Executive MBA

Executive Master of Business Administration – 4 semesters, part time

www.donau-uni.ac.at/executive-mba
Following the famous Austrian-American management author’s theories on management and innovation, students learn to understand the importance of innovation for businesses and society.

The innovative EMBA curriculum is designed to meet the latest international education standards in the business field and is oriented toward leaders who aim to deepen and broaden their general management expertise and competences - for those who want to enhance their leadership position or may wish to found their own company.

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

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

**EMBA Milestones**

> 2017: First time accredited by ACBSP (Accreditation Council for Business Schools & Programs)
> 1997: First time accredited by FIBAA (Foundation for International Business Administration Accreditation)
> 1991: First EMBA “Executive MBA Central Europe” at Danube University Krems started

"Management is doing the things right, leadership is doing the right things."

Peter Drucker
10 seminal reasons for the Executive MBA

> Orientation toward leadership, innovation and entrepreneurial mindset
> Focus on practice-oriented management & leadership skills
> State-of-the-art instruments and methods taught by top-notch faculty and practitioners
> Commitment to team learning and knowledge transfer
> International orientation and inspirational international study modules
> Sharpening your strategic decision-making skills
> Studying part time while you pursue your professional career
> New influential network through the Alumni Club
> Inspiring learning environment
> Double accredited university EMBA degree

Your steps to your EMBA degree

Business Fundamentals (ONLINE)
General Management Modules
Executive Modules
Master’s Thesis
State-of-the-art curriculum for innovative leaders for...

The Executive MBA program’s courses offer state-of-the-art general management education aligned with international standards for aspiring top management. The leader’s program is distinguished by its modular structure: 17 on-campus courses and 1 or 2 international study trip(s). The program which is normally completed in four semesters is designed as part time study program. One module consists of several courses and comprises six days of intensive learning and experienced based knowledge transfer.

The Core Courses

- **Business Fundamentals (ONLINE)**
  - Fundamentals of management
  - Fundamentals of analytics and economics

- **Applied Managerial Economics**
  - Economics and management
  - Interaction of macro economic trends and the corporation
  - Globalization and economic policy

- **Corporate Finance**
  - Financing and financial planning
  - Static and dynamic investment accounting
  - Significance of private equity and venture capital for corporations
  - Corporate alliances, mergers and acquisitions; due diligence perspectives

- **Marketing Management**
  - Strategic marketing management
  - Differentiation and positioning strategies
  - Pricing strategies and distribution management
  - Marketing communication
  - Building brand value

- **Business Ethics**
  - Ethics in global business
  - Ethics and social criticism
  - Sustainability and corporate social responsibility
  - Foundations of ethical management
  - Building brand value

- **Business Analytics and Research Methods**
  - Describing and analyzing data
  - Probability and valuations
  - Applied descriptive and inferential statistics
  - Qualitative research methods

- **Controlling and Reporting**
  - Budgeting and planning cycle
  - Controlling for corporate management practice
  - Financial, profit, and liquidity planning
  - Projected and budgeted balance sheets
  - Key financial ratios

- **Strategic Management & Development**
  - Strategic management foundations
  - Strategy process and strategic innovative renewal.
  - Core competencies and organizational capabilities
  - Gaining and sustaining competitive advantage

- **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

- **Managing Complexity**
  - Complex systems theory in organizations
  - Dynamics and interactions of complex systems
  - Scenarios, paradigms, and trends
  - Managing complex systems and decision making

“For me, as a medical doctor, the Executive MBA of Danube University Krems opened the door to the world of business management. The ability to share with and learn from colleagues, combined with looking beyond one’s own nose is essential to succeed in today’s business and professional environment. When I think of the program, one particular area of classroom study that impressed me was considering a specific problem but developing a variety of ways to understand and solve the issue. Additionally, a real success factor in the program, is the focus on the connection between economic thinking and leadership skills. Teaching methods on the program support sustainable study.”

Univ.-Prof. Dr. med. Daisy Kopera, MBA
The Executive Courses

Experiential LAB - for Generative Leadership
- "Look behind the curtain" of individual & collective development: cutting-edge experiential, interactive learning in the present moment
- Collective intelligence and complexity: exploring variety, holding and transforming differences
- Systemic impact and power: perceiving and transforming patterns & power structures
- Awakening somatic intelligence for creating organizational cultures of renewal & fostering generative change
- Resonant & effectual leadership

International Study Program in SILICON VALLEY – US
- Global knowledge transfer for leaders: "Entrepreneurship in the US"

Leadership LAB - for Learning Transfer
- Space for reflecting experiences in course 4a and transfer into organizational practice
- Exploration of contemporary concepts of leadership (leading change, complexity, culture) and application to own organizational context
- Selected fundamental leadership concepts (conflict, feedback, power and positive interaction)

Venture Capital & Private Equity
- Business model: evaluation and monetization
- Valuation methods: tools and approaches
- Funding and financing: sources and agreements
- Exit strategies
- Venture capital/private equity industry

