

Professional MBA Automotive Industry

Vienna University of Technology | Slovak University of Technology in Bratislava



Postgraduate MBA Program
Master of Business Administration
4 semesters, part-time



creating the future

Programm zur grenzüberschreitenden Zusammenarbeit SLOWAKEI - ÖSTERREICH 2007-2013
Program cezhraničnej spolupráce SLOVENSKÁ REPUBLIKA - RAKÚSKO 2007-2013

Ready to speed up your career?

PROFESSIONAL MBA AUTOMOTIVE INDUSTRY

The automotive industry in the Central European (CENTROPE) Region is now booming. Every year more than 4 million cars are produced in this region. There is a great need for qualified managers in the automotive and components supply industries.

The leadership role in Central Europe is subject to different demands due to multi-sectoral requirements. The biggest competition nowadays lies in the automotive and related industries. Successful technicians and managers are those who are specialists not only in their field of expertise but who also have in-depth creative and decision-making abilities in related areas such as marketing, business management, law, protection of intellectual property, and teamwork.

The automotive industry comprises a wide global network of co-operating enterprises with a high division of labor, a small number of brands for all the modules, systems or components suppliers, and applies the "global best" strategy. It relies on each and every individual for its fast evolution.

Currently, most automotive companies are expanding their manufacturing capabilities, and are also establishing new R&D facilities in Central European countries.

In cooperation with the Vienna Business Agency, the Vienna University of Technology and the Slovak University of Technology in Bratislava has set up a Professional MBA Program for the Automotive Industry aimed at training managers for the automotive and components supply industries.

VIENNA UNIVERSITY OF TECHNOLOGY

Technology for people – developing scientific excellence and enhancing comprehensive competence

The Vienna University of Technology is the largest Austrian institution in research and education within the areas of technology and natural sciences. The beginnings of the Vienna University of Technology reach back 200 years. Today the University finds high international and domestic recognition in teaching as well as in research and is a highly esteemed partner of innovation oriented enterprises. For years the Vienna University of Technology has been successfully offering outstanding postgraduate programs. This success is also based on the top scientific and economic qualifications of its faculty.

SLOVAK UNIVERSITY OF TECHNOLOGY IN BRATISLAVA

Leading university in the field and the second largest university in Slovakia

The Slovak University of Technology in Bratislava is a modern educational, technical and scientific institution. Since its founding in 1937 more than 105,000 students have graduated from here. An average of 16,000 students study at the STU every year. In the area of scientific and research activities the STU successfully joins European Union programs also due to strong links to local industry and R&D institutions.



"Because of the rapid development of the automotive industry in the CENTROPE Region there is a large demand of highly qualified managers to enhance the success of the automotive business. Providing a broad knowledge in general management, production and logistics in combination with problem solving and communication skills the Professional MBA Automotive Industry is perfectly aligned to the needs of car manufacturers."

