

Professional MBA IT & Business Process Management

Executive Academy Vienna University of Economics and Business Administration



Master your processes. And connect IT & Business.

Executive Education at the Highest International Level

The Advantages of the Professional MBA (PMBA)

Structure & Content

The part-time Professional MBA program offers participants the opportunity to master the core “Business Fundamentals” while ensuring maximum flexibility to foster their individual needs and ambitions during the “Specialization” modules.

During the Business Fundamentals part, the first six months, participants focus on comprehensive core general management and leadership knowledge and techniques. Participants from different specializations may be combined for the Business Fundamentals modules.

During the Specialization part, 12 to 18 months in duration, participants may select one out of 12 specializations. The specialization modules allow participants to gain profound knowledge, competency and expertise in a chosen function or industry.

BUSINESS FUNDAMENTALS	SPECIALIZATION OPTIONS
9 modules, 6 months	12 – 18 months
<ul style="list-style-type: none"> • Managing People & Organizations • Data Analysis & Decision Making • Operations Management • Accounting • Financial Management • Marketing Management • Managerial Economics • Competitive Analysis & Strategy • Leadership & Ethics 	<ul style="list-style-type: none"> Accounting & Taxation Banking & Insurance Controlling & Finance Energy Management Entrepreneurship & Innovation Health Care Management IT & Business Process Management Marketing & Sales Project & Process Management Public Auditing Social Management Tourism Management

Strong Link to the Economy

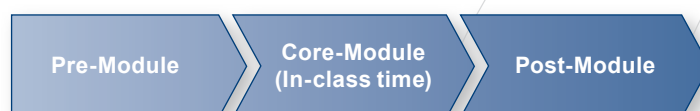
All specializations have been designed with the demands of current business practices in mind. Moreover, they aim to prepare participants for future changes arising from increasing environmental uncertainty and globalization. To this end, curricula have been developed by academics faculty in close cooperation with specialists and top executives from the corporate world.

International Faculty

Our lecturers consist of both international faculty and of top executives. World-renowned professors and professionals – each an expert in their own field – provide latest scientifically based knowledge and in-depth views of state-of-the-art application of management models.

Didactic Design

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



“Global competition and turbulence permeate today’s business. Personal competitive advantage depends on early recognition of relevant trends and continuous enhancement of skills. Our goal is to offer you both, a clear understanding of emerging trends and support in developing your personal knowledge and skills.”

Univ. Prof. Bodo B. Schlegelmilch, Ph.D., D.Litt., Dean WU Executive Academy

“Our part-time Professional MBA program provides profound understanding in core business fundamentals and maximum flexibility to foster our participants’ individual needs and interests during the ‘Specialization’ modules.”

Dr. Astrid Kleinhanns, Managing Director WU Executive Academy



Professional MBA in IT & Business Process Management

The Professional MBA in IT & Business Process Management is designed for professionals seeking a two-tier academic program that covers both business expertise and profound IT know-how. The program aims at creating a direct link between the business world and IT. This specialization allows participants to develop their own individual knowledge and skills to optimize corporate business processes.

Program Requirements

WU Executive Academy selection process seeks an overall balance between academic achievement, professional experience, international exposure, motivation and career vision. For candidates applying for the Professional MBA program, the following is required:

- Undergraduate degree equivalent to a bachelor (official university transcripts)
- Minimum of two years relevant work experience
- Excellent verbal and written English skills
- Letter of recommendation
- Completed application form
- Personal interview with the Academic Director

Target Group

- IT-responsible Board Members or Top Executives
- Managers of companies that apply SAP
- IT professionals, SAP users
- Business consultants, IT & IS consultants

Start

October, annually

Duration and Language

- 18 months plus master thesis
- Part-time
- English

Location

Vienna and Klosterneuburg

Program Fee

- The program fee is EUR 25,000.– and includes course materials, examination fee and break catering
- Accommodation and travel costs are excluded
- The program fee is exempt from VAT according to § 6 section 12 Austrian Value Added Tax Law



“Professionals in IT management are currently facing big challenges. In the future IT management will be a crucial component in reaching the quantitative and qualitative business objectives. IT strategies and processes will have significant impact in raising a company’s value. There is a new profession developing, which needs profound, tailor-made education to face the challenges of future.”

Prof. Dr. Alfred Taudes, Prof. Dr. Gustaf Neumann, Prof. Dr. Friedrich Roithmayr
Academic Directors, Professional MBA in IT & Business Process Management

