

# Global Executive MBA

**WU**

EXECUTIVE  
ACADEMY



CARLSON SCHOOL  
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

**MARCH/APRIL–JUNE**

**VIENNA, AUSTRIA**

Vienna University of  
Economics and Business

- › Orientation day
- › Modules begin

**JUNE/JULY**

**INTERNATIONAL  
IMMERSION**

**AUGUST–DECEMBER**

**VIENNA, AUSTRIA**

Vienna University of  
Economics and Business

- › Global team project  
starts

**JANUARY**

**INTERNATIONAL  
IMMERSION**

# Global vision for g



**FEBRUARY–APRIL**

**VIENNA, AUSTRIA**  
Vienna University  
of Economics  
and Business

**MAY**

**NEW YORK, U.S.A.**  
University of Minnesota

**MINNEAPOLIS, U.S.A.**  
University of Minnesota  
› Final presentation of  
global team project  
› Graduation ceremony

**JUNE**

**VIENNA, AUSTRIA**  
Vienna University of  
Economics and Business  
› Graduation ceremony

# global ambition



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# Welcome to the Global Executive MBA

**Barbara Stöttinger, Academic Director, Global Executive MBA,  
Dean, WU Executive Academy**

**Stephen T. Parente, Academic Director, Global Executive MBA,  
Associate Dean, Global Initiatives, Carlson School of Management**

The Global Executive MBA is an internationally-oriented, cutting-edge partnership between the University of Minnesota and the Vienna University of Economics and Business (WU Vienna). The program provides a unique 360° global vision with expert insights into management and leadership practice in mature and emerging markets. In addition to interactive classes in Vienna, three international residencies expose you to the latest thoughts of leading international professors, senior managers, and policy makers.

Our Global 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. In a challenging but nurturing environment, it builds a deep understanding of core business subjects in all major functional areas, while also emphasizing the skills needed to recognize and adapt to emerging trends and new technologies.

During 16 months and with only just over 45 days away from your job – counting Thursdays and Fridays – you will study and work on international immersion experiences across the globe before earning both an American and a European MBA degree. For part of the program, you will work in a global team project with other Executive MBA students located on three continents. The faculty of the

Global Executive MBA consists of renowned international professors and top executives. They provide the latest scientifically-based knowledge and in-depth views of the applications of management models. As a result, you profit from exceptional teaching and real-world business experience.

Our Global Executive MBA is one of only a few worldwide to have been awarded the prestigious triple accreditation by AACSB, AMBA, and EQUIS, establishing our place among the world's elite business universities. The outstanding quality of our executive education has recently been reconfirmed by the Financial Times, where the Global Executive MBA has been ranked among the top programs worldwide. After completing the program, graduates join a vast international network of 60,000 alumni from the University of Minnesota and the WU Executive Academy, who work in diverse companies and institutions around the world. The end result is a blend of an American and a European MBA, allowing you to profit from exceptional teaching by an internationally-renowned faculty, cutting-edge research, and real-world business experience.

We welcome your interest in the Global Executive MBA and invite you to explore what this unique program can do for you and your career.

**Barbara Stöttinger**

**Stephen T. Parente**



Barbara Stöttinger



Stephen T. Parente

# 10 great reasons for starting the Global Executive MBA

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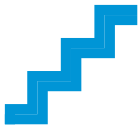
## 1. Earn two EMBA degrees

- › Partnership program with the Carlson School of Management, University of Minnesota
- › Graduate with a U.S. and an European EMBA degree



## 2. Align your job, family, and EMBA

- › Compact format with 16 months duration
- › Only 45 days off your job
- › Class time is once a month Thursday–Sunday



## 3. Accelerate your career

- › 84% of our alumni made a career move
- › 47% salary increase within three years after graduation
- › 13% of our alumni have started their own business



## 4. 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



## 5. World Class Faculty

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



“The Global EMBA program perfectly blends theory with practice – through the international faculty, the diverse insights during the international residencies, and in particular through the great network I created with my peers. This wealth of experience had an immediate impact on how I enhanced my role as CEO for our business in the Ukraine, but also the global business development role I added to my responsibilities after completing the Global EMBA program.”

Wolfgang Gomernik, EMBA  
Managing Director, DELTA Holding GmbH



## 6. Excellent quality and reputation

- › International triple accreditation
- › Top program rankings



## 7. High-level peers

- › Over 20 nationalities in each class
- › 61% hold a top or middle management position
- › Open discussions with peers from various industries and functions



## 8. Global Network

- › Over 5,000 members from >85 nations
- › Online student and alumni platform
- › Local community chapters
- › Exclusive events and services
- › Great resource for company insights and exchange



## 9. Personal development

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



## 10. International experience

- › 3 immersion experiences across the globe and the U.S.A.
- › Global Team Project with EMBA students from 3 continents



**“I had a leadership role in finance in one of Conti’s major production plants. To move on from there, I decided to pursue the Global Executive MBA program. The program helped me to broaden my perspective and strengthen my knowledge portfolio beyond my core focus area of finance. Furthermore, studying in an environment of like-minded peers from a multitude of countries and industries prepared me for the global role I am having now.”**

**Natalia Trubnikava, EMBA**  
**Director Manufacturing Controlling Americas, Continental**

“I believe I was mainly considered for the job because of my MBA. As a lawyer, no one thinks of giving you a managerial position unless its legal, but the EMBA highlighted my skillset, opened up doors, and highlighted my capabilities.”

