



WU Vienna Executive MBA in Bucharest

WU

**EXECUTIVE
ACADEMY**

 EFMD
EQUIS
ACCREDITED

Meet the Academic Director

Prof. Bodo B. Schlegelmilch, Ph.D., D.Litt.,
Academic Director, WU Vienna, WU Executive Academy



This Executive MBA, accredited by EQUIS, is the globally oriented flagship program of the Vienna University of Economics and Business (WU), Europe's largest business university.

Interactive classes in Bucharest, supplemented by two residencies in Austria and the U.S.A. will expose participants to the latest management and business know-how. In addition to professors from WU Vienna, teaching is conducted by leading professors from North America (Harvard, Thunderbird School of Global Management, University of Minnesota) and European academics, senior managers and policy makers.

In a challenging but nurturing environment, we will provide you with the tools necessary to fulfill your potential to become a world-class business leader. The program builds a deep understanding of business fundamentals in all major functional areas, while emphasizing the skills and abilities needed to recognize and adapt to emerging trends and new technologies. For 14 months and only 34 days off-the-job, you will study and work on projects in the U.S.A. and Austria before being awarded the WU MBA degree.

The program provides managers and senior professionals with an opportunity to gain valuable work experience and to implement acquired techniques and skills in the workplace. After completion of the program, you will join a network of over 1,000 alumni working in diverse companies and institutions around the world.

We welcome your interest in our Executive MBA program and invite you to explore what this unique program can do for you and your career. An MBA is a serious investment in your future, and we are confident that this program will exceed your expectations.

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Good Reasons for Choosing this Executive MBA

The decision to pursue an MBA program is a serious commitment. Therefore, it is essential to choose the right one.

INTERNATIONAL ACCREDITATIONS

WU Vienna belongs to the elite circle of MBA providers that are EQUIS accredited. Moreover, WU Vienna is among a handful of universities in the German-speaking community that is included in the Financial Times ranking.

WORLD CLASS FACULTY

WU Vienna's international faculty consists of both world-renowned professors and internationally acclaimed top executives. They provide the latest scientifically-based knowledge and a profound understanding of cutting-edge management tools.

INTERNATIONAL PROGRAM

The exclusive program with its cross-cultural teams, top faculty and international residencies reflects the reality of conducting business today.

WORLDWIDE ALUMNI NETWORK

As an Executive MBA graduate, participants become part of a widespread and exclusive alumni network. Cross-cultural business relationships give alumni access to an extended global network and a pool of exclusive alumni services.

OUTSTANDING PEER GROUP

Carefully selected participants with diverse backgrounds and perspectives contribute as much to the quality of the program as does faculty. Creating new ideas, reflecting on one's current work and exchanging insights with like-minded international colleagues adds immeasurable value to the program.

FLEXIBLE FORMAT

The specific structure of the Executive MBA is designed to meet the individual needs of hard-working executives. Therefore, the modular structure allows managers to participate in an internationally renowned MBA program while developing their individual careers.

ADDED VALUE FOR EMPLOYERS

The value of recruiting and retaining top talent is key for forward-thinking companies. Supporting their managers in pursuing an Executive MBA at the WU Executive Academy is rewarded by highly motivated and talented individuals who bring the full force of their knowledge and abilities to bear on behalf of the employer's goals for the future.

STATE-OF-THE-ART TECHNOLOGY

Program participants have access to "learn@wu", WU's leading e-learning platforms with more than 45,000 e-learning materials and over 32,000 users benefiting from modern technology-based learning methods.



WU is the largest Business University in Europe.

Vienna University of Economics and Business

The University was founded by the Austrian Emperor in 1898. Today, the WU is the largest business university in Europe. More than half of all Austrian business graduates have gained their degrees from this university. It has close ties with more than 200 partner universities worldwide and its career planning center numbers over 100 corporate members in Europe. The WU has internationally renowned faculty, an international orientation, proximity to and connections with Eastern Europe, and a superb infrastructure. The WU, as the only Austrian business university, gained the international EQUIS accreditation, the leading accreditation system of the European Foundation of Management Development (EFMD).

