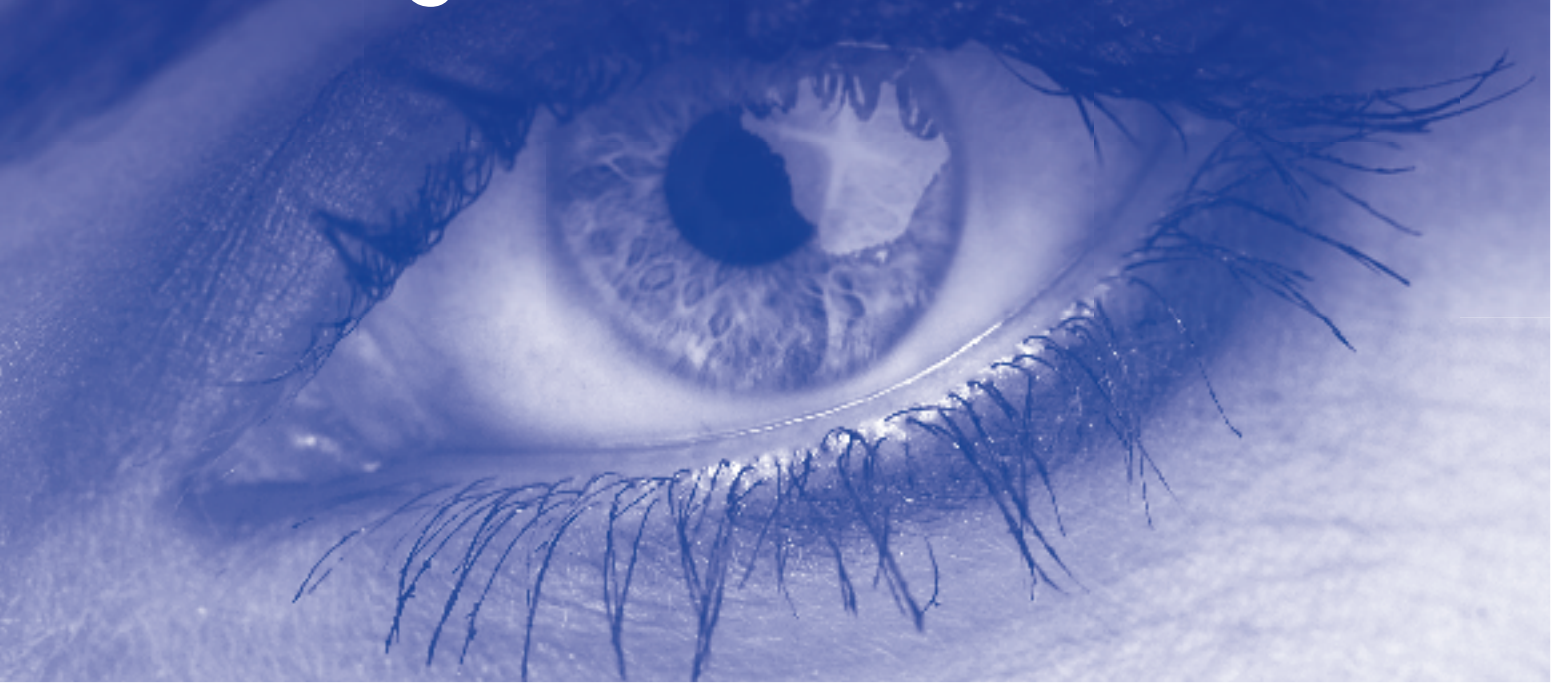


# WU Executive Academy

Executive Education  
at the Highest International Level



# WU

EXECUTIVE  
ACADEMY



# **Executive Education at the Highest International Level**





**Prof. Bodo B. Schlegelmilch, Ph.D., D.Litt.,  
Dean, WU Executive Academy**

**Dr. Astrid Kleinhanns,  
Managing Director, WU Executive Academy**

### DEVELOPING GLOBAL LEADERS

Today's global business environment is more challenging than it has ever been. With recession very much a recent memory, unsettled markets and associated financial fluctuation, these are tough times. It has never been more important for forward-thinking companies to make the right investment for success, to generate and maintain a sustainable competitive advantage. And it has never been clearer that the most important assets any company has are its people.

Investing astutely in developing executives and employees leads to a competitive organization with a clear strategy and highly motivated people, people rich in knowledge and sharing a united vision. The right executive education develops strong leaders with profound expertise and the real-world practical skills in management, strategy, organization and finance, leaders who are able to seize new opportunities, quickly adapt to new business environments and overcome global challenges.

The core objective of the WU Executive Academy is to help you develop your people. Through executive education at its very highest level taught by passionate, committed experts, we provide a set of cutting edge strategic tools to help identify and evaluate opportunities to increase revenue, think differently about business models, and manage companies or business units more effectively.

Ours is a comprehensive program portfolio, each one of which is a unique, tailored learning experience. We use state-of-the-art educational methodologies and technologies to create a supremely effective learning

environment. The programs are truly international, reflecting the realities of the business world, not least of which by bringing together motivated executives from a broad range of companies and cultures. This factor is one of many which make our programs so unique, this access to a wealth of practical insights from around the world. It makes for an exciting and dynamic setting in which participants learn, share methods and generate new ideas. And, of course, build a network of long-lasting relationships with like-minded international peers.

When people ask us "what is the secret of our success?" we may make mention of the prestige of our parent institution, the WU Vienna, Europe's largest business university. We might hint at the 100 years of excellence in business education which lies behind this success. We might say how much we value our partnerships with over 200 top universities around the world and the richness of opportunity that these partnerships offer to our participants. We certainly mention our accreditations, our top-positions in the FT business university rankings and other acclaim, of which we are justly proud.

