

Bucharest Executive MBA

WU
EXECUTIVE
ACADEMY

Quality
EDUCATION
is a rare
GEM.



“Investing in my future was the main reason for choosing the WU Executive MBA program. Now, after graduating, I feel it was one of the best decisions I’ve taken in my life. I had the opportunity to get to know and work with great people, learn from the best professors coming from top universities in the world. Finally, what we have learned in the classroom were not just lessons of management but lessons for life, which we’ll take away with us forever. We all pushed our limits and became not just better executives, but better people!”

COSMIN NAZDRAVANU, MBA
Manager Business Controlling, Michelin



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Developing global leaders

Today's global business environment is more challenging than ever. It has never been more important for forward-thinking managers and their companies to make the right investment in order to generate and maintain a sustainable competitive advantage. It has also never been clearer that the most important assets any company has are its people.

Our Executive MBA is designed to meet today's challenges of highly demanding industries and business functions. It provides you with the tools necessary to leverage your potential to become a world-class leader with profound expertise and practical skills in leadership, management, strategy, organization, and finance. This enables you to seize new opportunities, quickly adapt to new business environments and overcome global challenges.

This program is 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 makes our programs so unique because it provides access to a wealth of practical insights from around the world. The international student body makes for an exciting and dynamic setting in which you learn, share methods and generate new ideas. Building a network of long-lasting relationships with like-minded international peers is of course an additional benefit.

When people ask us, "what is the secret of your success?" we may make mention of the prestige of our parent institution, the WU Vienna, one of Europe's leading business universities. We might hint at more than 100 years of excellence in business education which lies behind this success. We might say how much we value our partnerships with about 240 top universities around the world and the rewarding opportunities that these partnerships offer to our participants. We certainly mention our accreditations, our rise in the FT business university rankings, and other acclaims, 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 MBA and invite you to explore what our unique program can do for your career.

Vienna University of Economics and Business

AN INVITATION TO STUDY AT THE WU EXECUTIVE ACADEMY

The WU Executive Academy is part of the Vienna University of Economics and Business (WU Vienna) which was founded in 1898. It is one of Europe's leading business universities and enjoys an excellent international reputation based on over a century of experience and continuous progress.

Being part of WU Vienna, the WU Executive Academy provides access to the expertise of some 700 faculty members as well as connections to countless experts from over 240 partner universities worldwide.

INTERNATIONAL ACCREDITATIONS AND LANDMARK QUALITY STANDARDS

The university is AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accredited. EQUIS is an internationally recognized accreditation system offered by the European Foundation of Management. Moreover, the MBA programs' outstanding quality has been recognized by AMBA (Association of MBAs) for their excellent standards. Less than 1% of business schools in the world are granted this prestigious triple accreditation.

RECENT ACHIEVEMENTS

An overview of our current ranking achievements can be found at: [executiveacademy.at/accreditation-rankings](https://www.executiveacademy.at/accreditation-rankings)

THE MOST MODERN CAMPUS IN EUROPE

Campus WU is located near the city center and bordering one of Vienna's largest parks. It combines urban life and a top infrastructure for an ideal studying environment.

The WU Executive Academy is based in a square-sided tower comprising seven floors, featuring a front facade made of glass and aluminum. Both sky and nature are mirrored on the building, which blends well into its surroundings. Our campus offers world-class facilities and resources to our students, enabling us to provide top-notch executive education programs.



Great reasons for starting the Bucharest Executive MBA



1. ALIGN YOUR JOB, FAMILY, AND MBA

- › Compact format with 16 months duration
- › Blended-learning format with online and on-campus teaching
- › Blocked modules of 4-days, Thursday – Sunday, approx. once a month



2. ACCELERATE YOUR CAREER

- › 83% of our alumni made a career move
- › 47% salary increase within three years after graduation
- › 18% of our alumni have started their own business



3. REAL LIFE CONTENT

- › You bring your business challenges to class for discussion
- › Real life cases and exclusive company visits
- › Apply your newly acquired knowledge directly to your job



4. WORLD-CLASS FACULTY

- › Faculty members from top universities around the globe
- › Acclaimed experts and research leaders
- › Guest speakers from top corporations



5. EXCELLENT QUALITY AND REPUTATION

- › International triple accreditation
- › Top ranked



“An interesting experience, giving good insights on different topics. The courses are well structured, updated with today’s realities of the business world, and backed-up by amazing professors.”

Cristian Dinca
CEO, des plus



6. HIGH-LEVEL PEERS

- › 77% hold a top or medium management position
- › Inspiring discussions with peers from various industries and functions



7. STRONG GLOBAL AND LOCAL NETWORK

- › Leading MBA community in Romania
- › Online student and alumni platform
- › Exclusive events and services
- › Great resource for company insights and exchange



8. PERSONAL DEVELOPMENT

- › Individual coaching
- › Personal skills trainings
- › Career workshops



9. INTERNATIONAL EXPERIENCE

- › International immersions in the U.S.A. and Austria
- › Work on global business cases with international faculty members



“WU’s Bucharest Executive MBA was an amazing journey. It gave me not only very well structured knowledge and useful business concepts which help me to align my management skills with requirements of the contemporary fast moving business world, but it gave me the opportunity to meet, exchange ideas, and learn from the experience of colleagues - managers from different fields of expertise.”

