

# Executive Management

»Training the managers of the future.«

**STUDY REAL  
BUSINESS.**



University of Applied Sciences for  
Management & Communication



# Degree Program

## Entry Requirements

Completion of a university or a university of applied sciences degree (BA or BSc)

## Duration

4 semesters

## Qualification

Master of Arts in Business, MA  
Qualifies the holder to study for a PhD or a doctorate

## Degree Program Format

Part-time

## Lecture Times

Mostly on Thursday evenings, Fridays from 14:50 and all-day on Saturday. Resit examinations possible on Tuesdays and Thursdays from 16:00

## Academic Year

September until June

## Places Available

73 per academic year

## Language of Instruction

English

## Study-abroad Semester

Possible in the 3rd semester

## Fees

Tuition fees of approx. € 363.36 per semester (excl. student union fee)

For those applying from non-EU and non-EEA countries tuition fees are € 1000 per semester

Application deposit for students from non-EU and non-EEA countries: € 200

## Place of study

WKO campus Vienna



# Degree Program Focus

- Recognizing complex links and interactions and reacting proactively in politically and economically turbulent times
- Comprehensive interdisciplinary business administration generalist education as an important supplement to the previous specialist training
- Preparing graduates for leadership roles in companies
- Gaining strategic management skills

# Job and Career

Graduates of this program can work as managers in companies, irrelevant of the sector or the size of the company – especially in companies that want to exploit their growth potential on an international stage. Our graduates have all the skills that they need to create a start-up company or one-person business. Possible career areas:

- Commercial manager
- Senior consultant
- Business unit, company or branch manager
- Company founder or successor
- Project manager

# Studying in Vienna

Studying in Vienna means getting to know a fascinating, dynamic city in the heart of Europe. Famous for its high quality of life, Vienna makes visitors feel right at home almost immediately. Whether visiting a traditional Viennese café, a busy pub, a hip new restaurant, or one of its numerous parks, you will find that Vienna offers countless ways to relax and enjoy the city. Vienna is a hub for culture and art with a multitude of sport, culinary, music and cultural events taking place throughout the year. Being at the heart of Europe, it is a great point of departure for short trips to the mountains, lakes and other neighboring vibrant cities.

»Graduates of this program are equipped with all the necessary skills to manage companies that want to exploit their growth potential internationally. Emphasis in this English-language Master's program is placed on the strategic management of organizational growth and restructuring processes. The development of problem-solving skills, leadership capabilities and the ability to adapt to changes in the business environment are also key focus areas.«

MANFRED J. SCHIEBER MA MSC *Head of Program*



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## Highlights

- Program offered exclusively in English
- Taught in an international environment in the city of Vienna
- Trains generalists for leadership roles
- Uses the established MOC Harvard method (Microeconomics of Competitiveness)

## Application for university places

On our website you can register online as an applicant during the application phase. There you will also find all current information on the admissions procedure.



»What makes this program so special is its interdisciplinary orientation, which provides students with a comprehensive understanding of different processes in companies. The teaching content in projects and lectures held by well-known entrepreneurs and adjunct faculty promotes the networking of students with managers from the real world. This allows students to build networks with interesting contacts while studying.«

PATRICK BATKA, MA *International Business Unit Controlling, Wienerberger AG, Master's graduate 2015*



# Curriculum

## 1<sup>st</sup> Semester – 17.5 WH/S / 30 ECTS

WH/S: Weekly hours/semester / ECTS: European Credit Transfer and Accumulation System

General Management and Business Simulation	International Economics and Economic Policy	Business Process and Supply Chain Management	International Marketing and Export Management	Business Research
4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	4.5 WH/S / 6 ECTS
Business Essentials in Strategy, Accounting, Marketing, Human Resource Management	Concepts of Macroeconomics, Key Economic Issues in Industrialized Nations	Process Modeling and Process Evaluation, Structure and Analysis of Supply Chain Models	International Marketing, Export Management	Business Research Methods, Academic Reading and Writing

## 2<sup>nd</sup> Semester – 19.5 WH/S / 30 ECTS

Strategy, Business Ethics and Sustainability	Financial Reporting & Value Based Management	Multinational Finance and Cash Management	Mergers & Acquisitions	Leadership, HR Management and Change
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	5.5 WH/S / 6 ECTS
Strategic Management, Ethical Aspects, Diversity and Ethical Leadership	Structure and Principles of IAS, Value-based Management, Risk Management and Risk Strategy	Principles of Modern Finance, Evaluation of Capital Market Products	Fundamentals of Corporate Valuation, Value-based M&A Controlling	Leadership, Strategic Human Resource and Change Management

## 3<sup>rd</sup> Semester – 15 WH/S / 30 ECTS

Innovation and Technology Management	Balance Sheet Analysis & Planning	European Business Law and Compliance Management	Conflict Management and Negotiations for Leaders	Master's Thesis Draft
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	1 WH/S / 6 ECTS
Innovation Management, Business Model Innovation, Technology Management	Balance Sheet Analysis and Accounting Policy, Planning & Performance Management	European Business Law, Compliance Management	Conflict Diagnosis, Intercultural Aspects of Conflicts, Negotiations for Leaders	Work on the Master's Thesis, Draft Version of the Theoretical Part of the Master's Thesis

## 4<sup>th</sup> Semester – 9 WH/S / 30 ECTS

Microeconomics of Competitiveness	Master's Thesis	Turnaround Management and Crisis Communication	Master's Examination
3 WH/S / 6 ECTS	1 WH/S / 12 ECTS	4 WH/S / 6 ECTS	1 WH/S / 6 ECTS
MOC is a course taught by the Affiliate Network of the Harvard Business School.	Finalizing the Master's Thesis, Defense of the Master's Thesis	Causes and Phases of Crises, Turnaround Management, Crisis Communication	

Subject to change and approval of AQ Austria. Please refer to the website for the latest information.

