

www.tuwien.at/mba/innovation



ACADEMY FOR
CONTINUING
EDUCATION

**Turning great ideas
into reality.**

**Master of Business Administration
Innovation, Digitalization &
Entrepreneurship**

ENG

Management & Technology: The ideal combination for shaping the future

Technologies are penetrating our everyday lives more and more intensively. To stay competitive, organizations and managers are faced with the challenge of managing the dynamics and complexity of our business world, often on a global scale. Leaders thus need sound management knowledge and an understanding of new technologies as well as leadership and change management skills to tackle these challenges successfully and to navigate themselves and their teams through turbulent times and make high-quality decisions.

With our program portfolio focusing on developing and refining your individual skills, we address all three areas: Technology, Management and Leadership. In this way you will acquire the high-level skill set you need for shaping the future. With scientifically sound knowledge as well as practically proven concepts and tools, you can tap into a wealth of experience from a large network of like-minded participants. In addition to expert input, we use diverse didactic concepts of experiential learning with group dynamic activities, outdoor exercises, business simulations or case studies, so that you can rapidly develop your own leadership personality through feedback, reflection and discussion. Our trustful learning environment will enable a deep exchange of knowledge and experience and help you to build a lifelong network. In addition, fireside chats with successful practitioners or international field studies provide you with deep insights into other companies or non-profit organizations.

The heart of our MBA programs are the people who share their knowledge with you: our faculty, which is always able to bridge the gap between theory and practice. They combine evidence-based knowledge

from research with an understanding of what practitioners actually need for their decision-making. The result are our scientifically based, but application-oriented programs. We believe that the transfer of knowledge is an interactive co-creation process. Therefore, we take great care in selecting participants with different backgrounds and experiences, whose knowledge contributes to the added value of the programs and thus enables joint learning through mutual dialog. Only through this exchange of experiences and ideas you will benefit fully from our programs.

We would be happy to accompany you on your most important professional journey, which will open up new perspectives for you in the long term. With this program brochure we invite you to find out which MBA Journey is the most suitable for you!



Prof. Dr. Wolfgang Güttel
Dean, TU Wien Academy
for Continuing Education

A blue ink signature of Prof. Dr. Wolfgang Güttel, written in a cursive style.



MMag.^a Catharina Purrucker
Head of Management School,
TU Wien Academy
for Continuing Education

A blue ink signature of MMag. Catharina Purrucker, written in a cursive style.



MBA | Innovation, Digitalization & Entrepreneurship

Turning great ideas into reality.

Business opportunities are constantly arising in new technologies and many ideas are just waiting for their commercial implementation. Especially at the interface between management and technology there is a great amount of unexplored potential. The ability to make use of it is a key qualification.

Innovation always comprises both: a great new idea and its professional implementation. Analyzing technology paths, identifying innovation opportunities at an early stage and conducting business in an entrepreneurial way are the most important competitive factors of future-proof businesses.

With the MBA Innovation, Digitalization & Entrepreneurship you will learn how to “read” the digital roadmap and how to incorporate creative solutions. You will develop the appropriate skills, techniques and the drive to initiate and implement dynamic innovation as well as start-up projects.

Furthermore, you will have the opportunity to acquire additional qualifications in our electives. Whether you dive into Berlin’s and Sweden’s innovation and entrepreneurial ecosystems during a field trip or further develop your idea and pitch it to an expert jury, exclusive insights and fruitful discussions complement your MBA Journey.

