vital to reach my personal and professional goal: improving the service quality for TEO LT’s clients. This is what made me choose the Professional MBA Marketing & Sales with its well-balanced combination of the two topics that drive our corporate success – marketing and sales. Moreover, the part-time structure of the program perfectly fit my busy schedule and allowed me to immediately implement new out-of-the-box approaches, as I went along in the program.”

ARUNAS SIKSTA, MBA

CEO TEO LT, AB

Alumnus, Professional MBA Marketing & Sales

„When you look at companies that really make a difference in their markets, everything points to how effectively these companies are integrating marketing AND sales activities to not only serve their customers, but to delight them. This has inspired us to bring these two worlds – marketing and sales – together in a cutting-edge curriculum that imparts knowledge through practical approaches and a solid theoretical basis. It will help them to take their careers to the next level.”

ASSOCIATE PROF. DR. BARBARA STÖTTINGER

Academic Director, Professional MBA Marketing & Sales

“After 15 years of work experience in various positions and countries, I felt the need to meet the challenge of participating in an MBA program to broaden my horizon and to benefit from peers with different backgrounds coming from various industries. The specialization Marketing & Sales provides the perfect environment: a diverse and international peer group, an excellent faculty and a cutting-edge curriculum. This program is not only of high professional value but also a life-changing experience for me.”

MATTHIAS SCHMID, MBA

Vice President Network Passenger Sales Development, Emirates Airline, Dubai

Alumnus, Professional MBA Marketing & Sales



**Master your
projects.
And leverage
them.**

Specialization Project & Process Management

The project and process management specialization allows participants to gain profound knowledge and skills to optimize the handling of their projects. During this program participants get the chance to further develop their social competencies, vital for being an excellent project and process manager. Moreover, it is the optimal preparation for the project management certification according to IPMA or PMI standards.

CURRICULUM – SPECIALIZATION

Process Management

Basics of process management and optimization of processes. Methods of macro process management such as identification of processes and development of a process map. Methods of micro process management such as process break-down structure and process flow chart.

Project Management Methods

Development of a project including project objectives plan, work breakdown structure, different scheduling methods, project cost plan, project environment analysis and the interdependence of various project management methods.

Preparation for the Project Management Certification

Preparation of candidates for the certification (IPMA – International Project Management Association or PMI – Project Management Institute), showing an overview of the required exam contents.

Social Competencies in Projects

Leadership theories and definition of project roles. Key social competencies in project management and intervention methods.

Design of Project Organizations & Program Management

Methods and design of project and program organizations. Traditional forms of project organizations including the influence project organization and the matrix project organization. State-of-the-art organizational designs of projects and programs, specific roles and communication structures of programs.

Project Costs, Project Risk Management & Project Discontinuities

In-depth overview of plan project costs, project risks and project discontinuity resolution. Cost planning, risk identification and risk analysis, scenario technique and alternative project plans.

Project Start, Project Controlling & Project Close-Down

Theory and practice of design and methods of the project management process and its sub-processes: Project start, project controlling and project close-down. Symbolic project management and elements of project culture.

Management of the Project-oriented Company

Strategies, structures and cultures, specific processes and methods of a project-oriented company. Project portfolio management and responsibilities of the PM Office. Introduction of a maturity model for a project-oriented company.

International Project Management Approaches

PRINCE2 as best-practice guidance for multi-purpose project management including different concepts and project management processes for an appropriate process management. Field Trip to Paris, France

Specialization Project & Process Management

DEGREE

“Master of Business Administration” (MBA)

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna, Paris (International Residency)

START

Fall, annually

TARGET GROUP

- › Project managers, program managers and process managers
- › Managers of project and process oriented companies
- › Project and process management consultants and trainers

AVERAGE CLASS PROFILE

- › Age: 34 years
- › Working Experience: 10 years
- › International Participants: 52%
- › Female/Male: 38%/62%

ACADEMIC DIRECTOR

Prof. Dr. Roland Gareis

PROGRAM MANAGEMENT

T: +43 1 31336 5421, F: +43 1 31336 90 5421
pmba_ppm@wu.ac.at
www.executiveacademy.at/pmba_ppm

CO-OPERATION PARTNER RGC

The specialization Project & Process Management is offered in close co-operation with ROLAND GAREIS CONSULTING (RGC).

