

# International MBA in Management & Communications

»This program will boost my career.«



**VIENNA  
MANAGEMENT  
ACADEMY**

by FHWien der WKW

**FROM GOOD TO GREAT!**

# Degree Program

## Qualification

Master of Business Administration (MBA)

## Entry Requirements

Completion of a university or a university of applied sciences degree, at least 4 years of professional experience or at least 2 years of management experience, English skills at least B2

## Duration

3 semesters (17 months)

## Degree Program Format

Part-time (high proportion of distance learning)

## Lecture Times

2 classroom sessions per semester: Thur–Sat all day – every 14 days: Fri 14:00–21:30 and Sat 8:30–16:00 online

## Academic Year

September until June

15 per academic year

## Language of Instruction

English (Exams and Master's thesis may be completed in German)

## Fees

Total tuition fees of EUR 19,500 (excl. student union fee)  
Please note this does not include foreign University fees, the travel and accommodation costs for the time spent abroad.

## Place of Study

wko campus wien,  
Distance Learning

# Degree Program Focus

- Teaching a comprehensive generalist understanding of management, which integrates business and communication expertise
- Gaining of specialist, social and implementation skills to meet the requirements of a modern leader
- International university flair due to a study-abroad module at an international business school and a strategy module based on materials from Harvard Business School
- Individual business cases allow the students to exercise the modules' content and acquired know-how practically

# Job and Career

Graduates from the MBA program will have improved their leadership skills and will be qualified for high-up leadership positions in all sectors. The career field is very broad, in that the comprehensive view is prioritized over the purely specialist view.

Graduates will be qualified for positions in general management, executive management or management consultancy, in marketing or corporate communication, as well as in the areas of business controlling and finance:

- CEO
- Head of Marketing or Sales Division
- Head of Controlling / Internal and External Accounting
- Head of Corporate Communication
- Project Manager
- Senior Consultant
- Company Founder



»Leadership tasks require equally well-founded business and communication skills. In three compact semesters, you will acquire state-of-the-art competencies that will enable you to develop solutions from the perspective of a manager that are supported by the entire company. Take up the challenge of our practice-oriented MBA program, which has been successful since 2009!«

MANFRED J. SCHIEBER, MA MBA MSC *Head of Program*



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## Highlights

- Two weeks abroad at an international business school
- Benefit from individual solutions by working on a personal business case
- Prestigious strategy module based on material from Harvard Business School

## Application

- 1. Come talk to us!** Contact us – together we will discuss whether the intended study program is the right one for you and whether you meet all admission requirements.
- 2. Send all documents** (letter of motivation, résumé, certificates) to [mba@fh-wien.ac.at](mailto:mba@fh-wien.ac.at).
- 3. University places awarded:** 2 weeks after receipt of your documents at the latest



»The MBA program gave me a fresh-up on strategy, management and communication tools. The multidisciplinary exchange with fellow students and the deep scientific examination of the topic of digitalization were also very valuable for me.«

SANIJE RAMADANI, MBA *Managing Director Digitalization & Mid Office at Development Bank of Austria*

# Curriculum

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

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

<b>Individual Business Case and Scenario Thinking 1</b>	<b>Responsible Entrepreneurship &amp; Management:</b> Business Ethics, Responsible Management, Business Models	<b>Leadership and Leadership Communication</b>	<b>Managing Organizations</b> (Case Challenge 1)	<b>Legal Basics for Executives</b> (Case Challenge 2)	<b>Business Research:</b> Socio-scientific Methods & Application
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## 2<sup>nd</sup> Semester – 14 WH/S / 30 ECTS

<b>Business Research:</b> Disposition, Progress Report	<b>Strategic Management:</b> Micro-economics of Competitiveness, Strategic Management in a Digital Era, Scenario Thinking 2	<b>Managerial Accounting:</b> Annual Accounts & Statement Analysis, Sustainable Corporate Financing (Case Challenge 3)	<b>International Business 1:</b> Int. Marketing and Export Management, Sustainable Supply Chain Management, Intercultural Communication	<b>Game Changer Thinking &amp; Acting:</b> Innovation Management, Digital Businesses, Sustainable Business Models (Case Challenge 4)	<b>International Business 2:</b> Module at an International Business School
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## 3<sup>rd</sup> Semester – 9 WH/S / 30 ECTS

<b>Business Controlling and Business Simulation, Scenario Thinking 3</b>	<b>Business Communications:</b> Communication Strategies, Digital Tools, Stakeholder & Crisis Communication (Case Challenge 5)	<b>Master's Thesis</b>	<b>Final MBA Examination</b>
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1 ECTS corresponds to a workload of 25 hours at 60 minutes.



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