Executive MBA Bucharest
“Investing into 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
Operations Manager, Euromaster Romania, Group Michelin
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Developing global leaders

Barbara Stöttinger, Dean, WU Executive Academy
Astrid Kleinhanns-Rollé, Managing Director, WU Executive Academy

Today’s global business environment is more challenging than it has ever been. With unsettled markets and the associated financial fluctuation, these are tough times after the recent global recession. 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.

Irrespective of whether we teach in Vienna, Bucharest or elsewhere, we provide you with a challenging but nurturing environment, which enables you to acquire the necessary tools to fulfill your potential to become a world-class business leader. The Executive MBA Bucharest deepens participants’ understanding of core business subjects, while strengthening the skills and abilities needed to recognize and adapt to emerging trends and new technologies.

The 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. This international mix of participants makes for an exciting and dynamic setting, where you learn, share methods as well as generate new ideas, and you will build a network of long-lasting relationships with diverse peers.

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, Europe’s leading business university. 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.

Barbara Stöttinger        Astrid Kleinhanns-Rollé
Vienna University of Economics and Business

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

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.

As 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.

RECENT ACHIEVEMENTS
› Financial Times Business School Ranking (2017)
  # 44 in Europe
› Financial Times Executive MBA Ranking (2017):
  # 58 worldwide
  # 11 work experience of the students
  # 17 international course experience
  # 19 international students
› QS Global EMBA Ranking (2018)
  # 13 joint EMBA programs worldwide
  # 1 executive profiles
  # 1 diversity

THE MOST MODERN CAMPUS IN EUROPE
In 2013 the WU Vienna moved to the new Campus WU. Located near the city center and bordering one of Vienna’s largest parks, the campus combines urban life and a top infrastructure for an ideal studying environment.

The WU Executive Academy building was designed by the Spanish architects NO.MAD Arquitectos. Their vision resulted 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.
“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
Group Managing Director, Versapak International Limited, U.K.
To undertake an MBA program is a big decision, making it even more important to choose the right one.

**Why you should choose the Executive MBA Bucharest**

**Study with our world-class faculty**

The quality of an MBA program is directly linked to its faculty. Our faculty consists of both world-renowned professors and internationally-acclaimed top executives, who provide the latest scientifically-based knowledge and a profound understanding of cutting-edge management tools. They are drawn from WU Vienna and around 240 international partner universities and some of the leading global organizations. In recent years professors joined us from the Carlson School of Management (U.S.A.), Frankfurt School of Finance & Management (Germany), University of South Carolina (U.S.A.), and IESE Business School (Spain) among many others.

**Dynamically international program**

The exclusive program setting, with top faculty, and international residencies, reflects the reality of today’s business world. Moreover, it offers you the opportunity to extend your network internationally.

**Study and work with our flexible format**

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

**Worldwide alumni network**

Our globe-spanning alumni network, the “WU Executive Club” is the perfect foundation for you to establish long-lasting professional and personal relationships. During and after your studies, you will enjoy countless opportunities to connect with other business leaders as there are over 3,500 members from 85 different nations. You also receive access to exclusive alumni and career services.

**Generate real value for employers**

The value of recruiting and retaining top talent is key for truly forward-thinking companies. By supporting their managers in pursuing an MBA at the WU Executive Academy, employers are rewarded with highly motivated talent; employees will be armed with a holistic understanding of leadership and management.
The Executive MBA Bucharest 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 Executive MBA Bucharest 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 18 months. Classes take place in three countries: 11 of the modules take place in Bucharest and three modules are taught during the international residencies in New York City, U.S.A. and in Vienna, Austria. Most of the modules in Bucharest are 4 days in duration, from Thursday until Sunday. The international residencies 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 Executive MBA Bucharest. 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.

<table>
<thead>
<tr>
<th>PRE-MODULE</th>
<th>CORE-MODULE</th>
<th>POST-MODULE</th>
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<tbody>
<tr>
<td>e-learning</td>
<td>in class</td>
<td>e-learning</td>
</tr>
</tbody>
</table>

**Preparation of topic**

- Readings
- Online tutorials
- Case studies
- Presentations
- Other types of preparation work

**In-class time**

- 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**

- Case studies
- Papers
- Reflections/essays
- Other assignments
Building a career is a lifelong journey. The Executive MBA Bucharest 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, group sessions, and individual coaching. 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, knowing why you are driving your career in this direction, and knowing how to reach your goals are the three aspects of our career accelerator program. The Executive MBA Bucharest not only provides you with the state of the art knowledge but also with the right accelerators to transform your career.

