



# Executive MBA | Strategic Management & Technology

## Ready for every change.

Technical innovations and crisis situations always bring new challenges for managers. They need to respond quickly to the latest developments and still not lose sight of the goals they have set for themselves. The Executive MBA Strategic Management & Technology puts you in a position to react to every change and unpredictable situation.

As an (established) executive, you will open up new perspectives and refine your leadership qualities and learn to develop holistic strategies taking into consideration the technical and business interrelationships.

You will receive management know-how, get an understanding of new technologies and how they impact your business but will also raise your personal leadership skills to a new level. Furthermore, you will have the opportunity to acquire additional qualifications such as preparing for an international certification as a project manager or working on real, legal issues of your business practice. Application-oriented examples and exclusive insights will enrich your Journey at TU Wien ACE.

The main focus of our Executive MBA program is to expand your skills in strategy development and implementation. We provide you with a deep theoretical, but also practice-oriented understanding of the technological, budgetary and strategic competencies of your organization. As an executive, you will be able to apply this knowledge to your strategic and operational decisions and effectively implement business initiatives using new and existing technologies.

## Key Facts

**Final Degree:** Executive Master of Business Administration (EMBA) in Management & Technology | Strategic Management & Technology

**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)

**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. Wolfgang Güttel**  
Academic Director

» *Maintaining strategic vision even in turbulent times is one of the key skills of a manager. This program will prepare you for it. You will deepen your management know-how, learn how to lead your team or organization even more effectively and know how to continue to be successful with entrepreneurial initiatives in the future.* «

## Your Key Learnings at a Glance

- Ability to plan and continuously manage your existing business
- Know-how for planning radical innovations to lead your company into the future
- Strategic analysis tools for the development of new strategies and initiatives
- Strengthening of your individual leadership personality
- Participation and decision-making competence in general questions of management and technological developments

## Target Group

This Executive MBA is the right choice if you

- would like to open up new perspectives, expand your knowledge in strategic management and refine your leadership qualities as a manager in one of the upper levels
- as a junior executive, want to learn how to develop holistic strategies that combine technical and business interrelationships

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

- (Technology-oriented) companies/organizations from various industries and fields of application
- Non-profit organizations and public institutions
- Start-ups & SMES

## 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.

## 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

### Strategic Management & Technology | 15 Days

- Strategic Analysis, Planning & Implementing
- Managing Capabilities
- Financial Performance Management & Budgeting
- Corporate Entrepreneurship & Venturing
- Strategic Technology Management & Acquisitions

### Negotiations | 6 Days

### Master's Thesis

## 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

### Strategic Management & Technology

Prof.Dr. **Florian Bauer** – Lancaster University  
Prof.Dr. **Martin Friesl** – University of Bamberg  
Prof.Dr. **Wolfgang Güttel** – TU Wien  
Prof.Dr. **Jochen Koch** – Europa University Frankfurt/Oder  
FH-Prof.Dr. **Ann-Christine Schulz** – Institute for Digital Transformation and Strategy  
Prof.Dr. **Walter Schwaiger** – TU Wien

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