### THE TRUTH IS, OUR SECRET LIES WITH OUR PEOPLE.

The WU Executive Academy has a pool of some of the top academic and business management minds in the world, combining expert theoretical knowledge with real-world experience in top global companies. Their commitment to excellence is what makes our programs so special.

We welcome your interest in our executive education programs and invite you to explore what our unique programs can do for your company and your career.

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# Why Choose the WU Executive Academy?

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Forward-thinking companies know that recruiting and retaining top talent are the keys to sustained success. Also vital is the structured professional development of executives who are being prepared for positions of increased responsibility. The return on this investment is highly motivated executives who bring to bear the full force of their knowledge and abilities on behalf of the employer's goals for the future.

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## UNDERSTANDING YOUR NEEDS

The WU Executive Academy is the right address for customized, state-of-the-art executive education. But in order to provide you with the ideal solution, we must gain a thorough understanding of your needs.

So first priority for our Corporate and Management Development Team is to identify the challenges specific to your company and the industry in which it functions. We then isolate the core areas of expertise where targeted development would be most effective, taking into account the current knowledge and experience levels within your organization.

## CO-DESIGNING CORPORATE PROGRAMS

Together with your executives and HR professionals our experts then co-develop the best learning solutions – tailored programs designed to create catalysts for organizational change, to foster the execution and implementation of your strategic projects, to strengthen your company's core competencies and to develop your talent into successful leaders.

Program content is structured and taught so that it can be implemented rapidly across the breadth of your organization.

Our clients are each assigned an experienced program manager as contact person for the duration of the programs, their function being to service corporate clients and their participants.

## EXCELLENT VALUE FOR EMPLOYERS

Executive education is often thought of as a cost rather than a benefit. In today's tough economic climate, opportunities for salary increases and/or bonuses are limited and a place on an executive education program has become a valued reward for strong performance as well as an incentive to help retain top talent.

In our programs, your employees benefit from the outstanding academic quality and the resources of Europe's largest business university. Our open-enrolment and company-specific programs offer a great return on your investment, both in terms of your employees' individual development, and the insights, knowledge and expertise they will contribute to your company.

## INTERNATIONAL ACCREDITATIONS AND LANDMARK QUALITY STANDARDS

Even among the world's elite business universities, the WU Executive Academy is one of only a very few executive education providers to hold sought-after accreditations from both EQUIS (European Quality Improvement System) and AMBA (Association of MBAs), two of the most prestigious international accrediting bodies. Many of our MBA programs are also AACSB or FIBAA accredited.

Our Executive MBA has been ranked among the world's top programs in the renowned Financial Times rankings and the prestigious Handelsblatt ranking in Germany. Our Romanian Executive MBA has been repeatedly ranked no one in Romania.

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### **WORLD-CLASS FACULTY**

Our international faculty consists of a pool of world-renowned professors both from WU Vienna and drawn from more than 200 international partner universities, as well as a pool of internationally acclaimed industry experts. They provide the latest knowledge and a profound understanding of cutting-edge management tools. The instructors guide our participants through a unique corporate learning experience, explain business concepts, expand mind-sets, coach skill development and help their students build a long-lasting global network.

### **OUTSTANDING PEER GROUP**

The diversity of the carefully selected participants, with their varied backgrounds and perspectives, contributes so much of the richness and quality to our open-enrolment programs. Working with like-minded international colleagues to generate new ideas, reflect on one's current work and exchange insights adds immeasurable value to the program.

### **WORLDWIDE ALUMNI NETWORK**

As an MBA graduate, you become part of a vast alumni network of the WU Executive Academy. Cross-cultural business relationships give alumni and their companies access to an extended global network and a range of exclusive alumni services.

### **STATE-OF-THE-ART TECHNOLOGY**

In our programs, participants benefit from state-of-the-art, technology-based learning methods. MBA participants have access to "Learn@WU", one of the leading e-learning platforms with more than 45,000 e-learning materials and over 32,000 users.

In our company-specific programs, we offer e-learning and blended learning solutions, combining distance learning with short periods of in-class modules. This flexible approach enables busy executives to stay on top of a cutting-edge program while working full-time in their current position.

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# What Our Corporate Partners Say about Us

Elmar Wieland  
Bernd Lauer  
Thomas Kelly  
Philipp Huber



"It was thanks to your professional support both before and during our event 'Leading in Changing Environment' that our goal – to reflect on certain catalysts as well as renew a commitment to our core objectives as a company – was successfully realized by our executives."

**Elmar Wieland**, Schenker & CO AG, Head of the Board

"What's so special about our in-house programs is that, on an academic level, a balance has been struck between the needs of the company and academic requirements. A flexibility in combining individual blocks into manageable modules, and discussion as to the setting of priorities formed a good basis for the collaboration. The acclaim is a nice side benefit for participants."

**Bernd Lauer**, Telekom Austria TA AG, Head of the HR Competence Centre

"The WU Executive Academy provides challenging and extremely rigorous programs tailored to the exact needs of highly professional internal staff. Feedback from our participants showed that the above, coupled with excellent teaching performance and dedicated consulting & logistics staff made all the difference."

**Thomas Kelly**, UniCredit c/o HypoVereinsbank, Human Resources CIB

"The WU Executive Academy has an excellent reputation for providing high quality training programs. Their accreditations support this reputation, as does the feedback from our satisfied participants, so the return on investment was definitely worth it.