Key Facts

Final Degree: Master of Business Administration (MBA) in Management & Technology | Innovation, Digitalization & Entrepreneurship

ECTS-Credits: 90

Duration: 3 semesters + Master’s Thesis

Structure: Part-time, blocked in modules

Language: English

Tuition Fee: EUR 24,400 (excl. expenses for travel and accommodation) / EUR 27,400 (When participating in the international field study; excl. expenses for travel and accommodation)

Admission Requirements: First academic degree; 3 years of work experience; admission interview

Locations: TU Wien, Vienna region, possibility to complete a module abroad



Prof. Dr. Sabine Köszegi
Academic Director

» Ideas drive developments in art, technology, economy and society. In this MBA you will find an inspiring learning environment for developing your ideas. You will learn how to grow start-ups into companies or how to create innovative organizational units and spin-offs within established companies. «

Your Key Learnings at a Glance

- Know-how about navigating your company or organization
- Decision-making competence about management and new technologies
- Empowerment of your leadership personality and your entrepreneurial spirit
- Know-how and practical tools for developing innovation strategies in order to unfold the potential of new technologies at all levels
- Additional qualifications in our electives Accelerator & Innovation Projects and Field Study to European hotspots

Target Group

This MBA is the right choice if you aim to

- start or grow a company,
- become a proactive innovation lead in your organization or
- understand your role as an entrepreneur or intrapreneur

We particularly address professionals with a technical or scientific background from the following areas:

- (High) tech companies / organizations and businesses in different industries and disciplines
- NPOs and public institutions
- SMEs

Program Structure

Our program is designed for professionals and allows you to balance work, family and MBA. It runs for 18 months and includes 45 days of instruction. The modules take place in block form, usually from Thursday-Saturday all day, and are divided into a preparation phase, in-class time and a follow-up phase:

Individual preparation:

Includes pre-readings, preparation of case studies, presentations, essays, etc.

In-class time:

Courses use a variety of teaching and learning methods. These range from interactive case studies, simulations and calculations to classic presentations and also include discussions and group dynamic exercises as well as reflections.

Individual follow-up:

This is intended to consolidate or apply what has been learned. The follow-up phase includes the writing of term papers, reflection work or exams or working on case studies.

Curriculum

Management & Technology | 15 Days

- Finance, Accounting & Economics
- Managing Technologies
- Strategy & Marketing

Leadership & Organizational Behavior | 9 Days

- Organizational Behavior & Leadership Basics
- Leadership, Teams & Communication
- Leadership, Organization & Change

Entrepreneurship & Business Development | 6 Days

- Entrepreneurial Leadership & Technology Development
- Innovation Strategy & Business Development

Organizing Innovation | 3 Days Innovation Management | 6 Days

- Sources of Innovation
- Innovation Growth & Funding
- Innovation Marketing

Elective | 6 Days

- Option 1: International Field Study on Innovation & Entrepreneurship
- Option 2: Accelerator & Innovation Projects

Master's Thesis

Faculty

Management & Technology

Dr. **Helmut Aigner** – FCI Fischer Consultants International
Prof.Dr. **Tina Ambos** – University of Geneva
Prof.Dr. **Anton Burger** – Catholic University of Eichstätt-Ingolstadt
Mag. **Roland Gutmann** – accounting for funding e. U.
Prof.Dr. **Karl-Heinz Leitner** – Austrian Institute of Technology
Klaus Nordhausen, PhD – University of Jyväskylä
Dr. **Ferry Stocker** – Lecturer

Leadership & Organizational Behavior

Leo Flammer – Expert in High-Risk Environments, Pilot
Prof.Dr. **Wolfgang Güttel** – TU Wien
Dr. **Rupert Hasenzagl** – Management Consultant
Prof.Dr. **Sabine Köszegi** – TU Wien
Dr. **Klaus Niedl** – Novomatic Group
Mag. **Markus Stockert** – Trainer, Coach, Supervisor

Innovation, Digitalization & Entrepreneurship

Mag. **Haimo Hammer** – Kraftwerk
Prof.Dr. **Robert Hisrich** – Kent State University College of Business Administration
Dr. **Renate Kratochvil** – BI Norwegian Business School

Electives

Dr. **Anne Maria Busch**, MSc. – FH Wien der WKW
Prof.Dr. **Wolfgang Güttel** – TU Wien

These faculty members represent a selection of our lecturers. We reserve the right to make changes.