We continuously enhance our career accelerator program. Therefore, these activities might change.

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**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 Residencies
  - Entrepreneurship-Café (Speed Start-up Check)
- **WU & Alumni Community**
  - WU Social Events (WU Ball, WU Summer Celebration)
  - Alumni Lounges
  - Online Alumni Platform “WU EA Connect”

**KNOW HOW**
- **Knowledge & Skills**
  - Executive Insights
  - Life Long Learning Day
  - Leadership Orchestra
- **Career Competencies**
  - Salary Negotiation
  - Job Hunting Webinar
  - Networking @MBA
  - CEO-Positioning
- **My CV & Profile**
  - CV Check
  - LinkedIn Profile Check
  - LinkedIn Webinar
Study with a dynamic and international 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

AGE 35
Age in years

Working experience in years

Leadership experience in years

International participants in % (no RO)

65
Male in %

Female in %

NATIONALITY

Austria

Kazakhstan

Moldova

Bulgaria

Czech Republic

Romania

Germany

India

Montenegro

Turkey

U.K.

Others

INDUSTRY SECTOR

Finance/Insurance 23%

IT/Telecommunication 21%

Industry/Manufacturing 9%

Commerce 7%

Others 7%

Tourism 1%

Services 1%

Real Estate 1%

Legal Services 1%

Health Care 1%

Governmental/NGO 1%

Agriculture 1%

Media/Advertising/Market Research/PR 2%

Consulting 2%

Construction/Engineering 2%

Transportation 4%

Consumer Goods 4%

Energy 7%

Pharmaceuticals 5%

Others 7%

Consulting 2%

Health Care 1%

Consumer Goods 4%

Commerce 7%

Industry/Manufacturing 9%

Finance/Insurance 23%

IT/Telecommunication 21%

Others 4%

Legal Department 1%

Research & Development 4%

Services 5%

Operations Management 6%

IT 9%

Based on the last three cohorts.
The curriculum

VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS, VIENNA, AUSTRIA

Orientation
(1 day residential)
Get ready for the program ahead and meet your support staff, key faculty, and student peers.

Leading people and organizations
(4 days residential)
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.

VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS, BUCHAREST, ROMANIA

Data analysis and decision making
(4 days residential)
Understand the power and limitations of data for decision making processes. Learn about and apply exploratory data analysis, basic inferential procedures, statistical process control, regression analysis, and decision models. Get a basic understanding of modern tools such as machine learning.

Negotiations and conflict management
(4 days residential)
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.

Accounting
(4 days residential)
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
(4 days residential)
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.

Strategic marketing management
(4 days residential)
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.

Change management
(4 days residential)
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.
“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 POPEȘCU, MBA
National On Premise Manager Romania & Republic of Moldavia
Red Bull, Romania
Alumni Hub Manager in Romania
Operations management (4 days residential)
Advance your understanding of the operations management function in different types of organizations with emphasis on productivity, innovation, and competitive operations. Examine and apply the concepts and principles related to the management of quality and innovation within service and manufacturing organizations.

Business, government and macroeconomics (4 days residential)
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.

Business analytics for executives (4 days residential)
Digitalization of business processes, big data, the internet of everything, 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.

Competitive analysis & strategy (4 days residential)
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.

Advanced financial management (4 days residential)
Learn and apply advanced concepts for corporate financial decisions at executive level, including those related to investment, corporate finance, and global markets.

INTERNATIONAL RESIDENCY, U.S.A.
Contemporary issues in global business (5 days residential)
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 essentially all industries. Emphasis is placed on assessing opportunities and constraints in a semi-globalized market place and to learn from corporations that we will be visiting during this residency.

VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS, VIENNA, AUSTRIA
The innovation challenge (5 days residential)
In today’s complex and dynamic environments, innovation is one of the key challenges. Learn about innovation as a driving force of competitive advantage. Understand what technological innovations are, why they are important, and what is needed to enable and manage technological innovations within and outside of the boundary of organizations.
“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 assignment 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 residencies

The Executive MBA Bucharest curriculum extends well beyond the walls of the classroom. During the program you will complete three international residencies in the U.S.A. and Austria. These international residencies provide you with a deep understanding of global markets. While learning from top faculty, you will examine current issues in business and international economies.

COMPANY VISITS
In addition to having MBA classes abroad, you will get the unique opportunity to meet senior executives of leading national and international corporations. Here, you will have the chance to ask questions and listen to their views on the most current issues of their industry.

