



FHWien der WKW

University of Applied Sciences for
Management and Communication

Information Session
Master's Program Executive Management

**STUDY REAL
BUSINESS.**

University of Applied Sciences for
Management & Communication





Management & Entrepreneurship Study Programs



Dr. Diana Muslimova

**International Course Manager,
Academic expert and lecturer
Business Administration**

**STUDY REAL
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Studying at a University of Applied Sciences Means...



- fixed, **job-friendly** timetables
- blocked classes and **staggered exam dates** (distributed **evenly over the semester**)
- combining **theory with practice**
- high proportion of **lecturers from the business world**
- **cooperations** with national and international companies
- **case studies** and **projects** from real companies
- small classes
- close contact with fellow students, lecturers, and head of study program

University of Applied Sciences for Management & Communication

- more than 2,800 students
- 2/3 of lecturers are external experts
- more than 150 international partnerships with universities worldwide
- more than 13,600 graduates

Management & Communication

- 10 BA Programs
- 9 MA Programs
- some Continuing Education Programs



Management & Entrepreneurship Study Programme

- established in 1996
- ~ 550 BA and MA students
- more than 3,400 graduates
- **BA Management and Entrepreneurship**
- **MA Executive Management**



Master of Arts in Business Executive Management

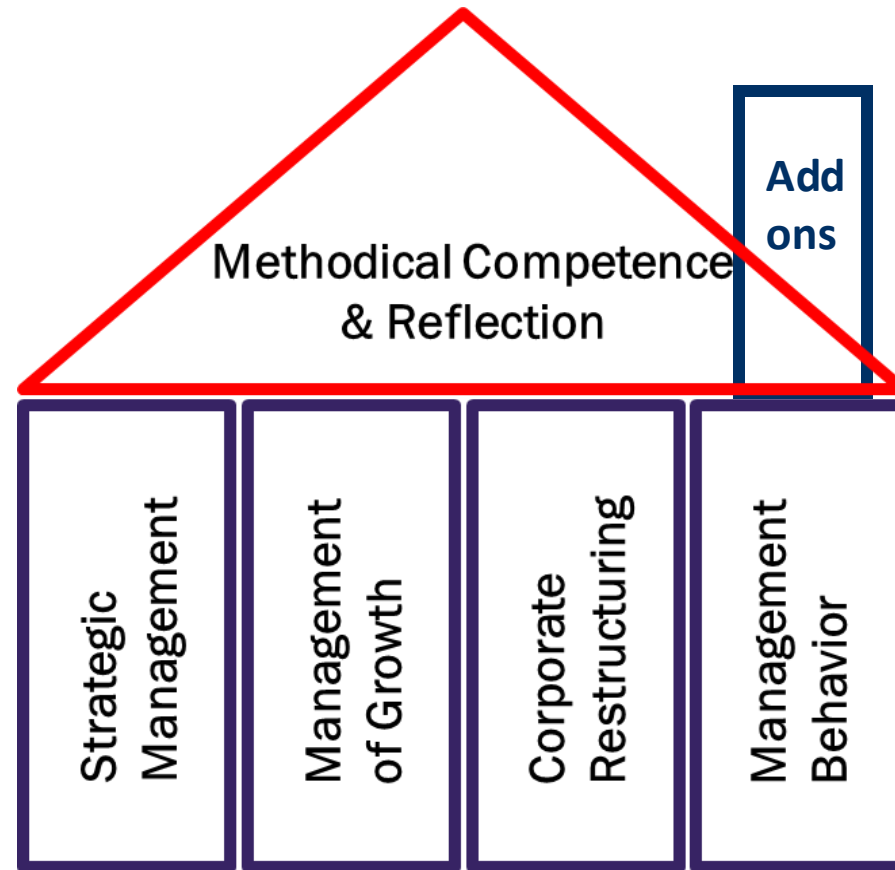
- Duration 2 years (= 4 semesters)
- 73 places / year
- Winter semester: September – January
- Summer semester: February – June
- Thursdays 18:30-21:45
- Fridays 14:50-21:45
- Saturdays 08:30-16:15

(Resit examinations possible on Tuesdays and Thursdays from 16:00)