Your studies in Vienna, the most liveable city in the world



Vienna: the ideal place to start your upcoming MBA Journey

We are proud to welcome you to Vienna, one of the most liveable cities in the world. Vienna is a modern, lively city in the heart of Europe. With a population of 2.8 million, the Vienna region is the economic, political and cultural center of Austria and the gateway to eastern and western Europe. The city is rich in history and culture, but also a European hub for business start-ups and the perfect breeding ground for innovation. It is the ideal business location for start-ups, founders and young companies and a unique location for economic and entrepreneurial success. In addition, with the United Nations, OSCE, OPEC and a large number of NGOs, Vienna is also one of the most important seats of international organizations in the world and a platform for international dialog.

TU Wien (TUV) – Technology for People

For over 200 years, research, teaching and learning has been carried out at the TUV under the principle “Technology for People”. As Austria’s largest research and educational institution in the field of natural and engineering sciences, it combines basic and applied research and research-led teaching at a high level. Our graduates and scientists contribute to the transfer

of knowledge and technology to society and the economy through their knowledge and sustainable relationships. In this way, the members of the TUV ensure international competitiveness and stimulate the innovative power of Austria as a research location. As a participant in one of our continuing education programs, you are part of the TUV community and benefit from our university’s commitment to lifelong learning.

Partner for your Learning Journey

The TU Wien Academy for Continuing Education (ACE) is the central point of contact at the TUV for professional education and training and has long been successfully offering programs in the area of management and leadership to prepare (TUV) graduates as well as experts, managers and high potentials from all over the world for a successful career. We believe that dynamic personalities with profound entrepreneurial skills, an understanding of new technologies and an open and ambitious mind are needed to move businesses and organizations forward and perform better in turbulent times. With our Management & Technology portfolio, we provide academically sound knowledge and practical know-how for management and leadership, while at the same time giving you an understanding of the opportunities of new technologies and their impact on your business.

Your MBA Journey

An MBA program is a unique experience with a lasting effect. On your journey you will learn how to keep yourself and your organization on the road to success in an ever changing and complex world. In our Management & Technology MBA program portfolio, you will gain the knowledge and skills that today's and tomorrow's leaders need. After your MBA Journey, you will be able to make the right decisions even in turbulent times and master any career advancement.



Knowledge & Skills

The basis for successful managers



You will acquire decision-making skills and the competency to discuss management and new technologies topics

- You will gain an understanding of new technologies and be able to assess the opportunities and impact on your organization
- You will receive first-hand knowledge and expertise from renowned university lecturers and practitioners
- Expert talks and excursions to well-known companies will give you exciting insights into business and industry



Personal Growth

Sustainable change through individual experiences



In an open and trusting learning environment you will

- leave your comfort zone, push your limits and expand your horizons
- recognize your personal strengths and growth potential
- strengthen your self-confidence, self-knowledge and self-perception
- grow beyond yourself and develop your full potential as an executive



Exchange & Network

Learning from and with each other



On your MBA Journey and beyond you will

- meet a wide variety of personalities from different industries and disciplines
- enter into a close exchange of experiences with others and reflect on yourself and your professional practice
- be part of a dynamic community of people who actively shape the (business) world
- become part of the international network of the TU Wien



Business Impact

Right decisions lead to the desired success



Personal benefits of the MBA program

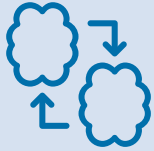
- You will bring your know-how and professional skills to a new level
- You will gain attractive career prospects through new perspectives and development opportunities
- You will learn to make well-considered decisions and ensure the success of your organization even in turbulent times

Your Benefits

We strive to impart exactly the kind of knowledge you need to be able to move closer to your career goals and help you to further develop your leadership personality. This is the reason why we aim to bridge the gap between scientific theories and real-world application. The learning environment we create promotes the transfer of evidence-based knowledge, interdisciplinary exchange of experiences, as well as a better understanding of yourself. Additionally, the network you will be building as part of our MBA programs will help you overcome challenges you may encounter in the future. This unique combination will make your MBA a lasting experience that will have a continuous positive impact on your career.



