

# WELCOME!

# SBWL Strategy and Managerial Accounting



15.01.2024

Institute for Strategy and Managerial Accounting

Univ.-Prof. Dr. Gerhard Speckbacher

Univ.-Prof. Dr. Isabella Grabner

Assoc. Prof. Dr. Christoph Feichter

Ass.Prof. Dr. Otto Janschek



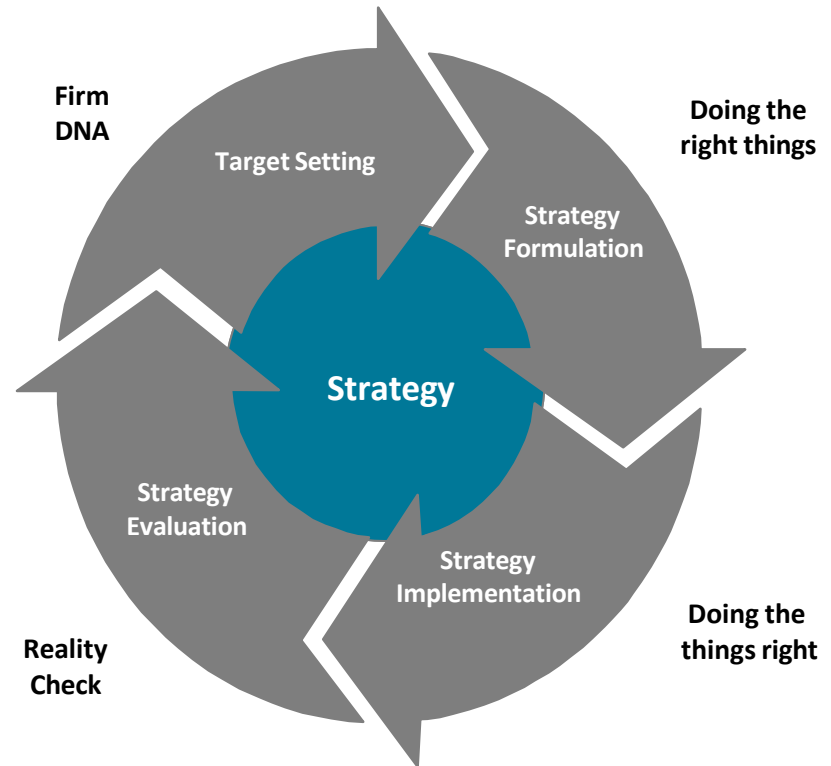
# What to expect

## Strategy & Managerial Accounting...

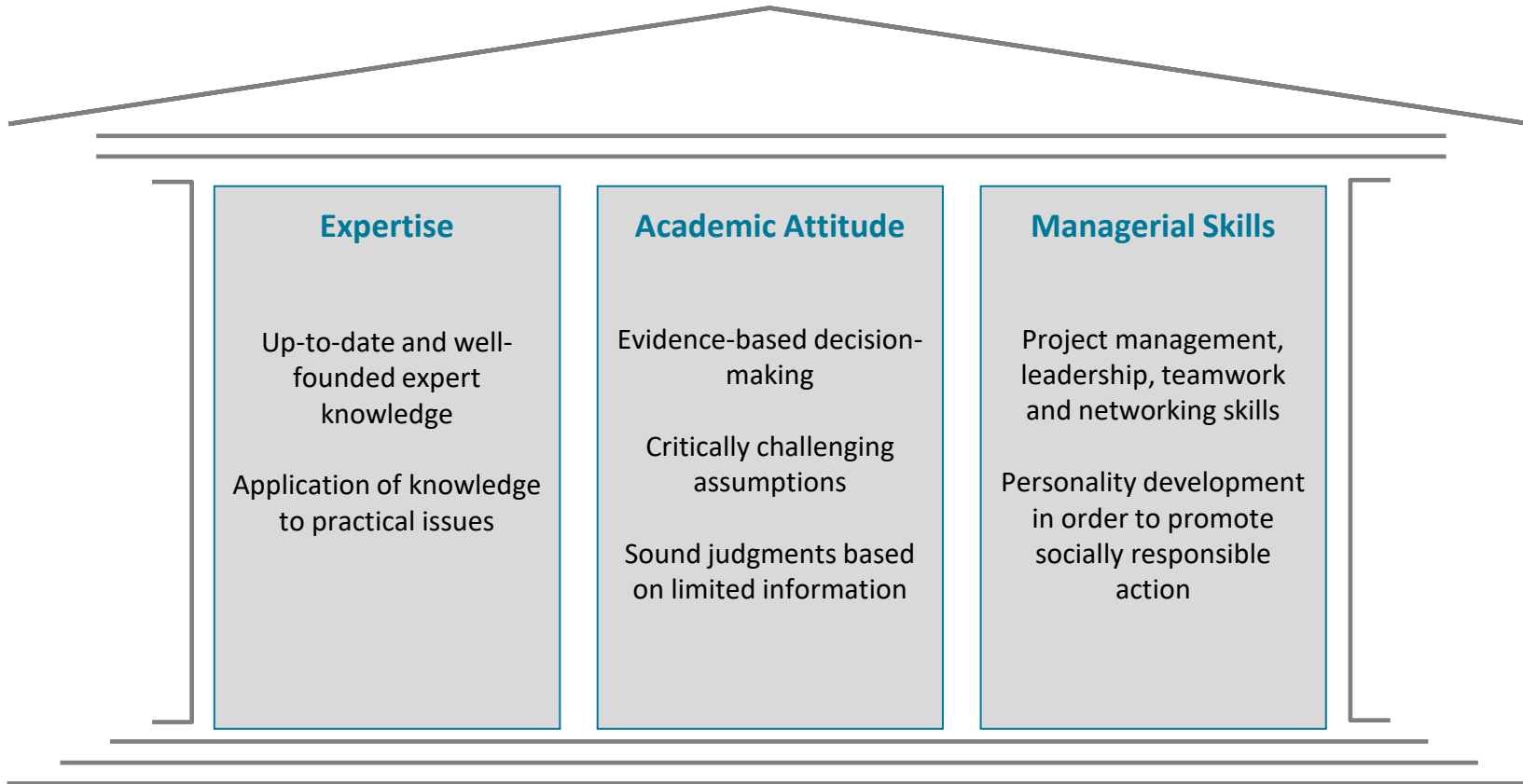
... focuses on how companies **formulate, implement and (re)evaluate their strategy** to achieve the company's **short and long-term goals**.

## Our graduates...

... understand how **financial & strategic metrics** and **modern analytical methods** can be used to prepare and make **business decisions**.



# Our program focuses on three complementary pillars



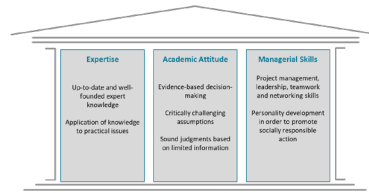
# Which career prospects will you have?

## 3 typical career paths

**Future Management Positions in Controlling and Finance**

**Future Top-Management Consultants**

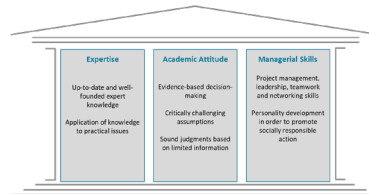
**Preparation for Top-Management Position (Family Business / Start-Up)**



