

# Professional MBA Public Auditing



## FOR QUALITY IN AUDITING WITH A FOCUS ON DIGITALIZATION AND DATA SCIENCE

Public authorities and businesses find themselves in a phase of dynamic development. Digital change in society is taking hold and influencing all areas of life. Digitalization is progressing at a rate that must be taken into account at all levels. However, it is not only digital transformation. It is also the correct and professional handling of data that concerns both ourselves and all government-related agencies.

Data science and digital transformation have become an integral part of the working environment. Additional change in the field of public authorities is characterized by new performance processes, organizational forms, modified decision-making structures, responsibilities, and changed modes of communication. These changes are not just limited to Austria. In a European context, globalization demands sustainable development of both national administration and public economy.

This evolving environment brings new challenges for an up-to-date auditing field prepared for new developments. The theoretical and practical continuing education of all employees in public auditing institutions, at internal, university, and international level needs to be accorded the highest priority, and thus should be supported by all means available. The expediency of the state or public audit is also an issue for the European Parliament. In the interests of its audit, an effective and efficient budget execution needs to be secured.

In this setting, the Professional MBA Public Auditing provides an ideal entry into the field. In course of the program, executives embrace cutting-edge topics and the practical leadership skills that are essential to master the unique challenges of digitalization, data science, big data, and digital strategy that are so relevant as every industry is affected by this rapid transformation.

### Learn more about our innovative program

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# MBA Public Auditing Program Overview

## GET ON TOP OF YOUR BUSINESS

This MBA enables you to seize new opportunities, quickly adapt to new business environments, and overcome global challenges.

The program consists of two parts: the Business Core and the Specialization. The Business Core modules cover vital economic and business administration expertise alongside up-to-date management and leadership tools and techniques. The specialization modules provide profound knowledge, expertise, and competencies in the field of public auditing, data science, and digital transformation.

## KEY FACTS

<b>Lecturers:</b>	Experienced academics from WU Vienna and distinguished experts from the industry
<b>Language:</b>	English
<b>Duration:</b>	18 months, part-time
<b>Location:</b>	WU Executive Academy
<b>Academic</b>	Master of Business Administration
<b>Qualification:</b>	(MBA)

## SPECIALIZATION MODULES & CONTENT

### DIGITAL TRANSFORMATION (4 DAYS)

This program will give you an overview and understanding of the digital market, insights into new technologies, and the required mindset to drive digitalization in your business. You will learn the mechanisms of a successful implementation of digital processes and you will gain hands-on experience on how to start a project and measure its success in a short time.

### DATA SCIENCE (12 DAYS)

In times of digitalization where buzzwords such as business intelligence (BI) and marketing automation are omnipresent, companies are facing huge challenges: how can they optimize their decision-making-process on the basis of an overwhelming mass of data, originating from a wide variety of sources? The answer lies in data science.

In this hands-on program you will take your data skills to the next level, learn how to build big data pipelines as well as analytics processes, and apply what you have learned in the context of real projects. At the end of the program, you will be able to use all the methods dealt with and will have gathered an overview about the opportunities that open up as a data scientist. Data science will guide you and your company to the future and provide you with the knowledge and skills necessary to be your organization's data scientist. Help your company to get on the fast lane – master the big data challenge!

### SPECIAL ASPECTS OF PUBLIC AUDITING (4 DAYS)

Ensuring transparency, accountability, and inclusiveness in the use of government expenditure are key features of public auditing. This module presents and questions the theoretical basis of the most important national accounts figures and explains the legal framework of national accounts. You will work on aspects of data protection, data transparency, and the dissemination of data e.g. for scientific purposes as well as on approaches to the further development of national accounts. This specialization enables you to conduct performance audits in a professional manner.

Information on the Business Core modules is available on our website.



#### ACADEMIC DIRECTOR

**Harald Oberhofer**

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