Curriculum: Professional MBA in IT & Business Process Management

BUSINESS FUNDAMENTALS	Managing People & Organizations	<ul style="list-style-type: none"> Major concepts and issues in human resource management Building motivation and job satisfaction Building and influencing organizational culture
	Data Analysis & Decision Making	<ul style="list-style-type: none"> Collecting data and summarizing it Basic statistical procedures
	Operations Management	<ul style="list-style-type: none"> Methods of process analysis and design Concepts of productivity and tools for improvement
	Accounting	<ul style="list-style-type: none"> Concept and structure of financial statements Preparation and analysis of financial statements
	Financial Management	<ul style="list-style-type: none"> Financial markets and instruments Investment decisions and capital budgeting Capital asset pricing model
	Marketing Management	<ul style="list-style-type: none"> Marketing strategies Marketing instruments
	Managerial Economics	<ul style="list-style-type: none"> Principles of economics Analysis of supply and demand as drivers of markets and prices
	Competitive Analysis & Strategy	<ul style="list-style-type: none"> Value-based strategy as the basis for achieving and sustaining competitive advantage Development of strategic process and content design Competitive analysis
	Leadership & Ethics	<ul style="list-style-type: none"> Definition of leading and leadership styles Ethics and corporate social responsibility Leadership skills
SPECIALIZATION	Introduction	<ul style="list-style-type: none"> Overview and introduction on all courses
	Strategic Business Process Management	<ul style="list-style-type: none"> Information and process models Process oriented configuration of organizations Introduction and reference process modeling
	Business Process Management Solution Concept	<ul style="list-style-type: none"> Process analysis and design Process maps as business control units
	Strategic Management of Global Logistic Chains & Networks	<ul style="list-style-type: none"> Market development and business processes Planning concepts in ERP systems Architecture and functionality of SCM solutions
	Strategic Controlling	<ul style="list-style-type: none"> Controlling: functions, limits, add-ons The manager as controller - the controller as manager
	Project Management	<ul style="list-style-type: none"> Project initiation and project planning Executing, monitoring and controlling the project
	SAP Value Engineering & Case Studies	<ul style="list-style-type: none"> SAP value engineering methods Case study
	IT Strategy	<ul style="list-style-type: none"> Development and definition Realization and evaluation Business cases and SAP strategies
	Information & Knowledge Management	<ul style="list-style-type: none"> Function of information and knowledge management Tools and techniques
	Software Engineering & Architecture	<ul style="list-style-type: none"> Principles of hardware architecture Operating systems System availability and performance
	Business Service Architecture	<ul style="list-style-type: none"> The business network and SOA The future of business applications Enterprise SOA: architecture and development
	Marketing Engineering & Revenue Management	<ul style="list-style-type: none"> Positioning and pricing Methods for optimal bidding and contracting
	SAP ERP 6.0 / Business Intelligence / Supply Chain Management	<ul style="list-style-type: none"> Scope and capabilities of SAP (ERP 6.0), BI and SCM Solution
	SAP LAB Visit	<ul style="list-style-type: none"> Business innovation and SAP Research organization and research activities of SAP
MASTER THESIS	Topic is selected from the Business Fundamental or Specialization part of the program	

Organizers

WU Executive Academy

Executive Education at the Highest International Level

The WU Executive Academy is part of the Vienna University of Economics and Business Administration (WU) and combines business know-how and the resources of Europe's largest business university in its specialized continuing education programs for managers. The knowledge we provide is of immediate practical relevance and kept up-to-date through our research capabilities.

In February 2007, as the only Austrian University, WU received the international EQUIS accreditation. EQUIS is the leading accreditation system of the European Foundation of Management Development (EFMD). Excellent business schools and global companies are part of this foundation with the goal to accredit and develop quality in international business education.

The Professional MBA is part of a wider portfolio of programs offered by the WU Executive Academy. The goal is to advance individual careers through customized continuing education programs and to provide ongoing support for the development strategies for our client's organizations.

Our product portfolio includes:

- **MBA/LLM Programs**
- **Certificate Programs**
- **Corporate Programs**
- **Seminars & Congresses**

SAP Business School Vienna

The IT & Business Process Management specialization is offered in close cooperation with the SAP Business School Vienna (SAP BSV). The SAP BSV offers specialized professional seminars and courses. The entire MBA program is based on a modular system offering maximum financial flexibility and time management opportunities.

SAP Business School Vienna's partnerships with renowned universities ensure a successful combination of academic and current business practice know-how. SAP BSV has the reputation for successfully combining scientific theory and business practice for achieving added value in today's corporations. Worldwide networks ensure SAP BSV is at the forefront of business education, management thought and practice in the executive learning and contemporary leadership development areas. SAP BSV's consulting and boardroom experience keep them in touch with current national and international business issues.

SAP Business School Vienna's commitment for today and the future is to impart the highest educational standard of business process innovation and management development to the business world.



Excellent learning environment.
The program takes place at Palais Liechtenstein.

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“Successful companies need tailored IT-solutions to support their business. Business process management is the right approach to reach this target. This Professional MBA is an excellent initiative to prepare people with this competitive knowledge.”

Dr. Norbert Zimmermann

CEO, Berndorf AG



“Leaders are very often either business or technical oriented, depending on their education. The ideal career path of high potentials aims at taking the opportunity of turning weaknesses into strengths. This Professional MBA focuses on synergies between the business world & IT by applying process management and provides an outstanding management education.”

Robert Zadrazil

Member of the Board (COO), Global Banking Services (GBS), Bank Austria Creditanstalt