



# FHWien der WKW

University of Applied Sciences for  
Management and Communication

Information Session  
Master's Program Executive Management

**STUDY REAL  
BUSINESS.**

University of Applied Sciences for  
Management & Communication



**WKO** WIEN



# Management & Entrepreneurship Study Programs



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International Course Manager,  
Academic expert and lecturer  
Business Administration

**STUDY REAL  
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# Studying at a University of Applied Sciences Means...



- fixed, **job-friendly** timetables
- blocked classes and **staggered exam dates** (distributed **evenly over the semester**)
- combining **theory with practice**
- high proportion of **lecturers from the business world**
- **cooperations** with national and international companies
- **case studies** and **projects** from real companies
- small classes
- close contact with fellow students, lecturers, and head of study program

# University of Applied Sciences for Management & Communication

- more than 2,800 students
- 2/3 of lecturers are external experts
- more than 150 international partnerships with universities worldwide
- more than 13,600 graduates

## Management & Communication

- 10 BA Programs
- 9 MA Programs
- some Continuing Education Programs



# Management & Entrepreneurship Study Programme

- established in 1996
- ~ 550 BA and MA students
- more than 3,400 graduates
  
- **BA Management and Entrepreneurship**
  
- **MA Executive Management**



# Master of Arts in Business Executive Management

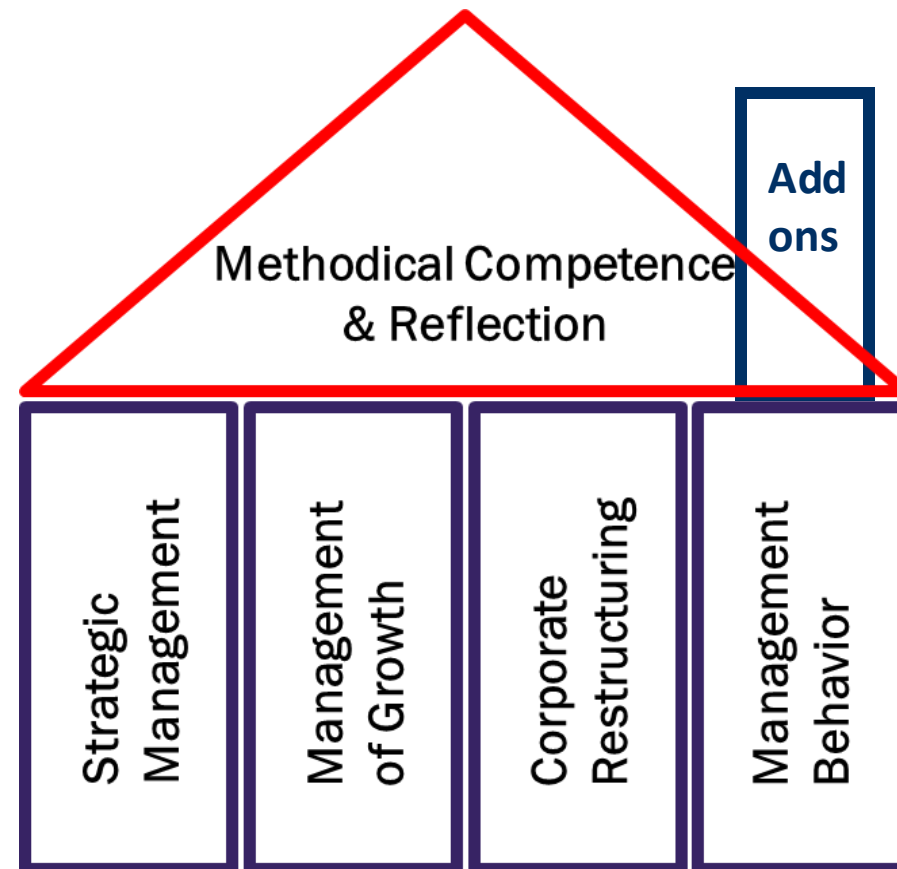
- Duration 2 years (= 4 semesters)
- 73 places / year
- Winter semester: September – January
- Summer semester: February – June
- Thursdays 18:30-21:45
- Fridays 14:50-21:45
- Saturdays 08:30-16:15

(Resit examinations possible on Tuesdays and Thursdays from 16:00)



