

www.tu-wu-innovation.at



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 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 Vienna University of Technology 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



CURRICULUM

BUSINESS CORE	Managing People and Organizations	<ul style="list-style-type: none"> • Individual - Group - Innovation (outdoor module) • Managing People • Managing Organizations
	Strategy and Innovation	<ul style="list-style-type: none"> • Competitive Analysis and Strategy • Entrepreneurship and Innovation
	Managerial Economics and Decision Analysis	<ul style="list-style-type: none"> • Managerial Economics • Data Analysis and Decision Making
	Accounting and Finance	<ul style="list-style-type: none"> • Financial Reporting • Financial Management • Controlling
	Marketing and Markets	<ul style="list-style-type: none"> • Marketing Management • Global Markets
	Operations and IT	<ul style="list-style-type: none"> • Operations Management • Information Systems Management
	Leadership and Ethics	<ul style="list-style-type: none"> • Leadership and Ethics • Ethics and Corporate Social Responsibility
SPECIALIZATION	Sources of Innovation	<ul style="list-style-type: none"> • Recognition of the Sources of Innovation • The Internal Solution • The External Solution
	Strategy of Innovation	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Customer Orientated Product Design • Concept and Acceptance Tests • Diffusion and Acquisition • Commercialization
	Organization of Innovation	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Financing of Innovation • Steering, Planning and Controlling the Innovation
	Entrepreneurial Leadership	<ul style="list-style-type: none"> • 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.



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:

- Executives, who have positioned themselves as innovation leaders, or who wish to do so in the future
- (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

PROGRAM STRUCTURE

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

DEGREE

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

ACCREDITATION

Accredited by FIBAA (Foundation for International Business Administration Accreditation).

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 have 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.



"Innovation is an extremely burning issue. Today, a company's innovative strength is a decisive competitive factor – especially in the car industry. The Professional MBA Program offered by the Vienna University of Technology and the Vienna University of Economics and Business has set itself the goal of meeting this challenge during the training of our future managers."

Dr. Ferdinand Piëch

Chairman of the Supervisory Board of Volkswagen AG



Mastering Creative Destruction.

Vienna University of Technology

CONTINUING EDUCATION CENTER

Technology for people – developing scientific excellence and communicating comprehensive competence

For nearly 200 years, the Vienna University of Technology (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 Vienna)

WU EXECUTIVE ACADEMY

Executive Education at the Highest International Level

The WU Executive Academy is part of the Vienna University of Economics and Business (WU Vienna) and combines business know-how and the resources of Europe's largest business university in its specialized executive education programs for managers. The knowledge provided is of immediate practical relevance and kept up-to-date through WU's research capabilities.

As the only Austrian and one of only four German-speaking universities, the WU Vienna is EQUIS accredited. Each year, as many as 3,500 executives, experts and high potentials from over 50 countries graduate from our programs. At present, field studies and certificate programs are conducted in 16 countries on three continents.

"Innovation is the link between the results of scientific research and their economic implementation. In the knowledge-based society and economy, it becomes the key to a successful economic development. Creativity and the courage to break new ground must become an integral part of the company culture. For this reason, an efficient innovation management will become necessary within the company. This Professional MBA Program, a joint venture of technological excellence and business management implementation competence, offers the best possible training in this area."



Dr. Christoph Leitl

President of the Austrian Federal Economic Chamber

Professional MBA Entrepreneurship & Innovation

Class 2010–2012

PROGRAM START

November 3, 2010

LOCATION

The Professional MBA takes place in Vienna and begins with an outdoor module. Alongside excursions, a field study to the USA (Boston area: MIT, Harvard Business School; Silicon Valley) is also scheduled.

TIME STRUCTURE

In order to reconcile a full-time job and a demanding MBA program, the lectures will be held in blocked seminars of several days. The classes will start each day from 9.00 a.m. and will end at 6.00 p.m. In addition, discussions, lectures and informal talks will be offered by renowned guest speakers from the industry.