**Opportunity for deepening one's knowledge**

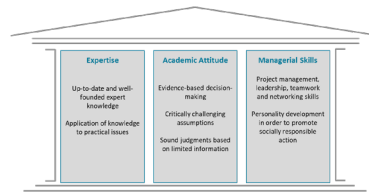
**Focus on Value-Based Management**

➤ Choice of Course 5



**Consulting-specific Know-how**

➤ Choice of Consulting LIVE

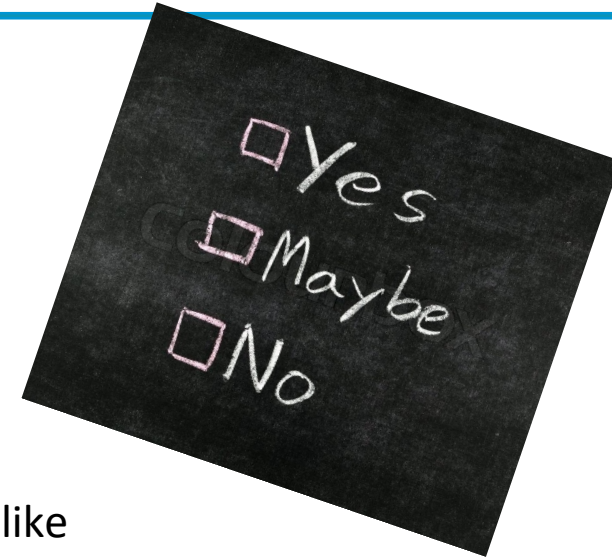


**Hands-on Skills**

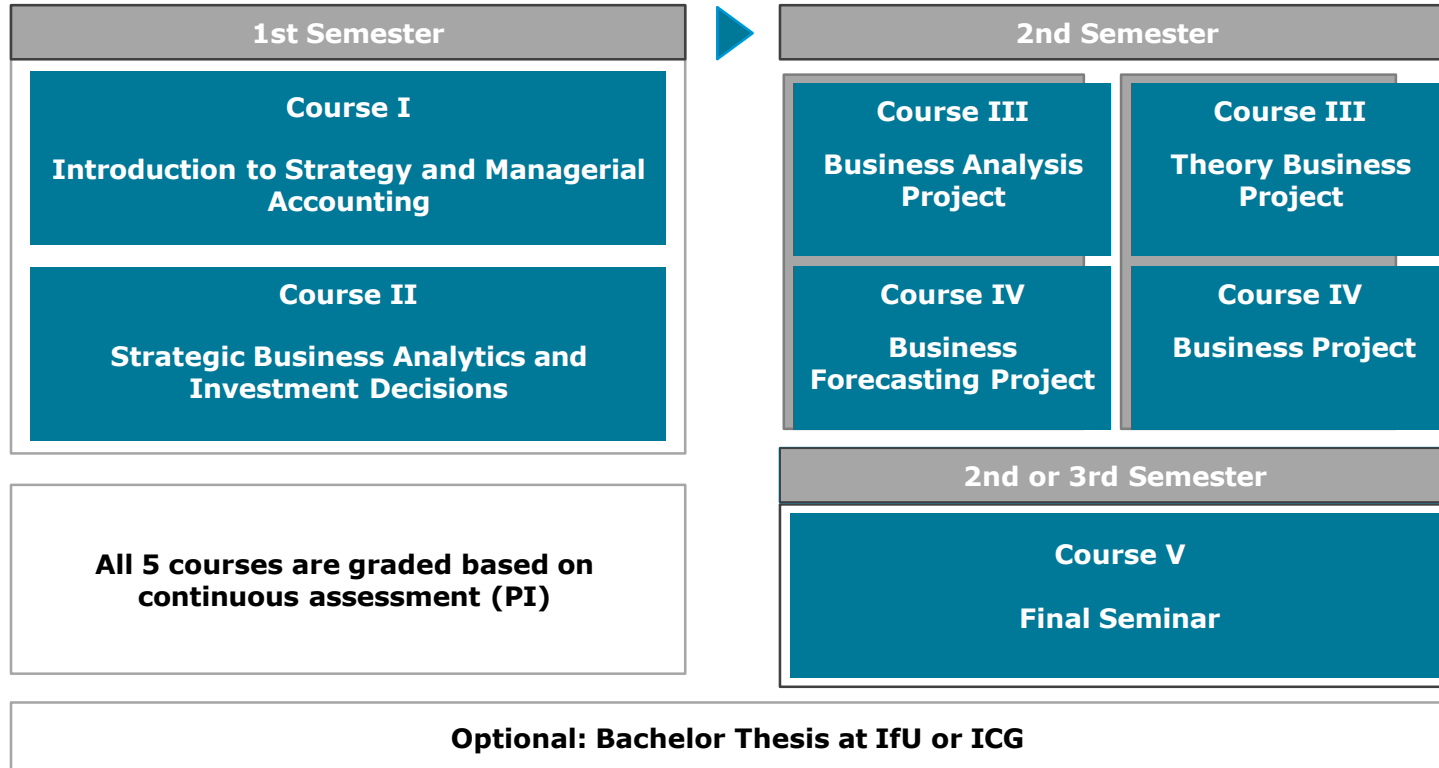
➤ Choice of Business Project

# Is Strategy and Managerial Accounting right for YOU??

- ❖ Are you interested in understanding the (financial) consequences of managerial decisions?
- ❖ Do you like to work on challenging tasks in teams of highly motivated students?
- ❖ Are you ambitious and performance-focused, and do you like to share your enthusiasm with your fellow students?
- ❖ Are you open-minded and do you like to work in teams in a collaborative environment?



# SBWL Overview



# Two ways into our SBWL

## Selection on GPA

Best **5%** of the official **WU student ranking** of the same cohort

OR

## Formal Entry Requirements

Grade point average (GPA) of all exams in the Common Body of Knowledge (CBK)

## Motivation Letter

Justify your intention to participate and describe the contribution that **YOU** can make!

## Other Selection Criteria/ CV

Work experience, internships, foreign language skills, international experience

You can find the standardized application form and selection criteria on [www.wu.ac.at/ifu](http://www.wu.ac.at/ifu)

**IFU**

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

### Bewerbung für SBWL Unternehmensführung & Controlling

- Ja, ich bin im LPTIS zur ET "Einstieg in die SBWL: Unternehmensführung & Controlling" angemeldet!