The RGC offers education in project management, program management and process management and is specialized in implementing those competencies necessary for a successful performance of project- & process-oriented companies.

In the management consulting area and in courses and seminars the RGC communicates Best Practices based on ROLAND GAREIS Project and Programme Management® and ROLAND GAREIS Management of the project-oriented company®.

Furthermore, the RGC contributes to the development of social competencies for project management.



Werner Hochreiter, MBA, Prof. Dr. Roland Gareis, Robert Placek, MBA

"I finally opted for the Professional MBA Process & Project Management because I wanted to acquire those theoretical skills I lacked in this field and add them to my more or less poor practical knowledge I had at that time. In particular, I liked the immediate practical relevance of the individual modules enabling me to instantly apply this new professional expertise in my everyday projects in plant construction. The social skills modules enabled me to master difficult situations in dealing with delicate project teams, customers and suppliers."

WERNER HOCHREITER, MBA

Project Management/Engineering, Andritz AG – Automation
Alumnus, Professional MBA Project & Process Management

"'Happy Projects!' is not a promise, but rather a wish to all those thinking and living in projects. The chance to experience 'Happy Projects!' increases dramatically by attending this Professional MBA program and then applying the models and methods provided."

PROF. DR. ROLAND GAREIS

Academic Director, Professional MBA Project & Process Management

"For the daily business, it is essential that organizations are more process-oriented. For unique, medium-term tasks, involving several organizations, project management (PM) is required. To learn more about new concepts in PM I signed up for this MBA. Working today in cross-functional Schindler teams (EU, Japan, Venezuela ...), I am convinced that it was the right decision to enroll in this MBA program."

ROBERT PLACEK, MBA

Product Line Manager EI, Schindler Fahrtreppen International GmbH
Alumnus, Professional MBA Project & Process Management

**Master
your guests.
And build
loyalty.**



Specialization

Tourism Management

This multidisciplinary program focuses on global strategic tourism issues and state-of-the-art techniques. It can be applied to a variety of professional contexts preparing participants to become effective leaders in the largest economic sector in the world. It is designed for managers who want to promote their career in the field of tourism management or who aspire to a leadership role in the tourism industry.

CURRICULUM – SPECIALIZATION

Consumer Behavior and Psychology in Tourism & Leisure I

Psychological implications of tourism destination marketing practices. Identification of basic marketing principles in global community-oriented tourism. Psychology of travel motivations and tourist typologies. Hosts and guests and the role of the tourist as an agent for cultural change.

Consumer Behavior and Psychology in Tourism & Leisure II

Tourism and society and the role of consumers in the service and tourism industry. Psychological concepts in tourism, choice and decision making, market segmentation, consumer research: Function, methods and implications.

Tourism Services Production

Forms of tourism and particularities of the tourism industry. The tourism supply chain and the main dimensions of service quality. Terms of production in different sectors of the tourism industry.

Tourism Marketing Intelligence

Information requirements for marketing strategies and instrumental decisions. Major explanatory variables in the tourist decision making process. Tourism market segmentation, product positioning methodology and product planning. Advertising efficiency and control.

Strategic Marketing for Destination Marketing Organizations

Foundations of destination competitiveness. Tourist destinations: Image analysis and competitive strategies. Typical challenges for tourist organizations.