RITA JAKUSCH, EMBA

MEMBER OF THE SUPERVISORY BOARD, NOE IMMOBILIEN DEVELOPMENT  
DIVISION HEAD HUMAN CAPITAL & CORPORATE AFFAIRS, HYPO NOE





# Career accelerator program

## SUCCEED BY KNOWING WHY, HOW, AND WHO

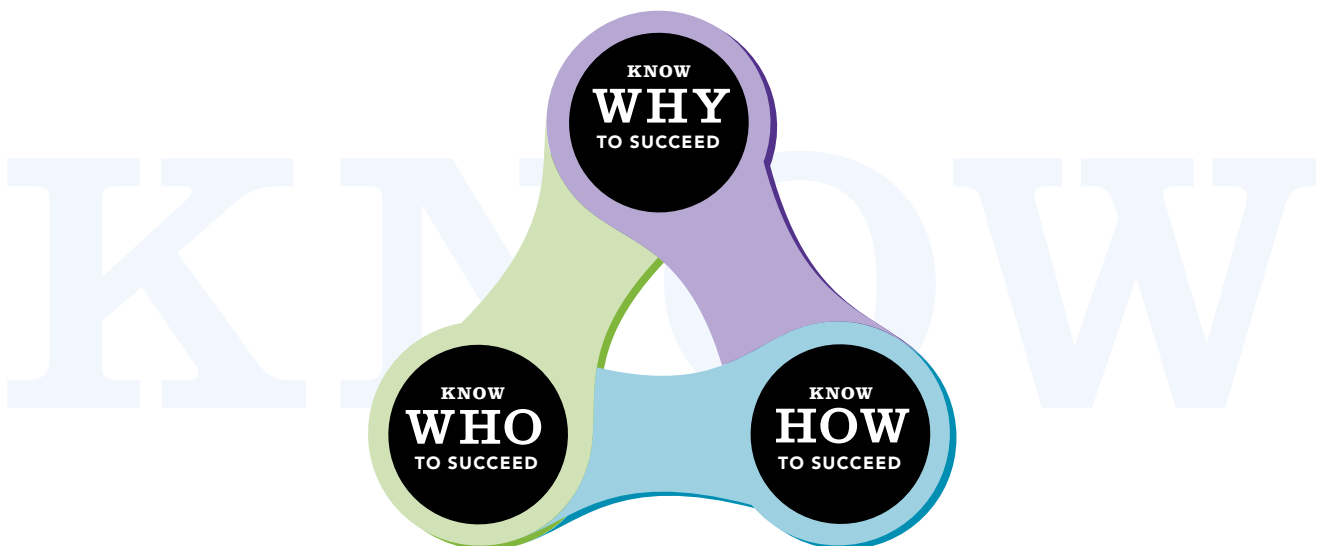
Building a career is a lifelong journey. The Global Executive MBA offers you an ideal starting point to fast-track a transformation in your career and prepare you for the opportunities that lie ahead.

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 Global Executive MBA 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



Campus WU



Vienna, Austria



Vienna, Austria

Your universities:

# 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

- › Financial Times Executive MBA Ranking (2023)  
#45 worldwide
- › #6 international course experience worldwide
- › #15 career progress worldwide
- › QS Global EMBA Ranking (2023)  
#13 joint EMBA programs worldwide
- › The Economist Executive MBA Ranking (2020)  
#46 worldwide  
#9 program quality  
#10 networking

## 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.



Your universities:

# Carlson School of Management, University of Minnesota

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## CARLSON SCHOOL OF MANAGEMENT, UNIVERSITY OF MINNESOTA

Positioned where the University of Minnesota and downtown Minneapolis connect, the Carlson School of Management is both a real and symbolic gateway between the academic and business worlds.

## VIBRANT CORPORATE COMMUNITY

Its location in the Twin Cities of Minneapolis and St. Paul, home to one of the United States' most vibrant business communities, means that the Carlson School of Management offers a mix of top-notch education and practical experience found at few other business schools. Minnesota is home to the headquarters of an impressive 19 Fortune 500 companies.

## HIGHLY RANKED PROGRAMS

The Carlson School of Management has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 1920. Moreover, the school's graduate degree programs consistently rank among the top 20 U.S. programs and its internationally-renowned faculty is among the top-ranked business schools in the U.S. for research productivity.

## CARLSON GLOBAL INSTITUTE

Within the University of Minnesota, the Carlson Global Institute oversees the Global Executive MBA program portfolio and a robust set of study abroad offerings for business students.

