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STU



Professional MBA Automotive Industry

TU Wien | 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 sector in Europe represents a main component of the industrial backbone underlying economic stability and growth. Besides direct employment at car manufacturers and component suppliers, the sector has an important multiplier effect by linking various industries and business services together along the value chain.

Within the European Union, the automotive industry accounts for more than 12 million jobs and contributes around 4% to the EU's GDP. The Central European Region (CENTROPE) consisting of Austria, Hungary, Slovakia and the Czech Republic positioned itself as a power house of Europe's automotive industry with an annual production of around 4 million cars.

The automotive sector has always been critical to public interest due to its social and economic importance. Recently, high attention is drawn by developments such as the transformation of vehicles from products towards integrated transportation services or disruptive technologies enabling smart and connected driving.

These visionary concepts call for a new generation of leaders with the ability of interdisciplinary and interconnected thinking in an uncertain and complex environment. Future decision makers in the automotive sector are required to operate anywhere in the world with the same efficiency, thus they need to think globally and act locally.

To meet these requirements, in cooperation with the Vienna Business Agency, the TU Wien and the Slovak University of Technology in Bratislava offer this MBA Program to train a generation of leaders in the automotive and component supply sector with a strong focus on the CENTROPE region.

TU WIEN

Technology for people – developing scientific excellence and enhancing comprehensive competence

TU Wien is the largest Austrian institution in research and education within the areas of technology and natural sciences. The beginnings of TU Wien reach back more than 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 TU Wien 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.



"We can currently observe that those who ignore trends in the automotive industry quickly lose competitive advantage. Our MBA students are equipped with the practical knowledge and analytical skills to be aware of potential risks as well as great market opportunities in this industry. The transnational studies combine different student's viewpoints and backgrounds with diverse academic and practical experiences. We offer our students the chance to directly learn from those leaders and managers who already achieved great things in the automotive industry and who are willing to share their experience with the future generation that should follow their footsteps."

Univ. Prof. Dr.-Ing. Dipl. Wirtsch.-Ing. Prof. eh. Dr. h.c. Wilfried Sihm

Academic Director, TU Wien and Managing Director Fraunhofer AUSTRIA

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 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



"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

PROGRAM OBJECTIVES

The main goal of Professional MBA Automotive Industry is to provide managers & high-potentials in the automotive or components supply industry with additional knowledge and to upgrade their skills. The aim of this program is to

- challenge existing perspectives and empower personal development
- motivate for international career engagements
- offer a broad and sustainable professional network
- reveal leadership potential
- build and develop management skills and help to gain confidence on high management level
- equip with the knowledge and skills to create new career paths within the automotive industry

TARGET GROUPS

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

- Professionals who want to outperform with expert knowledge about the automotive sector
- Employees who are ready to take on management and leadership positions
- Managers and leaders who want to enhance their skills and broaden their network
- Entrepreneurs who seek for fundamental business knowledge in the automotive sector
- Governments and industry professionals with fundamental interest in the transportation industry

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 TU Wien 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

STUDENT PROFILE



26
Nationalities



128
Students & Alumni

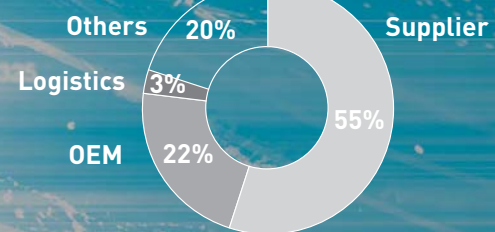
65%
International students

35 years
Average age



9,9 years
Work experience

Business areas



Ready to speed up your career?

Unique
automotive
network

Close
cooperation
with the
industry

On Site
lectures at &
excursions to
OEMs

Internationally
recognized
MBA degree

Perfect
compatibility
of job &
education

Study in the
most liveable
city of
the world



"I made the decision to study the MBA at TU Wien in cooperation with STU Bratislava because of a rapidly changing environment and the reputation of the faculty. The course exceeded my expectations because of the taught trends which are tightly linked to my current business life. I can only recommend this program to everyone who wants to improve their career opportunities."

