

CURRICULUM

FOR THE MASTER PROGRAM IN INTERNATIONAL MANAGEMENT / CEMS

AT WU VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

(as amended by the resolutions of the Committee for Academic Programs dated June 19, 2008, July 10, 2008, January 15, 2009, June 18, 2009, March 4, 2009, June 24, 2010, June 5, 2012, and January 14, 2014, approved by the Senate of WU Vienna University of Economics and Business on June 25, 2008, July 11, 2008, January 28, 2009, June 24, 2009, March 17, 2009, June 30, 2010, June 20, 2012, and January 29, 2014)

On June 25, 2008, pursuant to the Federal Act on the Organization of the Universities and their Studies, the Universities Act 2002 (*Universitätsgesetz* 2002) as published in the Federal Law Gazette (*Bundesgesetzblatt*, BGBl) I no. 120/2002 as amended, the Senate of WU Vienna University of Economics and Business approved the following resolution of the Committee for Academic Programs dated June 19, 2008, on the curriculum for the Master Program in International Management / CEMS.

Preamble

The Master 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 they fulfill the requirements of the CEMS Master's in International Management program, graduates of the Master Program in International Management / CEMS at WU Vienna University of Economics and Business are additionally granted the CEMS Master's in International Management degree from the 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 program in the social and economic sciences, the Master 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 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 Program in International Management / CEMS provides professional training particularly for:

- graduates of a bachelor program in social and economic sciences who wish to obtain not only immediate practical qualifications but also theoretical and academic skills, qualifying them for leading 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 Vienna University of Economics and Business to obtain the necessary prerequisites for further academic work or attain higher academic qualifications (PhD).

Graduates of the Master Program in International Management / CEMS are well prepared for a career in a culturally diverse 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 solving of challenges in 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 business 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, scientific 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 Program in International Management / CEMS is the successful completion of a bachelor degree program or a *Fachhochschule* (university of applied sciences) bachelor 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 Degree Program in International Management / CEMS is regulated by a selection procedure pursuant to § 64 (6) of the Universities Act 2002.

(2) Dual application of examinations to the Master 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

(1) The Master 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 thesis is worth 20 ECTS credits, the internship abroad is worth 4 ECTS credits, and the subjects of the Master Program in International Management / CEMS account for the remaining 96 ECTS credits.

(3) The Master Degree Program in International Management / CEMS will be held entirely in English.

§ 4 Types of Examinations

The examination types indicated in this curriculum are defined in the examination regulations of Vienna University of Economics and Business Administration. This Curriculum, together with the Exam Regulations, forms a curriculum pursuant to § 25(1) item 10 of the Universities Act 2002.

§ 5 Courses and Examinations

The Master Program consists of the following courses and examinations in the required/compulsory subjects:

Subject/Course title	ECTS	Credit hours	Type of examination
<i>In Managing Globalization (Foundations) (5 ECTS):</i>			
Managing Globalization (Foundations)	5	2	PI*
<i>In Global Strategic Management (7.5 ECTS):</i>			
Global Strategic Management	7.5	4	PI
<i>In Global Marketing Management (7.5 ECTS):</i>			
Global Marketing Management	7.5	4	PI
<i>In Global Financial Management (7.5 ECTS):</i>			
Global Financial Management	7.5	4	PI
<i>In Global Management Practice (7.5 ECTS):</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	PI
<i>In International Business Project (15 ECTS):</i>			
International Business Project	15	4	PI
<i>In Skills Courses (3 ECTS):</i>			
Skills Course Business Communication/English	1	1	PI
<i>The student's choice of the following:</i>			
Skills Course	0.5	1	PI
Skills Course	1	1	PI
Skills Course	2	1	PI

* PI = *prüfungsimmanent*, class with continuous assessment of student performance

** LVP = *Lehrveranstaltungsprüfung*, course examination

(2) In the course of the Master Program in International Management / CEMS, electives worth a total of 39 ECTS must be completed. All elective courses must be selected from one of the following elective areas:

1. International Environments
2. Functional Courses with International Perspective
3. International Industries
4. International Markets

(3) At least one Regional Specific Course from the elective subject International Environments, worth at least 5 ECTS credits, must be selected.

