Master of Science (MSc)
Strategy, Innovation, and Management Control
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.at/simc

For further questions, please contact the SIMC team:

simc@wu.ac.at

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

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

Arriving by public transport:

WU (Vienna University of Economics and Business)
Hochstrasse 5, 1030 Vienna, Austria
wu.ac.at
THE SIMC STUDY PROGRAM AT A GLANCE

The master’s program in "Strategy, Innovation, and Management Control" prepares today’s executives for tomorrow’s challenges. The program combines strategy theory, practice, and action with relevant soft skills, for 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 them. Students will have the opportunity to apply their analytical and inter-active teaching 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 studying business (strategy development) and for developing interpersonal skills, for an integrated approach to organizational leadership. Students interested in gaining international experience have the opportunity to do an exchange semester or participate in a double degree program.

CAREER PROSPECTS

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 strong network of corporate partners also opens up additional networking possibilities, which also support the excellent career perspectives that the 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

“Offered in several internationally oriented master’s programs, both in the classroom as well as in the active student community, entrepreneurial thinking and attitudes are promoted from day one.”

Werner H. Hoffmann and Management Control

APPLICATION AND ADMISSIONS

To be admitted to the program, applicants have to undergo a comprehensive selection 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.

APPLICATION DEADLINES

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THE SIMC PROGRAM AT A GLANCE

The master’s program “Strategy, Innovation, and Management Control” prepares tomorrow’s executives for the challenges of an ever-changing business world. What sets our program apart is its unique combination of holistic theoretical knowledge and practical experience, providing students with a profound education in organizational leadership.

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.

Werner H. Hoffmann, President of the Vienna University of Economics and Business

PROGRAM STRUCTURE

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<tr>
<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
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<td>Fundamentals of Strategic Management</td>
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<td>Business Project</td>
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<td>+ &gt; Fundamentals of Entrepreneurship Finance</td>
<td>Electives</td>
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<td>Advanced Entrepreneurship</td>
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CAREER OUTLOOK

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 corporate partners also open up additional networking possibilities, which also support the excellent career perspectives that the 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

You can expect outstanding qualifications and excellent social skills.

APPLICATION AND ADMISSIONS

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

Selection procedure

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APPLICATION DEADLINES

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Kick Off Your Career as a Business Leader

THE SIMC PROGRAM AT A GLANCE

The master’s program “Strategy, Innovation, and Management Control” prepares tomorrow’s executives for an integrated approach to organizational leadership. Considerable emphasis will be placed on developing the ability to identify new development opportunities and to design and implement strategies for achieving competitive advantage. Participation in the program is only possible if the student already meets an interactive teaching 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 dedicated student community SIMCnation.

CONTENT AND STRUCTURE

The program offers a profound education in organizational leadership. The first year foundation courses provide the basis for students to develop or improve their skills, for an integrated approach to organizational leadership. The second year is characterized by specialization as students can choose a garage business project course, which helps them to develop or improve a start-up idea. Alternatively, students can choose a strategic management course in order to apply theoretical knowledge to real life problems. As part of WU’s international focus, we have developed the double degree programs in cooperation with renowned universities: Beocelli University, Italy; National Chengchi University, Taiwan; Carnegie University, Canada; Universidad César de León, Portugal; and the University of Technology Sydney, Australia. Students enrolling in a double degree program will receive both the WU MSc degree and a degree from the partner institution. Additionally, exchange places at one of WU’s over 140 partner universities on master’s level are available for our master’s students in gaining international experience.

CAREER PROSPECTS

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 not only provides a strong network of professionals but also opens up additional networking possibilities, which also support the excellent career perspectives that the program has proven to create for its graduates. Our graduates typically work in the following areas:

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Werner H. Hoffmann, Academic Director, Strategy, Innovation, and Management Control

Kevin O’Connell, academic director, Strategy, Innovation, and Management Control

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SECOND YEAR

Double degree option in the 3rd semester

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<td>Students</td>
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Online video interviews

For further details see: wu.at/thesis

For more details on the table format, please see: wu.at/applyguide

4-STEP SELECTION PROCESS

1. Online application
2. Proof of formal requirements
3. First selection round based on application documents
4. Second selection round based on online performance in combination with application documents

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AT A GLANCE

Program type

Full-time degree program

Duration

8 semesters

Language of instruction

English

Credits

150 ECTS credits (incl. 20 ECTS credits for the master’s thesis)

Degree awarded to graduates

Master of Science (WU), abbreviated MSc (WU)

Optional double degree in cooperation with selected partner schools

Exchange and Double Degree Programs

The international method and content of the program is characterized by the program’s focus on strategy, innovation, and management control. As part of WU’s international focus, we have developed the double degree programs in cooperation with renowned universities: Beocelli University, Italy; National Chengchi University, Taiwan; Carnegie University, Canada; Universidad César de León, Portugal; and the University of Technology Sydney, Australia. Students enrolling in a double degree program will receive both the WU MSc degree and a degree from the partner institution. Additionally, exchange places at one of WU’s over 140 partner universities on master’s level are available for our master’s students in gaining international experience.

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