Iana Ivanova, MBA
Executive Manager, Media Link Jsc, Bulgaria

Program structure

The Bucharest Executive MBA provides you with immediately applicable, cutting-edge business expertise and leadership skills. It is tailored to the rapidly evolving challenges faced by executives in today's dynamic, globalized economy.

GENERAL STRUCTURE

The Bucharest Executive MBA aims to transmit a combination of research-tested theoretical content, real-world business tools, and case studies so that participants gain a deeper understanding of management and best practices in leadership.

This part-time program is structured in 14 modules over 16 months. Classes take place in three countries: 11 of the modules take place in Bucharest and three modules are taught during the international immersions in the U.S.A. and in Vienna, Austria. The modules in Bucharest are 4 days in duration, from Thursday until Sunday. The international immersions last 5 days. During the modules, teaching usually takes place every day from 9:00 am to 6:00 pm.

ORIENTATION

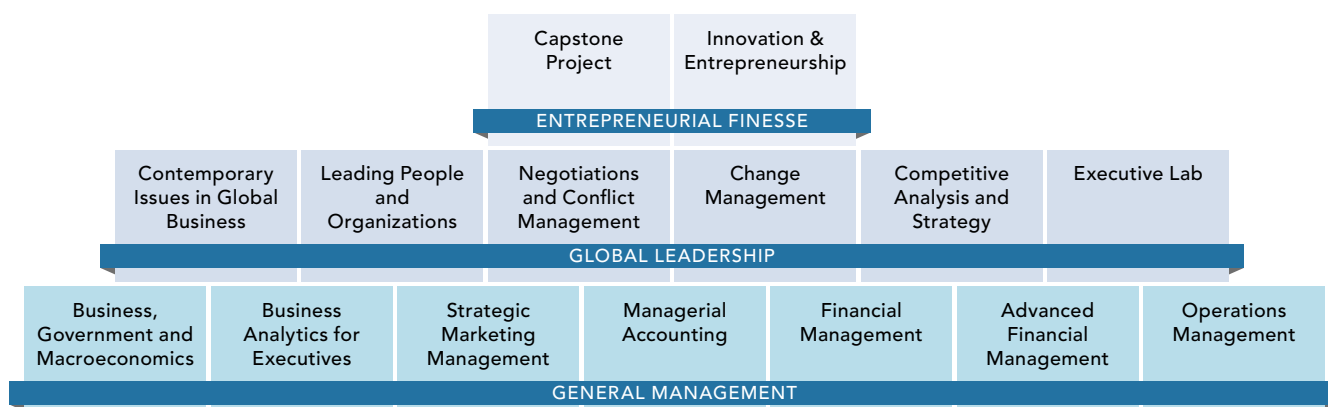
The program starts in Vienna with an orientation, helping you to get to know your classmates, reflect on your development needs, and understand how best to contribute to high-performing teams.

LEADERSHIP COMPETENCIES

Responsible leadership is an integral part of the curriculum. You will gain the necessary leadership tools to take sustainable decisions and become a better leader.

ENTREPRENEURIAL CAPSTONE PROJECT

The capstone project is a key component of the Bucharest Executive MBA. You need to apply all your intellect, knowledge, and acquired skills when developing a business plan for entrepreneurial projects such as entering new markets, introducing new products or creating a business plan for a successful start-up.



Work and study with our flexible format

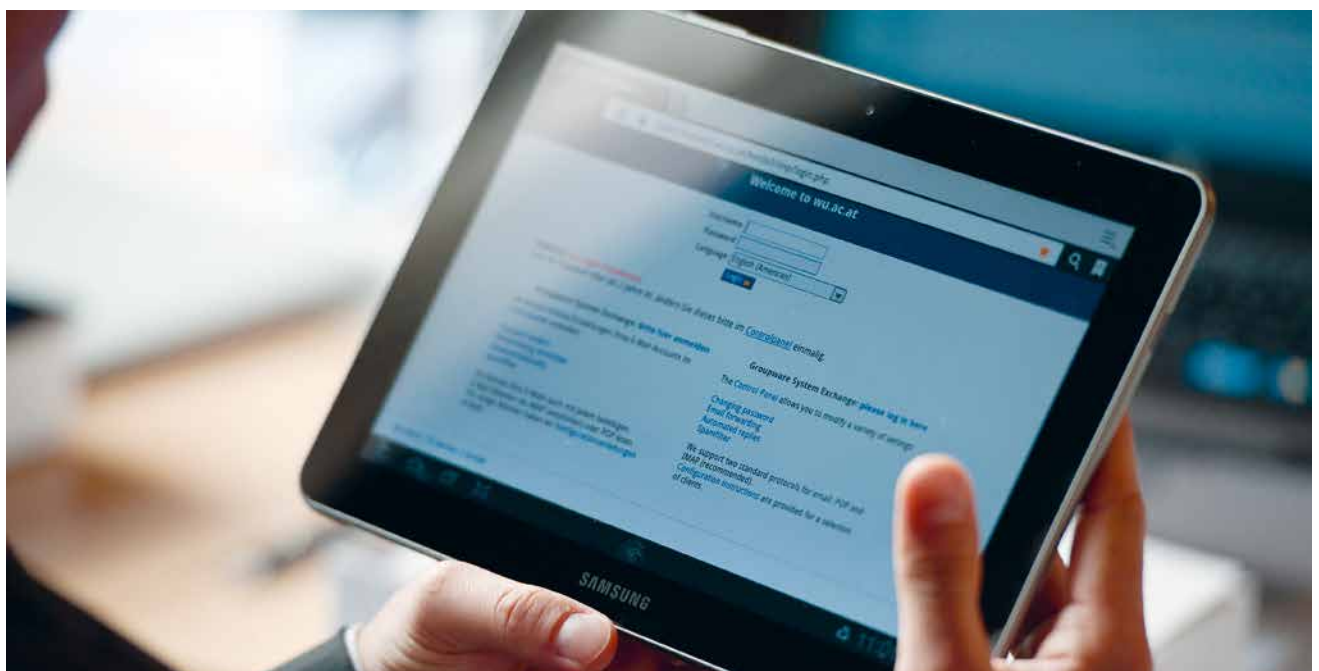
The program structure is specifically designed to accommodate the needs of hard-working executives. The modular and blended learning structure, allows managers to participate in a world-class MBA program while further developing their individual careers.