## RECENT ACHIEVEMENTS

- › Times Higher Education (2023):
  - #35 among U.S. universities
- › Global Ranking of Academic Subjects (2022):
  - › In Management
    - #11 globally
    - #7 in the US
  - › In Business Administration
    - #19 globally
    - #15 in the US
- › U.S. News & World Report (2022):
  - #11 Part-time MBA Programs
- › Fortune (2022)
  - #13 Part-time MBA Programs

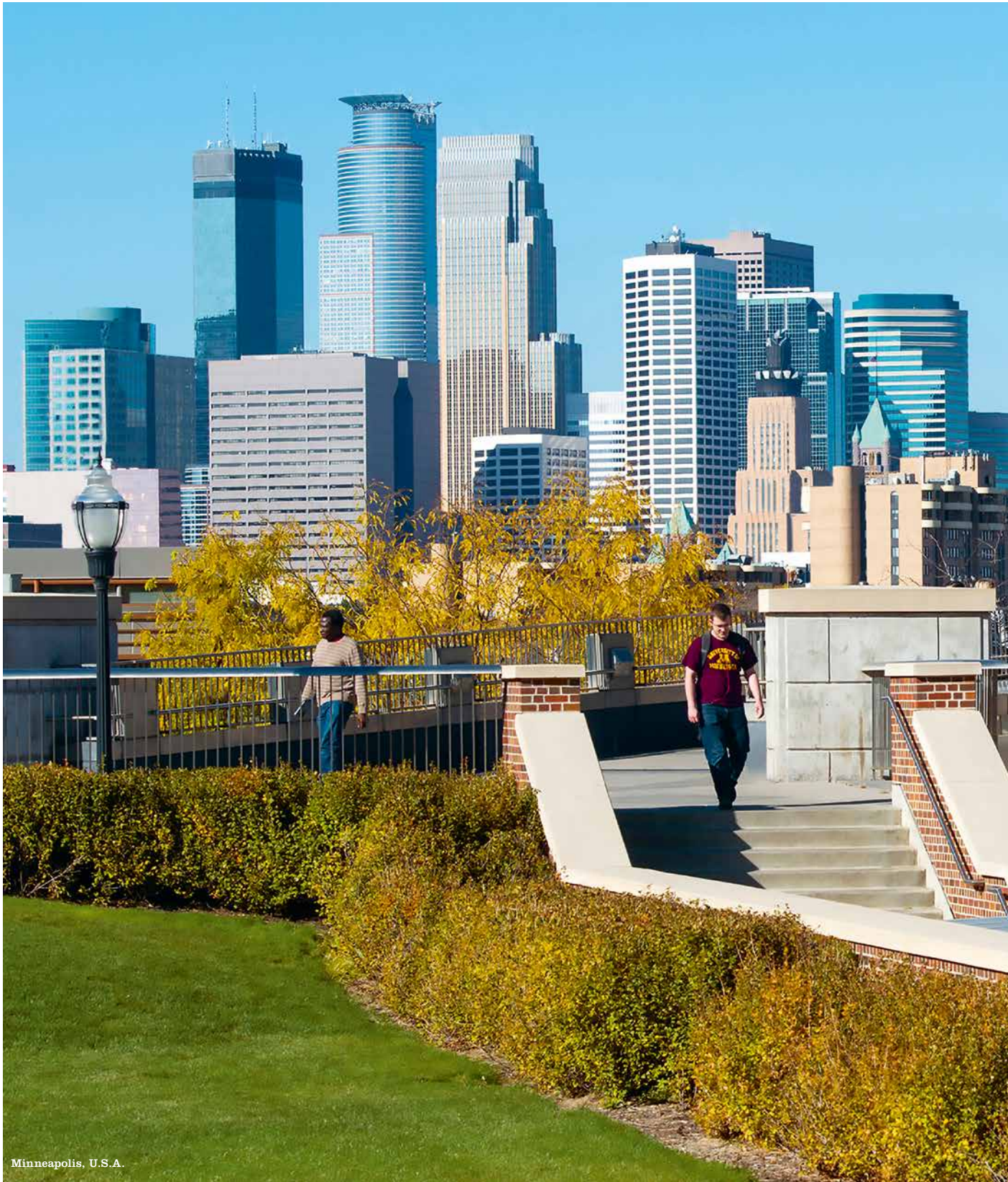




University of Minnesota



University of Minnesota



Minneapolis, U.S.A.

# Work and study with our flexible program structure

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## 360° GLOBAL VISION

The Global Executive MBA has been designed with the demands of current business practices in mind. With teams across the world working with different laws, customs, and markets, having a thorough understanding of business best-practices is critical.

The Global Executive MBA prepares participants for future challenges and thereby helps their companies succeed in highly unpredictable business environments.

## MODULE STRUCTURE

The Global Executive MBA is structured in 15 modules. Over 16 months, 11 of the modules take place in Vienna and 4 modules are taught during the international immersion experiences across the globe and in the U.S.A.

Each of the modules in Vienna is four days in duration – Thursday until Sunday. The international residencies last for approximately 10 days. During the modules, teaching usually takes place every day from 9:00 am to 6:00 pm.





