

WELCOME!

SBWL Strategy and Managerial Accounting



27.05.2025

Institute for Strategy and Managerial Accounting



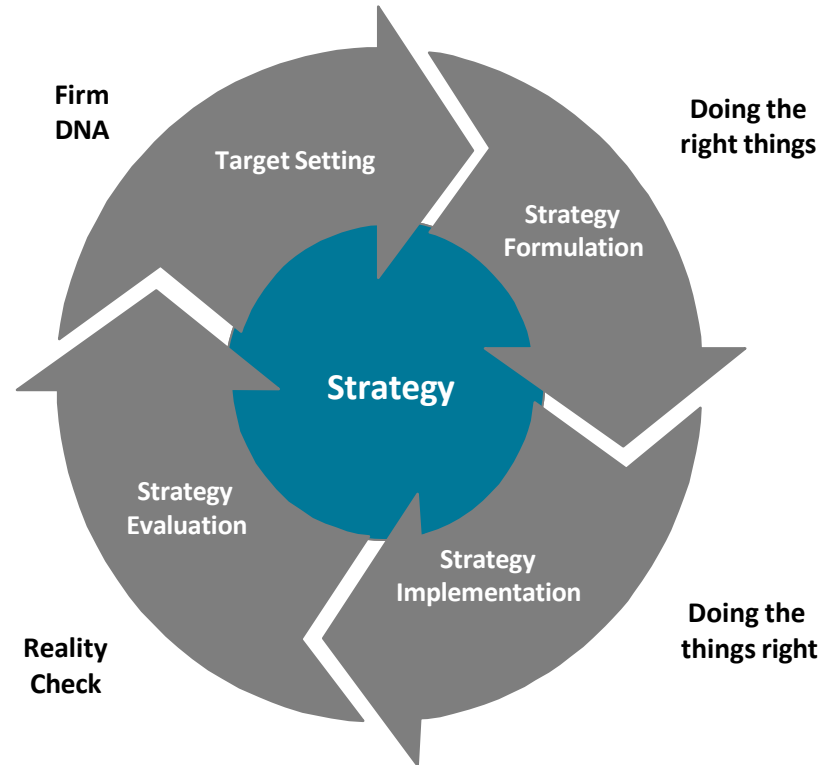
What to expect

Strategy & Managerial Accounting...

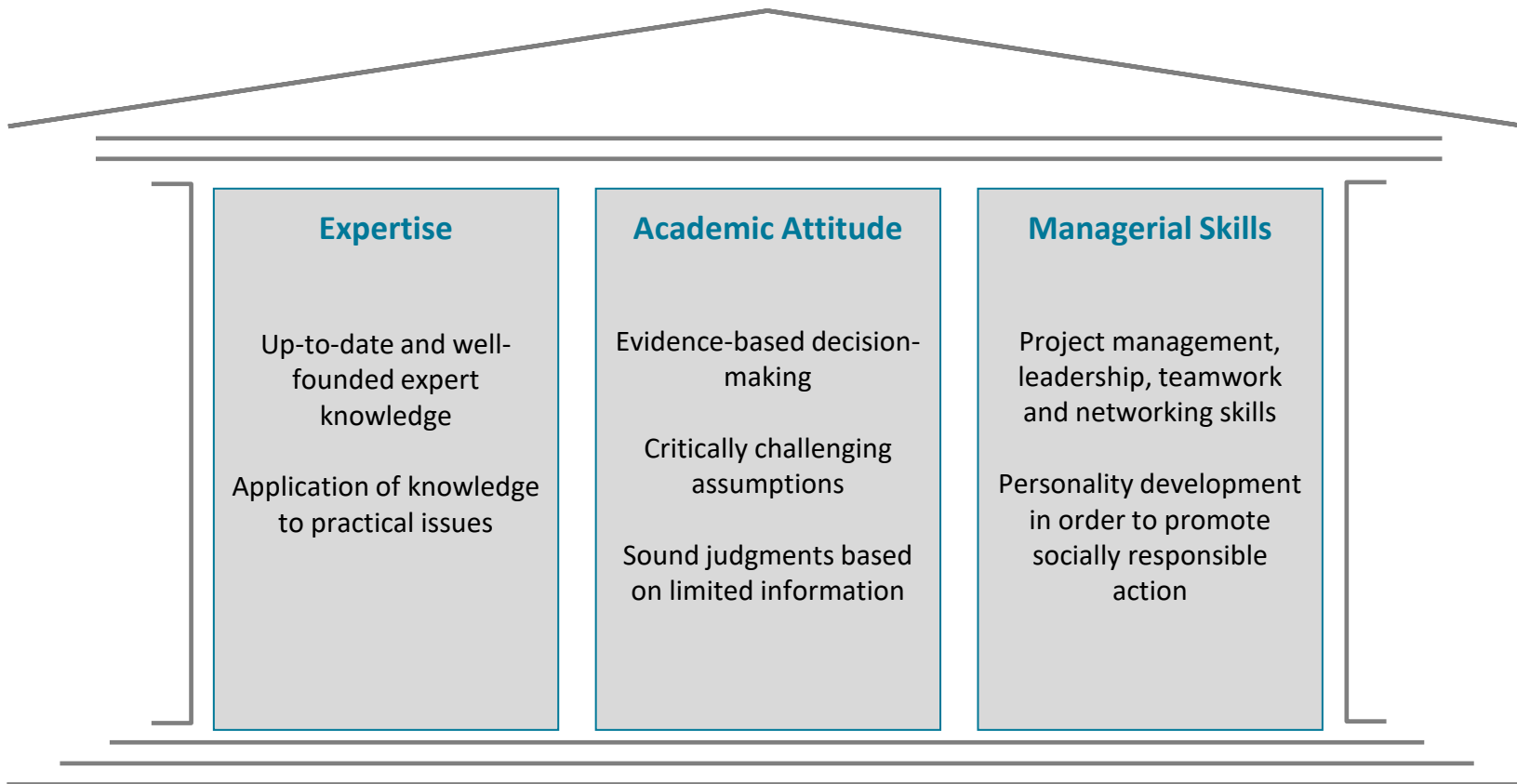
... focuses on how companies **formulate, implement and (re)evaluate their strategy** to achieve the company's **short and long-term goals**.

