## BUSINESS CORE

<table>
<thead>
<tr>
<th>4-Day Track</th>
<th>or¹</th>
<th>8-Day Track²</th>
<th>Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 19–25 Mon–Sun</td>
<td></td>
<td>October 19–25 Mon–Sun</td>
<td>Orientation &amp; Lift-Off</td>
</tr>
<tr>
<td>November 26–29 Thu–Sun</td>
<td></td>
<td>January 14–22 Thu–Fri</td>
<td>› Managing People</td>
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<tr>
<td>January 14–17 Thu–Sun</td>
<td></td>
<td>March 25–April 2 Thu–Fri</td>
<td>› Managing Organizations</td>
</tr>
<tr>
<td>February 18–21 Thu–Sun</td>
<td></td>
<td></td>
<td>› Competitive Analysis &amp; Strategy</td>
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<tr>
<td>March 25–28 Thu–Sun</td>
<td></td>
<td></td>
<td>› Entrepreneurship &amp; Innovation</td>
</tr>
<tr>
<td>May 6–9 Thu–Sun</td>
<td></td>
<td>June 24 – July 3 Thu–Sat</td>
<td>› Managerial Economics</td>
</tr>
<tr>
<td>June 24–28 Thu–Mon</td>
<td></td>
<td></td>
<td>› Data Analysis &amp; Decision Making</td>
</tr>
</tbody>
</table>

## SPECIALIZATION DIGITAL TRANSFORMATION & DATA SCIENCE

Besides the compulsory modules, participants choose one elective course. Dates and topics for the electives are available on our website.

<table>
<thead>
<tr>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 15–18 Wed–Sat</td>
<td>October 20–23 Wed–Sat</td>
<td>December 1–4 Wed–Sat</td>
</tr>
<tr>
<td>Digital Transformation</td>
<td>What is Data Science? Concepts &amp; Application Domains</td>
<td>From Data Science to Big Data</td>
</tr>
<tr>
<td>October 20–23 Wed–Sat</td>
<td>December 1–4 Wed–Sat</td>
<td>February 23–26 Wed–Sat</td>
</tr>
<tr>
<td>June 24–28 Thu</td>
<td>Master’s Thesis Submission Date</td>
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</tbody>
</table>
**Professional MBA**

**Digital Transformation & Data Science Student Profile**

### AVERAGE CLASS PROFILE

- **Age**
  - 34 years

- **Working experience**
  - 12 years

- **Leadership experience**
  - 5 years

- **International participants**
  - 70%

- **Male**
  - 60%

- **Female**
  - 40%

### MANAGEMENT LEVEL (%)

- **Top Management**
  - 9%

- **Middle Management**
  - 38%

- **Entry-level Management**
  - 15%

- **Self-Employed/Entrepreneur**
  - 0%

- **No personnel responsibility**
  - 38%

### NATIONALITY

- **Austria**
  - 30%

- **Russia**
  - 14%

- **Germany**
  - 8%

- **Slovakia**
  - 8%

- **Hungary**
  - 8%

- **Italy**
  - 8%

- **Ireland**
  - 8%

- **South Korea**
  - 8%

- **Romania**
  - 8%

### JOB FUNCTION

- 25% Operations Management
- 17% Marketing/Sales
- 17% IT
- 8% Strategic Management/Business Development
- 8% Finance/Accounting
- 8% General Management
- 8% Consulting
- 8% Administration

### INDUSTRY SECTOR

- 23% Industry/Manufacturing
- 15% Finance/Insurance
- 15% IT/Telecommunication
- 15% PGovernmental/NGO
- 8% Energy
- 8% Transport
- 8% Commerce
- 8% Consumer Goods

* based on last intake