MODULE DESIGN

The program design, consisting of pre-module, core-module, and post-module work, ensures an efficient transfer of knowledge while you develop your professional career.

The pedagogical approaches are diverse, ranging from interactive case studies to business simulations and formal presentations.

PRE-MODULE	CORE-MODULE	POST-MODULE
e-learning	in class	e-learning
Preparation of topic <ul style="list-style-type: none"> › Readings › Online tutorials › Case studies › Presentations › Other types of preparation work 	In-class time <ul style="list-style-type: none"> › Thought-provoking lectures › Individual and/or group case work and presentations › Business simulations › Case discussions › Interactive learning exercises › Other activities 	Application of newly gained knowledge <ul style="list-style-type: none"> › Case studies › Papers › Reflections/essays › Other assignments



Career accelerator program

SUCCEED BY KNOWING WHY, HOW, AND WHO

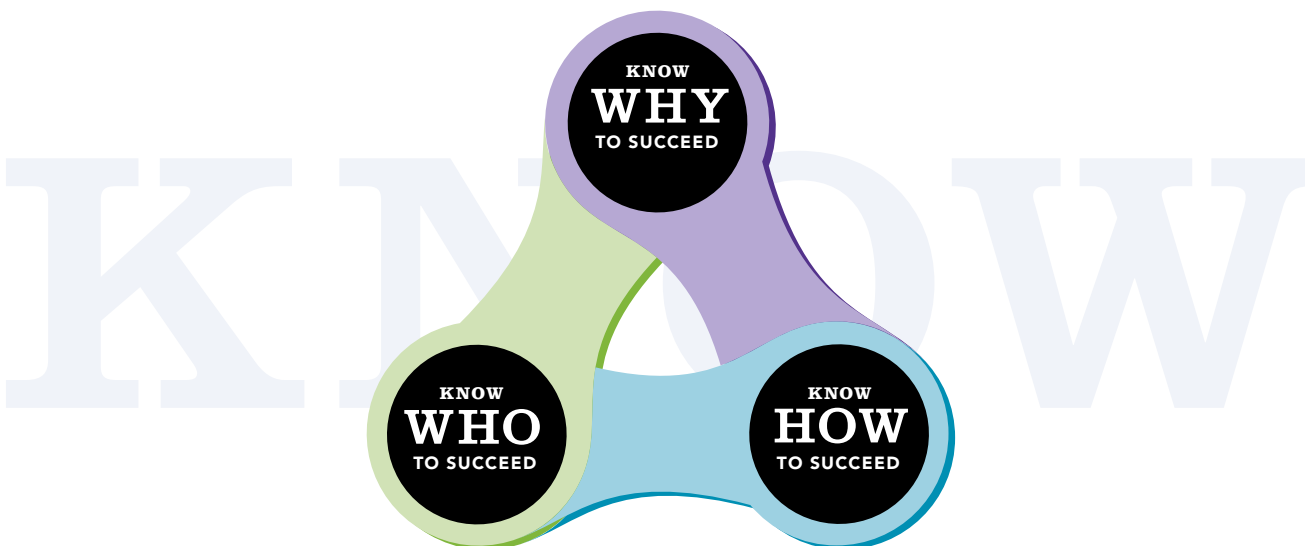
Building a career is a lifelong journey. The WU Executive Academy offers you an ideal starting point to fast-track a transformation in your career and prepare you for the opportunities that lie ahead.

Whether you are pursuing an MBA to find your true career passion or to reach your pre-determined goals, we will support you not only throughout the entire program, but also after graduation.

From the very beginning of your studies, our experts will organize a series of career activities including:

workshops, trainings, panel discussions, and group sessions. These events will give you a better understanding of the labor market and prepare you to negotiate your salary, build your professional network, and position your personal brand to stand out in a competitive marketplace.

Knowing who to approach in your network, why you are driving your career in this direction, and how to reach your goals are the three aspects of our career accelerator program. The WU Executive Academy not only provides you with state of the art knowledge but also with the right accelerators to transform your career.