WU Executive Academy

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

Each year, as many as 3,500 executives, experts and high potentials from over 50 countries graduate from our programs. At present, residencies and programs are conducted in 16 countries spread over three continents.

In general, the WU Executive Academy's program portfolio includes:

- › MBA/MBL/LLM Programs
 - › Certificate Programs
 - › Corporate and Management Development Programs
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Course Outline

MODULE 1: MANAGING PEOPLE AND ORGANIZATIONS

This provides theories and frameworks for analyzing the behavior of individuals, groups and the organization itself. Students learn about decision making and how to develop action plans for effective people leadership in organizations. They learn about concepts and principles associated with the function of human resource management.

MODULE 2: ACCOUNTING

This comprises measurement of economic performance and financial position, analysis of corporate financial reports and accounting data for use in management decisions. Students learn about transfer pricing, performance measurements, cost behavior, cost allocation, activity based costing and standard costs.

MODULE 3: FINANCIAL MANAGEMENT

The theory and practice of finance from an analytical approach are taught. Students learn how to apply the basic financial concepts of risk, return and valuation to small businesses or corporations in changing financial markets.

MODULE 4: DATA ANALYSIS & DECISION MAKING

The power and limitations of numerical data for decision making processes are discussed. Students learn about exploratory data analysis, basic inferential procedures, statistical process control, regression analysis, and decision models.

MODULE 5: STRATEGIC MARKETING MANAGEMENT

Analytic perspectives, concepts and decision tools of marketing are taught with regards to offer, distribution channels, pricing and communication programs. Students learn how to develop and implement the most appropriate marketing mix to carry out a firm's strategy in its target markets.

MODULE 6: CHANGE MANAGEMENT

This focuses on knowledge on change across organizational boundaries. Students learn about mergers & acquisitions, strategic alliances, partnerships, and 'extended enterprise' networks; synergies and collaboration across departments; network management and global connectivity; building a 'one enterprise' culture across borders and boundaries; managing the tensions between the organizational mainstream, its heritage and legacy systems, and innovations that depart from tradition.

MODULE 7: COMPETITIVE ANALYSIS & STRATEGY

This comprises strategy definition of a company including competitive analysis, mission objectives, product-market choices and organizational characters as well as the allocation of resources to achieve organizational objectives and resolve conflicting shareholder interests. Students are given opportunities to develop skills in situational analysis and strategy development.

MODULE 8: BUSINESS, GOVERNMENT AND MACROECONOMICS

This provides insights into the roles of government and business in society. Students learn about alternative systems of economics and political values as well as the social political, economic and cultural conflicts affecting the business sector.

MODULE 9: MANAGING GLOBALIZATION

Students learn to develop international strategies for firms wishing to expand globally. Emphasis is placed on analyzing opportunities and the constraints in international decision-making and on operationalizing global strategies, including managing strategic alliances and networks.

MODULE 10: ADVANCED FINANCIAL MANAGEMENT FOR GLOBAL MARKETS

This focuses on the application of advanced financial concepts for corporate financial decisions at the executive level. Students learn about the principles of investment, firm financing and global markets.

MODULE 11: INFORMATION TECHNOLOGY MANAGEMENT

The focus lies on the management of information resources and technology, the exposure to various information technologies, the examination of their applications, the exploration of the competitive advantages associated with information technology and on organizational and managerial implications.

MODULE 12: NEGOTIATIONS & CONFLICT MANAGEMENT

This course helps to identify the typical challenges and difficulties that have to be faced when negotiating. Students learn broad strategies for effectively managing these challenges and improving the skills required of an effective negotiator and conflict manager.

MODULE 13 & 14: RESIDENCIES U.S.A., AUSTRIA

During the program students will complete two international residencies in the U.S.A. and Austria.

These international residencies provide students with a deep understanding of global markets. Both residencies are led by top faculty and provide a unique opportunity to examine relevant issues in business and international economies. In addition, students meet with management of international business players and other Executive MBA students.

MODULE STRUCTURE

The WU Vienna Executive MBA consists of consecutive modules. Each module has a three-tier structure: Pre-Module, Core-Module and Post-Module.