Dr. Dr. Ing. h.c. Andreas Tostmann

Executive Vice-president for Production SEAT, S.A

CURRICULUM

Module A	Accounting & Controlling General Overview of Bookkeeping & Cost Accounting Systems • Balanced Sheet Analysis • Budgeting • Activity-based Accounting • Consolidated Balance Sheet • Automotive Case Studies
Module B	Management Science Project Management: Overview • Project Planning & Controlling • Project Calculation Quantitative Methods: Optimization • Linear Programming • DEA • Regression Analysis • Business Models • Automotive Case Studies
Module C	Organizational Behavior & Human Resource Management Teambuilding • Automotive Structure of Organizations & Incentives • Organization & Innovation • Process Management & Organizational Change • Leadership • Negotiation • Communication Skills • Change Management in the Automotive Industry • Automotive Case Studies
Module D	Marketing & Competition Strategy Marketing Goals & Instruments (General, OEM, Supplier, Service Provider) • Market Analysis: Marketing Research • Data Analysis • Strategic Marketing and Pricing • Brand Marketing • International (Global) Marketing • Customer Orientation & Postponement Strategy • Product Management • Lead User Techniques • Public Relations • Automotive Product Life Cycle Management • Key Account Management • Sales • Automotive Case Studies
Module E	Corporate Finance Shareholder & Stakeholder Approach • Cash Flow & Dynamic Methods • Discounted Cash Flow Method • Capital Market Theory (CAPM) • Capital Structure Theory • Financing Models in the Automotive Industry • Automotive Case Studies
Module F	European & International Business Law Trade Law & International Trade Law & CEE Specifics • Company Law • Technical Norms & Standards in the Automotive Industry, Product Liability • Intellectual Property Rights • Tender (Structures & Regulations) • Warranties in the Automotive Industry • Automotive Case Studies
Module G	Managerial Economics Microeconomics • Macroeconomics • Industrial Organization • International Trade Theory • Production Strategies • Automotive Production Management • Innovation Management • Automotive Case Studies
Module H	Communication Skills & Social Competence Interdisciplinary Projects • Problem Solving Methods • Automotive Case Studies
Module I	Process & Quality Management in the Automotive Industry Processes & Process Management • Quality Management • Methods & Tools (FMEA, QFD etc.) • Six Sigma • Automotive Certification & Auditing • Maintenance & TPM • Innovation Management • Automotive Case Studies
Module J	Automotive Production & Logistics Automotive Production Processes & Systems • Production Planning & Control • Industrial Engineering • Factory Planning • Methods & Tools (MTM, SCOR etc.) • Lean Management in the Automotive Industry • Vehicle Development Process • Automotive Supply Chain Management • Delivery Forms & Logistics • Transportation • Information Management • Automotive Case Studies
Module K	Master's Thesis The Master's Thesis is a practice-oriented course of study that aims to enhance participants' skills in the subject area based on academic criteria.

Subject to modification



"The aim of the Professional MBA Automotive Industry is to train Automotive Managers to cope with the present and future demands of a global industry. The transnational studies in Vienna and Bratislava, with international experts as lecturers, will give students insight into every aspect of the industry. Knowledge of automotive technology, as well as business subjects with a special focus on production and logistics, are key success factors in the Central European (CENTROPE) Region of Vienna/Bratislava."

PROGRAM OBJECTIVES

The main goal of the Professional MBA Automotive Industry is to provide present & future managers in the automotive or components supply industries with additional knowledge and to upgrade their skills. Graduates of this program will gain an in-depth knowledge of management within this field, which should enable them to

- identify short-term and long-term challenges
- structure complex, dynamic projects
- independently manage a project, using project management tools
- make the right decisions in complex and difficult situations
- stay abreast of both national and international changes.

TARGET GROUPS

The program is primarily targeted at persons operating in the automotive and components supply industries:

- Company employees or self-employed persons who have positioned themselves as leaders, or who wish to do so.
- Employees who have taken their career steps and now want to prepare themselves for further career development by taking on a managerial function within the automotive and components supply industries.
- Potential company founders with a technical background.

ADMISSION REQUIREMENTS

Admission will be granted to persons holding an internationally recognized degree, at least two years of relevant work experience, and a good knowledge of English. In individual cases, and where there is good reason, interested applicants with equivalent qualifications may also be granted admission. This applies to persons holding a position equivalent to that normally held by a college graduate, or who have appropriate work experience.

FINAL DEGREE

The Professional MBA program is concluded with a Master's Thesis. The final degree "**Master of Business Administration Automotive Industry (MBA)**" is granted by the Vienna University of Technology in cooperation with Slovak University of Technology in Bratislava.

ACCREDITATION

Accredited by FIBAA (Foundation for International Business Administration Accreditation), reaccreditation in 2013.

DURATION

The part-time program is presented in modules and takes 4 semesters.