### MODULE DESIGN

The program design, consisting of pre-module, core-module, and post-module work, ensures an efficient transfer of knowledge while participants develop their professional career. The pedagogical approaches are diverse, ranging from interactive case studies to business simulations, and formal presentations.

In the global team project each team works on an entrepreneurial project, aimed at introducing a product or service to a new market. During the U.S.A. module, all teams gather to present their respective business plans at the end of the Global Executive MBA in Minneapolis.

**“Of course, doing a Global Executive MBA program next to a busy professional and private life is not easy. For me, it meant reconciling my EMBA journey with international travels, running our business in the Ukraine and at a global scale, and - importantly - with my family and kids. It was not easy, but the predefined schedule makes it feasible and you improve your time management and delegation skills.”**

**Olena Khlon, EMBA  
CEO of Fairo App**

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

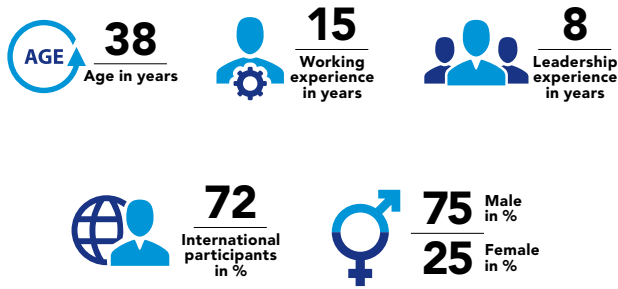




# Dynamic and international peer group

The Global Executive MBA is truly international, reflecting the realities of the business world. You will work alongside experienced executives from a broad range of companies and cultures, giving you access to new approaches to business.

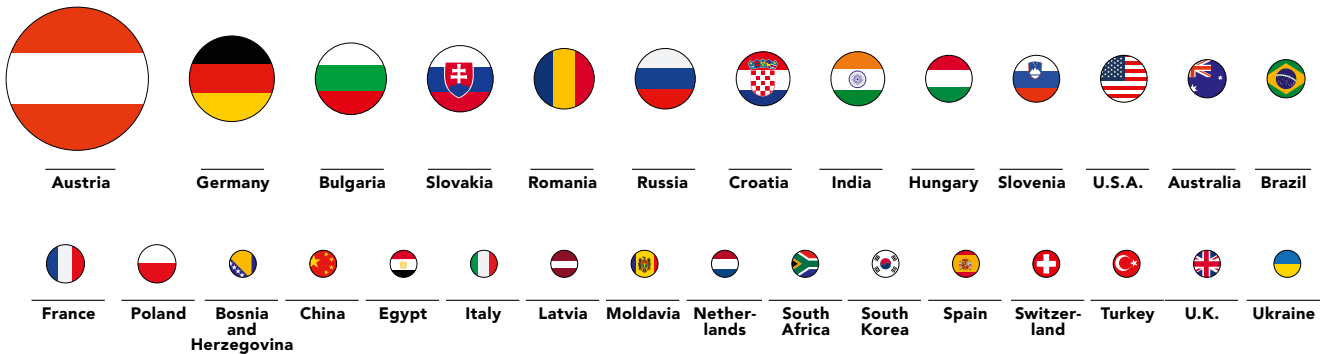
## AVERAGE CLASS PROFILE



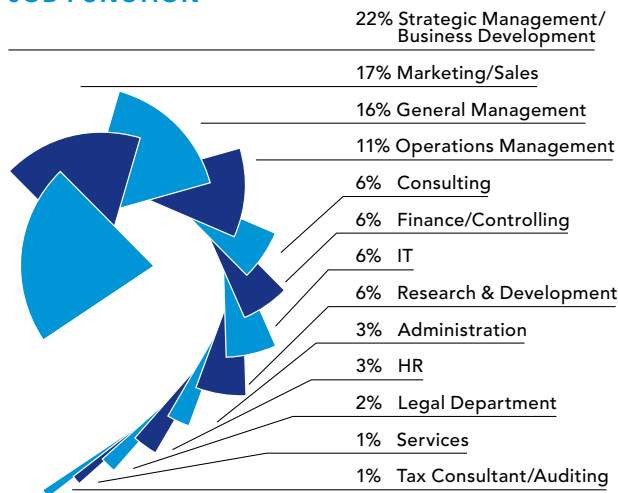
## MANAGEMENT LEVEL (%)



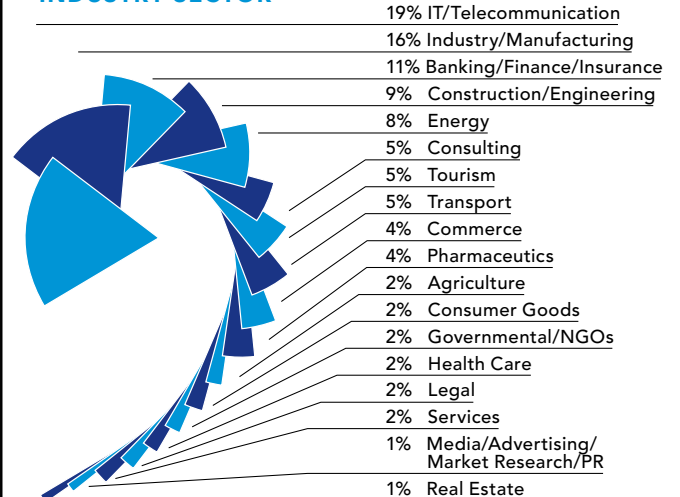
## NATIONALITY



## JOB FUNCTION



## INDUSTRY SECTOR



Based on last 3 intakes.