PRE-MODULE e-learning, 2 weeks	CORE-MODULE in-class, 4 – 6 days	POST-MODULE e-learning, 2 weeks
Preparation of topic <ul style="list-style-type: none"> › Readings › Case studies › Essays › Other 	In-class time <ul style="list-style-type: none"> › Benchmarking sessions › Individual and group presentations › Individual and/or group case work › Breakout sessions › Case discussions › Lecture sessions › Other 	Application of newly gained knowledge <ul style="list-style-type: none"> › Evaluate theories › Case studies › Write papers › Other

A Cutting-Edge Curriculum

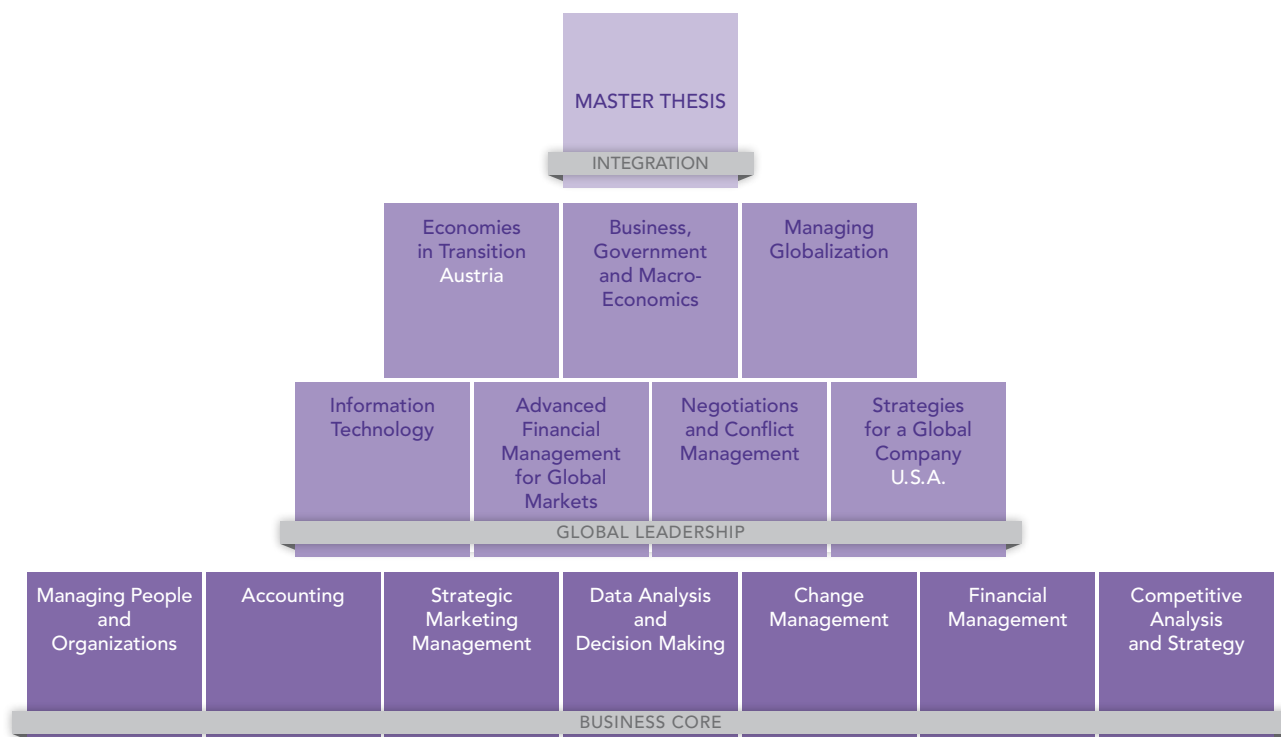
The modular structure of the Executive MBA with only 34 days off-the-job allows executives to participate in a world-class MBA program while following their individual professional careers.

TWO-TIER STRUCTURE

The Executive MBA curriculum has a two-tier structure: Business Core and Global Leadership.

The Business Core provides an in-depth knowledge and key conceptual framework of general management to enable participants share a common state-of-the-art

knowledge base. Global Leadership combines a solid foundation in critical management practices with courses in essential skills for senior-level executives, such as managing globalization, negotiation and conflict management and strategies for a global company.



