

Press release WU Executive Academy

Vienna, 15 April 2010

## **WU Executive Academy receives AMBA accreditation**

**Great success for the WU Executive Academy: the WU Executive Academy is the first and only Austrian MBA provider to receive the internationally renowned AMBA (Association of MBAs) accreditation. With this accreditation, the WU Executive Academy belongs to a very elite circle of business schools in the German-speaking world.**

Together with EQUIS and AACSB, AMBA is one of the world's leading accreditation agencies, accrediting only MBA and DBA programs that meet AMBA's strict quality requirements. So far, AMBA has granted accreditation to 161 MBA programs at schools in 72 countries.

"As part of WU, the WU Executive Academy is Austria's leading MBA provider with regards to internationally renowned accreditations. We are delighted about this accreditation since it represents a recognition of our ongoing efforts to compete with the world's best MBA programs" agree both Prof. Bodo B. Schlegelmilch, Dean of the WU Executive Academy, and Astrid Kleinhanns, Managing Director.

The AMBA Accreditation is the result of a comprehensive AMBA quality evaluation process that carefully examines, among other criteria, the institution, the quality and practical relevance of the curriculum, and the qualifications of the faculty and the participants. After the final peer review visit in Vienna, all of WU Executive Academy's MBA programs were granted AMBA Accreditation: the Executive MBA (EMBA Vienna), Executive MBA (EMBA Bucharest), Executive MBA (PGM Wien) and the Professional MBA.

The market for MBA programs is extremely competitive and there is a wide variety of different programs available, making it increasingly difficult to separate the wheat from the chaff. Renowned accreditations are a critical competitive advantage in this respect. "The AMBA accreditation is an important step towards our objective to continuously increase the quality of our programs and to position the WU Executive Academy as the leading MBA provider in CEE" says Prof. Schlegelmilch, "because not every program claiming to be an MBA actually is one".

Besides the WU Executive Academy, Mannheim Business School and ESMT (European Business School of Management and Technology) are the only other AMBA accredited schools located in the German-speaking world.

Information: [www.mbaworld.com](http://www.mbaworld.com), [www.executiveacademy.at](http://www.executiveacademy.at)

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**WU Executive Academy to grant CEE-Scholarships again**

The WU Executive Academy will again be offering "CEE-Partial Scholarships" for the Professional MBA with 10 specialization options, starting in the fall of 2010. The scholarship granted exclusively to citizens of CEE countries.

**Further Information:**

Professional MBA  
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[www.executiveacademy.at/pmba](http://www.executiveacademy.at/pmba)

**WU Executive Academy – Education at the Highest International Level**

The Executive Academy of the Vienna University of Economics and Business (WU), Europe's largest business university, brings more than 100 years of experience and an excellent reputation to the field of executive education.

As the first and only Austrian university, WU was granted the international EQUIS (European Quality Improvement System) accreditation. EQUIS is an internationally recognized accreditation system offered by the European Foundation of Management (EFMD). With this, the WU is one of only four EQUIS accredited business universities in the German-speaking world, and is also the largest public university in the European Union to be accredited by EQUIS.

The WU Executive Academy offers executive education at the highest international level and has become a leading provider in Central and Eastern Europe. Our mission is to advance individual careers through customized continuing education programs and to provide ongoing support for our clients' corporate development strategies. Each year, as many as 3,500 executives, experts and high potentials from over 50 countries graduate from our programs. At present, internships and programs are conducted in 16 countries on three continents.

The faculty of the WU Executive Academy consists of both international lecturers and top executives. World-renowned professors and professionals provide the latest scientifically-based knowledge and in-depth views of state-of-the-art applications of management models.

The WU Executive Academy draws on the resources of Europe's largest business university, providing access to the expertise of some 400 faculty members and countless experts in more than 200 partner universities all over the world. The knowledge we provide is of immediate practical relevance and is kept up-to-date through our scientific research capabilities.