KNOW WHY

Personality

- › Personality Traits of Leaders
- › Self-Assessment & Analysis

Peer Feedback

- › Peer Group Experience
- › Peer Feedback Session

Personal Development Plan

- › Letter to Myself
- › Development Plan
- › Progress Check (Elevator Speech)

Career Vision

- › Learning Journal
- › Alumni Career Stories

KNOW WHO

HR and Executive Search Community

- › Career Café with HR & Executive Search Partners

Corporate Community

- › Company Visits
- › International Immersions
- › Entrepreneurship & Innovation Touchdown

WU & Alumni Community

- › WU Social Events (WU Ball, WU Summer Celebration)
- › EA Lounges
- › Online Community Platform "WU EA Connect"
- › Female Leaders Network

KNOW HOW

Knowledge & Skills

- › Executive Insights
- › Life Long Learning
- › Career Talks

Career Competencies

- › Salary Negotiation
- › Executive Job Search Workshop
- › Networking @MBA

My CV & Profile

- › CV Check
- › LinkedIn Profile Check
- › LinkedIn Webinar

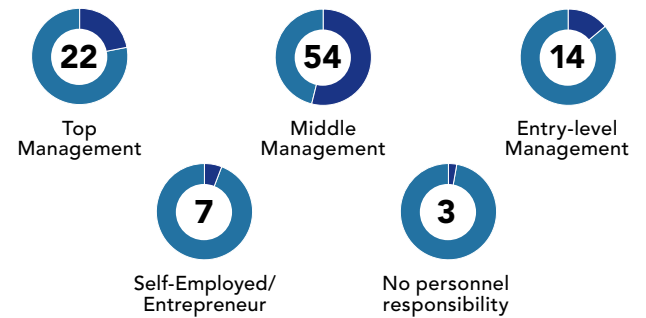
Study with a dynamic and experienced peer group

Reflecting the realities of the business world, you will work alongside motivated executives from a broad range of companies and business areas, giving you an insight into their way of thinking, and their approach to business.

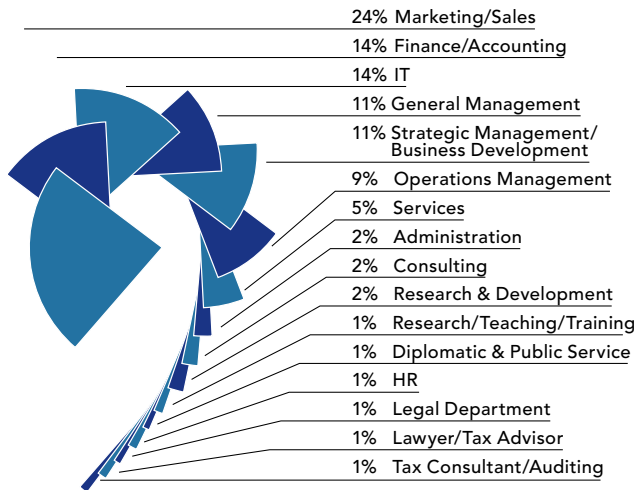
AVERAGE CLASS PROFILE



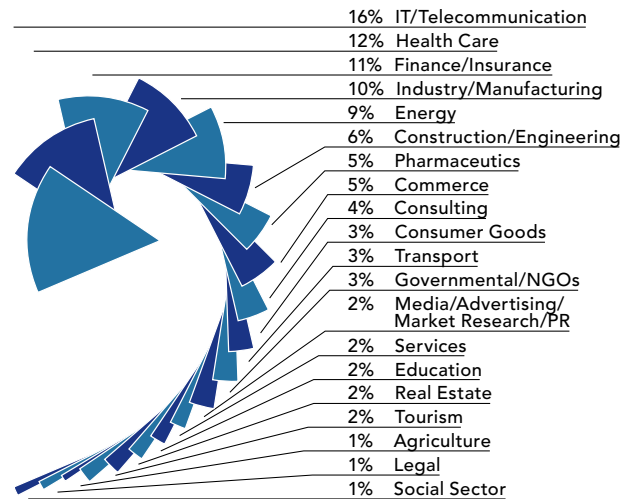
MANAGEMENT LEVEL (%)



JOB FUNCTION



INDUSTRY SECTOR



Based on the last three cohorts.

The curriculum

ORIENTATION

Get ready for the program ahead and meet your support staff, key faculty, and student peers.

COMPETITIVE ANALYSIS AND STRATEGY

This module comprises business and corporate strategy issues and tackles contemporary topics such as strategic agility, modern business models, and the sustainability of competitive advantage in highly uncertain and turbulent environments. Develop skills in situational analysis and strategy development.

EXECUTIVE LAB

The content of the executive lab is flexibly adjusted to reflect current issues and challenges of executives. Thus, the lab may cover current developments such as macro-economic trends or challenges encountered in the context of digitization. The topics change regularly and include fresh input from distinguished guest speakers from the business or academic community.

BUSINESS, GOVERNMENT, AND MACROECONOMICS

Understand the roles of government and business in society and alternative systems of economics and political values. Find out more about the socio-political, economic and cultural conflicts affecting the business sector.

LEADING PEOPLE AND ORGANIZATIONS

Learn theories and frameworks for the analysis of individual, group, and organizational behavior. Take decisions and develop action plans on which effective leadership is based. Grasp concepts vital for effective human resource management - including personnel selection, reward and compensation systems, and collective bargaining.

