



# Professional MBA Automotive Industry

TU Wien | Slovak University of Technology in Bratislava



**Postgraduate MBA Program  
Master of Business Administration  
4 semesters, part-time**



**creating the future**

Programm zur grenzüberschreitenden Zusammenarbeit SLOWAKEI - ÖSTERREICH 2007-2013  
Program cezhraničnej spolupráce SLOVENSKÁ REPUBLIKA - RAKÚSKO 2007-2013

# Ready to speed up your career?

## 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.

## TU WIEN

### Technology for people – developing scientific excellence and enhancing comprehensive competence

TU Wien is the largest Austrian institution in research and education within the areas of technology and natural sciences. The beginnings of TU Wien reach back more than 200 years. Today the University finds high international and domestic recognition in teaching as well as in research and is a highly esteemed partner of innovation oriented enterprises. For years the TU Wien has been successfully offering outstanding postgraduate programs. This success is also based on the top scientific and economic qualifications of its faculty.

## SLOVAK UNIVERSITY OF TECHNOLOGY IN BRATISLAVA

### Leading university in the field and the second largest university in Slovakia

The Slovak University of Technology in Bratislava is a modern educational, technical and scientific institution. Since its founding in 1937 more than 105,000 students have graduated from here. An average of 16,000 students study at the STU every year. In the area of scientific and research activities the STU successfully joins European Union programs also due to strong links to local industry and R&D institutions.



*"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 Sihm**

Academic Director, TU Wien and Managing Director Fraunhofer AUSTRIA

## CURRICULUM

<b>Module A</b>	<b>Accounting &amp; Controlling</b> General Overview of Bookkeeping & Cost Accounting Systems • Balanced Sheet Analysis • Budgeting • Activity-based Accounting • Consolidated Balance Sheet • Automotive Case Studies
<b>Module B</b>	<b>Management Science</b> Project Management: Overview • Project Planning & Controlling • Project Calculation Quantitative Methods: Optimization • Linear Programming • DEA • Regression Analysis • Business Models • Automotive Case Studies
<b>Module C</b>	<b>Organizational Behavior &amp; Human Resource Management</b> 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
<b>Module D</b>	<b>Marketing &amp; Competition Strategy</b> 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
<b>Module E</b>	<b>Corporate Finance</b> 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
<b>Module F</b>	<b>European &amp; International Business Law</b> 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
<b>Module G</b>	<b>Managerial Economics</b> Microeconomics • Macroeconomics • Industrial Organization • International Trade Theory • Production Strategies • Automotive Production Management • Innovation Management • Automotive Case Studies
<b>Module H</b>	<b>Communication Skills &amp; Social Competence</b> Interdisciplinary Projects • Problem Solving Methods • Automotive Case Studies
<b>Module I</b>	<b>Process &amp; Quality Management in Automotive Industry</b> Processes & Process Management • Quality Management • Methods & Tools (FMEA, QFD etc.) • Six Sigma • Automotive Certification & Auditing • Maintenance & TPM • Innovation Management • Automotive Case Studies
<b>Module J</b>	<b>Automotive Production &amp; Logistics</b> 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
<b>Module K</b>	<b>Master's Thesis</b> 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.

Subject to modification



*"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."*

### Prof. KR Ing. Siegfried Wolf

Chairman of the Board of Directors of Russian Machines

## PROGRAM OBJECTIVES

The main goal of Professional MBA Automotive Industry is to provide managers & high-potentials in the automotive or components supply industry with additional knowledge and to upgrade their skills. The aim of this program is to

- challenge existing perspectives and empower personal development
- motivate for international career engagements
- offer a broad and sustainable professional network
- reveal leadership potential
- build and develop management skills and help to gain confidence on high management level
- equip with the knowledge and skills to create new career paths within the automotive industry

## TARGET GROUPS

The program is primarily targeted at persons operating in the automotive and components supply industry:

- Professionals who want to outperform with expert knowledge about the automotive sector
- Employees who are ready to take on management and leadership positions
- Managers and leaders who want to enhance their skills and broaden their network
- Entrepreneurs who seek for fundamental business knowledge in the automotive sector
- Governments and industry professionals with fundamental interest in the transportation industry

## ADMISSION REQUIREMENTS

Admission will be granted to persons holding an internationally recognized degree, at least two years of relevant work experience, and a good knowledge of English. In individual cases, and where there is good reason, interested applicants with equivalent qualifications may also be granted admission. This applies to persons holding a position equivalent to that normally held by a college graduate, or who have appropriate work experience.

## FINAL DEGREE

The Professional MBA program is concluded with a Master's Thesis. The final degree **"Master of Business Administration Automotive Industry (MBA)"** is granted by TU Wien in cooperation with Slovak University of Technology in Bratislava.

## ACCREDITATION

Accredited by FIBAA (Foundation for International Business Administration Accreditation), reaccreditation in 2013.

## DURATION

The part-time program is presented in modules and takes 4 semesters.

## LANGUAGE OF INSTRUCTION

English

## FACULTY

Internationally renowned experts are members of this highly acclaimed faculty, based on their sound interdisciplinary specialized knowledge or on their extensive practical experience in the automotive and components supply industries.



*"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

## STUDENT PROFILE



**26**  
Nationalities



**128**  
Students & Alumni

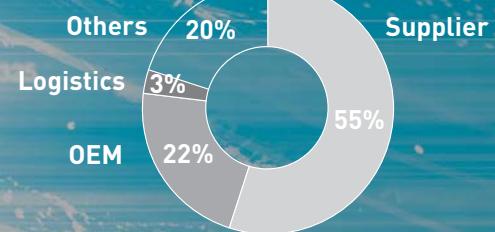
**65%**  
International students

**35 years**  
Average age



**9,9 years**  
Work experience

### Business areas



**Ready to speed up your career?**

Unique  
automotive  
network

Close  
cooperation  
with the  
industry

On Site  
lectures at &  
excursions to  
OEMs

Internationally  
recognized  
MBA degree

Perfect  
compatibility  
of job &  
education

Study in the  
most liveable  
city of  
the world



*"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



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