# What to expect on your international immersions

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## 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 years after your graduation – it will be among the most valuable take-aways of your MBA experience.

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

### EXAMPLES OF RECENT IMMERSIONS

#### Latin America

Participants learned about main economic indicators and experience different cultural settings in order to understand how to “do” business. We visited Brazil, the largest economy in Latin America, responsible for almost 40% of regional GDP. Other locations include Argentina and highlighted the economic growth and fall, as well as the reasons why the country became a textbook case of a balance between populism and liberalism.

#### U.S.A.

During their immersion in Minneapolis and New York City, students explored the idiosyncrasies of the American business environment and focus on global innovation strategies of large enterprises, giving them a comprehension of the complexity of crafting a global strategy.

#### Asia

In Singapore and Vietnam, students gained experience of some of the fastest growing economies in the world. Students participated in company visits and learned directly from managers about the challenges of the Asian market, its characteristics and how companies can become successful in the most important economic regions of the 21st century. Alongside visiting major corporations, you will have the chance to visit smaller local companies and gain insights into social projects.

Please note: in order to reflect the latest developments and best practices of the global economy in the program, the locations of the international immersions may change.



“What is so unique about global team projects is that students from different time zones work on a real business challenge not face-to-face, but through virtual channels. They are either consultants for a company – and tackle a current problem – or the team develops a business plan for their own entrepreneurial venture. The project culminates in a joint presentation during the U.S. module. The experience of executives from three continents, who are all in Executive MBA programs, brings the projects to an outstanding level.”

BARBARA STÖTTINGER  
ACADEMIC DIRECTOR, GLOBAL EXECUTIVE MBA



# Global team project – learn to work and think globally

“When I embarked on the GTP, I had already worked at the international level and carried out projects with virtual teams. What was challenging in this case was the absence of hierarchical structures. We simply had to act as partners on an equal footing but could not afford to go through a lengthy democratic process when a decision needed to be made. Everyone had the opportunity to demonstrate his or her skills – and was subsequently evaluated on the basis of the results he or she had achieved. There were no justifications, sick leaves or excuses of any other sort: we were working towards a common goal, and everyone was doing his or her best. In view of these facts, the learning has been that target-orientation and results-orientation are the drivers, while expertise and commitment are our ‘currency’. The result of our work is iVoting, which is now being used by businesses such as American Express and Nokia.”

Harald Trautsch, EMBA  
Founder & CEO, Dolphin Technologies

## PREVIOUS PROJECTS THAT PARTICIPANTS HAVE DEVELOPED INCLUDE:

Guided by a faculty leader, students develop an integrated business plan designed for success in the real world, which some of the projects have already achieved.

- › SFS Safety First Services: Industrial Unmanned Aircraft Vehicles
- › We-Park: Parking in China
- › CultureMatch Language: A Real-Time Video Language Learning Platform with a Cultural Focus
- › iVoting: An Online, Mobile-friendly Polling System
- › Viencasa: Importer of Premium Western Furniture to China
- › Car Care eConnect: Convenient Automobile Service
- › Eat, Play, Love: Come for the Coffee, Stay for the Childcare

Working efficiently in global teams and leading multinational projects successfully are topics of increasing importance for businesses worldwide.

In order to encourage networked global thought-processes, the Global Executive MBA has an integral global team project (GTP) as a key part of its curriculum. Students will directly apply new approaches and concepts to an explicit business project. It lasts six months and is presented to an expert panel during the module in the U.S.A.

## TEAM STRUCTURE

The project unites Executive MBA participants from the WU Vienna, Austria, and the Carlson School of Management, U.S.A..

The teams are put together considering members are from varying industries and sectors. This ensures the broadest possible range of experience and perspectives.

Students brought together in global teams not only work on a highly demanding topic but also face the inherent challenges of working across cultures and different time zones.

## CUSTOMIZED ONLINE LEARNING

For the duration of the project, the teams use online communication platforms to facilitate interactive working processes. This enables the teams to acquire real-life practice in international projects – while still reflecting the demanding nature of working in a global team. Throughout the journey, teams receive support and coaching from university professors.

# A challenging curriculum

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The Global Executive MBA curriculum has a general management focus with a strong emphasis on global business, finance, and entrepreneurship equipping our students with the know how needed for top and middle management positions.

## **ORIENTATION DAY**

Get oriented with the program ahead and meet the faculty and staff from WU Executive Academy and Carlson School of Management as well as your student peers.

