

Master of Science (MSc) Supply Chain Management



WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

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ACCREDITED



DEAR PROSPECTIVE STUDENTS,

Supply chains are the basic foundations of the business world. More and more, they are global in nature, with products consisting of parts manufactured in different regions of the world, assembled in yet other locations and then shipped across continents and oceans to retailers and consumers. These complex networks consist of manufacturers and their suppliers, shippers and carriers using various modes of transportation, distribution centers where the products are stored and sent to retailers, which ultimately supply the customers.

Our program is unique in Europe, because it offers not only a thorough education in relevant theories and state-of-the-art methods and techniques, but also aims to provide a trans-disciplinary and integrated view to help students gain a deeper understanding of supply-chain-related issues from a performance perspective. Relevant questions are considered from the point of view of different types of focal companies, such as manufacturers/suppliers, logistics service providers and retailers.

The goal is to prepare our graduates to design and manage the future's most effective supply chains. Since every business participates in one or more supply chains, employment opportunities in this field are numerous and promising, with demand exceeding the current supply of graduates. Our alumni are also well equipped to start a research career in supply chain management.

While the program is designed for graduate students with above-average grades, motivation of students and aptitude for the program are also important. Furthermore, you should have a background in business and/or economics, industrial engineering, informatics and/or geography, and be interested in operations, transportation and logistics, business information systems, geoinformatics, and operations research.

If the program matches your interests, we're looking forward to welcoming you!

**Werner Jammerneegg
and Sebastian Kummer**
Program Directors Supply Chain
Management

Content and Structure

The program focuses on the analysis, design, management and operation of supply chains in manufacturing and professional service industries, in profit as well as non-profit environments.

Students are presented with a mix of theoretical, methodological and empirical research for a basic understanding of the fundamental questions and problems in the field, both from a trans-disciplinary perspective as well as from the view of different types of focal companies (manufacturers and suppliers, shippers and carriers, and retailers).

Advanced information systems are crucial for state-of-the-art supply chain management.

Therefore, supply chain information and planning systems (e.g. production planning and control systems, warehouse, transportation management, ...) are an important part of the curriculum, as are appropriate geographic information system tools for transport. The appropriate methods and tools for the analysis and design of supply chain models and understanding complex decision-making processes in SCM are discussed in detail. The program takes both a micro-level and a meso-level approach to supply chains.

“Supply Chain (SC) shows a growing presence at the board level and is increasingly recognized as an important part of the business. Companies have understood that they can achieve true competitive advantage, if they optimize across the supply chain. This program will enhance the student's expertise and SC knowledge to a level which enables them to effectively design and manage future supply chains in a competitive environment. The combination of theory, introduction into SC principles, and applied SC offers a great and challenging program to the students.”

Oliver Hilpold, Head of Supply Chain Management, Mondi E&I

The curriculum - grounded in proven theory and methodology, best practices and emerging innovative techniques - enables students to chart the supply chain process all the way from managing information technology to enabling logistics and designing supply chain strategies.

FIRST YEAR

The first year introduces students to the basics of operations, transport and logistics, and focuses on the relevant concepts of business information systems and geoinformatics as well as mathematics and statistics. Fundamental principles, methods, techniques and information tools – necessary for the analysis, management and operation of supply chains – are presented. The SCM principles include basic courses in logistics, operations and supply management as well as courses in supply chain design, planning, operations and controlling.

SECOND YEAR

In the second year, students select two in-depth electives from a choice of five subjects, according to their individual interests. In one group of electives, students learn to design, plan and control a supply chain from the perspectives of a manufacturer/supplier, a logistics service provider and a retailer as a focal company. The remaining electives deal with integrated information systems, advanced planning systems and transportation geography and modeling.

In the additional Seminar Course, participants learn to apply the concepts and methods learned to real world environments. Further, a Research Seminar supports students in preparing and writing their theses.

CORPORATE PARTNERS

Students will have plenty of opportunities to be in touch with practitioners and leading experts from the industry to discuss recent issues in SCM, such as supply chain finance, outsourcing/off-shoring, supply chain risks, green supply chains, or disaster relief logistics. In addition, master thesis topics are also provided by our corporate partners.

PROGRAM STRUCTURE*

Logistics Management	Operations Management	Supply Chain Operations	Operations Research	Enterprise Resource Planning Systems	Geographic Information Systems for Transport and Logistics
5 ECTS each					

Supply Chain Planning	Supply Chain Controlling	Global Supply Chain Design	Supply Management	Advanced Operations Research	Advanced Geographic Information Systems for Transport and Logistics
5 ECTS each					

Seminar Course on Special Issues in Supply Chain Management	Electives (choice of two)
	<ul style="list-style-type: none"> › Decision Support Systems › Integrated Information Systems › Transport and Logistics › Transportation Geography and Modeling › Retail and Marketing
10 ECTS	Total 20 ECTS (à 10 ECTS)

Research Seminar in Supply Chain Management	Master Thesis
10 ECTS	20 ECTS

* For details see: wu.ac.at/master/scm

Qualification Profile and Career Prospects

Exceptional management of a company's supply chain is an essential key to success in modern business life. The program prepares graduates to excel in this challenging and critically important career field.