(4) The Vice-Rector for Academic Programs and Student Affairs shall, in consultation with the Academic Director responsible for the program in question, determine the specific courses to be offered as electives, with regard to curricular issues, and submit them to the Committee for Academic Programs. The Committee for Academic Programs is entitled to revoke the Vice Rector's decision in its subsequent meeting and determine examination modes itself. The finalized examination modes are to be published in the bulletin of WU Vienna University of Economics and Business (*Mitteilungsblatt*) in a timely manner. In the event of changes, to protect the interests of those students who had justifiably relied on being able to complete their examinations according to the previously valid regulations, the Vice-Rector for Academic Programs and Student Affairs shall provide for adequate transitional measures and submit these to the Committee for Academic Programs. The Committee for Academic Programs is entitled to revoke the Vice-Rector's decision in its subsequent meeting and may instead determine transitional provisions itself.

§ 6 Studies Abroad

In the course of the Master 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 taken at the CEMS partner universities will be recognized.

§ 7 Internship Abroad

(1) In the course of the Master 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 program which is the prerequisite for admission to the master program. The full-time occupation must preclude the simultaneous attendance of master 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 Thesis

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

(2) In their master 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 thesis is to be chosen from one of the subjects of the Master 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 the Vienna University of Economics and Business Administration applies.

§ 9 Completion of the Master Program

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

§ 10 Academic Degree

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

§ 11 Effective Date

(1) This Curriculum and the amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated July 10, 2008, January 15, 2009, and June 18, 2009, approved by the Senate of WU Vienna University of Economics and Business on July 11, 2008, January 28, 2009, and June 24, 2009, will enter into force on October 1, 2009.

(2) This Curriculum shall replace the curriculum for the Master Program in International Management pursuant to the resolution of the Committee for Academic Programs dated November 9, 2006, approved by the Senate on November 15, 2006.

(3) The amendments of this curriculum, as pursuant to resolutions of the Committee for Academic Programs dated March 4, 2010 and June 24, 2010, approved by the Senate on March 17, 2010 and June 30, 2010 respectively, shall take effect on October 1, 2010.

(4) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated June 5, 2012, approved by the Senate on June 20, 2012, will enter into force on October 1, 2012.

(5) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated January 14, 2014, approved by the Senate on January 29, 2014, will enter into force on October 1, 2014.

§ 12 Transitional provisions

(1) Students who completed courses from the subject "Skills Courses" or in "Foreign Business Language" before September 30, 2012 are entitled to complete the degree program under the version of the curriculum valid on September 30, 2012.

(2) Students who completed the course "Cross Cultural Management" or a course from the subject "Foreign Business Language" before September 30, 2014 are entitled to complete the degree program under the version of the curriculum valid on September 30,

2014. In addition, students are entitled to voluntarily change over to the currently valid curriculum during any enrollment period.

Annex 1: CEMS partner universities

Aalto	Aalto University School of Economics
CBS	Copenhagen Business School
CORVINUS	Corvinus University of Budapest
EAESP	Escola de Administracao de Empresas de Sao 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
Ivey	Richard Ivey School of Business, Canada
KEIO	Keio University, Japan
KOC	Koc University Graduate School of Business, Turkey
LSE	London School of Economics
LSM	Louvain School of Management
NHH	Norges Handelshoyskole, 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	Szkola Glowna Handlowa, Warsaw
TSEM	Tsinghua University School of Economics and Management
UB	Università commerciale Luigi Bocconi, Milan
UCD	Michael Smurfit School of Business, University College Dublin
UoC	University of Cologne, Faculty of Management, Economics and Social Sciences
USYD	The University of Sydney Business School
VSE	Vysoka Skola Economicka, Prague