



# Professional MBA

## Project Management

**WU**

**EXECUTIVE  
ACADEMY**



# Welcome to the Professional MBA Project Management

The Professional MBA Project Management is a perfect blend of core business, management and project management courses. It provides you with key expertise, enabling you to enhance and perfect your project management and social skills. You sharpen your understanding of how to lead teams and individuals in projects and learn to deal with the interests of different project stakeholders. Moreover, you get to better understand the need for a paradigm shift towards sustainable development for project-oriented organizations.

## GENERAL STRUCTURE

The Professional MBA consists of a two-tier structure: Business Core and Specialization with a total of 26 modules over 18 months. Most of the modules are 4 days in duration – Thursday until Sunday. During the modules, teaching usually takes place every day from 8:30 am to 5:30 pm. For many of the modules, we invite top managers as guest speakers to enrich our programs with their insights into management practice.

## RESPONSIBLE LEADERSHIP

Responsible leadership is an integral part of the curriculum. You will gain the necessary leadership tools and know-how to take sustainable decisions and become a better leader.

## MASTER THESIS

At the end of the MBA program, you are required to write a master thesis. The thesis is between 60 and 80 pages and takes approximately six months to complete. You will work on it remotely with constant feedback from your academic advisor over e-mail.

BUSINESS CORE				
Managing People	Data Analysis and Decision Making	Operations Management	Global Markets	Entrepreneurship and Innovation
Managing Organizations	Financial Reporting	Controlling	Information System Management	Leadership
Competitive Analysis and Strategy	Financial Management	Marketing Management	Managerial Economics	Ethics and Corporate Social Responsibility
SPECIALIZATION				
Project Management Methods	Project Organization		Project Leadership	
Project Management as a Process	Managing Project Risk & Discontinuity		International Project Management	
Preparation for Project Management Certification	Project Stakeholder Management		Change Management & Projects	
Project-Oriented Management			Project Management Lab	
MASTER THESIS				



# Program overview

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“Sustainable development principles play an important role in contemporary project management when it comes to ensuring the chances of project success by balancing economic, ecological and social interests often represented by different project stakeholders. Designed around the specific requirements of executives, the Professional MBA Project Management places particular emphasis on the application of theoretical concepts and up-to-date methods to real-world situations encountered by students in their everyday professional practice, and on practical project work.”

**Associate Prof. Dr. Martina Huemann**  
Academic Director, Professional MBA Project Management

## TARGET GROUP

- › Project and program managers who want to deepen and refresh their knowledge
- › Experts and engineers who are eager to enhance their leadership and management skills
- › Executives and managers who are in charge of developing project management capabilities, or who are responsible for making change happen in their organizations
- › (Project) management consultants and trainers who wish to update and enhance their knowledge

## APPLICATION REQUIREMENTS

- › Undergraduate degree, equivalent to a bachelor's degree
- › Minimum of three years of relevant work experience
- › Proficiency of written and spoken English

## AVERAGE STUDENT PROFILE

- › Age: 33 years
- › Working experience: 10 years
- › International participants: 55%
- › Female/Male: 20%/80%

## DURATION

- › 18 months, part-time
- › Modules of 2–6 days

## CONTACT

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# Study at Europe's largest business university

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## AN INVITATION TO STUDY AT THE WU EXECUTIVE ACADEMY

The WU Executive Academy is part of the Vienna University of Economics and Business (WU Vienna) which was founded in 1898. It is Europe's largest business university and enjoys an excellent international reputation based on over a century of experience.

Being part of WU Vienna, the WU Executive Academy provides access to the expertise of some 700 faculty members and countless experts in over 200 partner universities worldwide.

## INTERNATIONAL ACCREDITATIONS AND LANDMARK QUALITY STANDARDS

As part of WU, the WU Executive Academy is AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accredited. EQUIS is an internationally recognized accreditation system offered by the European Foundation of Management. Moreover, the outstanding quality of its MBA programs has been recognized by AMBA (Association of MBAs) awarding its renowned global accreditation.

## RECENT ACHIEVEMENTS

- › Financial Times Business School Ranking (2014):  
# 42 in Europe
- › Financial Times Executive MBA Ranking (2015):  
# 44 worldwide  
# 7 work experience of the students  
# 17 international students  
# 17 international course experience
- › Handelsblatt Business Administration Ranking (2014):  
# 4 in research in Germany, Austria, Switzerland

## OUR NEW CAMPUS

In September 2013 the WU Vienna moved to the new Campus WU. Located near the city center and bordering one of Vienna's largest parks, the new campus combines urban life and a top infrastructure for an ideal studying environment.

The WU Executive Academy building was designed by the Spanish architects NO.MAD Arquitectos. Their vision resulted in a square-sided tower comprising seven floors, featuring a front facade made of glass and aluminum. Both sky and nature are mirrored in the building, which blends well into its surroundings. Our new campus offers world-class facilities and resources to our students, enabling us to provide top-notch executive education programs.







Campus WU © BOAnet.at



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# Alumni voices

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"I finally opted for the Professional MBA Project Management because I wanted to acquire those theoretical skills I lacked in this field and add them to my practical knowledge I had at that time. In particular, I liked the immediate practical relevance of the individual modules enabling me to instantly apply this new professional expertise in my everyday projects in plant construction. Moreover, the modules with a focus on social skills enabled me to master difficult situations in dealing with delicate project teams, customers and suppliers."

**WERNER HOCHREITER, MBA**

Project Management/Engineering,  
Andritz AG – Automation, Austria

"The ever increasing importance of project and process management in corporations such as Raiffeisen-Leasing Austria was the trigger for me to go for more in-depth training in these areas. As the market leader, we are faced with the challenge of successfully implementing international financing projects with severe cost and time restraints. In addition, we also strive for ongoing optimization of our key processes in the high-volume vehicle and equipment leasing business. Specialized education is absolutely necessary to master these challenges. This certainly made the case for me: with the support of my employer, I was attending the Professional MBA Project Management and, with our company motto 'there is always room for improvement' in mind, will apply the knowledge acquired in my typical work day."

**ALEXANDER HARTNER, MBA**

Head of Operations Standard Leasing/  
Contract Management Standard,  
Raiffeisen-Leasing, Austria

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# Curriculum – Specialization

## Project Management

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### PROJECT MANAGEMENT METHODS

Projects are temporary organizations and social systems that require a multi-methods approach. Overview of state-of-the-art project management methods.

### PROJECT ORGANIZATION

Overview of traditional forms of project organization, modern design elements such as empowerment, partnering, integration, virtuality; the roles of project managers, teams, and owners; project and program organization.

### PROJECT LEADERSHIP

Overview of leadership theory in the context of projects; project managers as leaders without formal authority; leadership in projects and their specific features such as goal orientation, temporariness, high uncertainty, dynamism, dealing with change, team orientation, etc.

### PROJECT MANAGEMENT AS A PROCESS

State-of-the-art processes and methods for project planning, project controlling and project closing. Typical and specific designs of these processes; values like transparency, participation, traceability.

### MANAGING PROJECT RISK & DISCONTINUITY

In-depth overview of cost planning, risk management and project discontinuity resolution. Risk identification and risk analysis, scenario techniques and alternative project plans.

### INTERNATIONAL PROJECT MANAGEMENT

Overview and comparison of international project management approaches: International Competence Baseline (ICB) of the IPMA; Project Management Body of Knowledge (PMBoK) of the PMI and Projects in Controlled Environments (Prince2) of the OGC.

### PREPARATION FOR PROJECT MANAGEMENT CERTIFICATION

Preparation for certification: overview of the exam content (IPMA – International Project Management Association or PMI – Project Management Institute).

### PROJECT STAKEHOLDER MANAGEMENT

Differences between stakeholder management in general and project stakeholder management, strategic implications. Methods for managing project stakeholders: classification and prioritization of project stakeholders, stakeholder engagement activities, project marketing, project communication, etc.

### CHANGE MANAGEMENT & PROJECTS

Various types of change within permanent organizations, definition of change processes and organizational design to manage changes. Transforming vs. radical new positioning, dealing with resistance to change and analysis of the relationships between changes and projects.

### PROJECT-ORIENTED MANAGEMENT

The project-oriented organization: strategies, structures, cultures, specific processes and methods. Project portfolio management, project management office, specifics of HR-management; challenges facing an organization that applies temporary and permanent structures, and modern management strategies to overcome these.

### PROJECT MANAGEMENT LAB

Exercises for students to consolidate what they have learned and sharpen their powers of observation and reflection. Field trips to leading project-oriented organizations, meeting experts and discussing formulas for success and pitfalls to avoid in project management.

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# Find out more

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If you want to find out more about our MBA programs, you can come to one of our MBA info-sessions, online MBA webinars or arrange a personal class visit. You can find out dates and locations on our website, or you can get in touch with our MBA team through the contact details below.

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## TEST-DRIVE AN MBA FOR A DAY

The best way to assess the quality of an MBA program is to gain first-hand experience. Hence, the WU Executive Academy offers you the unique chance to participate in selected MBA modules and exchange insights with current MBA students and faculty members. Please contact us for an individual arrangement.

## MBA FAIRS

The WU Executive Academy regularly presents its MBA portfolio at international MBA fairs and events.

## MBA INFO-SESSIONS

Throughout the year, the WU Executive Academy holds MBA info-sessions on a regular basis. During these sessions faculty members, alumni and program managers provide you with in-depth information on the specific characteristics of our MBA programs and look forward to answering your individual questions.

## INSIGHTS FROM ALUMNI AND STUDENTS

Talk with alumni and students and learn about the MBA program from their perspective. If you are interested in getting in touch with our alumni and students, please contact us.

For details on our upcoming events visit our website: [executiveacademy.at/fairs](https://www.executiveacademy.at/fairs)

## CONTACT US

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# WU

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Media owner: WU Executive Academy  
Welthandelsplatz 1, Building EA, 1020 Vienna  
Layout: Werner Weißhappil; Published: 11/15  
Print: Paul Gerin GmbH & Co KG  
All information provided in the brochure  
is subject to misprints and changes.