After completion of the MSc program, graduates will be thoroughly familiar with the design and analysis of logistics processes, the related information and financial flows in supply chains and transportation networks in general, the design of supply chain strategies, as well as the management and optimization of global supply chains and their coordination.

This will include the necessary skills to

- › solve complex supply chain-related problems in a globalized world by applying appropriate methods, techniques and software tools;
- › measure, evaluate and control the quality of supply chain processes with suitable performance management systems;
- › analyze and manage supply chains for different types of focal companies.

Graduates of the program have gained not only immediate practical qualifications but also methodological and academic skills, qualifying them for specialist and management positions with strategic responsibilities in the fields of supply chain management, transport, production and logistics systems in industrial, retail and service companies.

The program's graduates are qualified to be tomorrow's experts in the increasingly complex world of supply chains, in areas such as

- › supply chain strategy/controlling/planning
 - › business process excellence
 - › inventory management
 - › lean/green supply chain management
 - › manufacturing and logistics
 - › sourcing and purchasing
 - › sales and after-sales services
 - › enterprise resource planning
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Application Criteria and Admission

A team of experts, consisting of at least three faculty members, will thoroughly review all submitted application documents and invite only the best students to enroll in the program, securing the program's high quality standards.

The following requirements apply to the Master in Supply Chain Management:

ONLINE APPLICATION

The admission process starts with an online application. Candidates need to fulfill the following requirements:

- › A relevant bachelor degree or other equivalent degree program (the program must be worth at least 180 ECTS credits). Applicants must have successfully completed examinations in one of the following subjects:
 - › Business administration and/or economics, worth a minimum of 60 ECTS credits
 - › Production systems and/or logistics systems and/or ICT, worth a minimum of 40 ECTS credits

- › Information systems, worth a minimum of 40 ECTS credits
- › Mathematics and/or statistics, worth a minimum of 40 ECTS credits
- › Geography, worth a minimum of 40 ECTS credits
- › sufficient proficiency in English
- › skills and knowledge in (a) production and/or transport and/or logistics, (b) management information systems and/or geoinformatics, (c) mathematics and/or statistics,
- › achievement potential

For further and more detailed information on the application requirements and admission process, please visit the program's website at www.wu.ac.at/master/scm

“Europe needs experts to manage future supply chains in an efficient and sustainable manner – the WU's new MSc program with its interdisciplinary and global approach is unique in this field. via donau, as internationally recognized waterway management enterprise, will support this SCM Master's program in which all modes of transport are represented.”

Hans-Peter Hasenbichler, MD of via donau, Österreichische Wasserstraßen GmbH

Faculty

Three different WU departments cooperate in this trans-disciplinary program, contributing to its leading position with their highly qualified researchers and lecturers.

FACULTY

DEPARTMENT OF INFORMATION SYSTEMS AND OPERATIONS

Werner Jammerneegg, Program Director; Teaching Operations Management, Supply Management

Andreas Mild, Teaching Retail and Marketing

Alexander Prosser, Teaching ERP-Systems, Integrated Information Systems

Alfred Taudes

DEPARTMENT OF GLOBAL BUSINESS AND TRADE

Sebastian Kummer, Deputy Program Director; Teaching Logistics Management

Hans-Joachim Schramm, Teaching Supply Chain Operations, Supply Chain Controlling

Tina Wakolbinger, Teaching Global Supply Chain Design, Transport and Logistics

DEPARTMENT OF SOCIOECONOMICS

Manfred M. Fischer

Petra Stauffer-Steinnocher, Teaching Geographic Information Systems for Transport and Logistics I + II, Transportation Geography and Modeling

PROGRAM MANAGEMENT

Julia Landgraf, Program Coordinator

“Students are offered a comprehensive and competitive program which enables them to effectively compete in their future business careers.”

Johannes Rechnitzer, SAP Austria

Summary

AT A GLANCE

Duration	Four semesters, full-time degree program
Credits	120 ECTS credits (incl. 20 ECTS credits for the master thesis)
Degree awarded to graduates	Master of Science (WU)
Start	Every winter semester
Capacity	Up to 60 students per academic year
Application	Rolling admission starts in September 2011, with the following four priority deadlines: September 30 th , 2011, November 30 th , 2011, January 31 th , 2012 and March 31 th 2012.
Contact	scm-master@wu.ac.at

“Effective supply chains are an important competitive advantage for companies in a global economy. Therefore, it is essential that current and future decision makers have a broad understanding of influencing factors and how to create optimal flows of data and goods. WU's MSc in Supply Chain Management is the first program to cover all aspects, from planning and executing to controlling complex supply chains – all topics we are confronted with in real-world environments.”

Michael W. Cech, Head of Strategic Logistics, OMV Refining & Marketing

INFORMATION AND CONTACT

To find out more about the Master in Supply Chain Management, please visit www.wu.ac.at/master/scm

For further questions please contact:

Julia Landgraf

Program Coordinator

scm-master@wu.ac.at

Program directors of the Master in Supply Chain Management:

Werner Jammerneegg,

Sebastian Kummer