- Ich habe die Informationen bzgl. DSGVO zur Kenntnis genommen.

#### Fairness:

Sollte ich aus irgendeinem Grund nach meiner Aufnahme in die SBWL doch nicht daran teilnehmen können, werde ich meinen Platz spätestens einen Tag vor der Anmeldung zu Kurs 1 zurücklegen.

Name:  Matrikelnummer:  Telefon:

PLZ & Ort:  Geburtsdatum:  Kommunikation über WU-Emailadresse

Studiennrichtung:  Anzahl bisher absolvierter Semester an der WU:  Studienbeginn (WS/SS):

#### Prüfungen STEOP & CBK

Accounting & Management Control I  
Accounting & Management Control II  
Einführung in die Betriebswirtschaftslehre  
Grundlagen der Volkswirtschaftslehre  
Statistik  
Wirtschaft im rechtlichen Kontext - EÖR I bzw. Grundlagen des öffentlichen Rechts

Der hieraus resultierende Notenschnitt dient als **Großübersicht**. Ihre Angaben werden durch das akademische Controlling geprüft. Der Notendurchschnitt stellt ein Teilkriterium für die SBWL-Aufnahme dar.

Noten gesamt  
Notendurchschnitt

#### Sonstige (sofern bereits absolvierte) Prüfungen

Accounting & Management Control III  
Betriebliche Informationssysteme I  
Finanzierung  
Marketing  
Mathematik  
Wirtschaft im rechtlichen Kontext - Wirtschaftsprivatrecht

#### Fremdsprachenkenntnisse

Sprache Grundkenntnisse fließend (Wort/Schrift) verhandlungssicher

Bitte legen Sie Ihrer Bewerbung einen aussagekräftigen Lebenslauf (max. 2 Seiten) bei, in dem Sie Praktika, Auslandsaufenthalte und div. Spezifikationen zu Ihrer Person mitteilen!

