

## **FHWien der WKW Presents Revamped MBA Program**

**A high proportion of online learning, a focus on sustainability and a lot of practical relevance: The International MBA in Management & Communications teaches leadership skills in 17 months.**

*Vienna, March 9, 2023* – FHWien der WKW has redesigned its International MBA in Management & Communications: Starting in fall 2023, the continuing education program for existing and future managers will be conducted entirely in English. With only two attendance blocks per semester and a lot of online teaching, the MBA program is now particularly easy to combine with a job and private life. Also new are the cases from the students' professional lives and the focus on sustainable business. Two weeks at a business school abroad give students an international perspective. After 17 months, the continuing education program at the Vienna Management Academy by FHWien der WKW concludes with the MBA degree.

### **Business expertise and communication skills**

FHWien der WKW has been offering the International MBA in Management & Communications since 2009. In developing the program further, the university of applied sciences draws on its expertise in its core topics management and communication. This, in turn, benefits the students, who acquire up-to-date business knowledge and improve their communication skills, explains Head of Program Manfred Schieber: "Management tasks require sound business knowledge and communication skills. In addition, the ability to align companies and organizations in terms of future-oriented and responsible action is becoming increasingly important." The curriculum therefore includes sustainable business models, sustainable corporate finance and sustainable supply chain management.

### **Two weeks at a business school abroad**

The International MBA in Management & Communications now features even more practical relevance. Students work on an individual case that they bring with them from their professional activities. From the first semester onwards, they analyze this task from business practice based on the knowledge acquired during their studies and develop solutions for it. Another feature of the MBA program is its international orientation, which is not only ensured using English as the language of instruction: Students spend two weeks at a business school abroad, thus widening their horizons. Another highlight is the strategy module, which is based on materials from the renowned Harvard Business School.

### **Preparation for leadership roles in all industries**

The International MBA in Management & Communications enables individuals who hold or seek management positions to deepen their leadership skills. The postgraduate program builds on the professional and leadership experience that students already have. The MBA enables them to take on strategic leadership roles in all industries and business sectors, where a holistic view takes priority over specialization. "In our MBA program, students learn to develop solutions that are supported by the entire company," explains Head of Program Manfred Schieber.

### **Studying flexibly with only two attendance blocks per semester**

Thanks to the high proportion of online learning, the three-semester study program can be easily completed alongside a job. There are only two three-day attendance blocks per semester in Vienna.

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This also allows people who live further away to participate. Although English is the language of instruction, students can use German for most exams and assignments in the program, including the Master's thesis.

The International MBA in Management & Communications will start again in September 2023. Applicants for a place on the program must have a degree with at least 180 ECTS credits and four years of professional experience or two years of management experience.

The Vienna Management Academy by FHWien der WKW offers a personal consultation to anyone interested in the MBA program. Information on this and on the study program itself is available online:

[Webpage of the International MBA in Management & Communications](#)

## Photos:

A high proportion of online teaching, a focus on sustainability, a lot of practical relevance and English as the language of instruction: This is what the International MBA in Management & Communications at FHWien der WKW will offer from fall 2023.

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"In our MBA program, students learn to develop solutions that are supported by the entire company," explains Head of Program Manfred Schieber from FHWien der WKW.

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## FHWien der WKW – University of Applied Sciences for Management & Communication

*FHWien der WKW is Austria's leading university of applied sciences for management & communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our students for their future careers. Since its foundation in 1994, FHWien der WKW has already produced over 13,600 graduates.*

## Contact:

Bernhard Witzeling

Head of Corporate Communication, Marketing and Alumni & Career Services, Press Officer

Tel.: +43 (1) 476 77-5733

[presse@fh-wien.ac.at](mailto:presse@fh-wien.ac.at)