

MBA General Management (One Year MBA)

Master of Business Administration – MBA
3 semesters, part time | 2 semesters, full time

www.donau-uni.ac.at/mbagm





MBA General Management (One Year MBA)

Are you ready to take the next step in your career? Our General Management Program offers management training based on international standards for prospective managers. Invest in your future by acquiring business knowledge that is both theoretically sound and highly practical. The program offers a management education that fosters students' professional and personal development and enables them to acquire the skills necessary to take on management roles.



„Danube Business School (DBS) strives to play a leading role in the field of management training/executive education throughout Europe and sets the standards for relevant management programs tailored to individual learning needs with its state-of-the-art curricula.“

— Prof. Dr. Barbara Brenner

The Study Program

The modules of this General Management core curriculum can be taken in blocks and completed within one year. The compulsory modules each last two days and are offered in blocks of four days each with another module. Alternatively, this study program is also offered as an online distance learning option.

12 compulsory modules “General Management” (36 ECTS)

with the basics of business administration and economics as well as content from core disciplines such as controlling, strategy, marketing, HR, business ethics, managing complexity, etc.

2–3 elective modules “General Management” (9 ECTS)

that you can choose from the comprehensive core curriculum, e.g. transformative management, international business, business law, study trips, etc.

MBA Thesis (15 ECTS)

Qualification profile

Graduates of the “MBA General Management” are able to

- > discuss interrelationships between the core disciplines of business administration and aspects of cross-cutting economic and societal issues,
- > to categorize the methods of action acquired in business practice by dealing with the theoretical foundations and to link them with new findings,
- > to apply theoretical knowledge from the core disciplines of business administration, economically relevant societal cross-cutting issues and their chosen specialization in independent planning and implementation in their areas of work and in projects as managers,
- > identify key cross-sector challenges and develop appropriate approaches,
- > analyze their personal and professional management skills in self-reflection and derive potential for development from this,
- > systematically develop solutions to practical problems in an original written paper using the knowledge they have acquired.

Quick Facts

Degree

Master of Business Administration – MBA

Language

Blended Learning: German or English

Location

Blended Learning: University for Continuing Education Krems

Duration

3 semesters, part time | 2 semesters, full time

ECTS credits

60

Costs

Blended Learning: EUR 17.900,-

There is the option of initially enrolling in the certificate program “General Management College”. The modules completed can be credited towards the MBA study program at a later stage in terms of content and funding.

Learning format

- > Blended learning (classroom teaching with preparation and follow-up phases, German or English)
- > Distance Learning (online flexible learning, only German)

Target group

Managers who already have an academic degree and want to acquire current and broad management knowledge quickly to advance their careers

Admission requirements

- > Completed university degree and
- > Two years of qualified professional experience

Accreditation





The University for Continuing Education KREMS specializes in academic continuing education for working professionals. As a public university for continuing education, it works with its expertise in research and teaching to overcome societal challenges and tailors its study programs to address them. The continuing education study programs cover ten fields of study and meet the specific requirements of students with work experience. With over 8,000 students coming from 90 countries, the University for Continuing Education 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 60 km from Vienna in the alluring world heritage region Wachau, Campus KREMS is a highly attractive location.

Information and Registration

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