



ACADEMY FOR
CONTINUING
EDUCATION



Executive 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 Executive 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 optional field trip and dive into the innovation and entrepreneurial ecosystem of a selected European city. Exclusive insights and fruitful networking events complement your Journey at TU Wien ACE.

Key Facts

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

ECTS-Credits: 92

Duration: 3 semesters + Master Thesis

Structure: Part-time, blocked in modules

Language: English

Tuition Fee: EUR 22,900 plus EUR 1,990 Registration fee (VAT-free, excl. expenses for travel and accommodation. Additional charges apply when participating in the international field study)

Admission Requirements: First academic degree*, minimum 3 years of work experience, personal interview

* Persons holding an equivalent educational and professional qualification may also be admitted

Locations: TU Wien, Vienna region



Prof. Dr. Sabine Köszegi
Academic Director

» Ideas drive developments in art, technology, economy and society. In this program 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 Executive 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

Curriculum

Management & Technology Essentials | 15 Days

- Finance, Accounting & Economics
- Managing Technologies, Data Science
- Strategy & Marketing
- Project Management & Sustainability, Business Simulation

Leadership & Organizational Behavior | 9 Days

- Leading Yourself
- Leading your Team
- Leading an Organization and Change

Innovation, Digitalization & Entrepreneurship | 15 Days

- Entrepreneurial Leadership & Technology Development
- Innovation Strategy & Business Development
- Sources of Innovation
- Innovation Growth & Funding
- Innovation Marketing

Option 1: International Learning Experience on Innovation & Entrepreneurship | 6 Days

Option 2: Negotiations | 6 Days

Master's Thesis

Program Structure

Our program is designed for professionals and allows you to balance work, family and Executive 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.

Faculty

Management & Technology Essentials

Dr. **Helmut Aigner** – FCI Fischer Consultants International
Prof.Dr. **Tina Ambos** – University of Geneva
Prof.Dr. **Anton Burger** – Catholic University of Eichstätt-Ingolstadt
Dr. Christian **Garaus** – University of Natural Resources and Life Sciences
Christian **Geiger** – CG Consulting & Training
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

Prof.Dr. **Wolfgang Güttel** – TU Wien
Yanis Hamdali, MSc – Europa-Universität Viadrina Frankfurt
Dr. **Rupert Hasenzagl** – Management Consultant
Dr. **Astrid Kleinhanns-Rollé** – TU Wien
Prof.Dr. **Sabine Köszegi** – TU Wien

Innovation, Digitalization & Entrepreneurship

Dipl.-Ing.Dr. **Doris Agneter** – N.vest Unternehmensfinanzierungen des Landes NÖ GmbH
Prof.Dr. **Jörg Freiling** – Universität Bremen
Mag. **Heimo Hammer** – Kraftwerk
Dr. **Renate Kratochvil** – BI Norwegian Business School
Dipl.-Ing. **Stefan Kreppel**, MBA – Palfinger AG
Dr. **Stefan Piëch** – Your Family Entertainment AG
Dipl.-Ing.Dr. **Philipp Smole** – Palfinger AG

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