Internationally renowned Faculty – Work with the Best

Our faculty members bring fresh perspectives and new ideas to all facets of the business world. They share a passion for continual advancement and constantly strive to bring their students to a higher standard.

WHAT WE DO FOR YOU

In addition to professors from WU Vienna, our Executive MBA faculty consists of internationally renowned professors among others from Harvard Law School, Thunderbird Graduate School of Business, University of South Carolina, University of Minnesota and Simon Fraser University.

These faculty members are outstanding leaders in their research on current business issues and have solid experience in executive education. They are constantly publishing their cutting-edge findings in leading international journals.

The international experience and global expertise of the faculty members enables them to present an integrated, global management perspective that emphasizes the application of theory to practice.

OUR OUTSTANDING FACULTY (EXCERPT*)

Prof. Stephan Sonnenberg

Harvard Law School, U.S.A.,
Negotiations & Conflict Management

Prof. Graeme Rankine

Thunderbird School of Global Management, U.S.A.,
Financial Management

Prof. Chuck Kwok

University of South-Carolina, U.S.A.,
Advanced Financial Management

Prof. Charles Caliendo

University of Minnesota's Carlson School of Management,
U.S.A., Accounting

Prof. Leyland Pitt

Fraser University, Canada,
Strategic Marketing Management

Prof. David Sluss

University of South-Carolina, U.S.A.,
Managing People and Organizations

Prof. Alois Geyer

WU Vienna,
Data Analysis and Decision Making

Prof. Stephen Hayne

Colorado State University, U.S.A.,
Information Technology Management

Student Profiles

Radu Bragarea, Cristina Varzaru



A GLOBAL LEADERSHIP PROGRAM

Average Class Profile:

Age: 35 Years

Work Experience: 11 Years

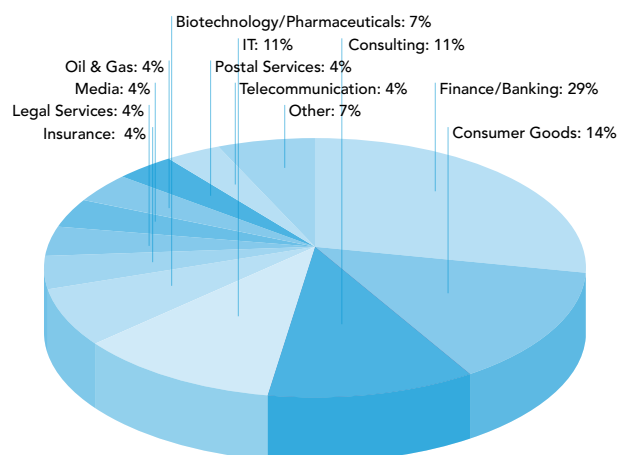
Class Size: 20 – 30 Participants

Male: 64%

Female: 36%

AN EXPERIENCE OF DIVERSITY

Average Class Profile by Industry:



"It is difficult to mention only one benefit...The program strengthened and expanded my knowledge and skills in all areas of business. I now have a profound understanding of the major influencing factors of a company. At the same time I learned how the global economy works and how to govern a multinational company."

Radu Bragarea, Deputy Chief Operating Officer at AIG Life Asigurari Romania, Executive MBA Class 2009

"The improvement of my professional competences and personal aptitudes, especially on the relationship, communication and networking side, considered essential attributes for managing teams, represents a valuable personal gain from the WU EMBA courses attended. The focus on leadership and the complex management concepts discussed throughout the program have been very useful for the development of my managerial skills and also the positive attitude for pursuing success."

Cristina Varzaru, Head of Balance Sheet Optimization Group at BCR, Executive MBA Class 2009

Students' Experience

Vlad Micu, Lacramioara Diaconu, Tereza Valcan



"The WU Executive MBA program offered by the WU Executive Academy in Bucharest is the most intense learning experience I have ever encountered. Beyond the academic perspective, it is the quality of the people – professors, specialists and students – that turns this MBA program into a success story. I feel much better equipped for what lies ahead in my professional life, thus urging me to reassess my objectives and set new priorities. The true challenge will be to apply this knowledge in the future and make a difference."