## **LEADING PEOPLE AND BUILDING RESILIENT ORGANIZATIONS**

Leading people and building resilient organizations requires critical processes: setting direction, aligning people behind it, setting and maintaining values, and growth of self and others. Today's executives face unprecedented levels of complexity and have to make decisions with foresight and integrity in our uncertain, high-pressure, turbulent world. To navigate through periods of radical change and disruption, to survive and thrive in global environments that are fraught with uncertainty, difficulties and ethical dilemmas responsible leadership is a key success factor.

## **DATA ANALYSIS (STATISTICS) AND DECISION MAKING**

Managers need to understand both the power and limitations of numerical data for their decision making process. Understand and learn:

- › Exploratory data analysis
- › Basic inferential procedures
- › Statistical process control
- › Regression analysis
- › Decision models

## **FINANCIAL ACCOUNTING**

Understand external accounting systems used by companies to measure their economic performance and financial position. Understand basic accounting rules and how these rules determine how financial information is reported on a company's financial statements. Analyze the financial statements of a company to discover the impact of significant economic events and circumstances.



### **ECONOMIES IN TRANSITION**

Get a solid understanding of the most relevant countries from a business perspective. Understand the business scenario, the economic strengths and weaknesses, major strategic opportunities, and the main companies of both countries. Learn about regional political risks and the social characteristics.

### **MANAGING SUSTAINABLE PERFORMANCE**

Learn how to create and use internal accounting numbers and other important KPIs to manage business performance, lead organizational members, and drive value creation that is both superior and sustainable across economic, social, and environmental dimensions. Understand the key tools and techniques that top executives use for planning and control in organizations, such as internal P&Ls, accounting systems, transfer pricing, target setting, budgeting and variance analysis, comprehensive KPI systems like the Balanced Scorecard, and, last but not least, the important and emerging ESG controlling.

### **STRATEGIC MARKETING MANAGEMENT**

Examine the management challenge of building sustainable brands developing successful marketing strategies. Develop skills in applying analytical perspectives, leveraging the use of new technologies and data to design a competitive marketing mix.

### **FINANCIAL MANAGEMENT**

Learn the theory and practice of finance from an analytical approach. Apply the financial concepts of risk, return, and valuation to the decisions that a corporate financial officer or a manager engaged in a small business must make about the sources and use of funds during changing financial markets.

### **BUSINESS, GOVERNMENT AND MACROECONOMICS**

Understand the roles of government and business in society, alternative systems of economics and political values, and the social, political, pricing, and cultural conflicts affecting the business sector.





### **OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

Advance your understanding of the operations management function in different types of organizations with emphasis on productive, innovative, and competitive operations. Examine and apply the concepts and principles related to the management of quality and innovation within service and manufacturing organizations.

### **MANAGING GLOBALIZATION**

Understand the Chinese business environment and draw comparisons to India. Develop strategies for companies wishing to expand into emerging markets. Learn how the implementation of strategies is impacted by the business environment, such as economic, technological, legal, and cultural forces.

### **INFORMATION TECHNOLOGY MANAGEMENT**

Learn how to manage information resources and technology. Gain exposure to various information technologies. See how information systems can support business processes, examine their applications, explore the competitive advantages associated with information technology and address organizational and managerial implications. Learn how information and communication technology can help create new business models.

### **CORPORATE AND ENTREPRENEURIAL STRATEGY**

Why do some organizations fail while others succeed? Exploring the underlying principles of strategy analysis and formulation, including the analysis of industries and competition and the appraisal of firms' resources and capabilities represent core topics covered in this module. Megatrends of digitization (including AI) as well as sustainability (ESG) and their implications for strategy and competitive advantage are equally discussed, as new business models which emerge as a result of these mega trends.

### **NEGOTIATIONS**

Identify typical challenges and difficulties inherent to negotiation. Learn broad strategies to effectively manage these challenges and improve your skills as an effective negotiator.

### **GLOBAL STRATEGIES AND INNOVATION**

Multiple perspectives on global strategy and innovation are brought together in this integrative course. Theory and practice are bridged by the involvement of faculty and corporate executives, coupled with site visits to global companies and student projects.

### **GLOBAL TEAM PROJECT PRESENTATION**

Teams present the respective business plans which they have been working on over the past months.

### **CONTEMPORARY ISSUES IN GLOBAL BUSINESS**

Two day workshop on the future of business. This brings the students in contact with alumni and offers cutting-edge insights into trends shaping the future of global business.



# World class faculty – work with the best

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

Our Global Executive MBA faculty is comprised by some of the finest business minds in the world, drawn from an expert pool of professors from WU Vienna, the Carlson School of Management, and prestigious partner universities around the globe. Our faculty members are leaders in current business research and their latest findings are published in leading international journals.

## A SELECTION OF FACULTY MEMBERS\*

### Günter Stahl

Professor, WU Vienna,  
Austria

### Carmen Abril

Professor, IE Business School,  
Madrid, Spain

### Priti Pradhan Shah

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

### Rachna Shah

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

### Pervin Shroff

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

### Soumya Sen

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

### Paul Vaaler

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

### Phillip Nell

Professor, WU Vienna,  
Austria

### Svjetlana Madzar

Senior Lecturer, Carlson School of Management,  
University of Minnesota, Minneapolis, U.S.A.



