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

Postgraduate MBA Program
Master of Business Administration
4 semesters, part-time
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 loose 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
| 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. |

"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
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

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 und 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.
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
March 28, 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.

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<th>FIRST SEMESTER</th>
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<th>THIRD SEMESTER</th>
<th>FOURTH SEMESTER</th>
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Ready to speed up your career?

Subject to modification
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
October 18, 2018 5.00 pm
November 07, 2018 5.00 pm
January 16, 2019 5.00 pm

Info Sessions in Bratislava
October 24, 2018 4.00 pm
November 27, 2018 4.00 pm
January 29, 2019 4.00 pm

Online Info Session
December 12, 2018 5.00 pm

Registration:
automotive@tuwien.ac.at

ADMISSION/APPLICATION

Application deadline: January 31, 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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http://automotive.tuwien.ac.at

FACULTY

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

PhDr. Eva Bircáková Adama coaching & Consulting
Hon.-Prof. Dr. Walter Brugger DORDA Rechtsanwälte GmbH
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 Galiprik, PhD. Slovak University of Technology in Bratislava
Prof. Ing. Milan Gregor, PhD. University of Žilina
Prof. Dr.-Ing. Bernd Hellingrath University of Münster
Prof. Dr. Vera Hummel ESBI Business School/Reutlingen University
Assoc. Prof. Ing. Peter Kritoffik, PhD. Matej Bel University, Baranská Bystrica
KR Dipl.-Kfm. Brigitte Kroll-Thaller, MBA
Prof. Dale Lehman, PhD. Lorax College
Assoc. Prof. Ing. Jan Lešinský, PhD. Slovak University of Technology in Bratislava
Dipl.-Ing. Albert Lidauer Senior Vice President Magna Exteriors EU
Ing. Michal Matsuek, 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. Hannu Möorini, MBA Robert Bosch AG
Ing. Silvia Nosálová Slovnaft Bratislava
Ing. Tatiana Oglerová, MBA Knauf Insulation
Prof. Dipl.-Ing. Dr. Daniel Palm ESBI Business School/Reutlingen University
DI (FH) Christoph Pöstlinger, MBA University of Applied Sciences Wiener Neustadt
Dipl.-Ing. Marco Schlimpert Lentzing AG
Prof. Dr. Werner Seebacher Seebacher Unternehmensberatung GmbH
Univ.Prof.Dr.-Ing.Dipl.Wirtsch.-Ing.Prof eh. Dr.h.c. Wilfried Sihn TU Wien and Fraunhofer Austria Research GmbH
Dr. Ferry W. Stocker
DI Johannes Strobl Sonn & Partner Patentanwälte
Ing. Stanka Švecová, MSc.HR
Mgr. Ján Uríga, PhD. PricewaterhouseCoopers
Assoc. Prof. Mgr. Vozár Martin, PhD. Comenius University in Bratislava
Dr. Christoph Wecht New Design University

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

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