

CURRICULUM



FOR THE MASTER'S PROGRAM IN INTERNATIONAL MANAGEMENT / CEMS

Pursuant to § 25 (1) item 10 of the Universities Act 2002 (Universitätsgesetz 2002), Federal Law Gazette (Bundesgesetzblatt, BGBl.) I No. 120/2002, last amended by the federal act promulgated in Federal Law Gazette I No. 129/2017, the following regulation is passed:

Preamble

The Master's Program in International Management / CEMS is held in cooperation with CEMS, The Global Alliance in Management Education (formerly the Community of European Management Schools). If the requirements of the CEMS Master's in International Management program are successfully fulfilled, graduates of the Master's Program in International Management / CEMS at WU are additionally awarded the CEMS Master's in International Management degree from The Global Alliance in Management Education (CEMS). The regulations and conditions stipulated in the University Guidelines for the CEMS Master in International Management apply accordingly. It is not possible to enroll in either of the degree programs separately.

§ 1 Objectives

Building on a bachelor's program in social and economic sciences, the Master's Program in International Management / CEMS provides an education that is both research-based and career-oriented, and that prepares graduates for the manifold challenges of global competition and a constantly changing market. The Master's Program in International Management / CEMS provides students with the necessary knowledge, skills and methods to solve cross-functional management problems using quantitative analytical methods, from various perspectives and in a creative and team-oriented manner.

Three main aspects guarantee the international character of the program: an internationally-oriented faculty, specifically international syllabuses, and the facilitation of the understanding of intercultural issues through working in teams composed of international members during the program and during an internship abroad. Because of its particular combination of a solid theoretical and empirical background paired with a strong practical orientation in the application of the methods and concepts learned in teams and projects, the Master's Program in International Management / CEMS provides professional training particularly for:

- Graduates of a bachelor's program in social and economic sciences who wish to obtain not only immediate practical qualifications but also theoretical and academic skills, qualifying them for the most diverse junior management positions and particularly for a career in the field of international management

- (Future) research and teaching staff at universities and/or other research facilities who wish to attend WU to obtain the necessary prerequisites for further academic work or attain higher academic qualifications (PhD)

Graduates of the Master's Program in International Management / CEMS are well prepared for a career in a culturally diverse global environment. After completion of the program, graduates should be able to:

- Reflect on problems from various theoretical perspectives and translate their theoretical knowledge into management decisions in practice
- Critically analyze and evaluate management acts and decisions based on a general comprehension of organizational processes and the external environment (global markets in finance, labor, buyer markets, etc.)
- Speak at least two foreign languages with a high level of competence and handle discussions and negotiations in an international environment
- Approach the challenges of international management creatively, both individually and within a team
- Lead international teams with a high level of intercultural and educational diversity and integrate him/herself in such teams
- Understand the role of businesses in society and adhere to high ethical and moral standards
- Communicate even complex issues and problem cases understandably and appropriately to both experts and laypeople
- Follow and assess the development of new findings and approaches in international management using various media (academic publications, databases, specialist journals, etc.)
- Continuously develop their own skills and competences in the interest of life-long learning

§ 2 Admission Requirements

(1) The prerequisite for admission to the Master's Program in International Management / CEMS is the successful completion of a bachelor's program or a *Fachhochschule* (university of applied sciences) bachelor's program or an equivalent first-degree program in a relevant discipline at a recognized post-secondary educational institution in Austria or abroad. Admission to the Master's Program in International Management / CEMS is regulated by a selection procedure pursuant to § 63a (8) of the Universities Act 2002.

(2) Dual application of examinations to the Master's Program in International Management / CEMS through credit transfer of examinations completed in the first-degree program in a relevant discipline pursuant to (1) is not permissible.

§ 3 Classification, Structure, and ECTS Credits

(1) The Master's Program in International Management / CEMS is a degree program in social and economic sciences within the meaning of § 54 (1) of the Universities Act 2002.

