Professional MBA Automotive Industry
TU Wien | Slovak University of Technology in Bratislava

Postgraduate MBA Program
Master of Business Administration
4 semesters, part-time
PROFESSIONAL MBA AUTOMOTIVE INDUSTRY

The automotive sector in Europe represents a main component of the industrial backbone underlying economic stability and growth. Besides direct employment at car manufacturers and component suppliers, the sector has an important multiplier effect by linking various industries and business services together along the value chain.

Within the European Union, the automotive industry accounts for more than 12 million jobs and contributes around 4% to the EU's GDP. The Central European Region (CENTROPE) consisting of Austria, Hungary, Slovakia and the Czech Republic positioned itself as a power house of Europe's automotive industry with an annual production of around 4 million cars.

The automotive sector has always been critical to public interest due to its social and economic importance. Recently, high attention is drawn by developments such as the transformation of vehicles from products towards integrated transportation services or disruptive technologies enabling smart and connected driving.

These visionary concepts call for a new generation of leaders with the ability of interdisciplinary and interconnected thinking in an uncertain and complex environment. Future decision makers in the automotive sector are required to operate anywhere in the world with the same efficiency, thus they need to think globally and act locally.

To meet these requirements, in cooperation with the Vienna Business Agency, the TU Wien and the Slovak University of Technology in Bratislava offer this MBA Program to train a generation of leaders in the automotive and component supply sector with a strong focus on the CENTROPE region.

“We can currently observe that those who ignore trends in the automotive industry quickly lose competitive advantage. Our MBA students are equipped with the practical knowledge and analytical skills to be aware of potential risks as well as great market opportunities in this industry. The transnational studies combine different student’s viewpoints and backgrounds with diverse academic and practical experiences. We offer our students the chance to directly learn from those leaders and managers who already achieved great things in the automotive industry and who are willing to share their experience with the future generation that should follow their footsteps.”

Univ.Prof.Dr.-Ing.Dipl.Wirtsch.-Ing.Prof.eh.Dr.h.c. Wilfried Sihn
Academic Director, TU Wien and Managing Director Fraunhofer AUSTRIA
## CURRICULUM

### Module A
**Accounting & Controlling**
- General Overview of Bookkeeping & Cost Accounting Systems
- Balanced Sheet Analysis
- Budgeting
- Activity-based Accounting
- Consolidated Balance Sheet
- Automotive Case Studies

### Module B
**Management Science**
- Project Management: Overview
- Project Planning & Controlling
- Project Calculation
- Quantitative Methods: Optimization
- Linear Programming
- DEA
- Regression Analysis
- Business Models
- Automotive Case Studies

### Module C
**Organizational Behavior & Human Resource Management**
- Teambuilding
- Automotive Structure of Organizations & Incentives
- Organization & Innovation
- Process Management & Organizational Change
- Leadership
- Negotiation
- Communication Skills
- Change Management in the Automotive Industry
- Automotive Case Studies

### Module D
**Marketing & Competition Strategy**
- Marketing Goals & Instruments (General, OEM, Supplier, Service Provider)
- Market Analysis: Marketing Research
- Data Analysis
- Strategic Marketing and Pricing
- Brand Marketing
- International (Global) Marketing
- Customer Orientation
- Postponement Strategy
- Product Management
- Lead User Techniques
- Public Relations
- Automotive Product Life Cycle Management
- Key Account Management
- Sales
- Automotive Case Studies

### Module E
**Corporate Finance**
- Shareholder & Stakeholder Approach
- Cash Flow & Dynamic Methods
- Discounted Cash Flow Method
- Capital Market Theory (CAPM)
- Capital Structure Theory
- Financing Models in the Automotive Industry
- Automotive Case Studies

### Module F
**European & International Business Law**
- Trade Law & International Trade Law & CEE Specifics
- Company Law
- Technical Norms & Standards in the Automotive Industry
- Product Liability
- Intellectual Property Rights
- Tender (Structures & Regulations)
- Warranties in the Automotive Industry
- Automotive Case Studies

### Module G
**Managerial Economics**
- Microeconomics
- Macroeconomics
- Industrial Organization
- International Trade Theory
- Production Strategies
- Automotive Production Management
- Innovation Management
- Automotive Case Studies

### Module H
**Communication Skills & Social Competence**
- Interdisciplinary Projects
- Problem Solving Methods
- Automotive Case Studies

### Module I
**Process & Quality Management in Automotive Industry**
- Processes & Process Management
- Quality Management
- Methods & Tools (FMEA, QFD etc.)
- Six Sigma
- Automotive Certification & Auditing
- Maintenance & TPM
- Innovation Management
- Automotive Case Studies

