

Online Info Session

Strategy, Innovation, and Management Control



November 2021



What the SIMC Master Program stands for...



QS Ranking 2022

*QS World University Rankings:
Masters in Management Rankings 2022*

11th place



Top 7%

Overall

Top 5%

**Thought
Leadership**

Top 3%

Employability

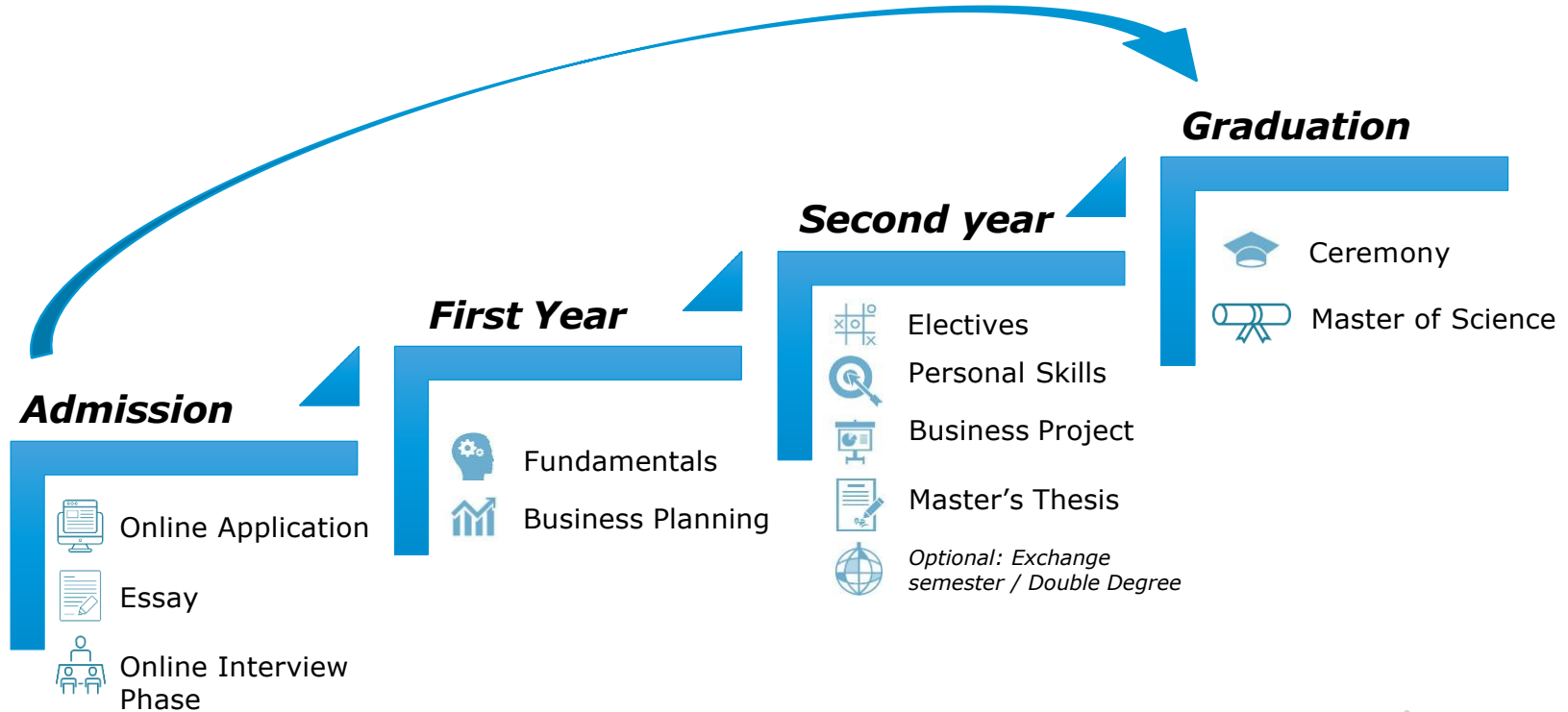
General information



The SIMC Master qualifies you for future executive functions

- We offer **research-based academic training** which particularly enables our students to think analytically and to structure complex problems in a solution-oriented manner
- We teach state-of-the-art methods and techniques of business administration as well as their **application in practical projects**, business simulation games and case studies
- We focus on **internationalization**, offering our students the opportunity to complete part of the program at renowned international partner universities and creating international networking possibilities
- We support the personal development of our students by targeting the **enhancement of soft skills** such as creativity, and teamwork and communication skills