For in-house programs, the advisers from the WU Executive Academy go into the precise needs of the client and then hand-pick trainers, professors and practitioners from an international pool of top experts. It is exactly this international component and their trainers, truly the crème de la crème – at least in the Anglo-American world, that is so special about the WU Executive Academy."

**Philipp Huber**, T-Systems Austria GmbH, Director Human Resources

**Franz Viehböck,**  
**Veronika Rabl**  
**Diethard Kurz**



"The Berndorf Academy is an educational program for our next generation of managers and executives, with a strong emphasis on leadership and our core values. The WU Executive Academy has been able to use their experience and knowledge to crystallise our ideas into a concrete concept, tailored to our needs and criteria. Particularly of note is the profound expertise of the faculty and trainers."

**Franz Viehböck**, Berndorf AG, Member of the Board

"We decided to work with the WU Executive Academy for our internal training for the opportunities to work with university professors from industry and economics, which to that extent and degree of specialization is unique in Austria. The main advantage this offers us is a high degree of flexibility within each subject, particularly important for academics and specialists in their specific areas.

Access to research and state-of-the-art models and studies is of huge value. Personally, I appreciate the exact adaptation of the content to the needs of the branch and our company, and their openness regarding the inclusion of internal speakers."

**Veronika Rabl**, REWE International AG, Group Leader, Personnel Development

"Professional collaboration and their excellent reputation lead us to cooperate with the WU Executive Academy. We have many years of experience on various levels with the WU Vienna, via the Centre of Competence, the board, sponsoring and so on. When it comes to improving the quality of in-house staff, only the best is good enough. Our experiences with the WU Executive Academy have shown this in the framework of our international in-house master and also the program "Financial Mathematics and Structured Derivatives".

Their international expertise combined with the WU Executive Academy's network means that they offer tailored, state-of-the-art, special training to our bank. They are on a par with the highest international standards, of which we here in Austria may be justly proud."

**Diethard Kurz**, Bank Austria – Member of UniCredit Group, Human Resources,  
Division Corporate & Investment Banking

# What Our Participants Say about Us

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Helmut Stagl  
Iris Kritscher



"The academic, in-house program of the WU Executive Academy was the educational high-light of my career to date. I found the superior way in which theory and practice were combined by the lecturers and professors truly unique.

The professionally structured content and ultimate post-module assignment were of added value to me – the process of carrying through tasks myself led to me retaining more, and thus being able to apply more than has hitherto been the case with other training. The possibility to have individual modules of the MBA program recognized is fantastic."

**Helmut Stagl**, Telekom Austria; Participant

"From my point-of-view, the degree to which the programs are customized to the specific needs of our company is one of the most prominent advantages of the academic in-house programs of the WU Executive Academy. Modules are truly tailored to our company and cover all our areas of activity. This allows me to gain insights into the most varied areas relevant to entrepreneurial success."

**Iris Kritscher**, mobilkom Austria group services,  
International Marketing/International Account Management; Participant

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# About the WU Executive Academy

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The WU Executive Academy is part of the Vienna University of Economics and Business, or WU Vienna for short. The WU Vienna is Europe's largest business university and belongs to the top business universities worldwide. It enjoys an excellent international reputation based on over a century of experience in the field of business education.

The executive education portfolio of the WU Executive Academy includes MBA/MBL/LLM programs, university certificate programs, corporate programs and seminars. In recent years, it has become one of the leading providers in Central and Eastern Europe.

The WU Executive Academy is the only Austrian business university to be EQUIS accredited. EQUIS (European Quality Improvement System) is an internationally recognized accreditation system offered by the European Foundation of Management. In addition, the outstanding quality of the MBA programs has been recognized by AMBA (Association of MBAs) resulting in the award of its globally renowned accreditation.

The WU Executive Academy is one of only two business universities in the German-speaking world to meet the high quality standards of both accreditors.

Landmark achievements of the WU Executive Academy:

- › Financial Times European Business School Ranking (2009): # 34
- › Financial Times Executive MBA Ranking (2009): # 41 worldwide
- › Handelsblatt MBA Ranking (2006): Among the Top 50 MBAs worldwide
- › Frankfurter Allgemeine Zeitung MBA Ranking (2005): # 1 Alumni satisfaction in Austria, Germany and Switzerland
- › Ziarul Financiar MBA Ranking (2010): # 1 MBA in Romania

Each year as many as 3,500 executives, experts and high potentials from over 50 countries graduate from our programs. Currently, residencies and programs are being conducted in more than 15 countries on three continents.

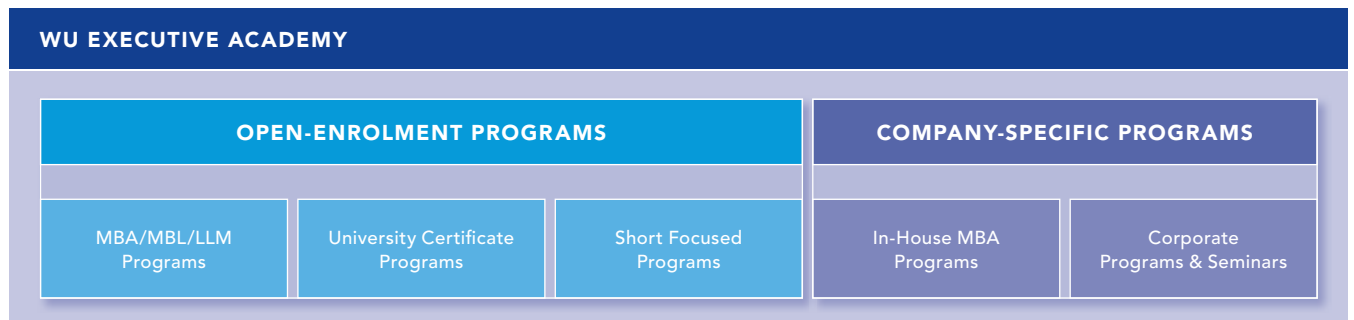
Being part of WU, the WU Executive Academy provides access to the expertise of some 400 faculty members and countless experts in more than 200 partner universities all over the world. The knowledge we provide is of immediate practical relevance and is kept up-to-date through our scientific research capabilities.