### Module J
**Automotive Production & Logistics**
- Automotive Production Processes & Systems
- Production Planning & Control
- Industrial Engineering
- Factory Planning
- Methods & Tools (MTM, SCOR etc.)
- Lean Management in the Automotive Industry
- Vehicle Development Process
- Automotive Supply Chain Management
- Delivery Forms & Logistics
- Transportation
- Information Management
- Automotive Case Studies

### Module K
**Master's Thesis**
The Master's Thesis is a practice-oriented course of study that aims to enhance participants' skills in the subject area based on academic criteria.

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"Any company that wants to be successful in the face of global competition will in future have to focus even more on factors such as qualification, competency, know-how and innovative capacity. This applies particularly to the automotive industry and its traditional markets in the West, if this is to remain competitive and meet the challenge of the new emerging markets. For this reason, we have to support all initiatives and programs that help in improving the qualification structure and contribute to professional training and continuing education that is needs-based and future-oriented."

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Prof. KR Ing. Siegfried Wolf
Chairman of the Board of Directors of Russian Machines
The automotive industry, and particularly its supplier network, is one of the sectors with the fastest development in Central European countries. Given the world-class supplier base, highly-educated human capital and a level of productivity that readily meets European standards, these countries are in a better position to satisfy customer needs more competitively than the rest of Europe has ever been.

Ing. Jan Lesinsky, PhD. Assoc.Prof.
Academic Director, Slovak University of Technology in Bratislava
”I made the decision to study the MBA at TU Wien in cooperation with STU Bratislava because of a rapidly changing environment and the reputation of the faculty. The course exceeded my expectations because of the taught trends which are tightly linked to my current business life. I can only recommend this program to everyone who wants to improve their career opportunities.”

Štefan Rosina, doc. Ing. PhD. MBA
President, MATADOR Group
Alumnus 2011–2013
**Professional MBA**  
**Automotive Industry**

**TU Wien | Slovak University of Technology in Bratislava**  
Class 2019–2021

**PROGRAM START**  
September 26, 2019

**LOCATIONS**  
The Professional MBA Program takes place at TU Wien, at the Slovak University of Technology in Bratislava and at the ESB Business School/Reutlingen University. It begins with an outdoor module on “Team Building” and an “Introduction to the Automotive Industry”.

**DURATION AND TIME SCHEDULE**  
In order to optimally combine study and work, the lectures will be held in blocks every 4 to 6 weeks. They will take place at weekends from Thursday morning till Sunday evening from 9.00 am to 7.00 pm daily. In addition, excursions, discussions, lectures and informal talks will be offered by well-known figures (guest speakers) from the industry.

<table>
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<tr>
<th>FIRST SEMESTER</th>
<th>SECOND SEMESTER</th>
<th>THIRD SEMESTER</th>
<th>FOURTH SEMESTER</th>
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| **WED** Sep. 25, 2019 | **THU** Mar. 12, 2020 | **THU** Oct. 08, 2020 | **Master’s Thesis**  
**Vienna**  
**Bratislava**  
**Reutlingen** |
| **Welcome Reception** Sep. 26, 2019 | **FRI** Mar. 13, 2020 | **FRI** Oct. 09, 2020 |
| **THU** Sep. 26, 2019 | **SAT** Mar. 14, 2020 | **SAT** Oct. 10, 2020 |
| **FRI** Sep. 27, 2019 | **SUN** Mar. 15, 2020 | **SUN** Oct. 11, 2020 |
| **SAT** Sep. 28, 2019 | **THU** Apr. 23, 2020 | **THU** Nov. 12, 2020 |
| **SUN** Sep. 29, 2019 | **FRI** Apr. 24, 2020 | **FRI** Nov. 13, 2020 |
| **THU** Nov. 07, 2019 | **SAT** Apr. 25, 2020 | **SAT** Nov. 14, 2020 |
| **FRI** Nov. 08, 2019 | **SUN** Apr. 26, 2020 | **SUN** Nov. 15, 2020 |
| **SAT** Nov. 09, 2019 | **THU** Jan. 14, 2021 | **THU** Jan. 14, 2021 |
| **SUN** Nov. 10, 2019 | **FRI** Jan. 15, 2021 | **FRI** Jan. 15, 2021 |
| **THU** Dec. 05, 2019 | **SAT** Jan. 16, 2021 | **SAT** Jan. 16, 2021 |
| **SAT** Dec. 07, 2019 | **THU** Feb. 18, 2021 | **THU** Feb. 18, 2021 |
| **SUN** Dec. 08, 2019 | **FRI** Feb. 19, 2021 | **FRI** Feb. 19, 2021 |
| **THU** Jan. 16, 2020 | **SAT** Feb. 20, 2021 | **SAT** Feb. 20, 2021 |
| **FRI** Jan. 17, 2020 | | |
| **SAT** Jan. 18, 2020 | | |
| **SUN** Jan. 19, 2020 | | |