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



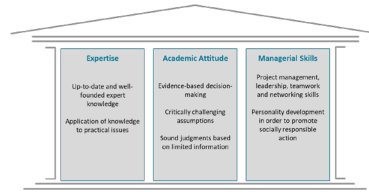
Which career prospects will you have?

3 typical career paths

**Future Management
Positions in Controlling and
Finance**

**Future
Top-Management
Consultants**

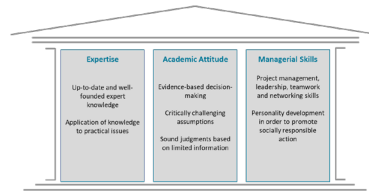
**Preparation for
Top-Management Position
(Family Business / Start-Up)**



**Opportunity for deepening
one's knowledge**

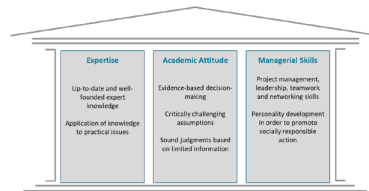
Focus on Value-Based Management

➤ Choice of Course 5



Consulting-specific Know-how

➤ Choice of Consulting LIVE

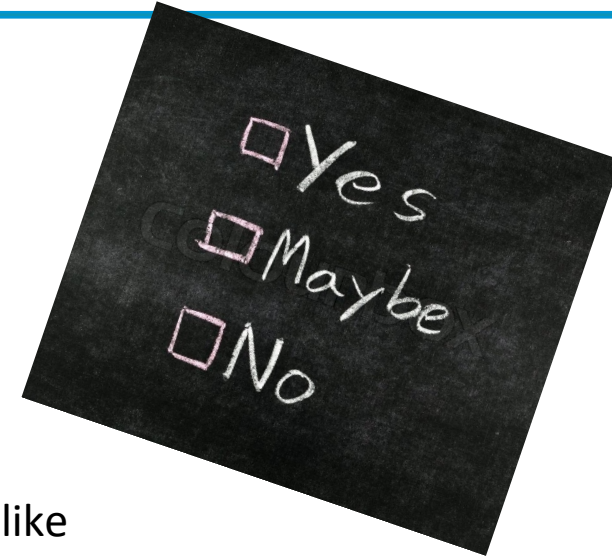


Hands-on Skills

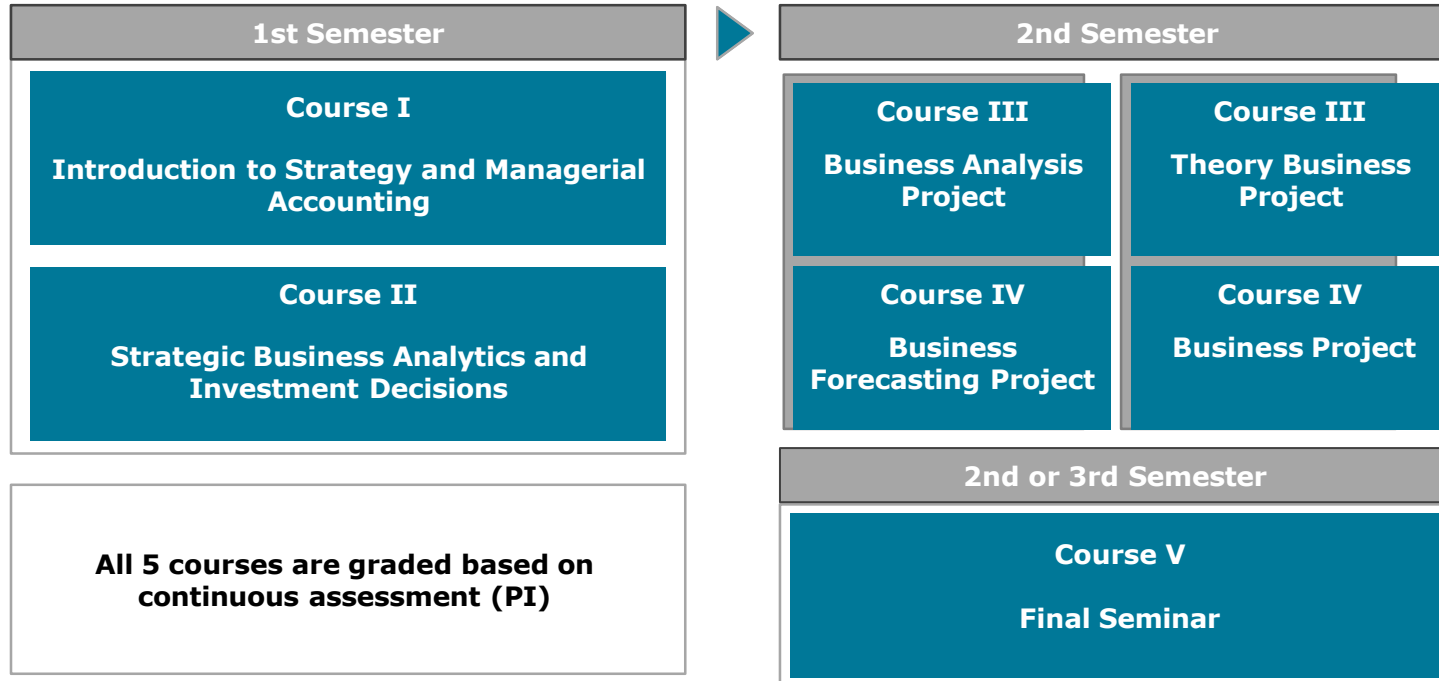
➤ Choice of Business Project

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



Optional: Bachelor Thesis at IfU

Two ways into our SBWL

Motivation Letter

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

Formal Entry Requirements

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

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



Application for Unternehmensführung und Controlling/
Strategy and Managerial Accounting



I have

- ☐ ... registered in LPIS for ET "Unternehmensführung und Controlling/Strategy and Managerial Accounting"
- ☐ ... read the information regarding GDPR.

Name: StudentID: Telephone:

My other SBWL choice: Beginning of the study program (WS/SS): Study program:

Fairness:

- ☐ If, for any reason, I am unable to attend the SBWL after being accepted, I will resign my place more than two days prior to the registration for Course 1.