Eight reasons why you should study for your MBA at TU Wien:



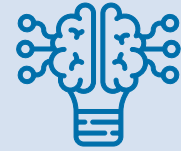
Learn the most relevant and effective management & leadership skills (especially for engineers) that will help support you to reach your individual career goals.



Discover new career perspectives in one of the most exciting fields of the 21st century.



Graduate from one of the most renowned technical universities in Europe providing the optimal conditions for your further career development.



Access to the latest, evidence-based knowledge from a distinguished faculty with leaders from diverse fields of research, economics and industry.



Intensive exchange of experiences with other high-potentials and leaders from different disciplines, backgrounds, and industries.



Regular aha-experiences through expert talks and panel discussions with exciting guest speakers from different disciplines.



Long-standing experience in the field of post-graduate management education.



Optimal balance of career, further education & family.

Application: where your MBA Journey starts

We are looking for unique and motivated personalities who stand out for their academic and/or professional achievements as well as their interpersonal skills. We take a holistic approach when evaluating each candidate in order to bring in the most talented people into our classrooms. These MBA programs are aimed at managers from technical and scientific disciplines or from other disciplines who are employed in technology-driven companies. In addition, we want to support people who aspire to or already hold a management position and are currently working on an exciting challenge in the area of our MBAs.

The admission process is the first step of your MBA Journey and we are looking forward to accompanying you every step of the way.

Admission Requirements

To be eligible for the MBA programs, besides being a highly motivated professional driven to enhance your skills and network, you need to meet the following admission requirements:

- Internationally recognized undergraduate degree
- Minimum of 3 years professional experience (full time)
- Proficiency in German or English (depending on the chosen program)

Persons holding an equivalent educational and professional qualification may also be admitted, please contact the program team for further details.

The Admission Process

The MBA programs have a rolling admission process. This means that applications are received throughout the year and that the admission teams closely review each application. We recommend starting the application process as early as possible and well in advance of the application deadline.

Before applying: Find out more about the program and contact us if you have any questions. You are welcome to send us your resume to mba@tuwien.ac.at before you apply, indicating which MBA program you are interested in – we will be happy to give you feedback before you start the application process.

Step 1: Check if you meet the admission requirements

Step 2: Start your online application

Step 3: Take note of any formalities for your application and application documents (such as translation of your documents) or deadlines for applying for a visa.

Step 4: Send us your complete application documents.

Step 5: Personal admission interview

Applicants are carefully considered on the basis of their professional experience and academic achievements. Admission interviews are organized in person or virtually after your application has been reviewed. The interview takes about 60 – 90 minutes and is conducted in the language of instruction of the chosen program.

Further Information & Individual Counseling

We would like to make your MBA Journey a real success and are happy to answer any questions you may have related to our MBA programs. Your MBA guides look forward to hearing from you. Please find information about current events and further details at www.tuwien.at/mba or send us an email to mba@tuwien.ac.at.

(Virtual) Info Evenings

At our Info Evenings you have the opportunity to get to know our programs and the people behind the programs personally or virtually and to get first-hand information.

Personal (Virtual) Consultation

We would also be happy to advise you individually about our MBA programs and the application process as well as about your personal questions. Contact us for a personal consultation meeting.

Profile Check by Program Team

Send us your CV or LinkedIn profile and we will be happy to help you find the right program for you.

MBA Class Visit

Get a taste of the MBA programs during a class visit and get to know current participants and lecturers.