# The IfU Team

## Professors

Univ.-Prof. Dr. Gerhard Speckbacher

Univ.-Prof. Dr. Isabella Grabner

Assoc. Prof. Dr. Christoph Feichter

Ass.Prof. Dr. Otto Janschek



## Secretary's Office

Karin Zemanek

## Assistants

Konstantin Grün, MA HSG

Florian Loizl, MSc

Saam Mahmoodian, MSc

Katharine Patterson, CPA, CA

Anja Pichler, MSc

Gianluca Piucco, MSc

Tanja Schiffner, MSc

Dr. Markus Wabnegg, MIM

Martin Wiernsperger MSc, MBA

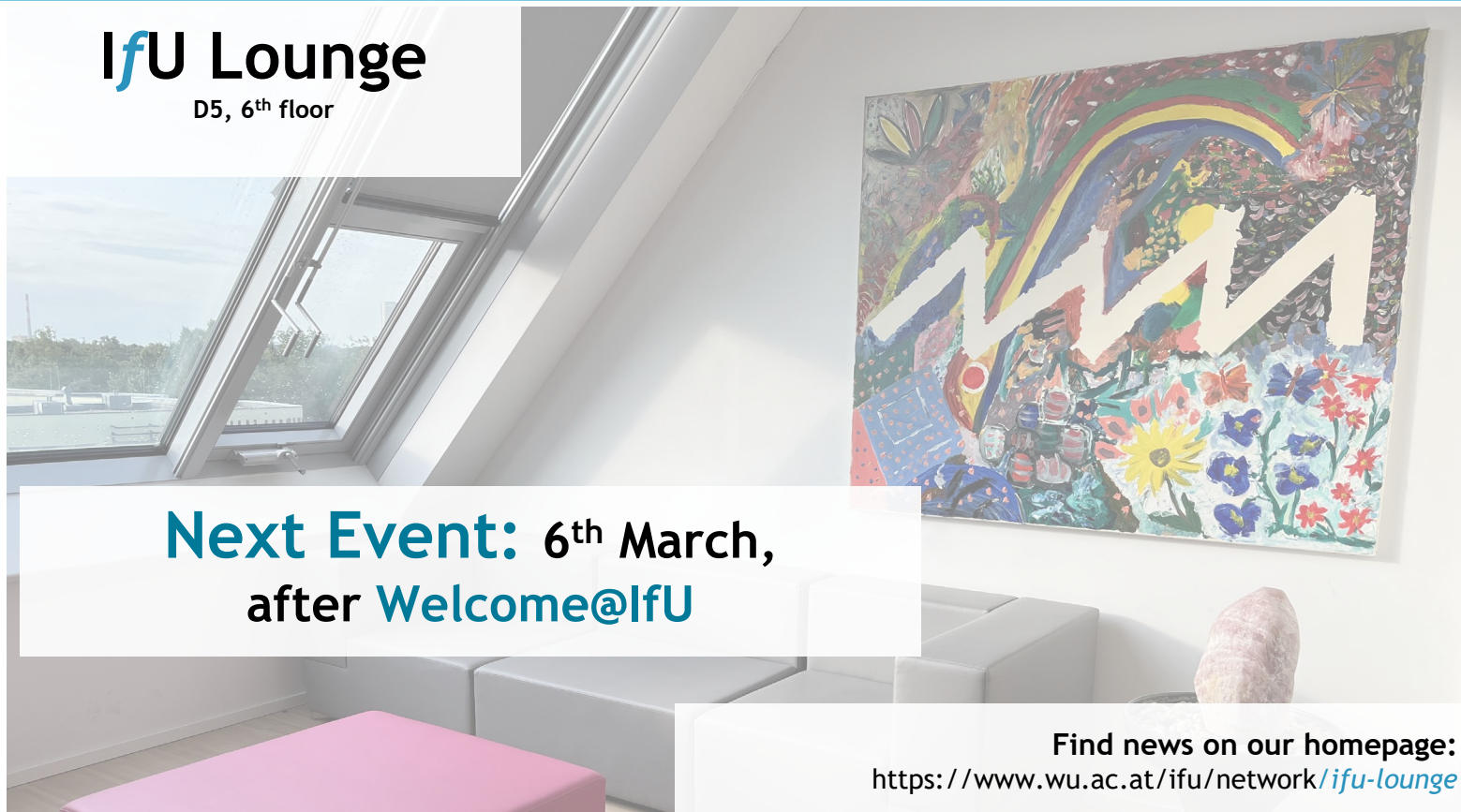
Lea Zwickl, MSc MA



# Get in touch and stay in touch!



## IfU Lounge

D5, 6<sup>th</sup> floor



**Next Event:** 6<sup>th</sup> March,  
after **Welcome@IfU**

Find news on our homepage:  
<https://www.wu.ac.at/ifu/network/ifu-lounge>

<b>Location</b>	Building D5, 5 <sup>th</sup> /6 <sup>th</sup> floor
<b>Opening Hours</b>	Tuesday-Thursday: 10:00 a.m. - 12:00 p.m., Tuesday additionally: 2:00 p.m. – 4:00 p.m.
<b>Office Hours</b>	Univ.-Prof. Dr. Gerhard Speckbacher, Univ.-Prof. Dr. Isabella Grabner, Assoc. Prof. Dr. Christoph Feichter, Ass.Prof. Dr. Otto Janschek: <b>By arrangement and at IfU Lounge Event</b>  Assistants: <b>By arrangement and at IfU Lounge Event</b>
<b>Website/Media</b>	<a href="http://www.wu.ac.at/ifu">www.wu.ac.at/ifu</a> @ifuwuvienna  

# Business Project: Students as a consulting team!

## Application of Business Know-How

- Business projects address current challenges in practices (e.g., stakeholder management, performance management, risk management, corporate governance)
- This allows for a transfer of know-how between science and practice
- Hands-on coordination and planning of a business project as an important skill for students

## Development of Soft Skills

- Presentation skills – Interim and final presentations in front of high-ranking company representatives
