

# Executive Management

«Training the managers of the future.»

Taught  
in English

**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

## 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

## 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 and  
Distance Learning



# 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.

»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 MBA MSC *Head of Program*



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)

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## The key features of a MA program at our UAS

- Modules on Strategic Management prepare students in all Master's programs to become effective leaders.
- Our students learn how digital transformation is changing their respective professional field and how to unlock digitalization opportunities.
- The students deal with transformations to economic sustainability and with the question: How can I manage a company in a socially and ecologically responsible way?



»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 *Finance & Projects Manager NORDSEE Austria, Graduate and Lecturer*

## 1<sup>st</sup> Semester – 14 WH/S / 30 ECTS

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

| Professional Purposes  | International Economics and Economic Policy                   | Bridging Course/<br>Elective Course 1*  | Bridging Course/<br>Elective Course 2*   | Bridging Course/<br>Elective Course 3* |
|--|---|---|--|--|
| 4 WH/S / 6 ECTS  | 4 WH/S / 6 ECTS   | 2 WH/S / 6 ECTS   | 2 WH/S / 6 ECTS  | 2 WH/S / 6 ECTS                        |
| Teambuilding,<br>Business Negotiations,<br>Business Research | International Economics and<br>Economic Policy,<br>Resilience | BC General Management and Strategy Fundamentals<br>BC Accounting and Financial Management<br>BC Strategic HR and Project Management | EC Business Ethics and Sustainability<br>EC Resource and Export Management<br>EC Strategic and International Marketing |  |

\* three out of six BC/EC courses (Bridging Courses/Elective courses)

## 2<sup>nd</sup> Semester – 19 WH/S / 30 ECTS

| Leadership and Change Management | Sustainable Management   | European Business Law and Compliance Management | Performance Management  | Master's Thesis – Research Proposal |
|----------------------------------|--|---|---|-------------------------------------|
| 4 WH/S / 6 ECTS                  | 6 WH/S / 6 ECTS  | 3 WH/S / 6 ECTS                                 | 4 WH/S / 6 ECTS   | 2 WH/S / 6 ECTS                     |
|                                  | Risk and Stakeholder Management,<br>Project Portfolio Management,<br>Strategic Sustainability Management |   | Planning and Performance Management,<br>Value Based and Risk Management |                                     |

## 3<sup>rd</sup> Semester – 18 WH/S / 30 ECTS

| Strategic Transformation                                     | Innovation and Technology Management | Corporate Finance and Mergers & Acquisitions | International Cooperations  | Master's Thesis – Theory |
|--|--------------------------------------|--|---|--------------------------|
| 4 WH/S / 6 ECTS  | 4 WH/S / 6 ECTS                      | 4 WH/S / 6 ECTS                              | 4 WH/S / 6 ECTS   | 2 WH/S / 6 ECTS          |
| Strategic Change,<br>Microeconomics of Competitiveness (MOC) |                                      | Corporate Finance,<br>Mergers & Acquisition  | International Sustainability<br>Project, Conflict Management,<br>Negotiations for Leaders |                          |

## 4<sup>th</sup> Semester – 11 WH/S / 30 ECTS

| Business Simulation | Turnaround Management and Crisis Communication | Interdisciplinary Reflections | Master's Thesis – Empiricism | Master's Final Examination |
|---------------------|--|-------------------------------|------------------------------|----------------------------|
| 4 WH/S / 6 ECTS     | 4 WH/S / 6 ECTS                                | 2 WH/S / 6 ECTS               | 1 WH/S / 6 ECTS              | 6 ECTS                     |
|                     |  |                               |                              |                            |

Subject to change.