| **THU** Feb. 13, 2020 | **FRI** Feb. 14, 2020 | **FRI** Sep. 04, 2020 |
| **SUN** Feb. 16, 2020 | | **SUN** Sep. 06, 2020 |

Subject to modification

Ready to speed up your career?
Tuition Fee

EUR 20,000 (VAT-free) including course materials, iPad Air and refreshments during breaks. The tuition fee does not include the cost of trips and overnight stays.

Info Sessions

Presentations of Professional MBA Automotive Industry are held in Vienna and Bratislava in the form of information sessions designed for the discussion of questions concerning content and organization.

Info Sessions in Vienna
April 08, 2019  4.00 pm
May 27, 2019  4.00 pm
June 26, 2019  5.00 pm

Info Sessions in Bratislava
April 16, 2019  4.00 pm
May 15, 2019  4.00 pm
June 20, 2019  4.00 pm

Online Info Session
May 14, 2019  1.00 pm

Registration:
automotive@tuwien.ac.at

Admission/Application

Application deadline: June 30, 2019
After receiving your full application an individual admission interview with the academic directors is planned. Admission Interviews will take place after individual appointment.

Start Online Application
https://automotive.tuwien.ac.at/admission

Personal Advisory Service and Application

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Faculty

We have succeeded in gaining renowned international experts from the respective specialized fields. These include, inter alia:

Assoc. Prof. Ing. Miloš Bikár, PhD. University of Economics in Bratislava
Hon.-Prof. Dr. Walter Brugger DORDA Rechtsanwälte GmbH
Ing. Miloš Búgan, PhD., iGrow Network, Žilina
Mgr. Ing. Peter Daniel, PhD. Johnson Controls International Bratislava
Mag. Gerhard Doliner MAGNA STEYR AG & Co KG
Mag. Michael Druml MAGNA STEYR AG & Co KG
Prof. Ing. Jozef Gašparík, PhD. Slovak University of Technology in Bratislava
Prof. Dr.-Ing. Bernd Hellingrath University of Münster
Prof. Dr. Vera Hummel ESB Business School/Reutlingen University
KR Dipl.-Kfm. Brigitte Kroll-Thaller, MBA
Prof. Dale Lehman, PhD. Loras College
Assoc.Prof. Ing. Jan Lešinsky, PhD. Slovak University of Technology in Bratislava
Dipl.-Ing. Albert Lidauer Senior Vice President Magna Exteriors EU
Ing. Michal Matušek, PhD. MBA ABP Management, s.r.o.
Dipl.-Ing. Dr. Walter Mayrhofer, MBA TU Wien
Dr.-Ing. M.S.M. Thomas P. Meichsner Chief Restructuring Officer
Dipl.-Ing. Jürgen Minichmayr Wacker Neuson SE
Dipl.-Ing. Hanno Miorini, MBA Robert Bosch AG
Ing. Silvia Nosálová Slowaft Bratislava
Ing. Tatiana Orglerová, MBA, HR/COMM, Bratislava
Prof. Dipl.-Ing. Dr. Daniel Palm ESB Business School/Reutlingen University
Dipl.-Ing. Marco Schlimpert Lenzing AG
Prof. Dr. Werner Seebacher Seebacher Unternehmensberatung GmbH
Univ.Prof.Dr.-Ing. Dipl.Wirtsch.-Ing. Prof eh.Dr.ch. Wilfried Sihn TU Wien and Faunhofer Austria Research GmbH
Dr. Ferry W. Stocker
DI Johannes Strobl Sonn & Partner Patentanwälte
Ing. Stanka Švecová, MSc., Yeminee, Bratislava
Mgr. Ján Uríga, PhD. PricewaterhouseCoopers, Praha
Assoc.Prof. Mgr. Vozár Martin, PhD. Comenius University in Bratislava
Univ.-Prof. (NDU) Dipl.-Ing. Dr. oec. HSG Christoph H. Wecht New Design University Privatuniversität GesmbH

This represents a selection of the faculty of class 2017–2019.