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**EXECUTIVE
ACADEMY**



Professional MBA Entrepreneurship & Innovation

TU Wien Continuing Education Center | WU Executive Academy



Postgraduate MBA Program
Master of Business Administration
18 months, part-time





Univ.Prof. Dr. Nikolaus Franke
Academic Director
WU VIENNA



Univ.Prof. Dr. Sabine T. Köszegi
Academic Director
TU WIEN

Schumpeter for the 21st Century

Conducting business in an entrepreneurial way and having the capacity for innovation are the most important competitive factors in many business sectors today. To this end, the Austrian-born economist, Joseph Schumpeter, created the term “creative destruction”: The stronger incessantly pushes the weaker. The existing economic structure is altered through innovation. Companies failing to rise to this challenge disappear from the market place. However, anyone determining the rules of the game as an innovator, not only generates wealth and social benefits, but may also achieve a temporary monopoly profit.

Innovations are not just the rare, trailblazing “break-throughs”. Value is also generated for companies by creative product improvements, altered processes, new markets and more intelligent organization styles. Entrepreneurial opportunities are constantly arising in technologies and markets, and many ideas are just waiting for their commercial implementation. The ability to make use of them will become a key qualification for executives and managers. It is particularly at the interface between economics and technology that there lies a great deal of unexplored potential.

The Professional MBA Entrepreneurship & Innovation provides the appropriate skills and techniques, and thereby teaches entrepreneurial thinking and acting. The lecturers are internationally renowned experts. The organizers, the TU Wien and the Vienna University of Economics and Business (WU), represent the link between technological excellence and business competence. This Professional MBA is an important step in the transfer of cutting-edge knowledge and management skills at highest international level.


Nikolaus Franke


Sabine T. Köszegi

“On the one hand, I really value the modules specializing in innovation, since I am able to transfer many topics directly into my daily work. On the other, I have a lot of practical experience in innovation projects, so the theory delivered in the lectures has been of particular value. Often this theoretical background places the questions I have derived from actual practice into a broader context. By working on the post module assignments I had a chance to think about the transfer into my company without incurring all the risks of a “real” project.”



DI Maria Fellner, MBA
JOANNEUM RESEARCH Forschungsgesellschaft mbH

Curriculum

BUSINESS CORE	Managing People and Organizations	Individual – Group – Innovation (Outdoor Module) • Managing People • Managing Organizations
	Strategy and Innovation	Competitive Analysis and Strategy • Entrepreneurship and Innovation
	Managerial Economics and Decision Analysis	Managerial Economics • Data Analysis and Decision Making
	Accounting and Finance	Financial Reporting • Financial Management • Controlling
	Marketing and Markets	Marketing Management • Global Markets
	Operations and IT	Operations Management • Information Systems Management
	Leadership and Ethics	Leadership and Ethics • Ethics and Corporate Social Responsibility
SPECIALIZATION	Sources of Innovation	Recognition of the Sources of Innovation • The Internal Solution • The External Solution
	Strategy of Innovation	Analysis of Technology • Analysis of Requirements and Market • Competitive Analysis • Intellectual Property Rights • Cooperation, Alliances and Networks • Evaluation, Business Models and Revenue Models
	Marketing of Innovation	Customer Orientated Product Design • Concept and Acceptance Tests • Diffusion and Acquisition • Commercialization
	Organization of Innovation	Special Features of the Innovation Organization • Innovation Processes as Projects • Players and Roles in Innovation Processes • The Innovation Compatible Organization
	Financing and Controlling of Innovation	Financing of Innovation • Steering, Planning and Controlling the Innovation
	Entrepreneurial Leadership	New Venture Creation • Business Planning
MASTER'S THESIS		The master's thesis has an applied character and practical value is desired. Participants are encouraged to suggest a topic from their occupational activity.

subject to change



PROGRAM STRUCTURE

This Professional MBA comprises of business core and specialization modules. The business core modules, focusing on management and leadership, ensure a common level of sound business knowledge among all participants. The following specialization modules focus on profound knowledge, competency and expertise in the area of entrepreneurship and innovation. In the final part of the MBA participants conduct a master's thesis.

FIELD STUDY

To provide the participants with some special insights into the American way of doing business and pushing innovation, a **field trip to the Boston area** is also an essential part of this MBA program. The schedule will include lectures at the MIT Sloan School of Management and the Harvard Business School as well as meetings with venture capitalists, business angels, founders of start-ups and much more.