\* Faculty members are subject to change

# Alumni voices

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Whether you are pursuing an Executive MBA to find your true career passion or to reach your pre-determined goals, the WU Executive Academy is an excellent partner for you.

“The Global Executive MBA opened my views on many topics and created friendships that still last. Being part of a group of professionals with years of work experience gave me the chance to absorb the knowledge from classmates, faculty, and guest speakers. As a part of this outstanding crowd, I could learn a lot. I highly recommend this experience to everyone as it shows the reality from different angles and definitely broadens your knowledge.”

#### TIMEA REICHER

Member of the Board of Directors, Slovnaft  
Retail Director Slovnaft, MOL Group

“This unique program really lives up to its name. By participating in the Global Executive MBA, I could definitely gain high returns from the variety of different global program modules. From first-class lectures to international residencies and projects, it provides everything an exceptional MBA program requires. Within my further career I could absolutely benefit from my acquired skills and knowledge in general management in daily business cases.”

#### PETER PIRKNER, EMBA

Senior VP Human Resources, OMV

“Especially in the highly competitive and innovation-driven IT and telecommunications industry, it was very difficult to find an MBA program to suit my ambitious educational needs as a senior manager. The didactic design, international focus, and outstanding faculty sustainably enriched my professional career.”

#### JOCHEN BORENICH, EMBA

Member of the Executive Board, K-Businesscom AG

“The Global Executive MBA offers a unique combination of experienced managers from various cultural backgrounds, as well as the unique global team project – an intense cross-cultural experience. My next career step came faster than I expected. As a result of my strengthened management skills and new expertise in global leadership, I was promoted to Chief Financial Officer of the Western Union International Bank.”

#### ANDREA HERRMANN, EMBA

CFO, Wiener Börse (Vienna Stock Exchange)



More inspiring career stories:

[executiveacademy.at/career-stories](https://www.executiveacademy.at/career-stories)





# Postgraduate benefits

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

## DOUBLE YOUR ALUMNI NETWORK

As a Global Executive MBA graduate, you join two vast alumni networks with a combined 60,000 members worldwide. This network provides the perfect foundation for establishing durable professional and personal relationships, building your own network of contacts, and strategically pursuing your career objectives.

## WU EXECUTIVE ACADEMY ALUMNI 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.

## CARLSON SCHOOL ALUMNI BENEFITS

As a Carlson School of Management graduate, you will have access to a global network of more than 55,000 alumni over 100 countries. There are ample opportunities for you to connect with fellow graduates through the Carlson School group on LinkedIn and to find out about alumni gatherings and events in your area. For those students interested in the U.S. job market, our Graduate Business Career Center can assist you with getting your resume or CV up to par.

## OUR CAREER PARTNERS

Aalto Partners, ABA Invest, Academia de HR, Accelor Consulting, Alexandra Deubner Coaching, Austrian Start-ups, 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

Both the Carlson School and the WU Executive Academy have 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:

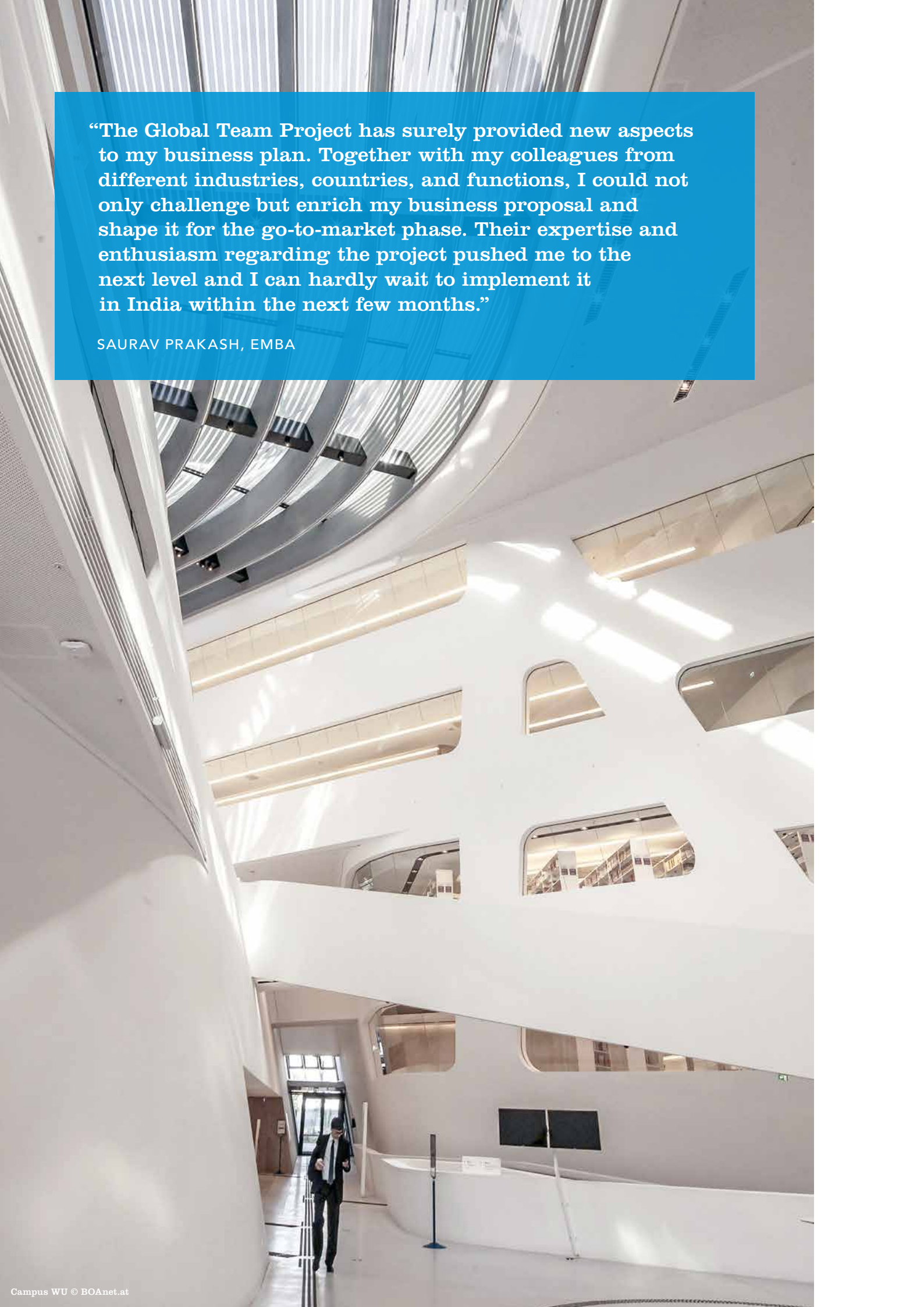
Accenture, Airbus, Andritz, Austrian Airlines, BMW, Boehringer Ingelheim, Borealis, Bosch, Boston Consulting Group, Coca-Cola, Danone, Deloitte, Deutsche Bank, EATON, Emerson, E.ON, Erste Group, Estée Lauder, Henkel, HP, IAEA, IBM, IKEA, KPMG, Magenta, Miba, McDonald’s, McKinsey & Company, Microsoft, 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](https://executiveacademy.at/alumni)

“The Global Team Project has surely provided new aspects to my business plan. Together with my colleagues from different industries, countries, and functions, I could not only challenge but enrich my business proposal and shape it for the go-to-market phase. Their expertise and enthusiasm regarding the project pushed me to the next level and I can hardly wait to implement it in India within the next few months.”

SAURAV PRAKASH, EMBA



# Support services and financing options

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## STUDY WITH THE SUPPORT OF TWO LEADING UNIVERSITIES

We place special emphasis on handling as many administrative details as possible on your behalf. We provide ongoing support throughout your studies and both alumni networks will help us support your continued development after graduation.

## UNIVERSITY LIBRARIES

The WU library is the largest for economics and business in Austria and ranks among the most extensive of its kind in German-speaking countries. The University of Minnesota library has received numerous honors. It provides a plethora of online resources for students and offers the support of Business Reference Librarians.

## 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 partial scholarships.

## SCHOLARSHIPS

Throughout the year, the WU Executive Academy offers targeted scholarships for groups of individuals as well as several partial scholarships to encourage academic excellence and leadership qualities. These scholarships awarded to applicants who can demonstrate a track record of outstanding achievements are need-based. 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.

## 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](https://www.executiveacademy.at/financing)





Minneapolis, U.S.A.



# Find out more

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

## ARRANGE A PERSONAL CONSULTATION

If you are interested in our MBA programs, you are invited to request a personal consultation with our learning & education experts, who can provide guidance on the program, application 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 on several occasions. Please contact us at [gemba@wu.ac.at](mailto:gemba@wu.ac.at) for an individual appointment.

## MBA FAIRS

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

## MBA INFO-SESSIONS

Throughout the year, the WU Executive Academy holds online and live info-sessions. 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](https://executiveacademy.at/events)



# Your application for the program

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## 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 Global 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](https://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.



# Information and contact

## WU Executive Academy

Vienna University of Economics and Business  
Welthandelsplatz 1, Building EA  
1020 Vienna, Austria

[gemba@wu.ac.at](mailto:gemba@wu.ac.at)  
[executiveacademy.at/gemba](http://executiveacademy.at/gemba)

## Carlson School of Management

Carlson Global Institute, University of Minnesota  
321 19th Avenue South, 2–210  
Minneapolis, MN 55455, U.S.A.

[cgi@umn.edu](mailto:cgi@umn.edu)  
[carlsonschool.umn.edu](http://carlsonschool.umn.edu)

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WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna, Austria  
[wu.ac.at](http://wu.ac.at)

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