Letter of Motivation

Please explain why you want to participate in the program and what benefit you can make as a participant.
(max. 2,000 characters - incl. spaces)

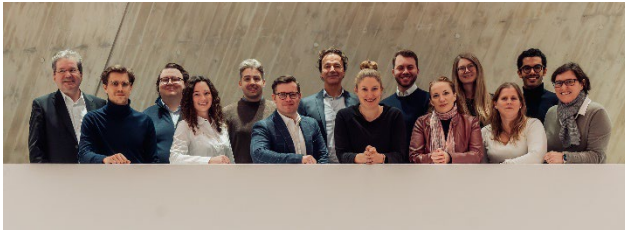
I am within the top 5% of my cohort

Date:

Signature:
(if possible)

Please upload the application document on [Canvas](#). One document per student.
Save format: GPA_lastname_firstname.pdf or CV_lastname_firstname.pdf

The IfU Team



Professors

Ass.Prof. Alisa Bach, MSc
Assoc. Prof. Dr. Christoph Feichter
Univ.-Prof. Dr. Isabella Grabner
Ass.Prof. Dr. Otto Janschek
Ass.Prof. Dr. Daniel Schaupp
Univ.-Prof. Dr. Gerhard Speckbacher

External Lecturer

Assoc. Prof. Dr. Markus Wabnegg

Assistants

Konstantin Grün, MA HSG
Manuela Gudeljevic, DI MBA
Raoul Isselhard, MSc
Florian Loizl, MSc MIM BA
Anja Pichler, MSc
Gianluca Piucco, MSc
Moritz Scheicher, MSc
Tanja Schiffner, MSc (ML)

Secretary's Office

Karin Zemanek

Get in touch and stay in touch!

IfU Lounge


D5, 6th floor

Next Event: 30.10.2025

5:30 pm

Dr. Karl Schäcke, CEO ASTA

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

| | |
|----------------------|---|
| Location | Building D5, 5 th /6 th floor |
| Opening Hours | Tuesday-Thursday: 10:00 a.m. - 12:00 p.m., Tuesday additionally: 2:00 p.m. – 4:00 p.m. |
| Office Hours | Professors: By arrangement Assistants: By arrangement and at IfU Lounge Event |
| Website/Media | www.wu.ac.at/ifu @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"