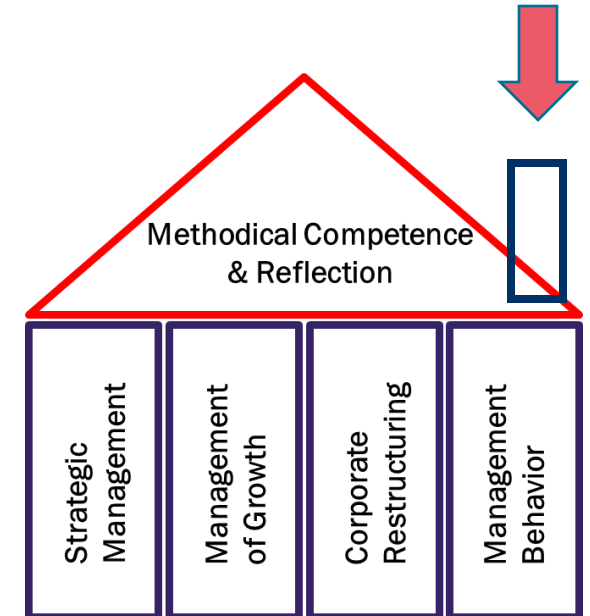
# MA Executive Management

## 4 Pillars of the Program



# MA Executive Management Add-ons

- Bridging (BC) and Elective (EC) Courses:
  - BC General Management and Strategy Fundamentals
  - BC Accounting and Financial Management
  - BC Strategic HR and Project Management
  - EC Business Ethics and Sustainability
  - EC Resource and Export Management
  - EC Strategic and International Marketing
- Connection to the Research Cluster (Strategy, Sustainability, SMEs)

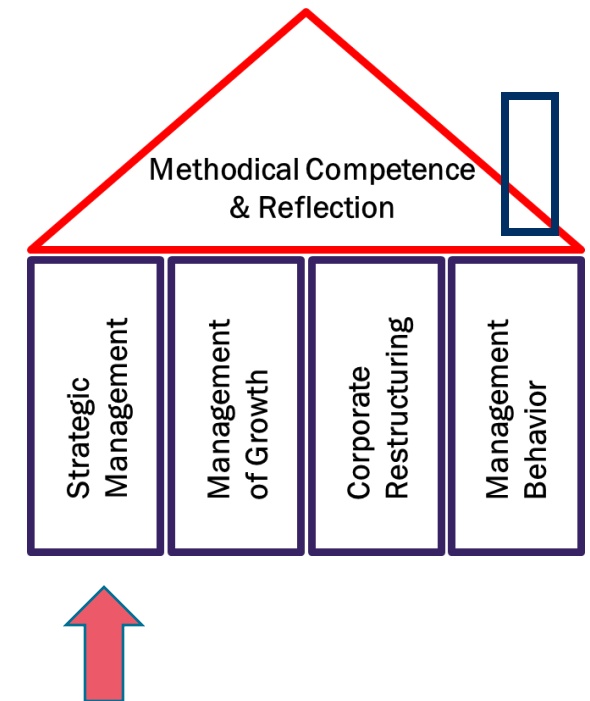




# MA Executive Management

## 1. Strategic Management

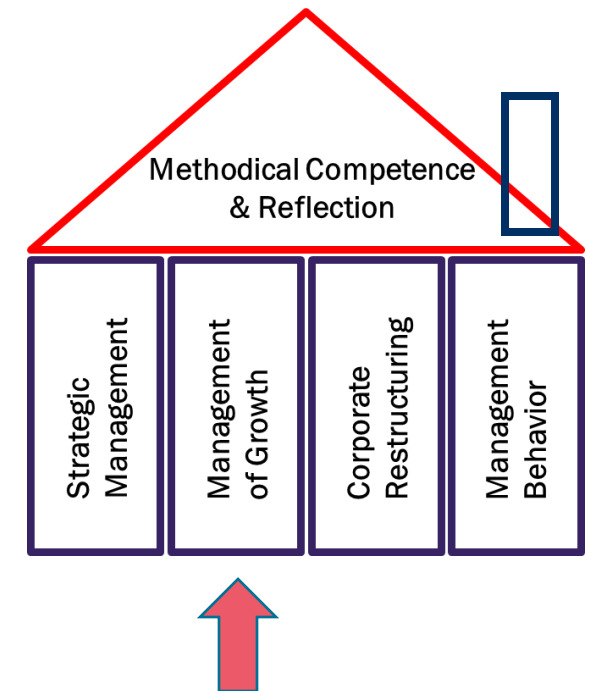
- Theoretical Input Strategic Management
- National / international trends; how to deal with them
- Develop strategies and assess their effects on business success
- Value management vs. cost cutting
- Introduce and build up project controlling measures, realize strategies and projects
- Knowledge of strategic concepts and their influence on the management of organizations
- Corporate Governance & Business Ethics