(2) The 4-semester Master' Program in International Management / CEMS is made up of 120 ECTS credits. The master's thesis is worth 20 ECTS credits, the internship abroad is worth 4 ECTS credits, and the subjects of the Master's Program in International Management / CEMS account for the remaining 96 ECTS credits.

(3) The Master's Program in International Management / CEMS is held entirely in English.

§ 4 Types of Examinations

The examination types indicated in this curriculum are defined in the examination regulations of WU. This curriculum, together with the examination regulations, forms a curriculum pursuant to § 25 (1) item 10 of the Universities Act 2002.

§ 5 Courses and Examinations

(1) The courses and examinations in the core subjects of the Master's Program in International Management / CEMS are as follows:

| <i>Subject title / Course title</i> | <i>ECTS credits</i> | <i>Credit hours</i> | <i>Type of examination</i> |
|---|---------------------|---------------------|----------------------------|
| <i>In Managing Globalization (Foundations) (5 ECTS credits)</i> | | | |
| Managing Globalization (Foundations) | 5 | 2 | PI ¹ |
| <i>In Global Strategic Management (7.5 ECTS credits)</i> | | | |
| Global Strategic Management | 7.5 | 4 | PI |
| <i>In Global Marketing Management (7.5 ECTS credits)</i> | | | |
| Global Marketing Management | 7.5 | 4 | PI |
| <i>In Global Financial Management (7.5 ECTS credits)</i> | | | |
| Global Financial Management | 7.5 | 4 | PI |
| <i>In Global Management Practice (7.5 ECTS credits)</i> | | | |
| Global Management Practice | 7.5 | 4 | PI |
| <i>In Block Seminar (4 ECTS)</i> | | | |
| Block Seminar I | 3 | 2 | PI |
| Block Seminar II | 1 | 1 | AG ² |
| <i>In International Business Project (15 ECTS credits)</i> | | | |
| International Business Project | 15 | 4 | PI |
| <i>In Master's Thesis Coaching (5 ECTS credits)</i> | | | |
| Master's Thesis Coaching | 5 | 2 | FS ³ |
| <i>In Skills Courses (3 ECTS credits)</i> | | | |
| Skills Course Business Communication/English | 1 | 1 | AG |
| The student's choice of the following: | | | |
| Skills Course | 0.5 | 1 | AG |
| Skills Course | 1 | 1 | AG |
| Skills Course | 2 | 1 | AG |

¹ PI - *prüfungsimmanent*, course with continuous assessment of student performance

² AG - *Arbeitsgemeinschaft*, workshop-type course

³ FS - *Forschungsseminar*, research seminar

(2) In the course of the Master's Program in International Management / CEMS, electives worth a total of 34 ECTS credits must be completed.

(3) Electives are courses with continuous assessment of student performance (PI), each worth 5 ECTS credits and 2 credit hours. The following are electives:

1. International Diversity Management
2. International Environments
3. International Functional Management
4. International Innovation and Entrepreneurship
5. International Strategy and Organization
6. Research Methods in International Management

(4) By way of derogation from (3), CEMS Courses Abroad may also be selected as an elective. CEMS Courses Abroad are not offered by WU; credits must be transferred from a foreign university. They must be business-related, must be completed during studies outside of Austria and outside of the student's home country, at a CEMS partner university in accordance with Annex 1, and must be subject to an examination.

§ 6 Studies Abroad

In the course of the Master's Program in International Management / CEMS, students must spend a semester abroad at one of the CEMS partner universities listed in Annex 1, during which courses and exams worth at least 15 ECTS credits must be completed. Students should be aware that only CEMS-accredited courses and exams will be recognized as courses and exams taken.

