Professional MBA

Master of Business Administration
4 semesters – part time
3 semesters – full time

www.donau-uni.ac.at/professional-mba

over 15 Years
Professional MBA

Enterprises’ general circumstances and competitive situations are changing ever more rapidly. That’s why it is increasingly important for managers and entrepreneurs to have a repertoire of strategies, concepts, and tools that will enable them to lead their businesses responsibly and successfully going forward.

The Professional MBA conveys broad general management knowledge and functional or industry-specific know-how on the cutting edge of science and practice. The functional, management and strategic decision skills of students in the Professional MBA program are both further developed and consolidated.

The Danube Business School’s Professional MBA programs are designed to meet international standards and are oriented toward managers in or on the way to leadership positions who would like to complete a state-of-the-art general management education with specific specializations.

International Accreditation Agencies such as FIBAA and ACBSP certify our MBA programs’ quality. As a PRME member, we also comply with the six principles of responsible management education.

**Ranking:** 2014–2017 the Danube Business School’s Executive MBA has achieved the first place in Industriemagazin’s EMBA ranking.
Program structure

Core subjects

The Professional MBA program’s core subjects offer general management training aligned with international standards for aspiring top management.

MA Fundamentals of Management (ONLINE)
- General Management
- Accounting
- Cost Accounting

MT Business Analytics & Research Methods (ONLINE)
- Description and analysis of data, data collection
- Probability and valuations
- Descriptions of correlations
- Qualitative research methods

SM Strategic Management
- Strategic management
- The strategic development and strategic renewal process
- Global competitive dynamics: environment and industry analysis
- Core competences and organizational capabilities
- Development and defense of competitive advantages

EC Fundamentals of Economics
- Basics in Microeconomics
- Basics in Macroeconomics

BE Business Ethics
- Ethics and social criticism
- Ethics and globalization
- Sustainability and corporate social responsibility
- Ethical action and managing

CP Managing Complexity & Project Management
- Introduction to complex systems theory of organizations
- Dynamics and interactions of complex systems
- Scenarios, paradigms and trends
- Managing complex systems and decision making
- Project management

KM Knowledge Management & Innovation
- Basics related to knowledge society, knowledge management concepts and models
- The learning organization, core competences
- Actions in knowledge-based organizations, knowledge work and practice
- Innovation management: types, forms and sources of innovation
- Organization of innovation management
- Technology-based innovations: open innovation

Specialization subjects

In the specialization subjects, you expand or deepen your expertise and management knowledge in a corporate function or industry thereby bringing yourself to the cutting edge of science and practice.

HR Managing People
- Human resource management
- Recruitment and personnel development
- Performance Management and Personnel Assessment

LS Leadership
- Basic understanding of individual behavior: employee motivation, engagement and commitment
- Leadership styles, theories and instruments
- Contemporary approaches to leadership
- Communication and Feedback
- Group processes and interactions

TM Transformative Management
- Economy and management
- Management in diverse markets
- Interaction of overall economy and corporation
- Globalization and economic policy

IB International Business
- Globalization drivers and motives for internationalization
- Risks and challenges of international business activity
- Intercultural management
- Global market dynamics and internationalization of the value chain

CR Controlling and Reporting
- Designing a budget preparation and planning cycle
- Controlling for corporate management practice
- Finance plan, profit planning and liquidity planning
- Projected balances budgeted balance sheet
- Key financial ratios

FN Corporate Finance
- Financing and financial planning
- Static and dynamic investment accounting
- Significance of private equity and venture capital for corporations
- Business cooperations and acquisitions; due diligence perspectives

MM Marketing Management
- Strategic marketing
- Differentiation and positioning strategies
- Marketing management
- Distribution
- Communication

EC Fundamentals of Economics
- Basics in Microeconomics
- Basics in Macroeconomics

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Master’s Thesis

Writing and defending a theory-based, practice-oriented Master’s Thesis according to scientific criteria.
Program description

Core and Specialization subjects

The core subjects offer you a comprehensive state-of-the-art foundation in business, management and leadership that allows you to gain profound knowledge and skills for your future career. Two Subjects are typically taught in 6-day intensive blocks. Each subject consists of a blend of academic theory, practitioner’s input, case studies and discussions that allow for an optimized learning experience.