The faculty of the WU Executive Academy consists of both internationally renowned professors and top executives. Together, they provide the most up-to-date business knowledge and in-depth views of state-of-the-art applications of management models.

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# What We Offer

The WU Executive Academy is dedicated to supporting the success of its corporate clients by strengthening the core knowledge and practical skills of their individual employees, but also by increasing the overall competitiveness of their organization. We do this by offering two types of executive education programs: open-enrolment and company-specific programs. The following pages will give you a comprehensive overview of our executive education program portfolio.



## OPEN-ENROLMENT PROGRAMS

Our open-enrolment programs bring together multinational participants from varied professional backgrounds and from equally diverse organizations and cultures. These programs start annually, helping your Human Resources managers to develop your organization's executive training activities efficiently and ahead of time. The open-enrolment program architecture enables both individuals to expand their personal knowledge and practical skills and their companies to benefit from highly motivated employees bringing the full force of their knowledge and abilities to bear on behalf of the company's goals for the future.

Generating new ideas, reflecting on one's current work and exchanging insights with like-minded international participants enables you to develop new perspectives, which adds immeasurable value to our programs.

Our programs are of immediate practical relevance and kept up-to-date through WU Vienna's academic capabilities to reflect cutting-edge research and the rapidly evolving demands of our corporate partners.

Our open-enrolment programs cover a comprehensive range of business disciplines including the following areas of expertise:

- › General Management and Leadership
- › Entrepreneurship and Innovation
- › Energy Management
- › Finance
- › Health Care Management
- › Insurance
- › Law
- › Marketing and Sales
- › Organizational Development and Change Management
- › Project and Process Management
- › Social Management
- › Tourism Management

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### COMPANY-SPECIFIC PROGRAMS

Our tailored company-specific programs are designed to meet the individual needs of your organization.

In close co-operation with your HR experts and other relevant stakeholders our experts analyze your current challenges and demands to develop a customized solution that can be delivered at our own premises, or indeed at any location across the globe.

Many companies have chosen our company-specific programs as an integral part of their strategic HR and talent management. Others rely on our programs to overcome short- and mid-term educational challenges.

What makes our company-specific program portfolio so unique is the way in which we run a selection of existing

MBA modules from our open-enrolment programs on our clients' premises. These modules can be integrated into your company-specific programs and can be recognized for the Professional MBA at a later stage.

Whether you are planning to develop the general management and leadership skills of your employees, seeking to strengthen their knowledge in a specific area, or whether you are looking for top-tier expertise for senior executives, we are committed to design, develop and deliver a program that reflects your corporate culture, flexibly adapts to your needs and helps your organization achieve its business goals.

Given our comprehensive program portfolio, we are sure you will find the ideal program to benefit both your business and individual career development.

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# Cutting-Edge MBA Programs

The WU Executive Academy's program portfolio offers world-class MBA programs that meet the highest international standards and perfectly reflect the specific needs and challenges of hard-working executives. The knowledge and skills delivered in our MBA programs are designed to be implemented in the participants' daily work.

	EXECUTIVE MBA (GLOBAL)	EXECUTIVE MBA (BUCHAREST)	EXECUTIVE MBA (PGM)	PROFESSIONAL MBA
<b>Focus/Specializations</b>	<ul style="list-style-type: none"> <li>› General Management</li> <li>› Globalization Strategy</li> <li>› Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>› General Management</li> <li>› Globalization Strategy</li> <li>› Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>› General Management</li> <li>› Change Management</li> <li>› Human Resource Management</li> </ul>	<ul style="list-style-type: none"> <li>› Banking</li> <li>› Energy Management</li> <li>› Entrepreneurship &amp; Innovation*</li> <li>› Finance &amp; Controlling*</li> <li>› Health Care Management</li> <li>› Marketing &amp; Sales</li> <li>› Project &amp; Process Management</li> <li>› Public Auditing</li> <li>› Social Management</li> <li>› Tourism Management</li> </ul>
<b>Partner Universities</b>	Carlson School of Management, University of Minnesota			TU Vienna, Modul University
<b>International Modules</b>	3 <ul style="list-style-type: none"> <li>› Russia</li> <li>› China, India</li> <li>› USA</li> </ul>	1 <ul style="list-style-type: none"> <li>› Vienna</li> </ul>	1 <ul style="list-style-type: none"> <li>› Spain</li> </ul>	Depending on specialization: <ul style="list-style-type: none"> <li>› Boston area, USA</li> <li>› Vancouver, Canada</li> <li>› Gulf region, UAE</li> <li>› Paris, France</li> </ul>
<b>Location</b>	Vienna	Bucharest	Vienna	Vienna and Bucharest (selected specializations)
<b>Accreditation</b>	AACSB, EQUIS, AMBA, FIBAA	EQUIS, AMBA	EQUIS, AMBA, FIBAA	EQUIS, AMBA, FIBAA* (selected specializations)
<b>Format</b>	Part-time, blocked modules	Part-time, blocked modules	Part-time, blocked modules	Part-time, blocked modules
<b>Duration</b>	14 months	14 months	24 months	15–24 months
<b>Average Work Experience</b>	13 years	11 years	17 years	12 years
<b>Average Age</b>	38 years	34 years	40 years	36 years
<b>Language</b>	English	English	German	English/German (depending on specialization)
<b>Start</b>	Spring, annually	Fall, annually	Fall, annually	Fall, annually
<b>Admission Requirements</b>	<ul style="list-style-type: none"> <li>› University degree</li> <li>› 5 years working experience</li> </ul>	<ul style="list-style-type: none"> <li>› University degree</li> <li>› 5 years working experience</li> </ul>	<ul style="list-style-type: none"> <li>› University degree</li> <li>› 5 years working experience</li> </ul>	<ul style="list-style-type: none"> <li>› University degree</li> <li>› 3 years working experience</li> </ul>
<b>Degree</b>	Double-degree: Master of Business Administration (MBA) from WU Vienna and University of Minnesota	Master of Business Administration (MBA)	Master of Business Administration (MBA)	Master of Business Administration (MBA)
<b>Contact</b>	emba@wu.ac.at	emba_buc@wu.ac.at	emba_pgm@wu.ac.at	pmba@wu.ac.at