- Business projects challenge students in terms of team dynamics, leadership and communication processes

## Examples of Past Business Projects

„Sustainability at REWE International:  
Workflow Optimization and  
Sustainability Project Evaluation“



### A selection of partners from past business projects:

Austria Wien, Austrian Airlines, Austrian Research Center, AXA Nordstern Colonia, Böhler Schmiedetechnik, Böhler Uddeholm, IKEA, Education First Austria, Erste Bank, Boston Consulting Group, Hauswirth, Kapsch, KPMG, Lenzing, Mobilkom, NXP Sound Solutions, OMV, ÖBB, Österreichische Post, Österreichisches Controller-Institut, Palfinger, Philips, Roland Berger, Rosenbauer, Siemens, Telekom Austria, Unilever, Verbund AG, Volksbank AG, WKÖ

„Business Analysis Project“

+

„Business Forecasting Project“



# Consulting-Partnerships

## Know-how for Joining Top Management Consultancies

### Experience Consulting Live (always in the summer term)

- Close cooperation with consulting firms in core courses
- Insights into different approaches of management consulting firms
- Close contact between consultancies and students
- Presentation of case studies in front of company representatives
- Transfer of Know-how

### Our Current Partners



**Past partners:** Accenture, Cap Gemini, Czipin, Deloitte, KPMG, Mercer Management Consulting, Monitor Group, Oliver Wyman, Stern Stewart & Co.

“Maximize the value of the IfU specialization for students by creating a strong IfU community”



Personal Relationships



Workshops



Community Events

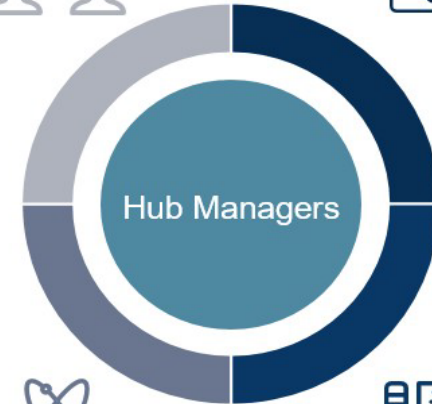


Alumni Network

Communications



Marketing



Events



Workshops