Vlad Micu, Managing Director of AGER group of companies
Class President, Executive MBA Class 2008

"In the oil and gas industry, integration makes the difference between the players due to its value creation power. The WU Executive MBA has offered me a similar valuable opportunity: integration as basis for future career development. I could integrate and enhance my existing knowledge within the well-structured and comprehensive content of the program, a valuable integrated contribution of outstanding professors both academics and practitioners. The integration of 30 bright professionals coming from all areas of business has contributed to the development of the communication and leadership skills of each and every one of us."

Lacramioara Diaconu, Director of M&A and Capital
Market Relations at Petrom
Executive MBA Class 2008

"My 14 months at the MBA program were really special and have shaped me into a better professional. This is an MBA for top executives that goes beyond theory deep into the very practical aspects of the job, which I found very useful. It's not another high-ranked diploma on my wall, but rather a wealth of knowledge that I can actually apply in the business world. I enjoyed the teachers' practical teaching method, focused on real-life scenarios and case studies, as well as the integration of the lecture with current events. The learning was extremely valuable and offered me a full perspective on what successful businesses entail. The EMBA Bucharest provided me with the knowledge, and tools for me to be a better manager and leader, and enabled me to have a broader vision of the global marketplace. Last but not least, it gave me an opportunity to interact, exchange ideas and learn from some of the brightest minds and best professionals in Romania, my classmates. I highly recommend this program, which is by far the best one in Romania, if not the region."

Tereza Valcan, Managing Director of Civitas Global Ketchum
Class President, Executive MBA Class 2009

Our Service – Your Success

Dr. Wolfgang Ruttensdorfer



MAKING A STUDENT'S LIFE EASIER

Since we are well aware of the numerous responsibilities of our hard-working MBA students, we put special emphasis on handling as many administrative details as possible on your behalf.

OUR SERVICES FOR YOU

- › Registration at University
- › Provision of textbooks, skripts and other class materials
- › Support in lodging and travel for commuter students
- › Customized online tools to facilitate group assignments, faculty communication and student interaction
- › Access to all student services offered by WU (library, internet access, etc.)
- › Catering during modules (coffee breaks and lunch)

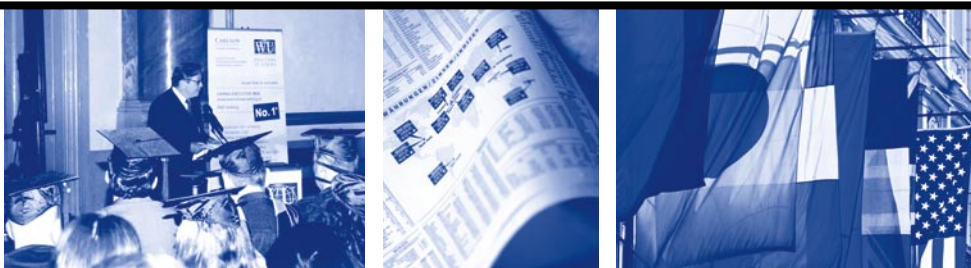
E-LEARNING ENVIRONMENT

With "Learn@WU", one of the largest state-of-the-art e-learning platforms worldwide, featuring over 45,000 e-learning materials and more than 32,000 users, WU has positioned itself as a precursor in this field. On this platform, a customized virtual classroom is provided exclusively to our MBA participants in order to facilitate all pre- and post-module assignments.

"By supporting this internationally successful Executive MBA of the WU Executive Academy (Vienna University of Economics and Business) we set a vital signal to support education and training for high potentials and executives in Romania, one of the new EU member states with strong economic growth. OMV as main shareholder of Petrom supports the development in Romania, certainly regarding economical aspects but also regarding surrounding factors such as education. Additionally to our increasing investments in training and development of Petrom employees we see a significant need to educate high potentials and executives especially as foreign investors increasingly want to use Romanian high-level personnel. The WU Executive Academy is an excellent partner to support high-level personnel development in global management competency, which will strengthen the local economy on a long term basis."