You will be exposed to different ways of working, secure new contacts, and gain a global awareness of operating in international markets.

U.S.A. RESIDENCY
During the international residency in the U.S.A., you will gain exposure to leading corporations in New York City, one of the most vibrant marketplaces worldwide.

AUSTRIA RESIDENCIES – VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS
The first and the last residencies in the program take place in Vienna. Together with your colleagues, you will take modules at the WU Executive Academy, on the new Campus WU that is located close to the city center.

The residencies feature visits to international companies such as the Henkel, Erste Bank, Strabag or Vienna Insurance Group as well as to small innovative firms such as startups and accelerators.

The official graduation ceremony of the Executive MBA will also take place in Vienna at the end of the second Austria residency in Vienna.

“The WU MBA was a fascinating journey, taking us far outside of our comfort zone. The combination of the regional business perspectives (gathered during the two Vienna residencies), zoomed out to a global level (in the US residency), 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. I would definitely recommend this program to any professional looking to understand more about the business world, but also about him/herself.”

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*

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

Gal Oestreicher-Singer
Professor, Tel Aviv University, Israel

Bodo Schlegelmilch
Professor, WU Vienna, Austria

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
Director New Business for Asia Pacific, Google

Mariana Gheorghe
Former CEO, Petrom
“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 Executive MBA Bucharest 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
Postgraduate benefits

Some hard-earned privileges should last a lifetime. That is the belief of the WU Executive Club, where our alumni are still getting benefits long after receiving their MBA degree.

WU EXECUTIVE CLUB
With over 3,500 members, our globe-spanning alumni network, the “WU Executive Club” is the perfect foundation for establishing durable 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:
› Career services that support your career development and help you leverage your full potential. These include skill development sessions, coaching, and networking events with our executive search partners.
› Invitations to panel discussions, conferences, and guest speaker events featuring top executives, leading experts and academics.
› Preferential access to 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

ACCESS MAJOR COMPANIES
The WU Executive Academy has close ties with major global employers. These links have helped us place graduates in preferential positions.

Companies recruiting alumni include:

OUR EXECUTIVE SEARCH PARTNERS
Boyden Global Executive Search, Korn Ferry, Stanton Chase International.

More information at
executiveacademy.at/alumni
“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, dcs plus
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
Executive Committee Member
TotalSoft, Romania
Find out more

If you want to find out more about the Executive MBA Bucharest, we invite you to come to one of our many info-sessions or 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.

**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 international MBA fairs and events.

**ONLINE AND LIVE INFO-SESSIONS**
Throughout the year, the WU Executive Academy holds online and live MBA 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 MBA programs. You will get answers to your individual questions and those of other listeners.

More information at executiveacademy.at/events or via e-mail emba-buc@wu.ac.at
Application and admission

STUDENT CRITERIA
Student diversity is essential for the quality of our MBA programs. Therefore, we carefully consider cultural and academic backgrounds, skills, and work experience while we select our participants.

EXAMPLES OF IMPORTANT CRITERIA ARE:
› Solid career progression
› Management and leadership skills
› Ability to commit to a challenging program
› Interpersonal and communication skills
› Ambition and drive

APPLICATION REQUIREMENTS
To apply for the Executive MBA Bucharest, you must meet the following requirements:
› Undergraduate degree, equivalent to a bachelor’s degree
› Minimum of five years of relevant work experience
› Proficiency in written and spoken English

Students are expected to be familiar with MS Office software and should have administrator rights for their laptop computers.

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
› Proof of university degree
› Curriculum vitae
› Letter of motivation
› 2 letters of recommendation
› Application fee (EUR 200) payable upon submission of application
› Clear copy of your valid passport
› Recent digital photograph

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

APPLICATION PROCESS

<table>
<thead>
<tr>
<th>Completed Application</th>
<th>Pre-Admission Decision</th>
<th>Admission Interview</th>
<th>Admission Decision</th>
<th>Start of MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>› Invitation to personal interview</td>
<td>› Admitted</td>
<td>› Waitlisted</td>
<td>› Future potential</td>
</tr>
<tr>
<td></td>
<td>› Admission denied</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

› Admission denied
“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
Head of Key Partnerships – Southern Europe, MoneyGram International
Information and contact

WU Executive Academy
WU (Vienna University of Economics and Business)
Welthandelsplatz 1, Building EA
1020 Vienna, Austria

Executive MBA Bucharest – Program Management
Adriana Codruta Georgescu

T: +43-1-313 36-4816
M: +40 733 611 106
emba-buc@wu.ac.at
executiveacademy.at/emba-buc

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