Additional Electives

- › NTO, RTO, CTO Management
 - › International Tourist Flows and Forecasting
 - › Tourism Management Information Systems
 - › Meeting and Event Planning
 - › Real Estate Planning
 - › Asset Management
 - › Revenue Management
 - › Recommendation Systems
 - › Public Sector Marketing
 - › Environmental Management and Sustainability
 - › Knowledge Management and Organizational Learning
 - › Online Collaboration, Virtual Communities and Social Networks
-

Specialization Tourism Management

DEGREE

"Master of Business Administration" (MBA) awarded jointly by WU Vienna and MODUL University

DURATION

- › 18 months plus master thesis
- › Part-time, blocked modules

LOCATION

Vienna

START

Fall, annually

TARGET GROUP

- › Executives with experience in the tourism or the service industry who see the MBA as a further step in professionalizing and updating their knowledge and skills
- › High potentials who have developed a successful career in other areas but see their future in tourism management and seek a profound functional specialization
- › Entrepreneurs who want to promote their business with the help of state-of-the-art tourism and management know-how

AVERAGE CLASS PROFILE

- › Age: 27 years
- › Working Experience: 5 years
- › International Participants: 100%
- › Female/Male: 50%/50%

ACADEMIC DIRECTOR

Associate Prof. Dr. Karl Wöber

PROGRAM MANAGEMENT

T: +43 313 36 4960, F: +43 1 313 36 904960
pmba_tm@wu.ac.at
www.executiveacademy.at/pmba_tm

CO-OPERATION PARTNER MODUL UNIVERSITY VIENNA

The specialization Tourism Management is offered in co-operation with the MODUL University Vienna. Since September 2007 MODUL University Vienna, an international private university owned by the Vienna Chamber of Commerce and Industry, has been offering a selection of both Bachelor and Master study programs. Since October 2009, 235 students from 53 countries have been studying on Vienna's Kahlenberg in the areas of Tourism, Public Management and New Media Technology. In the final development phase of this international educational institution more than 540 students will be studying on Kahlenberg, overlooking the city of Vienna. All study programs guarantee the highest level of quality and fulfill the strict accreditation requirements laid out by the Austrian Accreditation Council. Because of the university's international orientation, all study programs are conducted entirely in English. The support ratio currently stands at 1:5 (one MODUL faculty or staff member for every five students). Within the next five years, the owners aim to develop MODUL University Vienna into Austria's leading private university, internationally acclaimed in its areas of study. MU is jointly owned, with 90 percent belonging to the Vienna Chamber of Commerce and Industry, and 10 percent to the tourism investor Sheik Mohammed bin Issa al Jaber, who backs the university's ambitious development plans.



Evelin Tsirk, MBA, Associate Prof. Dr. Karl Wöber, Ebtessam Al-Zayer, MBA

“All Professional MBA professors are world-class faculty and take a personal interest in the professional development of each student. But most importantly, I can immediately apply in my daily work what I have learned in the MBA modules.”

EVELIN TSIRK, MBA

General Manager, Tourism Tallinn
Alumna, Professional MBA Tourism Management

“Today, the tourism industry faces serious challenges. New destinations and the impact of modern information technologies lead to fiercer competition and substantial changes in the tourism environment. The purpose of this Professional MBA is to prepare students for today’s management and marketing responsibilities.”

ASSOCIATE PROF. DR. KARL WÖBER

Academic Director, Professional MBA Tourism Management
Rector of MODUL University Vienna

“On a personal level, working in the tourism industry has been my interest, and the Professional MBA Program covering all key issues of modern tourism management perfectly meets my future career and personal goals.”

EBTESAM AL-ZAYER, MBA

Alumna, Professional MBA Tourism Management



Professional MBA – Specializations in German

Health Care Management
Public Auditing
Social Management



HEALTH CARE MANAGEMENT

In modern societies, the health care system has not only become a key economic field but also an enormous cost factor providing countless jobs in diverse functions. For executives in the health care field it is vital to align cost efficiency, quality assurance and quality improvement. Therefore, the Professional MBA Health Care Management is the ideal executive education program combining state-of-the-art business know-how, social competencies, legal proficiency and profound knowledge as to how both national and international health care systems work.