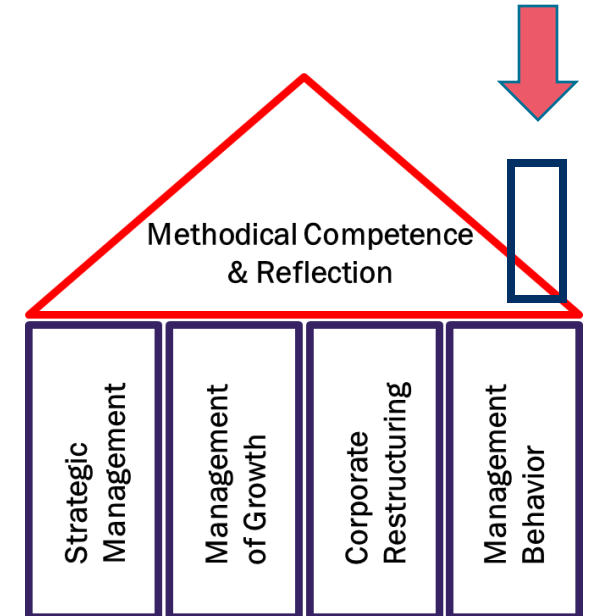
MA Executive Management

4 Pillars of the Program



MA Executive Management Add-ons

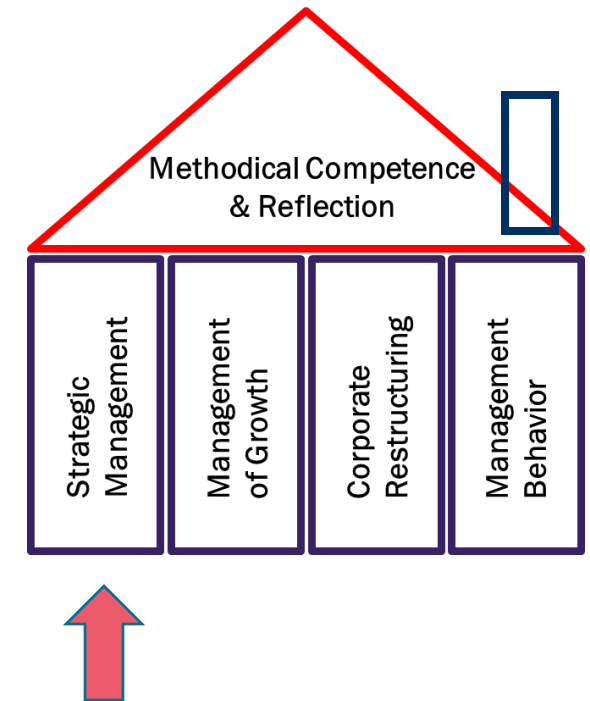
- Bridging (BC) and Elective (EC) Courses:
 - BC General Management and Strategy Fundamentals
 - BC Accounting and Financial Management
 - BC Strategic HR and Project Management
 - EC Business Ethics and Sustainability
 - EC Resource and Export Management
 - EC Strategic and International Marketing
- Connection to the Research Cluster (Strategy, Sustainability, SMEs)



MA Executive Management

1. Strategic Management

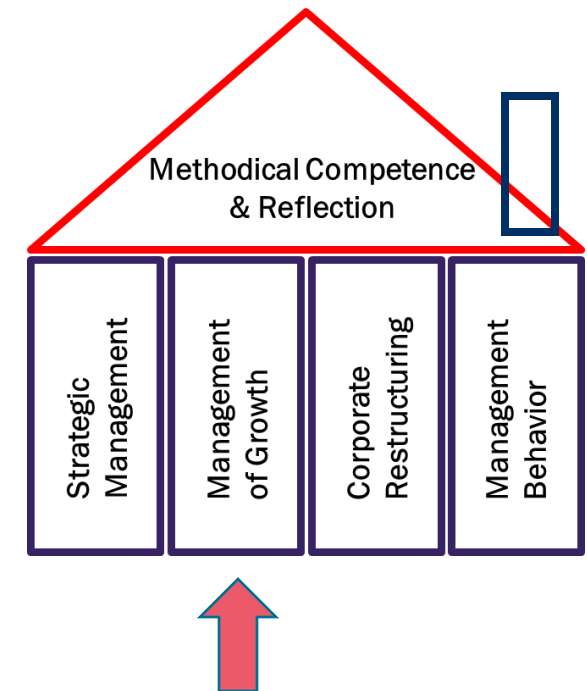
- Theoretical Input Strategic Management
- National / international trends; how to deal with them
- Develop strategies and assess their effects on business success
- Value management vs. cost cutting
- Introduce and build up project controlling measures, realize strategies and projects
- Knowledge of strategic concepts and their influence on the management of organizations
- Corporate Governance & Business Ethics



