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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? ☐

If you check all the boxes, do not hesitate to apply!



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What is Strategy and Managerial Accounting about?



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**.

- Whether you aspire to be a **consultant, a senior manager in a finance or accounting function, or to run your own company**: You will face a multitude of decisions that require identifying strategic priorities, setting targets, identifying actions that help you achieve targets, evaluating whether targets have been achieved, and restart the cycle.
- This will require both having a strategy and being able to implement it. **Setting goals and staying on track** requires a solid understanding of management accounting practices.
- We are convinced that our **students** need not only learn concepts but be able to apply them in real world settings.
 - All our courses offer both theoretical and practitioner input.
 - This requires a strong commitment in terms of time and flexibility, and we expect you to actively participate in all courses.
- Our **strong student community** will help you engage, build long-term friendships and provide support.
- International mindset: All courses are taught in **English**.



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How does this translate into courses?



	Course	Topic	Instructors	Term
Learning the tools	I	Introduction to Strategy and Managerial Accounting	Assistants	1
	II	Strategic Business Analytics and Investment Decisions	PostDocs	1
Applying the tools	III IV	A) Business Project – Theory and Implementation OR B) Business Analysis and Forecasting Project	PostDocs, Assistants and Professors	2
	These courses are taught as a package and need to be completed within the same term.			
Summary & reflection	V	Final Seminar	Professors	2 or 3

- All courses are in „PI“ format. By completing all courses, the specialization is completed.
- We are also happy to supervise your bachelor thesis (from the 2nd term onwards).

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The entire IfU team is engaged in providing an attractive specialization



Professors & PostDocs

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

Assistants

Konstantin Grün, MA HSG
 Raoul Isselhard, MSc
 Florian Loizl, MSc MIM BA
 Saam B. Mahmoodian, MSc
 Anja Pichler, MSc
 Gianluca Piucco, MSc
 Tanja Schiffner, MSc



Secretary's Office

Karin Zemanek



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How to get started





- Please see the detailed description on the [IfU homepage](#)
- You need to meet the formal requirements of your study program (BAWISO, BAWIRE, BBE)
- Register in LPIS for ET „Access to Specialization: Strategy and Managerial Accounting“ (BBE) or ET "Einstieg für Spezialisierung: Unternehmensführung und Controlling" (BAWISO, BAWIRE)
- Upload your application form. For students in the top 5% of their cohort (student ranking, GPA) at WU, there is a simplified application form.



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More than just studying: Being part of the institute life




	What	When	Where	Organized by
	Panel discussion with guests	3 times during term	D5, 6th floor lounge	IfU team with student input
	Informal meetings of our student community	3-4 times during term	Event-specific	IfU-Students



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Contact IfU



Location	Building D5, 5th/6th 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	By arrangement and at IfU Lounge
Website/Media	www.wu.ac.at/ifu   @ifuwuvienna



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