SIMC offers a unique blend of strategy and entrepreneurship. You will learn to use the power of your creativity to identify innovative business opportunities and develop strategies for long-term success.

Information and contact

To find out more about the Master’s Program in Strategy, Innovation, and Management Control, please visit wu.ac.at/simc

For further questions, please contact:
Meryam Rassouli, Program Manager
simc@wu.ac.at

Academic Director of the Master’s Program in Strategy, Innovation, and Management Control:
Werner Hoffmann

Arriving by public transport:
Subway: U2 stations “Messe-Prater” or “Krieau”
Bus: 82A, “Südportalstraße” stop
# Kick Off Your Career as a Business Leader

## THE SIMC STUDY PROGRAM AT A GLANCE

The master’s program in “Strategy, Innovation, and Management” equips tomorrow’s executives for their role in an integrated organization. This program combines theory, practice, and instruction with relevant social skills, for an integrated approach in organizational leadership.

Considerable emphasis will be placed on developing the ability to look at new entrepreneurial opportunities and ahead of the game. This program is designed to prepare students to become leaders. Students will be introduced to the core principles of Strategy, Innovation, and Management.

The international outlook and our online platform offer our students to develop their business skills in the comfort of their own home. The program is organized in cooperation with our top corporate partners, which offers the opportunity to apply theoretical knowledge to real-life problems. Alternatively, students can choose a garage business project course, which helps them to develop or improve a start-up idea. A variety of career opportunities are available for students interested in gaining international experience.

## CONTENT AND STRUCTURE

The program offers a profound education in organizational leadership.

- **The first year** foundation courses provide the basics for an in-depth understanding of how companies develop corporate and business strategies (strategy development) and how they can translate their strategies into employee action (strategy implementation).
- **In the second year** of their studies, students start to specialize in choosing a total of four electives, and start writing their master’s thesis. In addition, considerable emphasis will be placed on developing the ability to look at new entrepreneurial opportunities and ahead of the game. This program is designed to prepare students to become leaders. Students will be introduced to the core principles of Strategy, Innovation, and Management.

## CAREER OPPORTUNITIES

Graduates of the program have learned to think and act as entrepreneurs and strategists, and to actively contribute to organizations and lead them into the future. Our alumni network and top corporate partners also open-up additional networking possibilities, which also support the excellent career perspectives that this program has proven to create for its graduates. Our graduates typically work in the following areas:

- Top management consulting
- Business development/strategic management
- Management control and financial management
- Innovation management and organization design
- Founding and managing their own business

“We offer you an ambitious, internationally oriented master’s program. Both in the classroom as well as in the active student community, entrepreneurial thinking and attitudes are promoted from day one.”

## PROGRAM STRUCTURE

### FIRST YEAR

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>7 ECTS</th>
<th>7 ECTS</th>
<th>5 ECTS</th>
<th>2 ECTS</th>
</tr>
</thead>
</table>

### SECOND YEAR

<table>
<thead>
<tr>
<th>5 ECTS</th>
<th>5 ECTS</th>
<th>5 ECTS</th>
<th>15 ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double degree option in the 3rd semester</td>
<td>Business Project</td>
<td>Final Thesis</td>
<td>Master’s Thesis</td>
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</table>

<table>
<thead>
<tr>
<th>15 ECTS</th>
<th>15 ECTS</th>
<th>15 ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thesis</td>
<td>Advanced Strategic Management</td>
<td>Advanced Entrepreneurship</td>
</tr>
<tr>
<td>Master’s Thesis</td>
<td>Advanced Financial Management and Management Control</td>
<td>Advanced Organizational Design</td>
</tr>
<tr>
<td>Methods</td>
<td>Advanced Business Research Methods</td>
<td>Advanced Business Research Methods</td>
</tr>
</tbody>
</table>

## Exchange and Double Degree Program

The international outlook and our online platform offer our students to develop their business skills in the comfort of their own home. The program is organized in cooperation with our top corporate partners, which offers the opportunity to apply theoretical knowledge to real-life problems. Alternatively, students can choose a garage business project course, which helps them to develop or improve a start-up idea. A variety of career opportunities are available for students interested in gaining international experience.

## APPLYING TO THE PROGRAM

To be admitted to the program, applicants have to undergo a comprehensive three-stage process. We are looking for ambitious, highly motivated students with outstanding qualifications and excellent social skills.