Dr. Wolfgang Ruttensdorfer, CEO, OMV AG

Your Ongoing Benefits after Graduation



YOUR ALUMNI NETWORK

Our globe-spanning alumni network is the perfect foundation to establish both long-lasting professional and personal relationships. During your studies, you enjoy different opportunities to connect with other business leaders inside and outside the classroom. These connections reach far beyond graduation. As an Executive MBA graduate, you become part of this exclusive network.

ALUMNI BENEFITS

As an alumnus/alumna you enjoy numerous advantages:

- › Alumni events, such as local alumni clubs or reunions, help you establish, maintain and deepen personal and professional ties with other multinational senior executives coming from diverse professional backgrounds.
 - › Preferential access to national and international career opportunities.
 - › Invitations to panel discussions, conferences, guest speaker events, seminars and other lifelong learning activities.
-

Application and Admission

ADMISSION CRITERIA

- › University degree
- › 5 years work experience in a management position
- › Fluency in English (tested during interview session)
- › Two recommendation letters
- › Curriculum vitae
- › Complete application
- › Interview session
- › Application handling fee (EUR 200)

FURTHER SELECTION CRITERIA

We are looking for high-potentials with:

- › Management and leadership skills
- › Interpersonal skills
- › A clear career vision
- › Commitment to personal and professional growth
- › Motivation and curiosity

ADMISSION DEADLINE

Candidates are invited to apply for the program throughout the year but no later than 6 weeks prior to the program start.

FEES

- › Application handling fee of EUR 200
- › The program fee of EUR 35,000 includes:
 - › Learning materials (textbooks, cases, handouts)
 - › Catering (lunch, coffee breaks) during lectures
 - › Residencies (U.S.A., Vienna)

Travelling and lodging during lectures and residencies are not included. Additional costs are about EUR 3,000. Program seat reservation is subject to a non-refundable deposit of 10% of the tuition fee. Payment of the remaining program fee will be based on an individual payment schedule. In case a participant quits the program prior to graduation for any reason, no refund will be made.

APPLICATION CHECKLIST

- Complete Application
 - University Degree (certified copy)
 - Certified Transcript
 - Curriculum Vitae
 - Passport Photo
 - Personal Essays
 - Two Recommendation Letters
 - Sponsorship Letter (where applicable)
 - Application handling fee (EUR 200)
-

Find Out More

FINANCING OPTIONS

The WU Executive Academy is committed to helping dedicated and deserving students meet their educational and career goals by offering financing options and scholarships.

Education Financing

The program fee is significant, and candidates should plan carefully. Since the primary responsibility for financial educational costs rests with the candidate, candidates are encouraged to investigate sources of financial assistance. Occasionally assistance may be obtained from international institutions such as private fellowships and company foundations. The web offers also free-of-charge grant search services at www.fastweb.com, www.salliemae.com and www.srnexpress.com.

Scholarships

The WU Executive Academy offers several focused and merit-based MBA scholarships throughout the year to encourage academic excellence and leadership qualities. These scholarships are awarded to applicants who can prove a track record of outstanding achievements. Further information on scholarships, application processes and deadlines are available on our website.

Individual Corporate Sponsorship

Companies frequently provide financial support or educational leave to their employees when it comes to continuing education. We are happy to support you in preparing a tailored proposal for your employer for sponsorship of the Executive MBA program, and look forward to presenting the program to your employer.

COME MEET US

The decision to pursue the Executive MBA program is a real commitment. To support you, we provide numerous opportunities to find out more about the program and meet faculty members, alumni, students and staff giving you valuable insights and answers to questions you might have.

Open Day

The best way to assess the quality of an MBA program is to make first-hand experience. Hence, the WU Executive Academy offers prospective students the unique chance to participate in selected MBA modules and exchange with current MBA students and faculty members. Please contact us for an individual arrangement.

MBA Fairs

The WU Executive Academy regularly presents its MBA portfolio at internationally renowned MBA fairs.

MBA Info-Sessions

Throughout the year, the WU Executive Academy holds MBA Info-Sessions on a regular basis. During the session, faculty members, alumni and program managers provide you with in-depth information on the specific characteristics of our MBA programs and look forward to answering your individual questions.

Please visit our website for more details on www.executiveacademy.at



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