# Master of Laws Programs

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In addition to the MBA programs, the WU Executive Academy offers state-of-the-art Master of Laws programs: the Master of Business Law (MBL) and the Master of Laws (LLM). Both programs aim at bridging the gap between law and business.

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	MASTER OF BUSINESS LAW (MBL)	MASTER OF LAWS (LLM)
Focus	Corporate Law	International Tax Law
Accreditation	EQUIS	EQUIS
Location	Vienna	Vienna
Format	Part-time, blocked modules	Part-time, blocked modules or full-time
Duration	14 months	24 months (PT), 12 months (FT)
Average Work Experience	9 years	6 years
Average Age	35 years	32 years
Language	German	English
Start	Fall, annually	Fall, annually
Admission Requirements	University degree in Law	University degree
Degree	Master of Business Law (MBL)	Master of Laws (LLM)
Contact	mbl@wu.ac.at	llm@wu.ac.at

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# University Certificate Programs

University Certificate Programs are high quality programs, characterized by the immediate practical relevance of the content. They are designed for people with work experience and interest in the relevant field. Currently, all University Certificate Programs are taught in German (except Project and Process Management) and are part-time, lasting from 12 to 24 months. Participants receive a WU Executive Academy certificate upon successful completion of a program. The following Certificate Programs are available:

Focus	Advertising & Sales	Health Care Management	Insurance Management	Interdisciplinary Academic Course in Social Management (ISMOS)	Post Graduate Management (PGM)	Project & Process Management	Tourism Management
Duration	18 months	18 months	18 months	18 months	12 months	9 months	18 months
Format	part-time	part-time	part-time	part-time	part-time	part-time	part-time
Accreditaion	EQUIS	EQUIS	EQUIS	EQUIS	EQUIS	EQUIS	EQUIS
Language	German	German	German	German	German	English	German
Start	Fall, annually	Fall, annually	Every 2 years	Annually	Fall, annually	Spring, annually	Fall, annually
Admission Requirements	High School Diploma and/or working experience	High School Diploma and/or working experience	High School Diploma and/or working experience	High School Diploma and/or working experience	High School Diploma and/or working experience	High School Diploma and/or working experience	High School Diploma and/or working experience
Diploma	Academic Marketing and Sales Manager	Academic Health Care Manager	Academic Insurance Manager	Academic Social Manager	University Certificate	University Certificate	Academic Tourism Manager
Contact	ulg@wu.ac.at	ulg@wu.ac.at	ulg@wu.ac.at	ulg@wu.ac.at	ulg@wu.ac.at	ulg@wu.ac.at	ulg@wu.ac.at
Upgrade Possibility*	PMBA (Marketing & Sales)	PMBA (Health Care Management)		PMBA (Social Management)	EMBA (PGM)	PMBA (Process and Project Management)	PMBA (Tourism Management)