Štefan Rosina, doc. Ing. PhD. MBA

President, MATADOR Group
Alumnus 2011–2013

Professional MBA Automotive Industry



TU Wien | Slovak University of Technology in Bratislava
Class 2018–2020

PROGRAM START

March 22, 2018

LOCATIONS

The Professional MBA Program takes place at TU Wien 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 4 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	Mar. 21, 2018	THU	Aug. 30, 2018	THU	Feb. 14, 2019	Master's Thesis Master's Thesis submission deadline End of Feb., 2020 Presentation of Master's Thesis March 28, 2020 Graduation Ceremony April/May 2020	
Welcome Reception		FRI	Aug. 31, 2018	FRI	Feb. 15, 2019		
THU	Mar. 22, 2018	SAT	Sep. 01, 2018	SAT	Feb. 16, 2019		
FRI	Mar. 23, 2018	SUN	Sep. 02, 2018	SUN	Feb. 17, 2019		
SAT	Mar. 24, 2018	THU	Oct. 11, 2018	THU	Mar. 21, 2019		
SUN	Mar. 25, 2018	FRI	Oct. 12, 2018	FRI	Mar. 22, 2019		
THU	Apr. 19, 2018	SAT	Oct. 13, 2018	SAT	Mar. 23, 2019		
FRI	Apr. 20, 2018	SUN	Oct. 14, 2018	SUN	Mar. 24, 2019		
SAT	Apr. 21, 2018	THU	Nov. 15, 2018	THU	May 16, 2019		
SUN	Apr. 22, 2018	FRI	Nov. 16, 2018	FRI	May 17, 2019		
THU	May 24, 2018	SAT	Nov. 17, 2018	SAT	May 18, 2019		
FRI	May 25, 2018	SUN	Nov. 18, 2018	SUN	May 19, 2019		
SAT	May 26, 2018	THU	Dec. 13, 2018	THU	Jun. 13, 2019		
SUN	May 27, 2018	FRI	Dec. 14, 2018	FRI	Jun. 14, 2019		
THU	Jul. 05, 2018	SAT	Dec. 15, 2018	SAT	Jun. 15, 2019		
FRI	Jul. 06, 2018	SUN	Dec. 16, 2018	SUN	Jun. 16, 2019		
SAT	Jul. 07, 2018	THU	Jan. 10, 2019	FRI	Aug. 30, 2019		
SUN	Jul. 08, 2018	FRI	Jan. 11, 2019	SAT	Aug. 31, 2019		
		SAT	Jan. 12, 2019	SUN	Sep. 01, 2019		
		SUN	Jan. 13, 2019				

Subject to modification



Ready to speed up your career?

TUITION FEE

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

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

INFO SESSIONS

Presentations of 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

October 23, 2017	5.00 pm
November 28, 2017	5.00 pm
January 23, 2018	5.00 pm

Info Sessions in Bratislava

October 24, 2017	4.00 pm
November 29, 2017	4.00 pm
January 30, 2018	4.00 pm

Online Info Sessions

December 19, 2017	4.00 pm
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Registration:

automotive@tuwien.ac.at

ADMISSION/APPLICATION

Application deadline: January 31, 2018

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

Admission Interviews will take place after individual appointment.

Start Online Application

<https://automotive.tuwien.ac.at>

PERSONAL ADVISORY SERVICE AND APPLICATION

TU Wien

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FACULTY

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

Dr. **Rainer Beetz**, LL.M. Sonn & Partner Patentanwälte
PhDr. **Eva Bircáková** Adamas Coaching & Consulting
Hon.-Prof. Dr. **Walter Brugger** DORDA BRUGGER JORDIS Rechtsanwälte GmbH
Mgr. Ing. **Peter Daniel**, PhD. Johnson Controls International Bratislava
Mag. **Gerhard Doliner** MAGNA STEYR AG & Co KG
Mag. **Michael Druml** MAGNA STEYR AG & Co KG
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 Herrmann** Bertrandt ProjektgmbH
Prof. Dr. **Vera Hummel** ESB Business School/Reutlingen University
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. Slovak University of Technology in Bratislava
Dipl.-Ing. **Albert Lidauer** Senior Vice President Magna Exteriors EU
Ing. **Michal Matušek**, PhD. MBA ABP Management, s.r.o.
Dipl.-Ing. Dr. **Walter Mayrhofer**, MBA
Dr.-Ing. M.S.M. **Thomas P. Meichsner** Chief Restructuring Officer
Dipl.-Ing. **Jürgen Minichmayr** Wacker Neuson SE
Dipl.-Ing. **Hanno Miorini**, MBA Robert Bosch AG
Ing. **Silvia Nosálová** Slovnaft Bratislava
Prof. Dipl.-Ing. Dr. **Daniel Palm** ESB Business School/Reutlingen University
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 Sihh** TU Wien and Fraunhofer Austria Research GmbH
Dr. **Ferry W. Stocker**
DI **Johannes Strobl** Sonn & Partner Patentanwälte
Ing. **Stanka Švecová**, MSc.HR
Mgr. **Ján Uriga**, PhD. PricewaterhouseCoopers
Assoc.Prof. Mgr. **Vozár Martin**, 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 2016–2018.

Slovak University of Technology in Bratislava Institute of Lifelong Learning

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