LANGUAGE OF INSTRUCTION

English

FACULTY

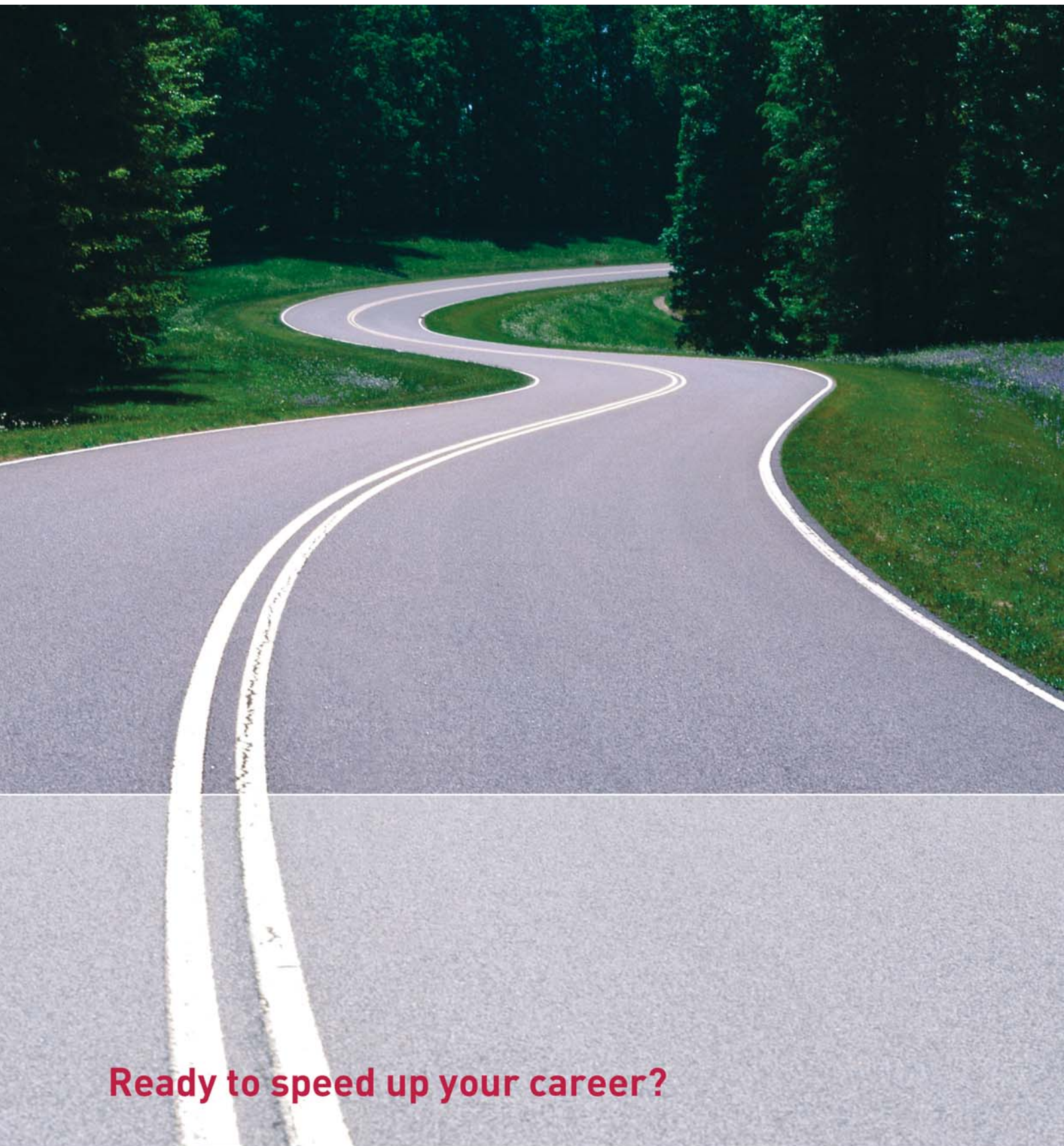
Internationally renowned experts are members of this highly acclaimed faculty, based on their sound interdisciplinary specialized knowledge or on their extensive practical experience in the automotive and components supply industries.



"The automotive industry, and particularly its supplier network, is one of the sectors with the fastest development in Central European countries. Given the world-class supplier base, highly-educated human capital and a level of productivity that readily meets European standards, these countries are in a better position to satisfy customer needs more competitively than the rest of Europe has ever been."

Ing. Jan Lesinsky, PhD. Assoc.Prof.

Academic Director, Slovak University of Technology in Bratislava



Ready to speed up your career?