The Professional MBA program is distinguished by its modular structure: 12-14 core subjects (general management) and 6-8 specialization subjects, which are basically completed in four semesters (part time) or two semesters (full time) plus Master’s Thesis. The core subjects are offered in both German and English.

The 6-8 specialization subjects have industry- or function-specific contents. They promote knowledge transfer between experts in their industry or function.

On-campus/Off-campus work

The didactic design of our MBA program consists of pre, core and post subject work to ensure an efficient transfer of knowledge. This requires preparation before each subject (i.e. case studies and/or readings), intense face-to-face interaction and discussion in the classroom during the subject (i.e. student-faculty interaction, peer learning) and reflective post-processing (i.e. home assignments) after each subject to maximize your learning experience.

Study trips

One of the core subjects may be replaced by a study trip.

Danube Business School offers study trips to Silicon Valley and Vancouver every year.

Master’s Thesis

At the end of the MBA program you are required to write a Master’s Thesis. The thesis is intended to deepen your knowledge within a specific subject area and to prove that you are able to master a scholarly research endeavor. By doing so you demonstrate that you can work on complex management challenges that are often related to the company they work for. You will work on your thesis remotely with feedback from your academic advisor.

Degree

On successful completion of the core and specialization subjects as well as the approbation of the Master’s Thesis the academic degree “Master of Business Administration” (MBA), will be awarded.
Professional MBA

Target group
You're a manager, have several years of professional experience and want to prepare yourself for a future leadership position or start a company. You want to combine your management knowledge with cutting edge research and practice, as well as the option to specialize in individual management areas.

Admission prerequisites
Qualifications
> Austrian or equivalent foreign academic degree (Magister, Bachelor)
> two years of professional experience
> At least six years of professional experience with qualification equivalent to an academic degree
> Very good knowledge of English

Application
You’ll find all necessary details for the application process on our homepage and can download application form, letter of intent and the Europass CV description.

Scholarships/Tax advantage
www.donau-uni.ac.at/dbs/scholarships

Alumni Club
The Alumni Club is an international network of all graduates from Danube University Krems, which provides you with contacts you can use during and after your MBA studies.
www.donau-uni.ac.at/alumni

Good reasons for the Professional MBA
> Focus on practice-oriented management knowledge
> State-of-the-art instruments and methods
> Sharpening your strategic decision-making skills
> Studying part time
> New network through the Alumni Club
> Inspiring learning environment
> University MBA degree

Danube University Krems
The University for Continuing Education

Students with professional experience
Students at Danube University Krems fulfill high standards. On average, they are 40 years old, have several years of professional experience and mostly also advanced educational qualifications (from a university, a college of applied sciences or an academy).

Innovation and the highest quality standards
Danube University Krems devotes itself to the societal, organizational and technological challenges of our time, developing innovative study programs that are both market and client oriented. All programs offered by us are characterized by the highest quality standards, the combination of scientificity and practice-oriented approaches as well as by innovative teaching and learning methods.

Research for teaching
Danube University Krems is first and foremost dedicated to transferable and application-oriented research in specialized subject areas. Furthermore, our research activities ensure vigorous cooperation with universities, businesses as well as other public institutions.

Unique studying environment
Danube University Krems is situated 80km away from Vienna and lies in one of Europe’s most beautiful cultural landscapes – the Wachau river valley. The state-of-the-art converted building of the former Stein tobacco factory, a typical industrial structure dating back to the early 20th century, as well as the new facilities located on the Campus Krems offer an open-space environment conducive to innovation and motivation.
Danube University Krems specializes in part-time academic continuing education. As a public university for continuing education, it works with its expertise in teaching and research to overcome societal challenges and tailor its study programs to address them. The master programs and short programs cover nine fields of study and meet the specific requirements of working professionals. With 8,000 students coming from 85 countries, Danube University Krems combines its many years of experience in university-based continuing education with innovation to provide outstanding quality in research and teaching at an international level. The university holds the AQ Austria quality seal. Situated 80 km from Vienna in the alluring world heritage region Wachau, Campus Krems is a highly attractive location.

Information
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