# MA Executive Management

## 2. Management of Growth

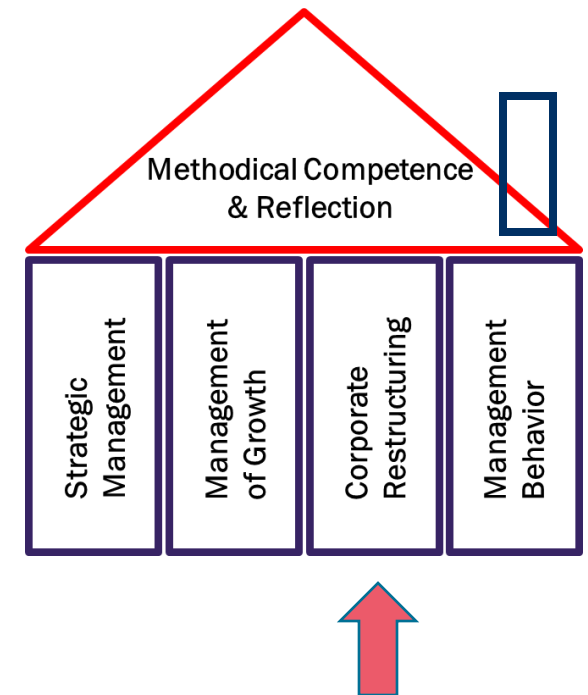
- Analysis of growth processes - Best Practice
- Challenges of and reasons for failure concerning growth
- Innovation and technology management
- Preparing and assessing business plans; connecting all business aspects
- Mergers, acquisitions and business cooperations; Choose the right form of cooperation; Supervise and implement M&As



# MA Executive Management

## 3. Corporate Restructuring

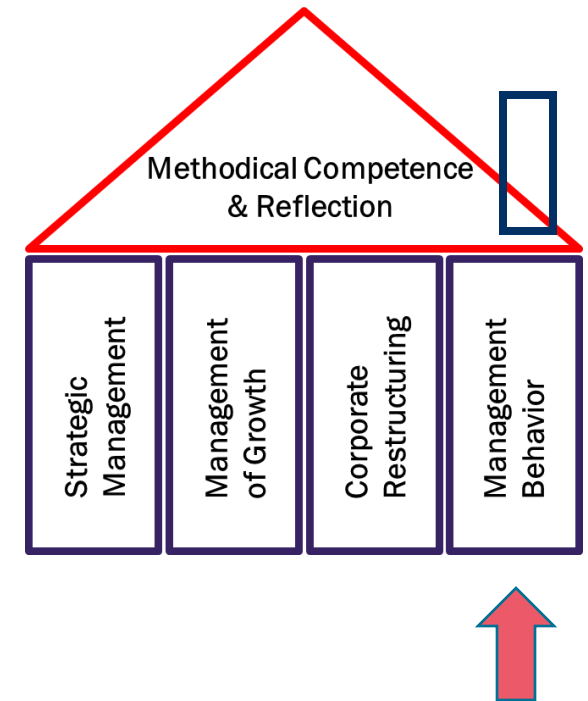
- Crisis theories (triggers, processes, crisis management)
- Preventing, recognizing and overcoming crises
- Corporate restructuring: stabilization of liquidity and sustainable economic rehabilitation
- Legal frameworks
- Correct utilization of company financing instruments



# MA Executive Management

## 4. Management Behavior

- Up-to-date management theories
- Social skills, such as
  - Team building and team leadership
  - Conflict management
  - Leadership behavior
- Ability to conduct conversations about performance, criticism and appreciation
- Career coaching



# MA Executive Management Competence Oriented Learning

- 5 modules per semester
- Competence orientation
- Interconnected modules
- Diverse learning settings



# MA Executive Management Internationalization



- **Study-abroad semester:** possible in the 3rd semester
- Summer sessions abroad
- Refer to CIEM for further information (**Center for International Education & Mobility**):  
<http://www.fh-wien.ac.at/international/>

# MA Executive Management MA Curriculum 1<sup>st</sup> Year



## 1<sup>st</sup> Semester – 14 WH/S / 30 ECTS

WH/S: weekly hours per semester / ECTS: European Credit Transfer and Accumulation System

Professional Purposes	International Economics and Economic Policy	Bridging Course/ Elective Course 1*	Bridging Course/ Elective Course 2*	Bridging Course/ Elective Course 3*
4 WH/S/6 ECTS	4 WH/S/6 ECTS	2 WH/S/6 ECTS	2 WH/S/6 ECTS	2 WH/S/6 ECTS
Teambuilding, Business Negotiations, Business Research	International Economics and Economic Policy, Resilience	BC General Management and Strategy Fundamentals BC Accounting and Financial Management BC Strategic HR and Project Management	EC Business Ethics and Sustainability EC Resource and Export Management EC Strategic and International Marketing	

## 2<sup>nd</sup> Semester – 19 WH/S / 30 ECTS

\* three out of six BC/EC courses (Bridging Courses/Elective courses)