Academic Director

Associate Prof. Dr. Johannes Steyrer

PUBLIC AUDITING

The importance of public auditing has grown considerably in recent years. In New Public Management efficiency and economy have become fundamental criteria for the assessment of both public sector bodies and administrative agencies in the traditional sense. Performance auditing has assumed an integral function reaching far beyond traditional financial audits. The Professional MBA Public Auditing aims at embracing scientific findings of WU Vienna and practical auditing experience of the Austrian Court of Audit. Preparing finance officials and auditors for the duties and challenges of public auditing is one of the key objectives of the program.

Academic Director

Prof. Dr. Gabriel Obermann

SOCIAL MANAGEMENT

The maturity of a society's culture is assessed by the level of respect and appreciation its people have for the weakest and unprivileged members. Those in charge of this integral social duty should have the best education possible in the field. Hence, the Professional MBA Social Management offers latest insights into and cutting-edge knowledge of modern management methods for innovative solutions in the social and non-profit field. It fosters the competitiveness of non-profit organizations and sustainably advances social standards in society.

Academic Director

Prof. Dr. Michael Meyer

For detailed information on the German Professional MBA specializations please visit our website:
www.executiveacademy.at/pmba.

How we Support you



Making a student's life easier. Since we are well aware of the numerous responsibilities of our hard-working MBA students, we put special emphasis on handling as many administrative details as possible on your behalf.

OUR SERVICES FOR YOU

- › Registration procedures at the university
- › Textbooks and class materials are provided in the classroom
- › Customized online collaboration tools to facilitate group assignments, faculty communication and student interaction anywhere in the world
- › Access to all student services offered by the university (library, internet access, etc.)
- › Coffee breaks during the modules

E-LEARNING ENVIRONMENT

With "Learn@WU", one of the largest state-of-the-art e-learning platforms worldwide, featuring over 45,000 e-learning materials and more than 32,000 users, WU Vienna has positioned itself as a precursor in this field. Within this platform, a customized virtual classroom is provided exclusively to our MBA participants to facilitate all pre- and post-module assignments.

CAREER RESOURCES

This Professional MBA offers numerous benefits for students and alumni. For further details, please refer to page 49, "Ongoing Benefits after Graduation".



Your Ongoing Benefits after Graduation



INTERNATIONAL ALUMNI NETWORK

Our globe-spanning alumni network is the perfect foundation to establish long-lasting professional and personal relationships. During your studies, you enjoy countless opportunities to connect with other business leaders inside and outside the classroom. These connections reach far beyond graduation. As a Professional MBA graduate, you become a member of a vast alumni network providing a broad framework for building ongoing relationships between companies and participants. This leading network enables you to strategically pursue your career objectives.

ALUMNI BENEFITS

As an alumna or alumnus you enjoy numerous exclusive advantages:

- › Alumni events help you to establish, maintain and deepen personal and professional ties with other senior executives of different nationalities coming from diverse professional backgrounds.
- › Preferential access to national and international career opportunities.
- › Invitations to panel discussions, conferences, guest speaker events, seminars and other lifelong learning activities.
- › And many more

COMPANIES RECRUITING AT THE VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Accenture, Austrian Airlines, BMW, Böhler-Uddeholm, Booz & Company, Coca-Cola, Colgate-Palmolive, Danone, Deloitte, Economist, Egon Zehnder, Electrolux, Emerson, Estee Lauder, Henkel, HP, IBM, IKEA, Johnson & Johnson, JP Morgan Chase, KPMG, MAN, McDonald's, McKinsey & Company, Microsoft, Mondy, Morgan Stanley, Nike, OMV, Pfizer, PricewaterhouseCoopers, Procter & Gamble, Raiffeisen Zentralbank, Red Bull, Rockwell Automation Power, Samsung, Siemens, The Boston Consulting Group, Unilever, Telefonica, T-Systems, Verbund, Western Union and many more.