[Online Application:](#)

Statements on the MBA Programs

Aleksandra Petkov-Georgieva, BSc, MBA
Alumna Professional MBA
Entrepreneurship & Innovation

» An MBA enables you to combine the best of both worlds: academia with hands-on professional experience. Not only can you learn from leading professors but also the international students from various industry fields. A great experience that I wouldn't have missed! «



Klaus Müller, MBA
Alumnus Professional MBA Automotive Industry

» We all work hard in the challenging global environment of our daily jobs, trying to keep up with disruptive market changes and increasing business speed and requirements. An MBA program enables and forces us to pause for reflection, share best practices with others, increase our background knowledge, learn from others and with that sharpen our own tools for better performance. «



Prof. Dr. Martin Friesl
Universität Bamberg
MBA Strategic Management & Technology
Lecturer

» We are going through unprecedented times. The task for many businesses right now is to reimagine themselves in a highly volatile and competitive landscape. This challenge will be at the centre in the classroom. Strategy analysis and implementation are vital skills for any manager. «







Statements on the MBA Programs

Univ.Prof. Dr. Karl-Heinz Leitner

Austrian Institute of Technology
Management & Technology MBA programs
Lecturer

» The development and efficient use of new technologies is a key driver of corporate competitiveness. The multiple options require a strategic approach that takes into account market, organizational and social factors. Exchanging ideas with other MBA students enables the integration of different perspectives. «



Dr. Christiane Erten

Managing Director Akustik Buch GmbH
Advisory Board MBA "Strategic Management & Technology"

» Corporate management in the VUCA world requires the need for ongoing strategic development. But I also need my managers to do this. An MBA program creates the space to deal with current issues, to establish new networks and to challenge previous decision-making practices. In this way, the participants can once again provide essential impulses and thus maintain the company's competitiveness. «



Dr. Klaus Niedl

Global HR Director Novomatic and Expert
in HR and Transformation Management
Advisory Board MBA "Digital Transformation &
Change Management"

» Change and transformation are constant companions in everyday management. Of course, we cannot imagine which technologies or technological challenges will shape our everyday leadership in 2035. That is why we need to build certain skills in managers now so that they can deal effectively with the many technological changes of the next few years and the associated effects. The MBA on Digital Transformation & Change Management lays the foundation for this. «





Compact Programs

In management today, it is more important than ever to regularly update your knowledge and adapt your skills to the challenges you face. Even business goals and their subordinate strategies should be viewed and adjusted from time to time from a different perspective in order to achieve the desired long-term success. Since we are aware that there is often no time for intensive training in turbulent daily business life, we have created various compact training formats that are tailor-made for the individual needs of successful leaders and their teams. In this way, you can gain the exact insights that you and your organization need in a relatively short time.

Nano Sprint | 1–3 Days

Compact short programs 1–3 days long on current topics in management, leadership or new technologies.

Learning Sprints | 6 Days

In these 6-day short programs you will acquire the latest knowledge in areas such as “New Work”, project management, process management or business law.

High Impact Leadership Development Program | 9 Days

The High Impact Leadership Development Program focuses on the topics of leadership and organization: on the individual level, on the team level as well as on the organizational level. In a trusting environment, you can fully concentrate on your leadership personality. Experience and application-oriented learning as well as an intensive exchange and dialog in small groups will raise your leadership competence to a new level and strengthen your self-image as a leader.

Management & Technology Essentials | 15 Days

In our “Management & Technology Essentials” you will acquire an understanding of new technologies and key

business management qualifications to build up the competency to discuss and make decisions on general management issues in the context of technological developments. In addition to accounting and finance, you will also deal with the management of new technologies and innovation management as well as with the core issues of marketing and the strategic management of companies.

Master Classes | 15 Days

With our master classes you can develop your skills and competencies in a specific area in just 15 days in a very exclusive setting. We currently offer the following master classes from six different subject areas in which we have expertise, know-how and a large network of lecturers from research and industry:

- Strategic Management & Technology
- Risk Management & Corporate Finance
- Digital Transformation & Change Management
- Innovation, Digitalization & Entrepreneurship
- Mobility Transformation
- Automotive Industry

Stay up to date with our latest compact programs:





Just one highlight: the leadership modules in which participants develop themselves and their leadership skills using innovative training concepts in unusual surroundings.



Learn and exchange experiences with like-minded people in an inspiring learning environment.





Every journey starts with imagining the future.

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Status: August 2021