"Any company that wants to be successful in the face of global competition will in future have to focus even more on factors such as qualification, competency, know-how and innovative capacity. This applies particularly to the automotive industry and its traditional markets in the West, if this is to remain competitive and meet the challenge of the new emerging markets. For this reason, we have to support all initiatives and programs that help in improving the qualification structure and contribute to professional training and continuing education that is needs-based and future-oriented."

Prof. KR Ing. Siegfried Wolf

Chairman of the Board of Directors of Russian Machines

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Class 2015–2017

PROGRAM START

October 22, 2015

LOCATIONS

The Professional MBA Program takes place at the Vienna University of Technology and at the Slovak University of Technology in Bratislava. It begins with an outdoor module on "Team Building" and an "Introduction to the Automotive Industry".

DURATION AND TIME SCHEDULE

In order to optimally combine study and work, the lectures will be held in blocks every 3 to 6 weeks. They will take place at weekends from Thursday morning till Sunday evening from 9.00 am to 7.00 pm daily. In addition, excursions, discussions, lectures and informal talks will be offered by well-known figures (guest speakers) from the industry.

FIRST SEMESTER		SECOND SEMESTER		THIRD SEMESTER		FOURTH SEMESTER	
WED	Oct. 21, 2015	THU	Mar. 17, 2016	THU	Oct. 13, 2016	Master's Thesis	
Welcome Reception		FRI	Mar. 18, 2016	FRI	Oct. 14, 2016	Master's Thesis	
THU	Oct. 22, 2015	SAT	Mar. 19, 2016	SAT	Oct. 15, 2016	submission deadline	
FRI	Oct. 23, 2015	SUN	Mar. 20, 2016	SUN	Oct. 16, 2016	September 29, 2017	
SAT	Oct. 24, 2015	THU	Apr. 21, 2016	THU	Nov. 17, 2016	Presentation of Master's Thesis	
SUN	Oct. 25, 2015	FRI	Apr. 22, 2016	FRI	Nov. 18, 2016	October 28, 2017	
THU	Nov. 26, 2015	SAT	Apr. 23, 2016	SAT	Nov. 19, 2016	Graduation Ceremony	
FRI	Nov. 27, 2015	SUN	Apr. 24, 2016	SUN	Nov. 20, 2016	November 2017	
SAT	Nov. 28, 2015	THU	May 26, 2016	THU	Jan. 12, 2017		
SUN	Nov. 29, 2015	FRI	May 27, 2016	FRI	Jan. 13, 2017		
THU	Jan. 07, 2016	SAT	May 28, 2016	SAT	Jan. 14, 2017		
FRI	Jan. 08, 2016	SUN	May 29, 2016	SUN	Jan. 15, 2017		
SAT	Jan. 09, 2016	THU	Jun. 30, 2016	THU	Feb. 16, 2017		
SUN	Jan. 10, 2016	FRI	Jul. 01, 2016	FRI	Feb. 17, 2017		
THU	Feb. 11, 2016	SAT	Jul. 02, 2016	SAT	Feb. 18, 2017		
FRI	Feb. 12, 2016	SUN	Jul. 03, 2016	SUN	Feb. 19, 2017		
SAT	Feb. 13, 2016	THU	Sep. 01, 2016	FRI	Mar. 17, 2017		
SUN	Feb. 14, 2016	FRI	Sep. 02, 2016	SAT	Mar. 18, 2017		
		SAT	Sep. 03, 2016	SUN	Mar. 19, 2017		
		SUN	Sep. 04, 2016				

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TUITION FEE

EUR 20,000 (VAT-free) including course materials and refreshments during breaks.

The tuition fee does not include the cost of trips and overnight stays.

INFO SESSIONS

Presentations of the Professional MBA Automotive Industry are held in Vienna and Bratislava in the form of information sessions designed for the discussion of questions concerning content and organization.

Info Sessions in Vienna

April 23, 2015	5.00 pm
May 28, 2015	5.00 pm
June 15, 2015	5.00 pm

Info Sessions in Bratislava

May 05, 2015	4.00 pm
June 03, 2015	4.00 pm
June 30, 2015	4.00 pm

Registration:

automotive@tuwien.ac.at

ADMISSION/APPLICATION

Application deadline: July 01, 2015

After receiving your full application an individual admission interview with the academic directors is planned.