MANAGERIAL ACCOUNTING

Learn how to analyze internal accounting data and use the results to make good management decisions, in addition to discussing overarching planning and control issues. Understand how and why various costing systems, such as activity-based costing, can be very valuable. Explore tools such as transfer pricing, variance analysis, and incremental costing decisions.

FINANCIAL MANAGEMENT

Get deep insights on the theory and practice of finance from an analytical perspective, on sources and usage of funds in evolving financial markets. Apply the basic financial concepts of risk, return, and valuation to decisions that a corporate financial officer or manager must make.

ADVANCED FINANCIAL MANAGEMENT

Learn and apply advanced concepts for corporate financial decisions at executive level, including those related to investment, corporate finance, and global markets.

“I have chosen the WU Executive MBA because I was looking for a serious investment in my future, something that would fit my high professional standards and expectations. And this program is as premium as it gets.”

STEFAN POPESCU, MBA

National On Premise Manager Romania & Republic of Moldavia, Red Bull, Romania
Alumni Hub Manager in Romania





BUSINESS ANALYTICS FOR EXECUTIVES

Digitalization of business processes, big data, the internet of everything (IoE), etc. These trends have made the strategic management of IT, data, and sophisticated analytics a complex, but potentially differentiating, core business capability. Develop a deep understanding of these trends and the ability to analyze the strategic and economic aspects of leveraging data for efficiency, innovation, and corporate transformation.

INNOVATION & ENTREPRENEURSHIP

In today's complex and dynamic environments, innovation and entrepreneurship are key challenges. Learn about innovation and entrepreneurship as a driving force of competitive advantage. Understand what is needed to enable and manage innovations within and outside of the boundary of organizations.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Advance your understanding of operations and supply chain management in different types of organizations. Examine and apply the concepts and principles related to the management of efficient and effective supply, quality, and innovation within service and manufacturing organizations.

CONTEMPORARY ISSUES IN GLOBAL BUSINESS

In this module, you learn to understand and develop strategies that respond to contemporary global trends and issues such as the recent backlash to globalization or the massive digital transformation that is affecting all industries. Emphasis is placed on assessing opportunities and constraints and to learn from corporations that we will be visiting.

STRATEGIC MARKETING MANAGEMENT

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

NEGOTIATIONS AND CONFLICT MANAGEMENT

Identify typical challenges and difficulties inherent to various negotiation situations. Learn hands-on strategies and techniques to effectively manage these challenges. Improve your skills as an effective negotiator and conflict manager.

CHANGE MANAGEMENT

Strategic, cultural, and organizational changes are interconnected. People who take the lead in change processes need to understand the dynamics from these interrelationships. Understand the complexity of organizational development in your own organization and the vital role of leadership in change processes. Reflect on your own role in change processes and your leadership qualities.