DEGREE

The academic degree "**Master of Business Administration (MBA)**" will be jointly awarded by the TU Wien and the Vienna University of Economics and Business (WU).

ACCREDITATION

The MBA program is accredited by **FIBAA** (Foundation for International Business Administration Accreditation) and **AMBA** (Association of MBAs). As part of WU, the WU Executive Academy is AACSB and EQUIS accredited.

DURATION

- **18 months** plus master's thesis, part-time.
- Modules will be held in blocked seminars.

LANGUAGE

English

TARGET GROUP

The program is primarily targeted towards those individuals who operate at the interface between technology and business, or who wish to do so in the future:

- (Potential) executives, who have positioned themselves as innovation leaders
- (Potential) entrepreneurs with a technological background
- Engineers, scientists and specialists in product marketing or product controlling with managerial experience (e.g. as group or department head)
- High-potentials aiming at preparing themselves for an innovation-orientated managerial function

ADMISSION REQUIREMENTS

To apply for the Professional MBA, you must hold an undergraduate degree, have a minimum of three years of relevant work experience and proficiency in written and spoken English.

In individual cases applicants with equivalent qualifications may also be granted admission. This applies to individuals who hold a position equivalent to that normally held by a university graduate, or who have appropriate work experience.

AVERAGE STUDENT PROFILE

- Age: 33 years
- Working experience: 10 years
- International participants: 50%
- Female/Male: 20%/80%

"The Professional MBA Entrepreneurship & Innovation significantly contributed to a deeper understanding of a wide phenomenon that I was only partially involved in. My interest for innovation has now become a true passion."



DI Fabrizio De Pasquale, MBA
Director of Venture Technology, Siemens TTB

Professional MBA Entrepreneurship & Innovation

Class 2018–2020

PROGRAM START

October 15, 2018

MBA IN VIENNA AND BOSTON

The Professional MBA Entrepreneurship & Innovation takes place in Vienna. A one-week field study to the Boston area, USA is also an integral part of this MBA program.

TIME STRUCTURE

In order to reconcile a full-time job and a demanding MBA program, the lectures will be held in blocked seminars. The classes will start each day from 8.30 a.m. and will end at 5.30 p.m. In addition, discussions, lectures and informal talks will be offered by renowned guest speakers from the industry.

Mon	Oct. 15, 2018	Thu	Mar. 28, 2019	Wed	Oct. 09, 2019	FIELD STUDY Boston Area, USA <i>Date to be announced</i> MASTER'S THESIS Wed, Dec. 18, 2019 Submission deadline for the topic and favored supervisor Tue, June 30, 2020 Submission deadline for final Master's Thesis Graduation Fall 2020
Tue	Oct. 16, 2018	Fri	Mar. 29, 2019	Thu	Oct. 10, 2019	
Wed	Oct. 17, 2018	Sat	Mar. 30, 2019	Fri	Oct. 11, 2019	
Thu	Oct. 18, 2018	Sun	Mar. 31, 2019	Sat	Oct. 12, 2019	
Fri	Oct. 19, 2018			Sun	Oct. 13, 2019	
Sat	Oct. 20, 2018	Thu	May 09, 2019	Fri	Nov. 15, 2019	
Sun	Oct. 21, 2018	Fri	May 10, 2019	Sat	Nov. 16, 2019	
		Sat	May 11, 2019	Sun	Nov. 17, 2019	
		Sun	May 12, 2019			
Tue	Nov. 20, 2018			Thu	Dec. 12, 2019	
Wed	Nov. 21, 2018	Fri	June 07, 2019	Fri	Dec. 13, 2019	
Thu	Nov. 22, 2018	Sat	June 08, 2019	Sat	Dec. 14, 2019	
Fri	Nov. 23, 2018	Sun	June 09, 2019	Sun	Dec. 15, 2019	
Sat	Nov. 24, 2018					
Sun	Nov. 25, 2018					
				Fri	Jan. 17, 2020	
Thu	Jan. 10, 2019			Sat	Jan. 18, 2020	
Fri	Jan. 11, 2019			Sun	Jan. 19, 2020	
Sat	Jan. 12, 2019					
Sun	Jan. 13, 2019			Thu	Feb. 27, 2020	
				Fri	Feb. 28, 2020	
Thu	Feb. 21, 2019			Sat	Feb. 29, 2020	
Fri	Feb. 22, 2019			Sun	Mar. 01, 2020	
Sat	Feb. 23, 2019					
Sun	Feb. 24, 2019					

The program and program data are subject to change.