\* Providing participants fulfil entry requirements of the Professional MBA

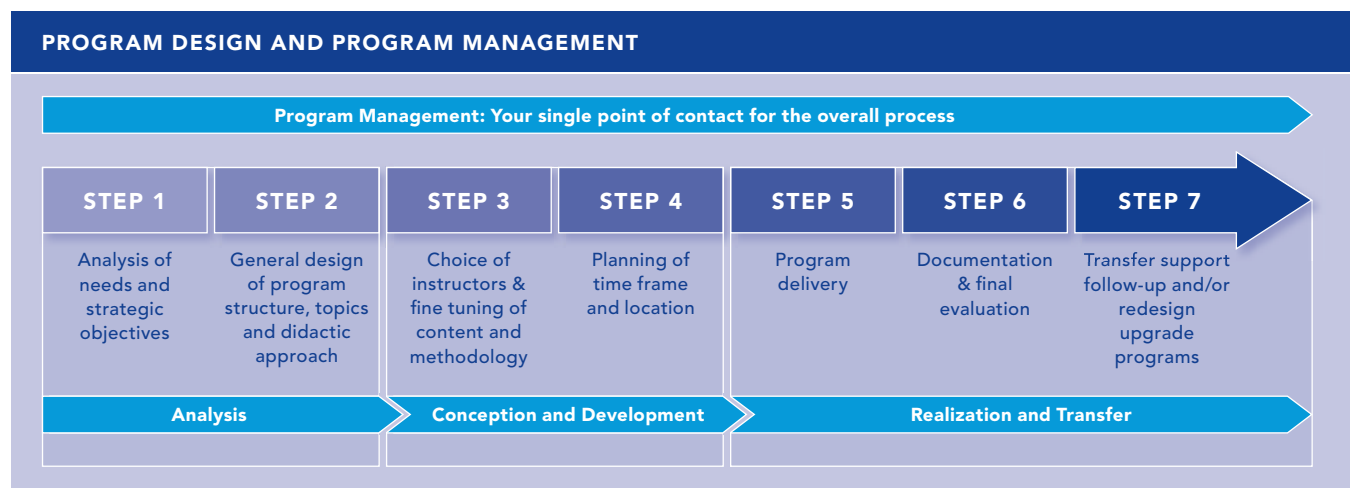
# Short Focused Programs

Since time is at a premium for the busy executive, the WU Executive Academy offers compact, focused programs that are shorter in duration, and do not require a final exam. The programs consist of various consecutive modules which may be booked individually - to focus on those topics most relevant to your personal and professional advancement.

	WU VIENNA – KELLOGG MANAGEMENT DEVELOPMENT PROGRAM	CORPORATE GOVERNANCE PROGRAM	SME-PROGRAM
Target Groups	Middle Management Executives, Senior Functional and Technical Managers	Members of Advisory Boards, Supervisory Boards and Committees	Entrepreneurs and Executives of Small and Medium-sized Enterprises
Focus	› Leading People and Teams › Strategic Management and Marketing › Financial Management	› Principles of Excellent Governance › Strategic Management › Human Resource Management › Risk Management and Controlling › Billing and Audit	› Strategic Management › Financial Management › Marketing and Customer Orientation › Leading People › Innovation Management
Certificate	Joint WU/Kellogg certificate	WU certificate	WU/Hernstein certificate
Location	Vienna – Chicago	Vienna	Vienna
Format	Part-time, 3 blocked modules (5 days each)	Part-time, 1–5 blocked modules (half-day each)	Part-time, 1–4 blocked modules (2 days each)
Duration	15 days in 6 months	0.5–2.5 days in 6 months	2–8 days in 7 months
Language	English	German	German
Contact	cmd@wu.ac.at	cmd@wu.ac.at	cmd@wu.ac.at

# Company-Specific Programs

The WU Executive Academy's tailored corporate programs are designed to meet the specific needs of your organization and the content is delivered by a carefully chosen selection of our experts, creating a unique and enriching learning experience.



## CUSTOMIZED PROGRAM DESIGN

New expertise may best be assimilated by a company when in harmony with existing strategies, corporate culture and core values, as well as being a natural extension of existing knowledge.

In close co-operation with your HR experts and other relevant stakeholders, we analyze your current challenges and

demands to develop a customized solution that can be delivered at our own premises or any location across the globe. This includes the opportunity to choose the faculty, focus, content and methodology of each module to best fit your specific target group. If required, prior to the start of the program, we can conduct personal interviews or surveys to allow our instructors to gain an optimal understanding as to the expectations of the participants.

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### PROGRAM MANAGEMENT AND QUALITY CONTROL

The WU Executive Academy assigns an experienced Corporate and Management Development program manager for each of our clients to act as specific contact person. The program manager gains a thorough familiarity with your program and related data, and is responsible for any queries or concerns you might have.

Together with your program manager, you will decide on specific dates, plan other logistical details and evaluate participants' feedback after each module. All this helps continuously to evolve the program and to ensure maximum quality.

### PROGRAM STRUCTURE

The structure of our programs varies depending on your individual objectives and target group. Beyond in-class activities we offer to integrate different elements including pre- and post-module assignments, exams, self-assessment, team projects, team-building or other social activities, distinguished guest speakers, coaching, personal development logbook, and e-learning elements.

In the course of in-class activities, our instructors implement various interactive teaching methods, such as case studies, role plays, group work, presentations and more.

### PROGRAMS FOR ALL PROFESSIONAL LEVELS

Programs / Professional Level	Board	General Management	Area Head	Head of Department	Team Leader	Expert
In-house MBA						
Executive Lounge						
Expert Lounge						
Management and Executive Development						
High Potential and Trainee Programs						
Coaching and Mentoring						

# In-House MBA Programs

The WU Executive Academy offers corporate clients the chance to run their own MBA program, customized to their specifications, on their own premises.

## IN-HOUSE MBA PROGRAMS

Our clients can choose to either run a complete MBA program or individual modules from one of two parts:

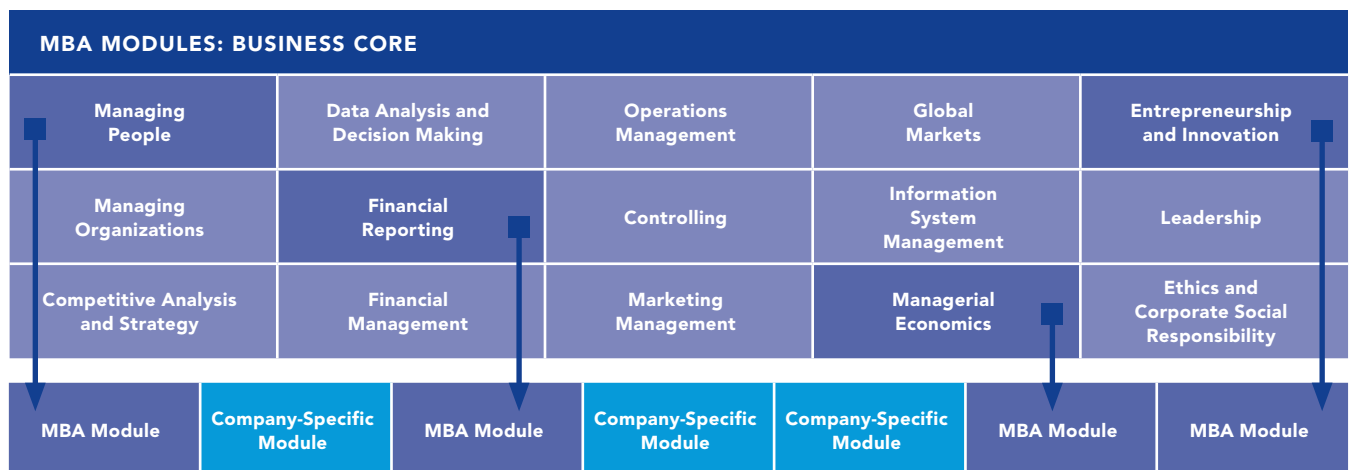
- › business core (core business subjects) and/or
- › specialization (industry or function, i.e. Finance, Marketing, etc).