Admission Interviews will take place after individual appointment.

Further information concerning application can be found at <http://automotive.tuwien.ac.at>

FACULTY

We have succeeded in gaining renowned international experts from the respective specialized fields. These include, *inter alia*:

Dipl.-Ing. **Miroslav Babinský** Slovak University of Technology in Bratislava
Dr. **Rainer Beetz** LL.M. Sonn & Partner Patentanwälte
PhDr. **Eva Birčáková** Adamas Coaching & Consulting
Hon.-Prof. Dr. **Walter Brugger** DORDA BRUGGER JORDIS Rechtsanwälte GmbH
Assoc.Prof., Mgr. **Dagmar Cagánová**, PhD. M.A. Slovak University of Technology in Bratislava
Mgr. Ing. **Peter Daniel**, PhD., Johnson Controls International Bratislava
Mag. **Michael Druml** MAGNA STEYR AG & CoKG
Prof. Ing. **Jozef Gašparik**, PhD., Slovak University of Technology in Bratislava
Prof. Ing. **Milan Gregor**, PhD. University of Žilina
Prof. Dr. -Ing. **Bernd Hellingrath** University of Münster
Dipl.-Wirt.-Ing.(FH)Dipl.-Ing.(BA) **Jesko Hermann** Bertrandt ProjektgmbH
Prof. Dr. **Vera Hummel** ESB Business School/Reutlingen University
Prof. Ing. **Ján Košťuriak**, PhD., University of Žilina
Assoc.Prof. Ing. **Peter Krištofik**, PhD., Matej Bel University, Banská Bystrica
KR Dipl.-Kfm. **Brigitte Kroll-Thaller**, MBA
Prof. **Dale Lehman**, PhD. Loras College
Assoc.Prof. Ing. **Jan Lešinský**, PhD. Assoc.Prof. Slovak University of Technology in Bratislava
Dipl.-Ing. **Albert Lidauer** Magna Exteriors & Interiors Management GmbH
Dipl.-Ing. Dr. **Walter Mayrhofer**, MBA FTI-Burgenland GmbH/Forschungsbeauftragter des Landes Burgenland
Dr.-Ing. M.S.M. **Thomas P. Meichsner** COSMA Europe
Dipl.-Ing. **Jürgen Minichmayr** Fraunhofer Austria Research GmbH
Dipl.-Ing. **Hanno Miorini**, MBA Robert Bosch AG
Ing. **Silvia Nosálová** Slovnaft Bratislava
Peter Obdržálek, PhD., Armstrong Competence Consulting
Prof. Dipl.-Ing. Dr. **Daniel Palm** ESB Business School/Reutlingen University
Dipl.-Ing. **Albrecht Reimold** Volkswagen Slovakia, a.s.
Dipl.-Ing. **Marco Schlimpert** Lenzing AG
Prof. Dr. **Werner Seebacher** Seebacher Unternehmensberatung GmbH
Univ. Prof. Dr.-Ing. Dipl. Wirtsch. Ing. Prof. eh. Dr. h. c. **Wilfried Sihn** Vienna University of Technology and Fraunhofer Austria Research GmbH
Prof. (FH) Dr. **Ferry W. Stocker** University of Applied Sciences Wiener Neustadt
Ing. **Pavol Strýček**, PhD. MBA, Management Systems, s.r.o.
Zlatica **Mária Stubbs**, BA, ACC, ZMS Consulting & Coaching
Mgr. **Ján Uriga**, PhD, PricewaterhouseCoopers
Dr.-Ing. **Branislav Vargic**, PhD. Tatrabanka, Bratislava
Assoc. Prof., Mgr. **Martin Vozár**, PhD. Comenius University in Bratislava
Dr. **Christoph Wecht** BGW AG Management Advisory Group St. Gallen – Vienna

This represents a selection of the faculty of class 2014–2016.

PERSONAL ADVISORY SERVICE AND APPLICATION

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