MA Executive Management

2. Management of Growth

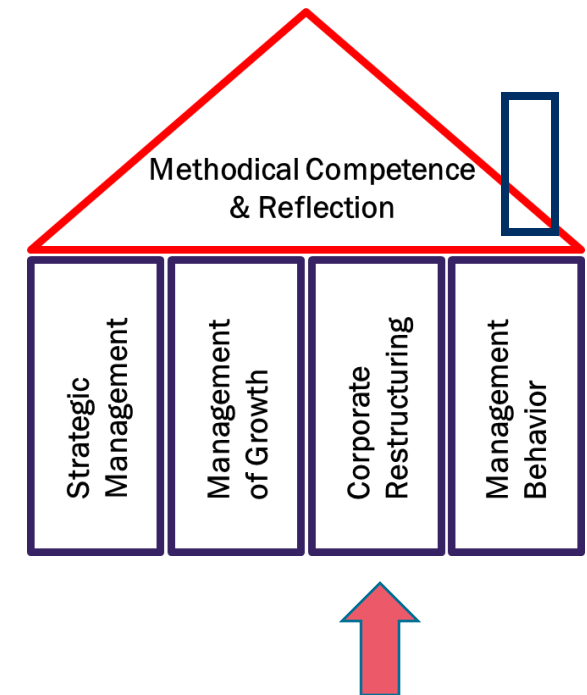
- Analysis of growth processes - Best Practice
- Challenges of and reasons for failure concerning growth
- Innovation and technology management
- Preparing and assessing business plans; connecting all business aspects
- Mergers, acquisitions and business cooperations; Choose the right form of cooperation; Supervise and implement M&As



MA Executive Management

3. Corporate Restructuring

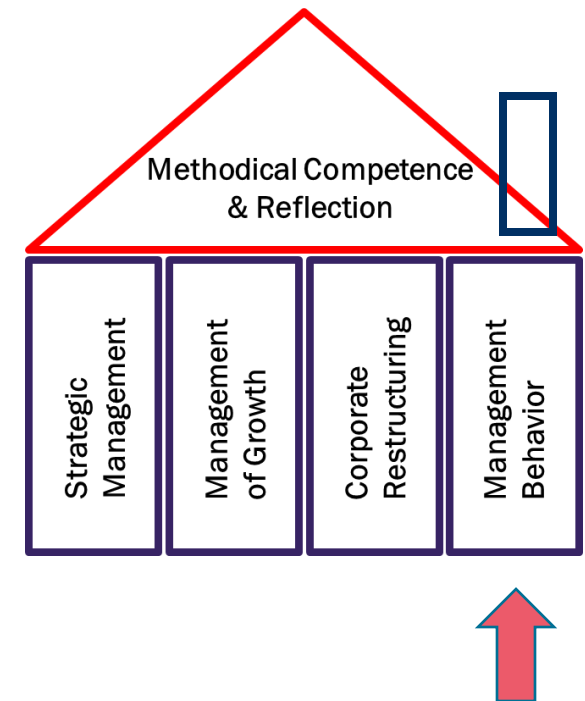
- Crisis theories (triggers, processes, crisis management)
- Preventing, recognizing and overcoming crises
- Corporate restructuring: stabilization of liquidity and sustainable economic rehabilitation
- Legal frameworks
- Correct utilization of company financing instruments



MA Executive Management

4. Management Behavior

- Up-to-date management theories
- Social skills, such as
 - Team building and team leadership
 - Conflict management
 - Leadership behavior
- Ability to conduct conversations about performance, criticism and appreciation
- Career coaching



MA Executive Management Competence Oriented Learning

- 5 modules per semester
- Competence orientation
- Interconnected modules
- Diverse learning settings



MA Executive Management Internationalization



- **Study-abroad semester:** possible in the 3rd semester
- Summer sessions abroad
- Refer to CIEM for further information (**Center for International Education & Mobility**):
<http://www.fh-wien.ac.at/international/>

MA Executive Management

MA Curriculum 1st Year

1st 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/ Elective Course 1*	Bridging Course/ Elective Course 2*	Bridging Course/ 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, Business Negotiations, Business Research	International Economics and Economic Policy, Resilience	BC General Management and Strategy Fundamentals BC Accounting and Financial Management BC Strategic HR and Project Management	EC Business Ethics and Sustainability EC Resource and Export Management EC Strategic and International Marketing	

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

2nd 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, Project Portfolio Management, Strategic Sustainability Management		Planning and Performance Management, Value Based and Risk Management	

MA Executive Management

MA Curriculum 2nd Year

3rd 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, Microeconomics of Competitiveness (MOC)		Corporate Finance, Mergers & Acquisition	International Sustainability Project, Conflict Management, Negotiations for Leaders	

4th 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

MA Executive Management

SUSTAINABLE DEVELOPMENT GOALS



PRME Principles for Responsible Management Education

an initiative by the  United Nations Global Compact

MA Executive Management Where Are You Heading?