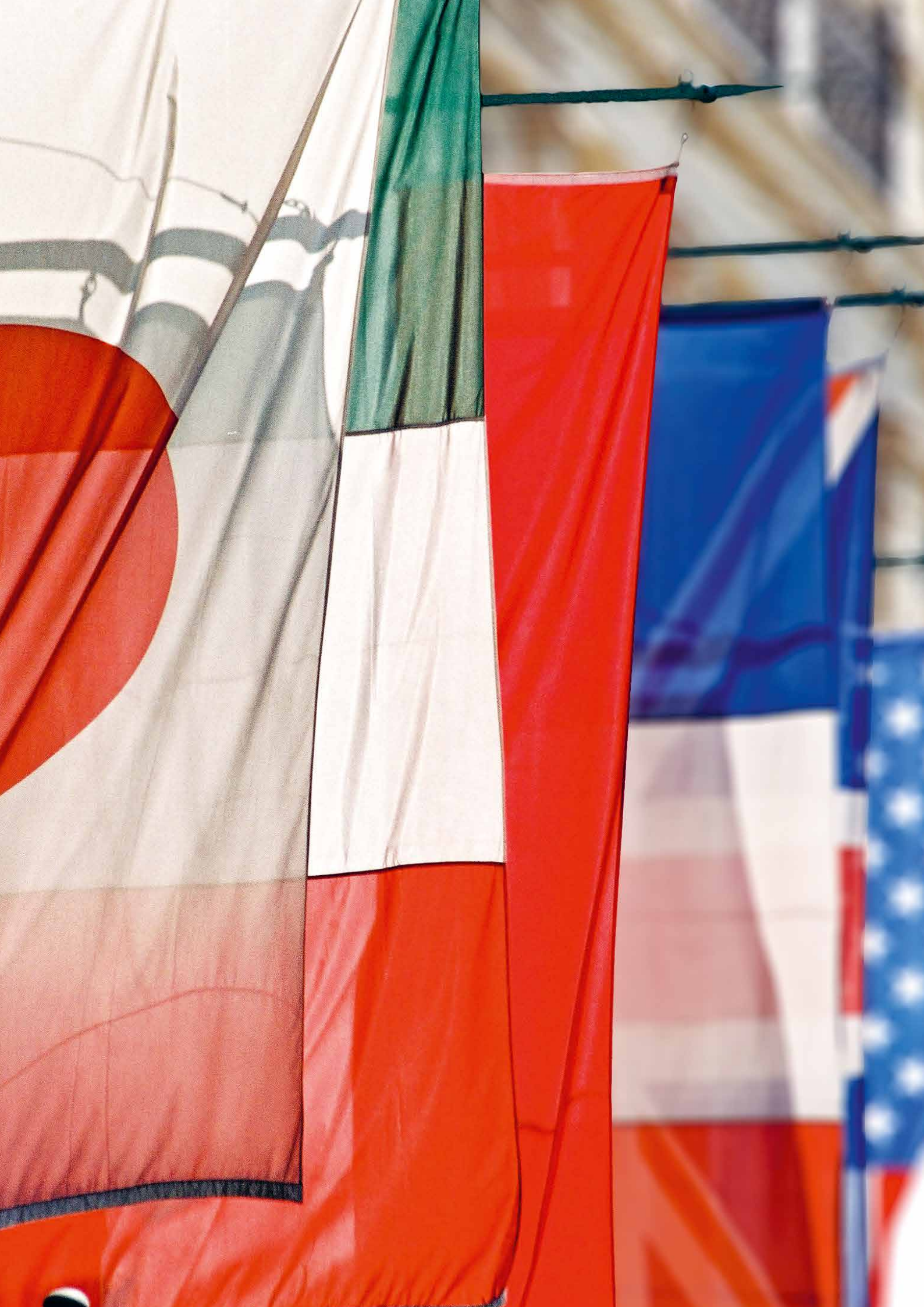
IMMERSIONS IN THE U.S.A. AND IN AUSTRIA

During your international immersions, lectures and classroom activity are combined with company visits and guest talks. Get an overview of contemporary challenges that companies face and how they approach these issues. Exchange ideas and discuss key learnings with corporate representatives from some of the world's foremost companies.

“What I valued most at the WU Executive Academy EMBA was the quality of the professors involved, their international teaching and working experience, and the diverse work and interest fields of my colleagues. We learned a lot from the case studies we had to read and discuss as well as from the group assignments we prepared in teams, but above all we learned a lot from each other. A great program that I will miss!”

ALINA ANDREI, MBA
Managing Partner, Cabot Transfer Pricing SRL





Your international immersions

AN MBA EXPERIENCE WITH A LASTING IMPACT

To really capture and fully understand business ecosystems across the globe, you need to leave your comfort zone and immerse yourself in countries, cultures and companies you may not have experienced before.

The international immersion is the highlight of our MBA program and will take you to these uncharted territories. It equals venturing out to the global business arena, to different countries so as to explore how cultural and societal connections, the political landscape, macro-economic conditions, and many other aspects affect how companies, large or small, domestic or international, do business in different parts of the world.

- › Look around with an inquisitive mindset and open your horizon to calibrate and refine your perception of the world
- › Immerse yourself into an international business ecosystem that is a perfect fit for your program focus
- › Gain unforgettable experiences with your fellow students and broaden your horizons

ONE JOURNEY – LIMITLESS ADDED VALUE

Together with your peers, you go through one-of-a-kind experience, while you forge personal bonds for life and strengthen your network. The international immersion is an experience you will still remember and benefit from years after your graduation.

Your international immersion blends four different program elements to provide you with a holistic and unique experience tailored to the specific destination and its idiosyncrasies as well as the topical focus.

Academic Content

- › Excellent intellectual food-for-thought
- › Networking with professors & lecturers
- › Transferring expert knowledge into practice

Expert Talks

- › Perspectives from business observers (diplomats, artists, international trade experts and more)
- › Deep dives and birds-eye views
- › 360° business kaleidoscope

Company Visits & Excursions

- › Real life insights into the business universe
- › Interaction with firms - large or small, domestic or international
- › Visiting production sites and company facilities

Cultural Discoveries

- › Understand foreign business through the lens of cultural idiosyncrasies
- › Explore how culture informs society and business
- › Enjoy a great time together beyond the classroom

U.S.A. IMMERSION

During the immersion in the U.S.A., you will gain exposure to leading corporations and powerful organizations. The location of the international immersion changes regularly.

AUSTRIA IMMERSIONS

The first and the last immersion takes place in Vienna. Together with your colleagues, you will attend classes at the WU Executive Academy, on the new Campus WU.

The official graduation ceremony will also be in Vienna at the end of the second Austria immersion.

“The WU MBA was a fascinating journey, taking us far outside of our comfort zone. The combination of the regional business perspectives, zoomed out to a global level, then followed by the deep focus on our professional and personal journeys, made the program extremely intense. If we add the interactions with colleagues, who offered – apart from their refreshingly different points of view – their help, support, and friendship, I would say we had a very fulfilling and eye-opening experience.”

Mihnea Craciun

Deputy Director Romania

European Bank for Reconstruction and Development (EBRD)

Work with the best

Our faculty members are at 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.



"Our Executive MBA is specifically designed to meet the real-world challenges that managers face in demanding industries and business functions. It enables you to apply up-to-date knowledge and management tools in your workplace, even as you study. The program provides you with all the skills necessary to maximize your potential to become a world-class leader."

PHILLIP C. NELL
Academic Director

WORLD CLASS FACULTY

Our Executive MBA faculty comprises some of the finest business minds in the world, drawn from an expert pool of professors from the WU Vienna and prestigious partner universities around the globe, such as the Carlson School of Management or IESE Business School. Our faculty members are leaders in current business research and their latest findings are duly published in leading international journals.