Leadership and Change Management	Sustainable Management	European Business Law and Compliance Management	Performance Management	Master's Thesis – Research Proposal
4 WH/S/6 ECTS	6 WH/S/6 ECTS	3 WH/S/6 ECTS	4 WH/S/6 ECTS	2 WH/S/6 ECTS
	Risk and Stakeholder Management, Project Portfolio Management, Strategic Sustainability Management		Planning and Performance Management, Value Based and Risk Management	

# MA Executive Management MA Curriculum 2<sup>nd</sup> Year

## 3<sup>rd</sup> Semester – 18 WH/S / 30 ECTS

<b>Strategic Transformation</b>	<b>Innovation and Technology Management</b>	<b>Corporate Finance and Mergers &amp; Acquisitions</b>	<b>International Cooperations</b>	<b>Master's Thesis – Theory</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	2 WH/S / 6 ECTS
Strategic Change, Microeconomics of Competitiveness (MOC)		Corporate Finance, Mergers & Acquisition	International Sustainability Project, Conflict Management, Negotiations for Leaders	

## 4<sup>th</sup> Semester – 11 WH/S / 30 ECTS

<b>Business Simulation</b>	<b>Turnaround Management and Crisis Communication</b>	<b>Interdisciplinary Reflections</b>	<b>Master's Thesis – Empiricism</b>	<b>Master's Final Examination</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	2 WH/S / 6 ECTS	1 WH/S / 6 ECTS	6 ECTS



# MA Executive Management

## SUSTAINABLE DEVELOPMENT GOALS



## PRME Principles for Responsible Management Education

an initiative by the  United Nations Global Compact

# MA Executive Management Where Are You Heading?

Managing positions across sectors and company types:

- Chief Executive Officer (CEO)
- Managing Director / General Manager
- Commercial Director
- Senior Consultant
- Project Manager
- Head of Department
- Entrepreneur
- ...



# Practical Projects - Who Are Our Cooperation Partners?



# References in the Academic Field (Excerpt)

Industries: Banking, Insurance, FMCG, Clothing, Automotive, Real Estate, Pharmaceuticals, Medicine, Technology, Logistics, Telecommunications, NGOs, Public Sector, etc.



# MA Executive Management Graduates



**Mariane Leyacker-Schatzl**  
Eisperle  
Founder, Entrepreneur

© Eisperle – www.stiefkind.at



**Andreas Matthä**  
ÖBB Holding  
CEO

© ÖBB, Jakwerth



**Emanuela Novakovic**  
Hyundai Import GesmbH  
Head of Marketing

© Hyundai



**Constantin Simon**  
Head of Unit 3  
IP Austria  
and Serial Entrepreneur

© Nixe: Constantin Simon



**Theresa Mai**  
Wohnwagon  
Founder, Entrepreneur

© Hans Schubert



**Zsolt Juhasz**  
Shopping City Süd  
Center Manager

© Philipp Lipiarski

# MA Executive Management ECTS & Tuition Fees

- 120 ECTS
- Graduates can apply for a doctoral/PhD program
- Fees per semester:
  - € 363.36 tuition (non EU citizens see homepage)
  - € 22,20 student union fee
  - + scripts, books



# MA Executive Management

## MA Program Entry Requirements



- Applicants should have a recognized, academic Bachelor's degree or equivalent (e.g. Magister, Diplom-Ingenieur, ...)

These can be: Degrees in **Business, Economics or Social Sciences** from Universities of Applied Sciences or Universities

- **All other academic degrees** (e.g. technical degrees, science, legal or humanities) need to prove prior knowledge of business administration. This will be tested during the admission procedure.

# MA Admission Procedure for the Academic Year 2025/26



## ■ Step 1:

Submission of application from **January 8<sup>th</sup>, 2025** until **March 31<sup>st</sup>, 2025** (third country applications: application period ends on March 10<sup>th</sup>, 2025). All application documents must be submitted online.

## ■ Step 2:

Computer-based admissions test in spring 2025 with two parts: a general (cross-disciplinary) and a subject-specific part.

Recommended literature:

- Ebert, R.J., Griffin, R.W.: Business Essentials, Pearson, United Kingdom, 2018, 12<sup>th</sup> edition
- Drury, C.: Management Accounting for Business, Cengage Learning EMEA, United Kingdom, 2019, 7<sup>th</sup> edition

## ■ Step 3:

Online interview in **May 2025**



# MA Executive Management How to Apply



Registration and online application: <http://www.fh-wien.ac.at>



# Points of Contact



**Manfred J. Schieber MA MBA MSc**

Head of Bachelor's Program  
Unternehmensführung-Entrepreneurship International Course  
Head of Master's Program  
Executive Management  
Head of International MBA in  
Management & Communication

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# We Look Forward to YOUR Application!

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