Managing positions across sectors and company types:

- Chief Executive Officer (CEO)
- Managing Director / General Manager
- Commercial Director
- Senior Consultant
- Project Manager
- Head of Department
- Entrepreneur
- ...



Practical Projects - Who Are Our Cooperation Partners?



References in the Academic Field (Excerpt)

Industries: Banking, Insurance, FMCG, Clothing, Automotive, Real Estate, Pharmaceuticals, Medicine, Technology, Logistics, Telecommunications, NGOs, Public Sector, etc.



MA Executive Management Graduates



Mariane Leyacker-Schatzl
Eisperle
Founder, Entrepreneur

© Eisperle – www.stiefkind.at



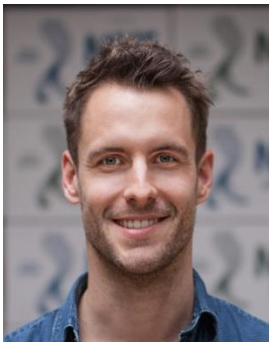
Andreas Matthä
ÖBB Holding
CEO

© ÖBB, Jakwerth



Emanuela Novakovic
Hyundai Import GesmbH
Head of Marketing

© Hyundai



Constantin Simon
Head of Unit 3
IP Austria
and Serial Entrepreneur

© Nixe: Constantin Simon



Theresa Mai
Wohnwagon
Founder, Entrepreneur

© Hans Schubert



Zsolt Juhasz
Shopping City Süd
Center Manager

© Philipp Lipiarski

MA Executive Management ECTS & Tuition Fees

- 120 ECTS
- Graduates can apply for a doctoral/PhD program
- Fees per semester:
 - € 363.36 tuition (non EU citizens see homepage)
 - € 22,20 student union fee
 - + scripts, books



MA Executive Management

MA Program Entry Requirements



- Applicants should have a recognized, academic Bachelor's degree or equivalent (e.g. Magister, Diplom-Ingenieur, ...)

These can be: Degrees in **Business, Economics or Social Sciences** from Universities of Applied Sciences or Universities

- **All other academic degrees** (e.g. technical degrees, science, legal or humanities) need to prove prior knowledge of business administration. This will be tested during the admission procedure.

MA Admission Procedure for the Academic Year 2025/26



■ Step 1:

Submission of application from **January 8th, 2026** until **March 30, 2026** (third country applications: application period ends on March 9th, 2026). All application documents must be submitted online.

■ Step 2:

Computer-based admissions test in spring 2026 with two parts: a general (cross-disciplinary) and a subject-specific part.

Recommended literature:

- Ebert, R.J., Griffin, R.W.: Business Essentials, Pearson, United Kingdom, 2018, 12th edition
- Drury, C.: Management Accounting for Business, Cengage Learning EMEA, United Kingdom, 2019, 7th edition

■ Step 3:

Online interview in **May 2026**

MA Executive Management How to Apply



Registration and online application: <http://www.fh-wien.ac.at>



Points of Contact



Manfred J. Schieber MA MBA MSc

Head of Bachelor's Program
Unternehmensführung-Entrepreneurship International Course
Head of Master's Program
Executive Management
Head of International MBA in
Management & Communication

manfred.schieber@fh-wien.ac.at

Information and Admissions Center

servicepoint@fh-wien.ac.at

Tel: +43 (1)47677-5744



Dr. Diana Muslimova BA MSc

Manager
Academic Expert and
Lecturer
Business Administration

Diana.muslimova@fh-wien.ac.at

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We Look Forward to YOUR Application!

- Management & Entrepreneurship Study Programs
Währinger Gürtel 97, 1180 Vienna
Tel. +43 (1) 476 77-5880 Fax +43 (1) 476 77-5704
uf@fh-wien.ac.at fh-wien.ac.at/uf
- youtube.com/FHWien
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