Tue Nov. 02, 2010 Welcome Reception	Thu Mar. 03, 2011 Fri Mar. 04, 2011 Sat Mar. 05, 2011 Sun Mar. 06, 2011	Fri Sep. 09, 2011 Sat Sep. 10, 2011 Sun Sep. 11, 2011	One-week field study <i>Date to be announced</i>
Wed Nov. 03, 2010 Thu Nov. 04, 2010 Fri Nov. 05, 2010 Sat Nov. 06, 2010 Sun Nov. 07, 2010	Thu Apr. 07, 2011 Fri Apr. 08, 2011 Sat Apr. 09, 2011 Sun Apr. 10, 2011	Wed Oct. 12, 2011 Thu Oct. 13, 2011 Fri Oct. 14, 2011 Sat Oct. 15, 2011 Sun Oct. 16, 2011	MASTER'S THESIS Tue, Dec. 13, 2011 <i>Submission deadline for the topic and favored supervisor</i>
Thu Dec. 09, 2010 Fri Dec. 10, 2010 Sat Dec. 11, 2010 Sun Dec. 12, 2010	Thu May 19, 2011 Fri May 20, 2011 Sat May 21, 2011 Sun May 22, 2011	Thu Nov. 17, 2011 Fri Nov. 18, 2011 Sat Nov. 19, 2011 Sun Nov. 20, 2011	Sat, Jun. 30, 2012 <i>Master's Thesis submission deadline</i>
Tue Jan. 25, 2011 Wed Jan. 26, 2011 Thu Jan. 27, 2011 Fri Jan. 28, 2011 Sat Jan. 29, 2011 Sun Jan. 30, 2011	Thu Jun. 23, 2011 Fri Jun. 24, 2011 Sat Jun. 25, 2011 Sun Jun. 26, 2011	Fri Jan. 13, 2012 Sat Jan. 14, 2012 Sun Jan. 15, 2012	September 2012 Graduation
		Wed Feb. 15, 2012 Thu Feb. 16, 2012 Fri Feb. 17, 2012 Sat Feb. 18, 2012 Sun Feb. 19, 2012	

The program and program data are subject to change.

TUITION FEE

EUR 25,000 (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 100) has to be paid upon submission of the application. A non-refundable deposit of EUR 1,000 is requested upon admission to reserve a seat in the program.

INFO-SESSIONS

Presentations of the Professional MBA will be held in Vienna in the form of 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 10, 2010, 7.00 p.m.

Info-Session II

May 04, 2010, 7.00 p.m.

Info-Session III

June 17, 2010, 6.00 p.m.

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

APPLICATION

Application deadline: **June 30, 2010**

Admission interviews will take place on the following days after individual appointment:

July 06, 2010

July 07, 2010

July 08, 2010

For further information and application documents please see www.tu-wu-innovation.at

FACULTY

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

Univ.Prof. Dr. **Malte Brettel**
RWTH Aachen University

Prof. **Charles Caliendo**
Carlson School of Management

ao.Univ.Prof. Dr. **Wolfgang Elsik**
Vienna University of Economics and Business

Univ.Prof. Dr. **Hans Georg Gemünden**
Technische Universität Berlin

ao.Univ.Prof. Dr. **Alois Geyer**
Vienna University of Economics and Business

Univ.Prof. Dr. **Marc Gruber**
École Polytechnique Fédérale de Lausanne

Univ.Prof. Dr. **Joachim Henkel**
Munich University of Technology

Prof. **Robert D. Hisrich, Ph.D.**
Thunderbird School of Global Management

Univ.Prof. Dr. **Werner H. Hoffmann**
Vienna University of Economics and Business / Director of the Austrian Controller-Institute

Univ.Prof. Dr. **Michael Kopel**
University of Graz

Dr. **Karl-Heinz Leitner**
Austrian Institute of Technology

Univ.Prof. Dr. **Christopher Lettl**
Vienna University of Economics and Business

Univ.Prof. Dr. **Christian Lüthje**
Technische Universität Hamburg-Harburg

Univ.Prof. Dr. **Frank T. Piller**
MIT Smart Customization Group / RWTH Aachen University

Prof. **Leyland Pitt**
Simon Fraser University, Vancouver

Dr. **Stephan Schulmeister**
Austrian Institute of Economic Research (WIFO)

ao.Univ.Prof. Dr. **Heinz K. Stahl**
Vienna University of Economics and Business / Management Center Innsbruck

ao.Univ.Prof. Dr. **Barbara Stöttinger**
Vienna University of Economics and Business

Selection of the faculty of class 2008–2010.

INFORMATION AND APPLICATION

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