



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 tailors 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.

Danube University KREMS
The University for Continuing Education



MBA

Master in Business Administration

2 semesters full-time, 3 semesters part-time

www.donau-uni.ac.at/miba

Personal Advice and Application

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One-year MBA program

The one-year MBA program “Master in Business Administration” has been designed for university graduates who want to enhance their employment and career prospects. In its full-time version it takes you only 1 year to your MBA degree.

Within 14 subjects you will be provided with state-of-the-art know-how in the interdisciplinary field of general management with a strong emphasis on practice. The program will prepare you for taking up management and leadership positions and improve your international network.



General Management Modules

Fundamentals of Management (online)

- > General Management
- > Accounting
- > Cost Accounting

Business Analytics & Research Methods (online)

- > Economics
- > Business Mathematics and Statistics
- > Research Methods

Controlling & Reporting

- > Concept of a Budget Compilation and/or a Planning Cycle
- > Applied Controlling
- > Profit Plan, Finance Plan, Liquidity Plan
- > Budgeted Balance Sheet
- > Concept of Profit- and a Liquidity-Plan for several years
- > Ratios

Corporate Financial Management

- > Financial Statement Analysis and Financial Planning
- > Capital Structure
- > Valuation of Future Cash Flows
- > Mergers and Acquisitions

Strategic Management

- > Introducing Strategy and the Global Context
- > Strategic Analysis in a Global Competitive Context: The Market-based View
- > Resources and Capabilities: The Resource-based View
- > The Balanced Scorecard as a Strategy Tool
- > Blue Ocean Strategy

Marketing Management

- > Strategic Marketing
- > Differentiation and Positioning
- > Brands, Pricing Strategies, Marketing Channels, and Communication Strategy

Fundamentals of Economics (Managerial Economics)

- > Describing and Analyzing Data
- > Probability and Estimated Values
- > Description of Correlations
- > Qualitative Research Methods

Business Ethics

- > Ethics and Social Critique
- > Ethics and Globalization
- > Sustainability and Corporate Social Responsibility
- > Ethical Conduct and Management

Managing People

- > HRM as a Fundamental Business Function
- > Different Roles of HR and Crucial HR Functions: Recruiting and Developing the Right People
- > Feedback, Criticisms, Severance Talks
- > Personnel Development Tools: Application and Reflection

Leadership

- > Motivation of People at Work, Engagement, Commitment
- > Leadership Theories, Leadership Success
- > Contemporary and Dysfunctional Leadership Theories/Styles
- > Group Dynamics and Interaction with Others

Transformative Management

- > Transformation Drivers Transformative Strategy
- > Business Model Perspective on Innovation and Transformation
- > Leading Transformation

International Business

- > Drivers of Market Globalization, Motives for International Expansion
- > Risks and Challenges of International Business
- > Cross-Cultural Management
- > Dynamics of Global Markets and Internationalization of a Firm's Value Chain

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

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

Target Group

University graduates holding a non-economic degree who want to enhance their employment and career prospects.

Admission Requirements

The following requirements must be fulfilled for admission on the Master in Business Administration program:

- A completed domestic or equivalent foreign university course in any branch of study with at least 240 ECTS, or a domestic or equivalent foreign Bachelor's degree in any branch of study and continuing studies to a total of min 240 ECTS; or
- A completed domestic or equivalent foreign university course in any branch of study and continuing studies to a total of min 210 ECTS and one year of professional experience in the relevant field; or
- A completed domestic or equivalent foreign university course in any branch of study and continuing studies to a total of min 180 ECTS and two years of professional experience in the relevant field.
- Furthermore, the following online subjects offered by the Department for Management and Economics must be successfully completed:
 - > Fundamentals of Management
 - > Fundamentals of Analytics and Economics
- Passing the Inbound Test as a prerequisite for the learning outcomes after completing the studies (Outbound Test).

Application

- Please send by Email:
- > Application form
 - > Europass-CV
 - > Letter of Intent
 - > Copies of your credentials
 - > Copy of your passport

Personal Interview

After evaluation of the application documents you will be invited for an application interview (by personal appearance, phone or Skype).

Languages

German and/or English

Start

Rolling Admission

Degree

Master of Business Administration (MBA)

Duration

2 semesters full-time, 3 semesters part-time

ECTS Points

60 ECTS

International Students

Information on entry, residence and admission:

www.donau-uni.ac.at/dbs/internationalstudents

Master's Thesis

The program concludes with writing and defending a master's thesis on a business-related and practice-oriented topic, in accordance with academic criteria and applying knowledge gained through attending the program.

Study Trips

Danube Business School offers study trips to several destinations:

- > Shanghai
- > Boulder Colorado
- > Vancouver

The study trips to Shanghai and Boulder Colorado are equivalent for a half core module, the Vancouver study trip represents an entire module. (The participation in a study trip has to be set in the learning agreement prior to the start of the program).

Program Structure

Business Fundamentals (Online)



Acceptance



6 Modules General Management



Master's Thesis



Master of Business Administration (MBA)