Application and Admission



APPLICATION REQUIREMENTS

To apply for the Professional MBA, you must meet the following requirements:

- › Undergraduate degree, equivalent to a bachelor's degree
- › Minimum of three years of relevant work experience
- › Proficiency of written and spoken English
- › Completed application forms
- › Curriculum Vitae
- › Two letters of recommendation

Each Professional MBA participant is expected to have a personal computer and be familiar with MS Office software.

ADMISSION CRITERIA – WHAT WE LOOK FOR

Student diversity is essential for the quality of the Professional MBA Program. Therefore, we carefully select all our MBA participants considering cultural and academic background, skills and work experience.

Examples of important criteria are:

- › Solid career progression
- › Management and leadership skills
- › Ability to commit to a challenging program
- › Interpersonal and communication skills
- › A clear career vision
- › Ambition and drive

The structure of the program and close collaboration in study groups encourages long-lasting business contacts and friendships.

APPLICATION DEADLINES

Since the program often fills to capacity, please submit your application as soon as possible.

Qualified applicants are admitted on a rolling basis. A non-refundable deposit of EUR 1,000.– is requested upon admission to reserve a seat in the program. The remaining amount is due at the start of the program.

APPLICATION CHECKLIST

Completed application form:

(Download at: www.executiveacademy.at/pmba)

- Official transcript of university grades and high school diploma
- Curriculum Vitae
- Recent digital photograph
- 2 letters of recommendation
- Company and/or Sponsor letter (where applicable)
- Application fee (EUR 100.–) payable upon submission of application
- Clear copy of valid passport

ADMISSION

Completed Application →

Admission Decision →

- › Admission Denied

Admission Interview →

Admission Decision →

- › Admission Denied
- › Waitlisted
- › Future Potential

Admitted →

Find out More



FINANCING OPTIONS

The WU Executive Academy is committed to helping dedicated and deserving students meet their educational and career goals by offering financing options, such as paying by installments and scholarships.

SCHOLARSHIPS

The WU Executive Academy offers several focused and merit-based MBA scholarships throughout the year to encourage academic excellence and leadership qualities. These scholarships are awarded to applicants who can demonstrate a track record of outstanding achievements. Further information on scholarships, application process and deadlines is available on our website.

INDIVIDUAL CORPORATE SPONSORSHIP

Companies frequently provide financial support or educational leave to their employees when it comes to continuing education. We are happy to support you in preparing a tailored proposal for your employer for sponsorship of the Professional MBA program, and look forward to presenting the program to your employer.

For more information refer to our website:
www.executiveacademy.at/financing

COME MEET US

The decision to pursue the Professional MBA program is a real commitment. To support you, we provide numerous opportunities to find out more about the program and meet faculty members, alumni, students and staff, giving you valuable insights and answers to questions you might have.

OPEN DAYS

The best way to assess the quality of an MBA program is to gain first-hand experience. Hence, the WU Executive Academy offers prospective students the unique chance to participate in selected MBA modules and exchange with current MBA students and faculty members. Please contact us for an individual arrangement.

MBA FAIRS

The WU Executive Academy regularly presents its MBA portfolio at internationally renowned MBA fairs.

MBA INFO-SESSIONS

Throughout the year, the WU Executive Academy holds MBA Info-Sessions on a regular basis. During the sessions, faculty members, alumni and program managers provide you with in-depth information on the specific characteristics of our MBA programs and look forward to answering your individual questions.

For details visit our website:
www.executiveacademy.at/fairs

WU

**EXECUTIVE
ACADEMY**



WU Executive Academy
Vienna University of Economics and Business (WU)
Nordbergstrasse 15
1090 Vienna, Austria

T: +43 1 31336 4816, F: +43 1 31336 790
pmba@wu.ac.at
www.executiveacademy.at/pmba

All information provided in the brochure
is subject to misprints and changes.