### Selection procedure

Our comprehensive selection process ensures transparency and fairness, while at the same time guaranteeing the highest quality in our admissions.

For detailed information on the admission requirements and the application procedures, please see: [wu.at/applicationguide](http://wu.at/applicationguide)

### APPLICATION DEADLINES

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.

For more information, please visit: [wu.at/simc](http://wu.at/simc)
THE SIMC STUDY PROGRAM AT A GLANCE
The master’s program in “Strategy, Innovation, and Management Control” prepares tomorrow’s executives for their role as organizational leaders. The program combines theory, practice, and instruction with relevant social skills, in an integrated approach to organizational leadership. Considerable emphasis will be placed on developing the ability to identify new entrepreneurial opportunities and designing and implementing strategies for achieving sustainable superior performance. The program aims to provide students with the knowledge to face the main strategic and societal challenges of our times, in particular digital transformation and need for sustainable business models. The focus is on an inter-disciplinary approach based on case studies, business projects, and business games. A strong network within the program creates a unique community spirit, which is also supported by several social events that are organized by our vibrant student community SIMConnect.

CONTENT AND STRUCTURE
The program offers a profound education in organizational leadership.

The first year foundation courses provide the basis for an in-depth understanding of how companies develop corporate and business strategies (strategy development), and how they can transform their strategies into employee action (strategy implementation).

In the second year of their studies, students start to specialize by choosing a total of four electives, and start working their master’s thesis.

Students can choose a garage business project course, which helps them to develop or start up a small business.

PROGRAM STRUCTURE

FIRST YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of Strategic Management</td>
<td>5 ECTS</td>
<td>5</td>
</tr>
<tr>
<td>Fundamentals of Entrepreneurship and Innovation Management</td>
<td>7 ECTS</td>
<td>7</td>
</tr>
<tr>
<td>Fundamentals of Entrepreneurial Finance</td>
<td>7 ECTS</td>
<td>7</td>
</tr>
<tr>
<td>Fundamentals of Management Control</td>
<td>2 ECTS</td>
<td></td>
</tr>
<tr>
<td>Thesis Seminar: How to Write a Thesis</td>
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<td></td>
</tr>
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</table>

SECOND YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double degree option in the 2nd semester</td>
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<td>5</td>
</tr>
<tr>
<td>Business Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced Strategic Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced Entrepreneurship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced Financial Management and Management Control</td>
<td>5 ECTS</td>
<td>5</td>
</tr>
<tr>
<td>Advanced Organizational Design</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced Business Research Methods</td>
<td></td>
<td></td>
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</tbody>
</table>

For further details see: [wu.at/applicationguide](wu.at/applicationguide)

APPLICATIONS AND ADMISSIONS
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Kick Off Your Career as a Business Leader
Online video interviews of their studies, students start to

Considerable emphasis will be placed on developing the ability to identify new entrepreneurial opportunities and designing and implementing strategies for achieving success. To this end, a combination of theoretical knowledge and practical skills is organized in cooperation with our top corporate partners. Alternatively, students can choose a garage business project course, which helps them to develop or improve a start-up idea.

In the second year of their studies, students start to specialize by choosing a total of four electives, and start writing their master's thesis. In addition, a business project course offers the opportunity to apply theoretical knowledge to real-life problems. Alternatively, additional networking possibilities, which also support our students' career development, are provided by our alumni network and top corporate partners. In summary, our comprehensive selection process ensures transparency and fairness, while at the same time guaranteeing outstanding qualifications and excellent social skills.

The SIMC study program at a glance

Kick Off Your Career as a Business Leader

THE SIMC STUDY PROGRAM AT A GLANCE

The master’s program in “Strategy, Innovation, and Management Control” prepares tomorrow’s executives for theoretical knowledge to real-life problems. Alternatively, students can choose a garage business project course, which helps them to develop or improve a start-up idea.

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The SIMC program offers a profound education in organizational leadership.

The first year foundation courses provide the base for an in-depth understanding of how companies develop and run their businesses. A strong network within the program creates a unique community spirit, which is also supported by various social events that are organized by our student community SIMConnect.

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Information and contact

Master of Science (MSc)
Strategy, Innovation, and Management Control

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