§ 7 Internship Abroad

(1) In the course of the Master's Program in International Management / CEMS, students must complete an internship abroad, consisting of a full-time occupation of at least ten weeks' duration. The internship must be done after completion of the bachelor's program which is the prerequisite for admission to the master's program. The full-time occupation must preclude the simultaneous attendance of master's program courses. Successful completion of the internship abroad is worth 4 ECTS credits.

(2) The internship is intended to be an intercultural experience and must be completed outside of Austria.

§ 8 Master's Thesis

(1) Every student is obliged to submit a master's thesis worth 20 ECTS credits.

(2) In their master's theses, the students have to demonstrate their ability to independently handle a topic with the help of academic research methods.

(3) The topic of the master's thesis is to be chosen from one of the subjects of the Master's Program in International Management / CEMS. The students are entitled to propose a topic themselves or to select one from a number of suggestions made by the available supervisors. Apart from that, § 33 of the Bylaws of WU applies.

§ 9 Completion of the Master's Program

After a student has successfully completed all required examinations and the master's thesis, the semester abroad and the internship abroad, a certificate will be issued evidencing the successful completion of the Master's Program in International Management / CEMS.

§ 10 Academic Degree

Graduates of the Master's Program in International Management / CEMS will be awarded the academic degree Master of Sciences (WU), abbreviated as MSc (WU).

§ 11 Effective Date

(1) This regulation shall enter into force on October 1, 2017.

(2) This regulation shall replace the Regulation on a Curriculum for the Master's Program in International Management / CEMS, WU Bulletin No. 146 of February 4, 2009, as amended by the regulation published in the WU Bulletin No. 19 of February 5, 2014.

(3) The amendments to this regulation as published in the WU Bulletin No. 40 of June 27, 2018 shall enter into force on October 1, 2018.

§ 12 Transitional Provisions

(1) Degree program students who, at the time of entry into force of this regulation, have already begun the Master's Program in International Management / CEMS at WU pursuant to the Regulation on a Curriculum for the Master's Program in International Management / CEMS, WU Bulletin No. 146 of February 4, 2009, as amended, shall be entitled to complete their studies by the end of the 2020 summer semester according to the regulation applicable on September 30, 2017.

(2) If a student fails to complete the program within that period, the student will be subject to the new curriculum for the remainder of his/her studies.

(3) Students are entitled to change to the new curriculum during admission periods.

Annex 1: CEMS partner universities

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|----------|---|
| Aalto | Aalto University School of Economics |
| CBS | Copenhagen Business School |
| CORVINUS | Corvinus University of Budapest |
| EAESP | Escola de Administração de Empresas de São Paulo-FGV |
| ESADE | Escuela Superior de Administración y Dirección de Empresas, Barcelona |
| GSOM | Graduate School of Management, St. Petersburg State University |
| HEC | École des Hautes Études Commerciales, Paris |
| HKUST | HKUST School of Business and Management, Hong Kong |
| HSG | University of St. Gallen |
| IIMC | Indian Institute of Management Calcutta, India |
| Ivey | Richard Ivey School of Business, Canada |
| KEIO | Keio University, Japan |
| KOC | Koç University Graduate School of Business, Turkey |
| KUBS | Korea University Business School, Korea |
| LSE | London School of Economics |
| LSM | Louvain School of Management |
| NHH | Norges Handelshøyskole, Bergen |
| NOVA | NOVA School of Business and Economics, Portugal |
| NUS | National University of Singapore |
| RSM | RSM Erasmus University, Rotterdam |
| SSE | Stockholm School of Economics |
| SGH | Szkoła Główna Handlowa, Warsaw |
| TSEM | Tsinghua University School of Economics and Management |
| UAI | Universidad Adolfo Ibáñez, Chile |
| UB | Università commerciale Luigi Bocconi, Milan |
| UCD | Michael Smurfit School of Business, University College Dublin |

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| UoC | University of Cologne, Faculty of Management, Economics and Social Sciences |
| USYD | The University of Sydney Business School |
| VSE | Vysoká Škola Ekonomická, Prague |