Selected open-enrolment MBA modules may be integrated into a company-specific program.

## RECOGNITION OF IN-HOUSE MBA MODULES

This integrated approach allows participants to enrol for those topics vital to the company's success, and complete the remaining modules separately later. If the participants fulfil all the application requirements for our Professional MBA, those in-house modules will be recognized for our open-enrolment PMBA program, giving the participants the opportunity to graduate with an internationally acclaimed MBA degree. This is an excellent incentive for HR managers to retain motivated employees, and tailor the program to their corporate requirements.

## TAILOR-MADE IN-HOUSE PROGRAMS: COMBINATION OF MBA MODULES AND COMPANY SPECIFIC MODULES



# Corporate Programs and Seminars

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## EXECUTIVE LOUNGE

With the Executive Lounge, the WU Executive Academy has created an exclusive forum for senior management and boardroom members. What better way to improve your company's performance than to have your top executives work together on key strategic topics, in collaboration with acclaimed academics and business-people? Benefit by taking part in the Executive Lounge as internationally renowned experts discuss their latest findings in a stylish setting and guided by a professional moderator.

## MANAGEMENT AND LEADERSHIP PROGRAMS

After in-depth analysis of existing knowledge in areas that are vital for successful leadership, these programs focus on turning specific weaknesses into strengths. They also promote key leadership skills, organizational development, strategy, marketing and finance. The resulting executive toolbox empowers managers to make the right decision at the right time to guarantee the long-term success of their companies.

## EXPERT LOUNGE

The Expert Lounge is an interactive forum for the specialists in your company. Through it, they benefit from the latest findings in academic research and best business practices, helping to further broaden and deepen their expertise in a particular field or industry.

## HIGH POTENTIAL AND TRAINEE PROGRAMS

These programs are a unique opportunity to develop the managerial skills of your high potentials and trainees. They represent a great investment both in terms of your employees' individual development, and the insights, knowledge and expertise they will then be able to share with their colleagues and thus contribute to your company.

## COACHING AND MENTORING

Business is not all plain sailing. Sometimes obstacles may appear which test even the most experienced and talented managers, and at such moments the right help or advice can be essential. Whether one of your managers, a whole team or the entire company is facing severe challenges, our services are at your disposal. Our experienced coaches provide expert guidance to help our clients overcome difficulties using their own resources.

Coaches from the WU Executive Academy have profound professional knowledge and many years of international business experience at the highest levels.

In addition to classic coaching, we also offer a corporate mentoring system in close co-operation with your HR experts, a system which may also be implemented without external intervention.

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# Our Didactic Design and Methodology

The WU Executive Academy draws upon the broad knowledge base of WU Vienna in order to offer customized executive programs and to provide ongoing support for the development strategies of its client companies.

Our curricula are based on international standards and are designed in co-operation with WU faculty and experts. Research-based teaching helps to transform the latest scientific findings into practical know-how.

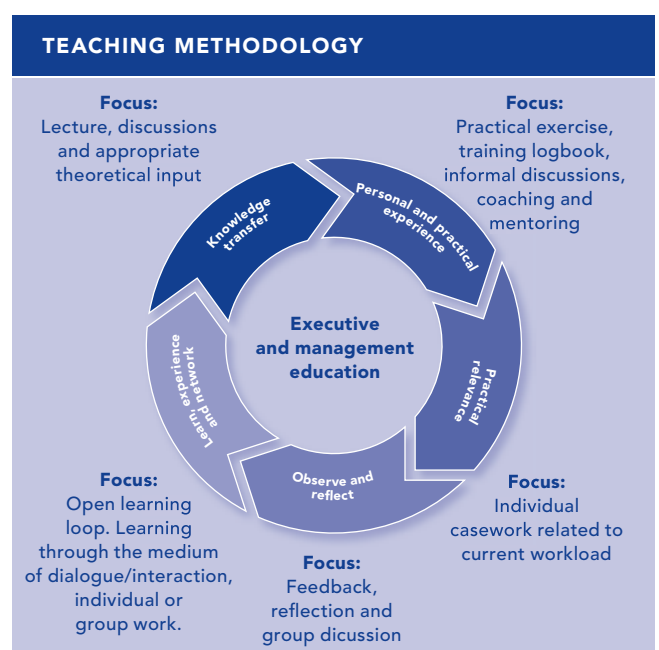
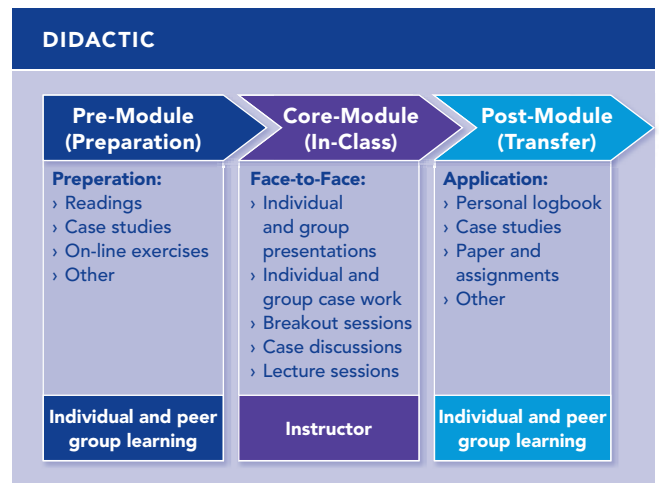
Our programs are part-time and consist of consecutive modules. The modular structure enables executives to attend a cutting-edge study program while working full-time in a demanding position.