Global Business Dynamics
- Global competitive dynamics
- Globalization drivers and internationalization strategies
- Environment and industry analysis in a global setting
- Emerging markets and future players
- Integration responsiveness dilemma

Leading Strategic Business Change
- Strategy implementation and monitoring
- Strategic challenges
- Organizational culture and strategy
- Reconstructive strategy concept

Strategic Innovation Management
- Effective strategies for exploiting innovation
- Developing scenarios for enabling innovation in real world contexts
- Skills to identify, evaluate and resolve issues to poor innovative performance

Leadership - Concepts and Change I
- Understanding, experiencing and applying key concepts of leading organisational change
- Visionary, inspirational and stimulating change leadership
- Energising leadership strategies for and in change
- Leading business transformations

Leadership - Concepts and Change II
- Leader-follower co-creation of effective change leadership
- Responsible leadership and ethical challenges in change
- Personal leadership development and self-leadership in organisational change

International Study Program in SILICON VALLEY – US

Learning Outcome
The purpose of the module is to assess the nature and genesis of entrepreneurship in a number of different businesses. Likewise the purpose is to examine new environments of creativity and innovation.

Program
The program combines courses at Stanford University and site visits; it is an inspiring blend of theory and practice by top-notch academic input and down-to-earth site visits, illustrating both best practices and potential failures.

Stanford University is one of the world’s leading teaching and research universities. Since its opening in 1891, Stanford has been dedicated to finding solutions to big challenges and to preparing students for leadership in a complex world.

Students attend lectures at Stanford University with internationally renowned professors and gain inputs from and in interaction with successful entrepreneurs, venture capitalists and business angels. Numerous company visits from start-up companies to well established successful companies such as Facebook, Google, Airbnb and the NASA research are part of the program.

International Study Program in VANCOUVER – CANADA

University of British Columbia (UBC) - Sauder School of Business
(Option to the courses “International Business” and “Venture Capital & Private Equity” at DUK campus)

Learning Outcome & Course Goals

Course 1: Mergers & Acquisitions
With this course, students learn to identify motives of transactions and to apply different valuation techniques in M & A settings and know when and where to apply them. Students will be enabled to recommend and justify a method of payment and financing packages for a deal and understand tactics for friendly negotiations and hostile transactions and also the role of legal environment and good corporate governance. Furthermore students will be able to propose a plausible M & A transaction including motivation, valuation, structuring and integration.

Course 2: Entrepreneurial Finance and Private Equity
The primary objective of the course is to provide an understanding of the concepts and institutions involved in private equity investing. The course surveys venture capital, leveraged buyouts, as well as other types of private equity financing. We will examine all the main challenges faced by private equity investors: forming a private firm and fundraising among institutional investors, screening deal opportunities and interacting with entrepreneurs/managers, structuring deals. I will try to minimize the amount of lecturing along the course and concentrate on the case method to study practical aspects of important topics in private equity.

...a promising sustainable career.
Grounding in Business Fundamentals.

Business Fundamentals ensure that all students have the same level of knowledge before starting with the core modules. It allows you to comprehensively refresh or update your knowledge in the subjects General Management, Management Accounting, Cost Accounting, Economics, Business Mathematics and Statistics.

Applying on-campus/off-campus work.

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

Launching career - academic completion.

The academic degree of Executive Master of Business Administration (EMBA) is awarded after successful completion of the core modules, the specialization modules and approval of the master’s thesis.

Master’s Thesis

Writing and defending a theory-based, practice oriented master’s thesis according to academic criteria. Students select a business or leadership related topic from their professional environment and apply the knowledge from the program.
Target group
As an experienced manager with some leadership experience, you want to enhance your leadership position or may wish to found your own company. Your existing management knowledge meets insights of cutting edge of research and practice allowing you to hone your own strategic decision making and leadership skills.

Admission prerequisites
Qualifications
Austrian or equivalent foreign academic degree (Magister, Bachelor), five years of professional experience and three years of leadership experiences.
or
At least eight years of professional experience with qualification equivalent to an academic degree and 3 years of leadership experiences. Very good knowledge of English.

Personal interview
If you meet the admission criteria after review of the application documents, you will be invited to an interview to Danube University Krems or via Skype.

Application
We kindly ask applicants to submit your Europass CV, letter of intent and application form. These documents are available as download on the homepage.

Alumni Club
The Alumni Club is an international network of all graduates from Danube University Krems, whose contacts you can use during and after your MBA studies.
www.donau-uni.ac.at/alumni
Danube University Krems is specialized in academic continuing education and offers exclusive master’s programs and courses in the fields of Medicine, Health and Social Services, Economics and Business Management, Law, Administration and International Affairs, Education, Media and Communication as well as Arts, Culture and Building. With more than 8,500 students and 17,000 alumni from 90 countries, Danube University Krems is one of the leading providers of structured courses throughout Europe. The university combines more than 20 years of experience in postgraduate education with innovation in research and teaching. Krems is located in the unique natural and cultural landscape of the Wachau Region, eighty kilometers outside of Vienna.

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