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:
Maryam Rassouli, Program Manager
mrc@wu.ac.at

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

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.

WU (Vienna University of Economics and Business)
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Bus: 82A, “Südportalstraße” stop
THE SIMC STUDY PROGRAM AT A GLANCE

The master’s program in “Strategy, Innovation, and Management” prepares students for their role as organizational leaders. The program combines theory, practice, and instruction with relevant social skills, to foster 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 corporate and business strategies (strategy development). This international outlook and the opportunity to apply it 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 (strategy implementation).

THE SIMC STUDY PROGRAM AT A GLANCE

The SIMC student community SIMConnect provides the basis for additional networking possibilities, which also support students in their role as organizational leaders. The program comprises seven double degree programs in cooperation with renowned universities: Bocconi University, Italy, National University of Singapore, University of St. Gallen, Switzerland, Queen’s university, Canada, Universidad Católica de Lisboa, Portugal, University of Technology Sydney, Australia, Indian Institute of Management Ahmedabad, India and BI Norwegian Business School, Oslo (from 2023/24). Students completing a double degree-program receive a degree from both universities and a degree from the partner institution. Additionally, exchange places at one of WU’s over 140 partner universities are available for students interested in gaining international experience.

PROGRAM STRUCTURE

FIRST YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of Strategic Management</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Fundamentals of Entrepreneurship</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Entrepreneurship and Innovation Management</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Strategic Business Analytics</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Professional Development Workshop</td>
<td>10 ECTS</td>
</tr>
<tr>
<td>Business Planning and Performance Management</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Digital Transformation</td>
<td>5 ECTS</td>
</tr>
</tbody>
</table>

SECOND YEAR

Double degree option in the 2nd semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Project</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Electives</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Strategic Management and Entrepreneurship</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Advanced Strategic Management</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Advanced Financial Management and Control</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Advanced Organizational Design</td>
<td>7 ECTS</td>
</tr>
<tr>
<td>Advanced Business Research Methods</td>
<td>2 ECTS</td>
</tr>
</tbody>
</table>

Exchange and Double Degree Program

Exchange and Double Degree Programs

Get full details on our programs rated in the latest QS Masters in Management Rankings in 2023.

For further details see: wu.at/simc

A GLANCE

Full-time degree programs

Duration: 4 semesters

Language of instruction: English

Credits: 120 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

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

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 detailed information on the admission requirements and the application procedures, please see: wu.at/applicationguide

AT A GLANCE

Program type

Full-time degree programs

Duration

4 semesters

Language of instruction

English

Credits

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

Degree awarded to graduates

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Program type

Full-time degree programs

Duration

4 semesters

Language of instruction

English

Credits

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

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4-STEP SELECTION PROCESS

STEP 1

- Online application
- Proof of formal requirements

STEP 2

- Essay
- Individual work on a specific master-related issue

STEP 3

- Interviews
- Selection based on interview performance with pre-assessment of candidates

STEP 4

- Acceptance of admission offer
- Submission of deposit and payment of fee
- Program start: upcoming October (mandatory kick-off event)
THE SIMC STUDY PROGRAM AT A GLANCE

The master program in "Strategic, Innovation, and Management Control" prepares tomorrow’s executives for their role as integrated leaders. The program combines theory, praxis, and instruction with relevant social skills, for an integrated approach to organizational leadership. Considerable emphasis will be placed on developing the ability to create new entrepreneurial opportunities and designing and implementing strategies for achieving sustainable value creation. The program provides academic work in the main strategic and societal challenges of our times, in particular digital transformation and need for sustainable business models. The focus is on 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 social events that are organized by our vibrant student community SIMCnet.

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 translate their strategies into employee attitudes (strategy implementation).

The second year 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.

Exchange and Double Degree Programs:

The international outlook and outreach that the program is known for makes it possible for its students to broaden their horizon by doing an exchange semester or a double degree. As part of WU’s international focus, we have developed seven double degree programs in cooperation with various partners worldwide: BI Norwegian Business School, Copenhagen School of Business and Law, University of Ghent, University of Technology Sydney, Australia, Indian Institute of Management Ahmedabad, India, and BI Norwegian Business School, Oslo (from 2023/24). Students completing a double degree program will receive a degree from WU and a degree from the partner institution. Additionally, exchange places at one of WU’s over 160 partner universities are also available for students interested 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 and top corporate partners also open up additional networking possibilities, which also support our graduates in developing or improving a start-up idea.

For further details see: www.ws.at/programguide

For detailed information on the admission requirements and the application procedures, please see: www.ws.at/applicationguide

At a glance

Full-time degree program

Duration: 4 semesters

Language of instruction: English

Credits: 120 ECTS credits (incl. 30 ECTS credits for the master’s thesis)

Degrees awarded to graduates: Master of Science (WU), abbreviated MSc (WU), optional double degree in cooperation with selected partner schools

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 deadline: 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.
THE SIMC STUDY PROGRAM AT A GLANCE

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. “We offer our students an international perspective and encourage them to develop or improve a start-up idea. 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 addresses the main strategic and societal challenges of our times, in particular digital transformation and need for sustainable business models. The focus is on 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 vibrant student community SIMConnect. Our comprehensive selection process ensures transparency and fairness, while at the same time guaranteeing outstanding qualifications and excellent social skills.

CAREER PATHS

The SIMC 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 translate their strategies into employee actions (strategy implementation).

In the second year of their studies, students start to specialize in choosing a total of four electives, which helps them to develop or improve a start-up idea. 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.

CONTEST AND STRUCTURE

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