All our programs combine distance learning with in-class modules using a three-tier modular structure (pre-, core- and post-module) in order to ensure effective knowledge transfer, and the immediate applicability of the content.

The pre-module assignment and readings aim at achieving an equal standard of knowledge within the learning group in order to enable all participants to gain maximum benefit from each individual in-class core-module. The core-module includes lectures, case studies, group work, discussions and distinguished guest speakers, to name only a few.

During the post-module phase participants have the chance to apply the knowledge gained in the context of their personal work environment to assignments relevant to company-specific topics.

The methodologies applied in-class will take into account participants' background knowledge, learning environment, and learning goals.



# Our Faculty

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The WU Executive Academy draws on the resources of Europe's largest business university providing access to the expertise of some 400 faculty members and countless experts in more than 200 partner universities all over the world. The knowledge we provide is of immediate practical relevance and is kept up-to-date through our scientific research capabilities.

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## FACULTY

Our faculty members are the heart of all our programs. They bring fresh perspectives and new ideas to all facets of the business world. They share a passion for knowledge development and constantly encourage their students to strive for higher standards.

Many of the world's leading corporations turn to our faculty and their thorough knowledge of international business and management. When they are not serving as consultants of the business world, our experts are at the forefront of international research on current business issues, and their findings appear in leading journals.

Their practical experience and global expertise enable the faculty to present an integrated management perspective emphasizing the application of theory to practice.

The faculty includes top professors from WU Vienna and highly-renowned partner universities around the globe, among them Carlson School of Management (U.S.A.), Kellogg School of Management (U.S.A.), University of South Carolina (U.S.A.), the Indian Institute of Management (India), the St. Petersburg State University (Russia), the Fudan University (China), Simon Fraser University (Canada), Harvard University (U.S.A.), Bocconi University (Italy) and ETH Lausanne (Switzerland).

## MANAGEMENT TRAINERS

Beyond the academic faculty of WU Vienna and international partner universities we work together with a group of carefully selected management trainers. They take part in the development of customized corporate programs and seminars, bringing in their view on the latest developments in management training. These trainers all have an academic background combined with hands-on experience in management and leadership, and excellent teaching experience in order to train our participants' personal skills.

## DISTINGUISHED GUEST SPEAKERS

If required, our programs also feature distinguished guest speakers. We invite top managers from international companies and organizations to enrich our programs with their personal insights into management practice.





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**Prof. Günter Stahl**  
**Prof. Johannes Steyrer**  
**Prof. Charles Caliendo**

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“Leading companies have come to realize that management development is not a frill but an investment in creating a sustainable competitive advantage. The WU Executive Academy faculty and learning experts work closely with companies to develop tailor-made executive development programs in which individual, team and organization-wide learning is achieved simultaneously. Theoretical and practical in equal measure, these customized programs help firms to build functional excellence and strategic capabilities that ensure a long-term competitive advantage. For me as a professor, these programs provide a great opportunity to test my ideas and research findings in discussion with seasoned executives and receive instant feedback – a ‘win-win’ combination for everyone involved.”

**Prof. Günter Stahl, WU Vienna**

“The WU Executive Academy designs the content of its programs around the needs of its clients, delivering not ‘one-size-fits-all’ solutions, but expertly tailored ones. As a board member this is, simultaneously, both a challenge and a motivating factor.

Theory and practice have to be interlinked. Management is not a science, but more of an art or craft. Nothing is worse than a management professor who has no idea of the practical, like a surgeon who has never done an operation. This can’t work. Lecturing for the WU Executive Academy involves building bridges between theory and practical application. This is not only an exciting prospect, but one which helps prevent the lofty detachment of the academic in his ivory tower.”

**Prof. Johannes Steyrer, WU Vienna**

“The WU Executive Academy’s programs allow corporations to provide up-to-date, relevant training to their employees delivered by some of the best professors in the world. The courses are specifically designed for the client’s business without sacrificing core MBA content. They truly are the best of both worlds – an amalgamation of the corporate and the academic to create a better, more efficient employee.”

**Prof. Charles Caliendo, Carlson School of Management, University of Minnesota,**  
Visiting professor in academic in-house programs

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## CONTACT INFORMATION

### Open-Enrolment Programs:

MBA Programs

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Master of Laws Programs

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University Certificate Programs

[ulg@wu.ac.at](mailto:ulg@wu.ac.at), +43-1-313 36-4690

Short Focused Programs

[cmd@wu.ac.at](mailto:cmd@wu.ac.at), +43-1-313 36-5241

### Company-Specific Programs:

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The logo for WU (Vienna University of Economics and Business) consists of the letters 'WU' in a large, white, serif font.

**EXECUTIVE  
ACADEMY**