A SELECTION OF THE FACULTY MEMBERS*

Carmen Abril

Professor, IE Business School, Spain

Ravi Bapna

Professor, Carlson School of Management,
University of Minnesota, U.S.A.

Chuck Kwok

Professor, University of South Carolina, U.S.A.

Miquel Lladó

Lecturer, IESE Business School, Spain

Markus Maedler

Program Director, Frankfurt School of Finance &
Management, Germany

Günter Stahl

Professor, WU Vienna, Austria

DISTINGUISHED GUEST SPEAKERS

For many of our MBA modules, we invite top managers from international companies and organizations to enrich our programs with their personal insights into management practice.

Former guest speakers include:

Ronald Binkofski

CEO, Microsoft Poland

Dan Bulucea

Former Director New Business for Asia Pacific, Google

Mariana Gheorghe

Former CEO, OMV-Petrom

Rolland Mok

CEO, Zumtobel Americas

Steven van Groningen

Former CEO, Raiffeisen Bank Romania

* Faculty members are subject to change

“To be successful in today’s highly competitive and rapidly changing global business environment, executives constantly need to upgrade and expand their knowledge, perspectives, and skills. The Bucharest Executive MBA has been designed for exactly that purpose. It allows busy executives to accelerate their learning and development by taking a step back from their daily work, learning useful frameworks and tools, and sharing experiences and best practices with their peers.”

GÜNTER STAHL
WU Vienna, Austria





WU Executive Club

Some hard-earned privileges should last a lifetime. That is the belief of the WU Executive Club, where you enjoy services and benefits during your studies and after receiving your MBA degree.

WU EXECUTIVE CLUB

Our globe-spanning student and alumni network, the "WU Executive Club" is the perfect foundation for establishing durable professional and personal relationships, building your own network of contacts, and strategically pursuing your career objectives.

EXCLUSIVE BENEFITS

From the start of your program, you will become a lifetime member of the WU Executive Club and will enjoy numerous exclusive benefits:

- › Services that support your career development and help you leverage your full potential. These include skill development sessions, coaching, and networking events with our career partners.
- › Invitations to panel discussions, conferences, and guest speaker events featuring top executives, leading experts, and academics.
- › Access to our exclusive "WU EA Connect" online platform, helping you connect and interact with the members of the network.
- › Information on national and international career opportunities.
- › Exclusive events that help you establish, maintain, and deepen personal and professional ties with other senior executives of different nationalities coming from diverse professional backgrounds.

OUR CAREER PARTNERS

AltoPartners, ABA Invest, Academia de HR, Accelor Consulting, Alexandra Deubner Coaching, Austrian Startups, Brenner & Company, Career Angels, DHR Global, Inner Circle Consultants, Joy Medos, Kienbaum Consultants International, Kilpatrick Executive Search, Korn Ferry, Mae Leyrer, MALY & PARTNER Personalberatung, Martin Giesswein, Maydell Advice, menta.careers, Mercuri Urval, SalaryNegotiations., Spencer Stuart, Stein & Partner Executive Search, TARGET Executive Search, UP'N'CHANGE, WP Human Capital Group

ACCESS MAJOR COMPANIES

The WU Executive Academy has close ties with major global employers. Additionally, our students and alumni are working in a vast number of successful companies across all industries. They are a great source for insights and help for your job search and career ambitions.

COMPANIES INCLUDE

Accenture, Airbus, Andritz, Austrian Airlines, BMW, Boehringer Ingelheim, Borealis, Bosch, Boston Consulting Group, Coca-Cola, Danone, Deloitte, Deutsche Bank, EATON, Emerson, E.ON, Erste Group, Estée Lauder, Henkel, HP, IAEA, IBM, IKEA, KPMG, Magenta, Miba, McDonald's, McKinsey & Company, Microsoft, Mondi, ÖBB, OMV, Palfinger, Pfizer, PwC, Porsche, Procter & Gamble, Raiffeisen Bank International, Red Bull, REWE, Samsung, Siemens, Unilever, Verbund, VIG, voestalpine, Western Union



More information at
executiveacademy.at/alumni

“I suggest you to look at the WU Executive MBA program from at least two perspectives. It’s an opportunity and a unique experience: The opportunity to improve your knowledge, the opportunity to learn from great professors, the opportunity to meet incredible people, and last but not the least, the opportunity to change your way of thinking. The WU Executive MBA is a perfectly balanced program and offers you the possibility to maintain a demanding work schedule alongside a rigorous course load. A well-structured curriculum with relevant case studies and NOT a bulk of academics disconnected from the real world. I’m very proud about the choice I made.”

ALIN IOANES, MBA
CEO, SC Rombat SA



Support services and financing options

STUDY WITH THE SUPPORT OF A LEADING UNIVERSITY

We place special emphasis on handling as many administrative details as possible on your behalf. We provide ongoing support throughout your studies. The WU Executive Club, your student and alumni network, will support your continued development before and after graduation.

UNIVERSITY LIBRARY

The WU library is Austria's largest collection for scholarly resources in economics and business and ranks among the most extensive of its kind in German-speaking countries.

