



EMBA

Executive MBA

Executive Master of Business Administration – 4 semesters, part time

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



PRME





Lead innovatively. Learn globally. Act strategically.

“Management is doing the things right, leadership is doing the right things.”

Peter Drucker

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



Your steps to your EMBA degree

Business Fundamentals (ONLINE)



General Management Modules



Executive Modules



Master's Thesis

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



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

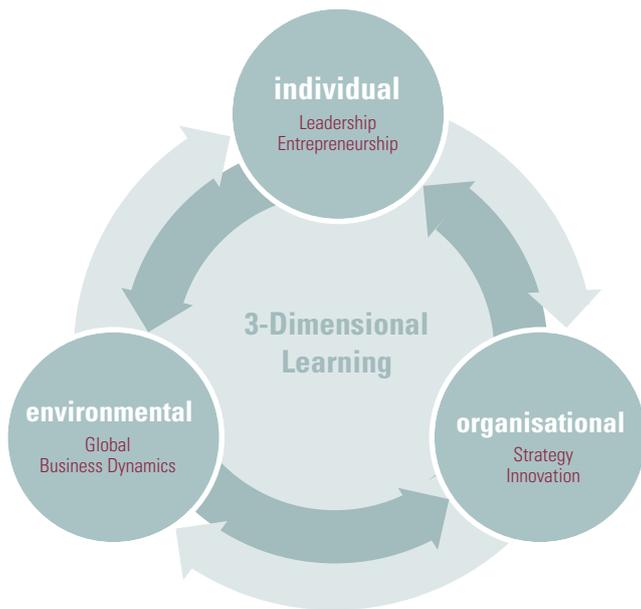
With this course, students learn to identify motives of transactions and to apply different valuation techniques in M & A settings and know when and where to apply them. Students will be enabled to recommend and justify a method of payment and financing packages for a deal and understand tactics for 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.

3-Dimensional Learning Model



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.