Mastering Creative Destruction.

TUITION FEE

EUR 33,000 (free of VAT) including course materials and refreshments during breaks. The tuition fee does not cover cost of travel or accommodation. An application fee (EUR 200) has to be paid upon submission of the application. A non-refundable deposit of 10% of the tuition fee is payable upon confirmation of admission to reserve a place on the program.

INFO SESSIONS

Presentations of the Professional MBA will be held in Vienna in the form of live and online info sessions. During these info sessions, faculty members, alumni and program managers provide you with in-depth information on the program and look forward to answering your individual questions.

Info Session I

February 01, 2018, 7:00 p.m.

Info Session II (online)

April 12, 2018, 4:00 p.m.

Info Session III

May 29, 2018, 7:00 p.m.

Please register at:
office@tu-wu-innovation.at

APPLICATION

The final deadline to apply is **June 30, 2018**. Admission interviews will take place for each qualified applicant. We recommend you to submit your application as soon as possible, as qualified applicants are admitted on a „first come, first served“ basis.

For those who are still undecided in June, a few places may be available after the deadline. Please contact us for personal advising.

FACULTY

Our faculty consists of renowned international experts. These include (excerpt):

Prof. **Ravi Babna**, B.Tech., B.Com., Ph.D. University of Minnesota
Prof. Dr. **Malte Brettel** RWTH Aachen University
Assoc.Prof. Dr. **Manfred Frühwirth** Vienna University of Economics and Business
Prof. Dr. **Marc Gruber** École Polytechnique Fédérale de Lausanne
Prof. Dr. **Joachim Henkel** Technische Universität München
Prof. **Robert D. Hisrich**, B.A., Ph.D., MBA Kent State University
Prof. **Jack Kaplan** Columbia Business School
Prof. Dr. **Sabine Köszegi** TU Wien
Prof. Dr. **Christopher Lettl** Vienna University of Economics and Business
Bob Lillis, Ph.D., Cranfield School of Management
Prof. Dr. **Christian Lüthje** Technische Universität Hamburg-Harburg
Prof. Dr. **Mojmir Mrak**, Ph.D. University of Ljubljana
Dr. **Bernhard Scherzinger**, MBA Management Results Consulting GmbH
Prof. **Bodo B. Schlegelmilch**, Ph.D., D.Litt., Ph.D.(h.c.). Vienna University of Economics and Business
Prof. **Craig Smith** INSEADs
Prof. Dr. **Günter Stahl** Vienna University of Economics and Business
Prof. **Anthony C. Warren** Pennsylvania State University

Selection of the faculty of class 2016–2018.



Vienna University of Economics and Business (WU)
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Dalibor Babic, BSc

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TU Wien

CONTINUING EDUCATION CENTER

Technology for people – developing scientific excellence and communicating comprehensive competence

For 200 years, the TU Wien has been a place of research, teaching and learning in the service of progress. The TU Wien is among the most successful technical universities in Europe and is Austria's largest scientific-technical research and educational institution.

The Continuing Education Center of TU Wien offers a widespread range of products customized to the needs of graduates with technical or scientific backgrounds as well as the requirements of companies. In addition the cooperation with selected external partners and excellent universities abroad ensures permanent expansion and internationalization of our range of offers.



Vienna University of Economics and Business (WU)

WU EXECUTIVE ACADEMY

Executive Education at the Highest International Level

The WU Executive Academy of the Vienna University of Economics and Business (WU), Europe's largest business university, brings more than 100 years of experience and an excellent reputation to the field of executive education.

The executive education portfolio of the WU Executive Academy includes MBA and Master of Laws programs, university certificate programs, open and custom programs. In recent years, it has become one of the leading providers in Central & Eastern Europe.

The WU Executive Academy is one of only two business universities in the German-speaking world to be EQUIS and AMBA accredited and is top-listed in the leading international rankings each year.

"Looking back at the MBA program after two years now, it definitely changed the way I approach new projects – be it looking for that even more valuable feature or striving to tweak processes to better support creativity and innovation. The insights and approaches provided by the excellent lecturers combined with the diverse experiences of all these smart fellows from around the world simply made each module a pleasure to attend. The benefit and results of the program were worth every effort spent."



Dipl.-Betriebswirt (FH) Henrike Paetz, MBA



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Continuing Education Center

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