E-LEARNING ENVIRONMENT

Our MBA programs are built around you and your lifestyle as a busy manager. The part-time structure and our state-of-the-art e-learning platform allow you to work while studying and immediately apply what you have learned. Moreover, you also learn how to effectively use online collaboration tools for your daily job.

FINANCING OPTIONS

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

SCHOLARSHIPS

Throughout the year, the WU Executive Academy offers targeted scholarships for groups of individuals as well as several merit-based scholarships to encourage academic excellence and leadership qualities. These scholarships are awarded to applicants who can demonstrate a track record of outstanding achievements. More information is available on our website.

EDUCATION FINANCING

The program fee is significant and candidates should plan carefully. Since the responsibility for the 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 internet also offers free-of-charge grant search services at fastweb.com and salliemae.com.

INDIVIDUAL CORPORATE SPONSORSHIP

Companies frequently provide financial support or educational leave to their employees when it comes to continuing education. We therefore advise you to get in contact with your employer early in the application process.



More information at
executiveacademy.at/financing



“This MBA program has professors from the world’s finest universities and a fast-track executive-level learning environment, while its flexibility allows for top-level managers to integrate it into their demanding schedules.”

BURAK YILDIRAN, MBA
CEO, Patria Bank



Find out more

If you want to find out more about the Bucharest Executive MBA, you can come to one of our many info-sessions or you can arrange a personal advising session. You can find out dates and locations on our website, or you can get in touch with our MBA team using the details below.

FREE PROFILE CHECK

If you are interested in our MBA programs and want to have feedback on your potential as a future student, we invite you to request a free profile check. Our admission experts will give you feedback on your chances of admission, based on your CV or LinkedIn profile.

ARRANGE A PERSONAL CONSULTATION

You are invited to request a personal consultation with our learning & education experts, who can provide guidance on the program, admissions process, and how to give your application the best chance of success. Please submit your CV and complete our online form, including details of your availability, and we will be in touch to arrange a consultation.

TEST-DRIVE YOUR MBA

The best way to assess the quality of an MBA program is to gain first-hand experience. Hence, the WU Executive Academy offers you the unique chance to exchange insights with current MBA students, alumni, and faculty members at several occasions. Please contact us at emba-buc@wu.ac.at for an individual appointment.

FAIRS AND EVENTS

The WU Executive Academy regularly presents its MBA programs at national and international fairs and events.

ONLINE AND LIVE INFO-SESSIONS

Throughout the year, the WU Executive Academy holds online and live info-sessions on a regular basis. During these sessions, faculty members, alumni, and program managers provide you with in-depth information on the specific characteristics of our programs. You will get answers to your individual questions and those of other listeners.



More information at
[executiveacademy.at/events](https://www.executiveacademy.at/events)
 or via e-mail
emba-buc@wu.ac.at



Your application for the program

STUDENT CRITERIA

Student diversity is essential for the quality of our MBA programs. Therefore, we select all participants while considering cultural and academic background, skills, and work experience.

EXAMPLES OF IMPORTANT CRITERIA ARE:

- › High motivation for joining the program
- › Enthusiasm for a challenging learning experience
- › Clear understanding of personal contribution to team learning and the overall cohort experience
- › Relevant skills and work experience
- › Strong record of career progression
- › Excellent interpersonal, intercultural, and communication skills
- › Passion and commitment to achieve personal growth and success
- › Diversity of the student group in terms of academic, professional, and cultural background

APPLICATION REQUIREMENTS

To apply for the Bucharest Executive MBA, you must meet the following requirements:

- › Undergraduate degree (Bachelor 180 ECTS or equivalent) from a recognized post-secondary institution
- › Minimum of 5 years of postgraduate work experience
- › Leadership experience preferred
- › Proficiency in written and spoken English

APPLICATION DEADLINES

Since the program often fills to capacity, we recommend

that potential students submit their applications as early as possible. Qualified applicants are admitted on a rolling basis. A non-refundable deposit of 10% of the program fee is requested upon admission to reserve a seat in the program. The remaining amount is due by the end of the program and can be paid in installments.

APPLICATION CHECKLIST

- › Complete online application form at: **executiveacademy.at/application**
- › Application fee: €200 (credit card payment)
- › Curriculum vitae
- › Letter of motivation
- › 2 letters of recommendation
- › For each of your completed studies, all issued documents (e.g. diploma, grade transcript, diploma supplement) in original language and legalized/translated to German or English (please note the formal requirements by country of issuance)
- › In case of name change: official document (e.g. marriage certificate, name change certificate)
- › Copy of passport
- › Recent digital photograph
- › Originals of submitted documents must be presented
- › GMAT test, language certificate, and GMAC Executive Assessment are not mandatory for application, but the committee may request any of them under certain circumstances

After you have submitted the application documents, you will be invited to a personal interview. The final decision will then be communicated as soon as possible.

“From my perspective the WU Executive MBA was a real challenge as everything that I saw and learned was positively different than what I expected, starting with the colleagues that I met, with whom I shared knowledge and past experiences, to working with them regularly on assignments with practical solutions. Also, another important aspect is the experienced international teachers that gave us lots of insights and support in fine-tuning our skills as executives.”

RADU POJOGA, MBA
Chief Revenue Officer, Finqware



Information and contact

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Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop