

A man in a dark blue suit, white shirt, and patterned tie is smiling broadly while looking down at several sheets of paper he is holding. The background is a plain, light color.

Webster
UNIVERSITY

Vienna
Private University

Graduates with an MBA degree are vital assets to businesses because of their broad foundation in business and a comprehensive understanding of how an organization runs.

The American University
with a Global Perspective

MBA

Master of Business Administration

Master of Business Administration

To overcome new challenges successfully, businesses need skilled leaders with an ability to see the big picture and with practical knowledge of how businesses work.

The objective of the MBA program is to develop students' skills so that they are well-equipped to become business managers and executives who understand the nature of business as a whole and have the acumen to address a wide range of business situations.

The program provides you with a solid mix of academic business theory and a hands-on practical experience to help you attain your professional goals. The university's case-study driven MBA program means you will work with real-life problems often coming from some of the many companies and organizations with international headquarters in Vienna.

LEARNING OUTCOMES

- Graduates will demonstrate foundation knowledge in each of the primary functional areas of business.
- Graduates will be able to solve semi-structured business problems.
- Graduates will be able to solve unstructured business problems.

As a successful graduate of Webster Vienna's MBA program you will have the ability to drive innovation and change, you will have gained superior leadership and management skills and you will be able to identify key issues and propose workable solutions. In other words, you will leave with the tools in hand to be an effective business leader.

Flexible Schedules

Courses are scheduled to accommodate the needs of the working professional. MBA classes usually meet in block periods of four hours, one evening a week. You have the option of taking some classes online or at another campus in Webster's worldwide network. If needed you can also take a term off. Payments are made on a course-by-course basis.



Dr. Martin Spatz
GENERAL MANAGER,
RATIOPHARM
ARZNEIMITTEL
VERTRIEBS-GMBH

»I have a PhD in Biotechnology and was employed in R&D at a pharmaceutical company when I enrolled in Webster's MBA Program. Webster attracted me due to its dual Austrian and American accreditation along with the American style of MBA curriculum and international faculty. Coming from a scientific/technological background, Webster provided me with totally new insights that have changed my life. Having both an economic and scientific education has given me an enormous advantage in today's professional world. Webster's MBA developed me personally by assisting me to be a more open-minded and liberal person, I still reap enormous benefits from my MBA in my current position.«

Career Support

Our MBA program includes a one-credit course on effective career management. This course will prove useful whether you interested in career advancement or a new profession. As part of the process, you will receive up to four hours of one-on-one sessions with an expert career coach and guidance on skills such as interviewing and negotiating.

Affiliation with Harvard Business School

The university is affiliated with Professor Michael Porter's "Microeconomics of Competitiveness" Network at Harvard Business School's Institute for Strategy and Competitiveness. As part of the affiliation, Webster Vienna offers the course Microeconomics of Competitiveness, which is taught regularly at Harvard Business School and Harvard John F. Kennedy School of Government.

Strengthen Your Network

Your time at university is an excellent opportunity to meet new people and enhance your skills in a more informal setting. The Webster Vienna community includes a number of student-run activities and groups. As a business student you can join the student-led Business and Management Society which organizes guest lectures on campus, site visits and enables you to meet to discuss business topics. Another exciting possibility is the chance to take part in the Econ Reading Group. This social media savvy group meets to discuss current economic issues and debate scholarly articles.

Top students are invited to join Delta Mu Delta, an international business honor society. The society, founded in 1913 at Harvard University recognizes and encourages academic excellence and fosters the well-being of its individual members and the business community through life-time membership.

CORE COURSES

The MBA degree program requires a student to successfully complete 37 credit hours. Students also have the option of earning a certificate in an area of specialization by successfully completing additional courses beyond the MBA degree requirements.

DURATION: 14 MONTHS – 2 YEARS

APPLIED BUSINESS STATISTICS

BUSN 5760

Explore the application of statistical analysis, hypothesis testing, and regression analysis in business decision making. The course should focus on the utilization of statistical methods as applied to business problems and operations.

MARKETING

MRKT 5000

Examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.

FINANCE

FINC 5000

Examine the general nature of financial management, the American financial system, taxes, and the major financial decisions of corporations. Specific attention is given to present value and capital budgeting; risk and asset pricing; financial analysis and forecasting; financial decisions and market efficiency; and capital structure. Problem-solving methodology is used to illustrate the theories and tools in financial decision-making.

ORGANIZATIONAL BEHAVIOR

MNGT 5590

Familiarize yourself with many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. These include theories relating to individual differences in abilities and attitudes, attribution, motivation, group dynamics, power and politics, leadership, conflict resolution, organizational culture, and organizational structure and design.

ADVANCED CORPORATE FINANCE

FINC 5880

Study corporate financial analysis and planning including capital budgeting, cost of funds, and capital structure and valuation. Selected topics that may be covered are leasing, mergers, takeovers, business failure, reorganization, and liquidation. A combination of problem-solving and case study methodologies is used to illustrate theories and techniques helpful in financial analysis and planning.

MANAGEMENT ACCOUNTING

BUSN 6070

Investigate advanced topics in management accounting as these relate to management information needs for planning, control, and decision making. Topics include interpretation of standard cost variances; application of quantitative techniques; evaluation of divisional performance; activity-based costing; and the behavioral impact of accounting systems.

MANAGERIAL ECONOMICS

BUSN 6120

Study the application of microeconomics theory as applied to the managers' responsibilities within the organization. This course will emphasize the quantitative and qualitative application of economic principles to business analysis.

OPERATIONS AND PROJECT MANAGEMENT

BUSN 6110

Focus on the major managerial issues in manufacturing management and the tools that can be used to manage them. Special attention will be given to project management, including PERT, critical path scheduling, and time-cost models, in operations management and other business settings. The major operations management issues are quality management and control, capacity management, plant location, layout and design, production planning and scheduling, supply chain management, and inventory management. The analytical tools covered include queuing theory, statistical quality control, linear programming, and learning curves. Where appropriate, the use of operations management techniques in service and distribution organizations will be demonstrated.

STRATEGY AND COMPETITION

BUSN 6200

Explore the conceptual and practical aspects of business policies and policy decision making by utilizing all the concepts, theories, and tools that were presented in the previous courses. The student should be able to analyze and recommend a comprehensive and workable approach to the situation. The course will cover current business issues and developments.

CORPORATE SOCIAL RESPONSIBILITY & SOCIETY

MNGT 5990

Evaluate the role of business in society and the demands managers face in maintaining moral integrity while fulfilling their obligations as agents of organizations and firms. Special emphasis is placed on ethical issues confronted by middle managers.

THESIS

BUSN 6250

Complete a thesis project under the supervision of faculty members. For many doctoral programs, a completed master's thesis is an admissions requirement.

CAREER SUCCESS FOR THE 21ST CENTURY

WSBT 5000

Delivered online, this one-credit hour course is designed to provide students with a foundation in career management; from self-assessments to social media and more. Students in this course will also be introduced to a Right Management career coach who has experience in helping professionals succeed.

To start the MBA program some foundation knowledge is required. Program prerequisites are to be completed before beginning coursework. For a complete list of courses and prerequisites please see webster.ac.at/MBA



Christian Newman
MSE

HEAD OF BUSINESS
AND MANAGEMENT
DEPARTMENT

»Our MBA program is unique in that it combines a solid academic base, which follows a European research perspective, with practical skills. It has the hands-on appeal that the American MBA always had.«



Why an MBA

- Acquire the knowledge and drive to realize your dreams and goals
- Embark on an exciting journey in your professional life
- Increase your confidence and become a business leader
- Stay competitive in today's tough job market
- Start a new career the perfect way or improve your career prospects

Questions?

If you have further questions, please consult the Business and Management Department at:

bm.dept@webster.ac.at.

More information can also be found at webster.ac.at/MBA

How to Apply

To apply to the MBA program, please contact the Admissions Department at admissions@webster.ac.at or apply online at webster.ac.at/apply-now

Applicants need to have completed an undergraduate degree at an accredited university and will need to meet all of the general graduate admission requirements for Webster Vienna concerning minimum GPA and English proficiency.

The MBA program also requires at least 2 years of work experience.

First MBA in Austria
Webster was the first university in Austria to offer an accredited MBA degree in 1985.

Accreditations



Webster University is accredited in the United States by the Higher Learning Commission. The accreditation, which was first awarded in 1925, includes undergraduate and graduate degree programs at all locations worldwide where Webster University offers its programs.



Webster Vienna Private University has been accredited by the Agency for Quality Assurance and Accreditation Austria (AQ Austria) as an Austrian Private University since 2001.



Webster University's Business and Management programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



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More awards and recognitions:
webster.ac.at/accreditations

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