The Program in a Nutshell



Program overview Year 1: Content and Structure

Semester 1

4 Foundation Courses: (4 x 7 ECTS-credits)

Fundamentals of Strategic Management
Fundamentals of Entrepreneurship and Innovation Management
Fundamentals of Management Control
Fundamentals of Entrepreneurial Finance

Thesis Seminar: How to write a thesis (2 ECTS-credits)

Semester 2

Business Planning and Performance Management (10 ECTS-credits)

Managerial Economics (5 ECTS-credits)

Digital Transformation (5 ECTS-credits)

Strategic Business Analytics (5 ECTS-credits)

Professional Development Workshop (5 ECTS-credits)

Optional: Personal Skills courses, electives (if no exchange planned)

Program overview Year 2: Content and Structure

Year 2

Business Project (15 ECTS-credits)
4 Electives (20 ECTS-credits)
2 Personal skills (4 ECTS-credits)
Master's Thesis (20 ECTS-credits)
Master's Thesis Defense (1 ECTS-credit)

If you want to do an exchange semester you **SHOULD** do the following courses abroad:

Exchange Semester

4 Electives (20 ECTS-credits)
2 Personal skills (4 ECTS-credits)

Top Corporate Partners

Corporate partners can be included in several formats

- Courses
- Master's Theses
- Workshops
- Business projects
- Events (Career, Networking, Guest Speaker,...)

SIMC Partners*:



*and many additional business partners

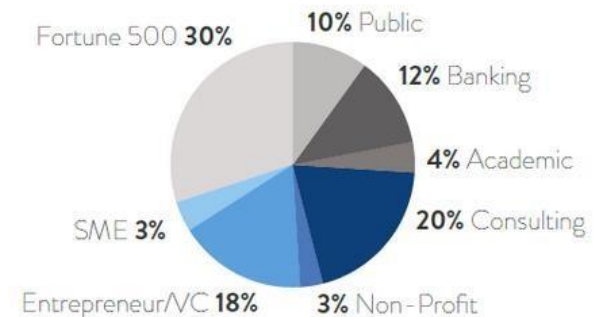
Career Perspectives

Strong links to the corporate world and local business community support the high employability of alumni, in addition to the countless networking opportunities through the vibrant student community SIMConnect

SIMC alumni typically pursue a career in

- Top management consulting
- Business development / strategic management
- Management control and financial management
- Innovation management
- Starting your own business

99%
of graduates are employed
within 6 months
of graduation



International Study Opportunities



Go International

Over 75 % of SIMC students study abroad for one semester or a double-degree!

Exchange Semester: WU has over 140 partner universities on master's level. 80+ of these are recommended for SIMC

Double Degree Programs*:

- Queen's University, Canada
- Bocconi University, Italy
- UTS Sydney, Australia
- National Chengchi University, Taiwan
- CATÓLICA-LISBON School of Business & Economics, Portugal
- Indian Institute of Management Ahmedabad, India



*as of 2021

Special Programs: ViennaIP and CBS

Vienna Innovation Program^{WU} @ WU

- A two-week program developed for master students, who often cannot spend a full semester abroad
- A group of WU master students and students from WU's international partner institutions work together on real life group projects
- High quality academic through a combination of lecture elements, case analyses, class discussions and group projects

Exclusive Exchange Semester SIMC & OIE

- Exchange program at Copenhagen Business School
- SIMC student do one semester of the MSc Organizational Innovation and Entrepreneurship Program

Application and Admission Process



Application and Admission Process



Online Application

- CV
- Letter of Motivation
- GMAT or GPA (for WU Bachelor Students)
- English Language Proficiency Proof



Essay

- Individual 500-words essay
- On specific master-related issue
- Preparation time of 72 hours



Online Interview Phase

- 1. Non-live interview through "Kira Talent"
- 2. Group discussion with 5-9 other applicants and a faculty member

Application Deadlines

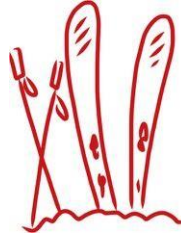
- October 8th, 2021
- January 8th, 2022
- March 8th, 2022

What makes the SIMC Master program exceptional

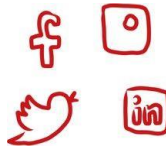
- Great program reputation
- Vibrant student community SIMConnect
- Open atmosphere fostering innovative thinking
- Small, interactive classes with a practical focus
- Practical experience through project courses
- Possibility to bring your own business idea to life
- International orientation



SIMC Student Association



SIMConnect

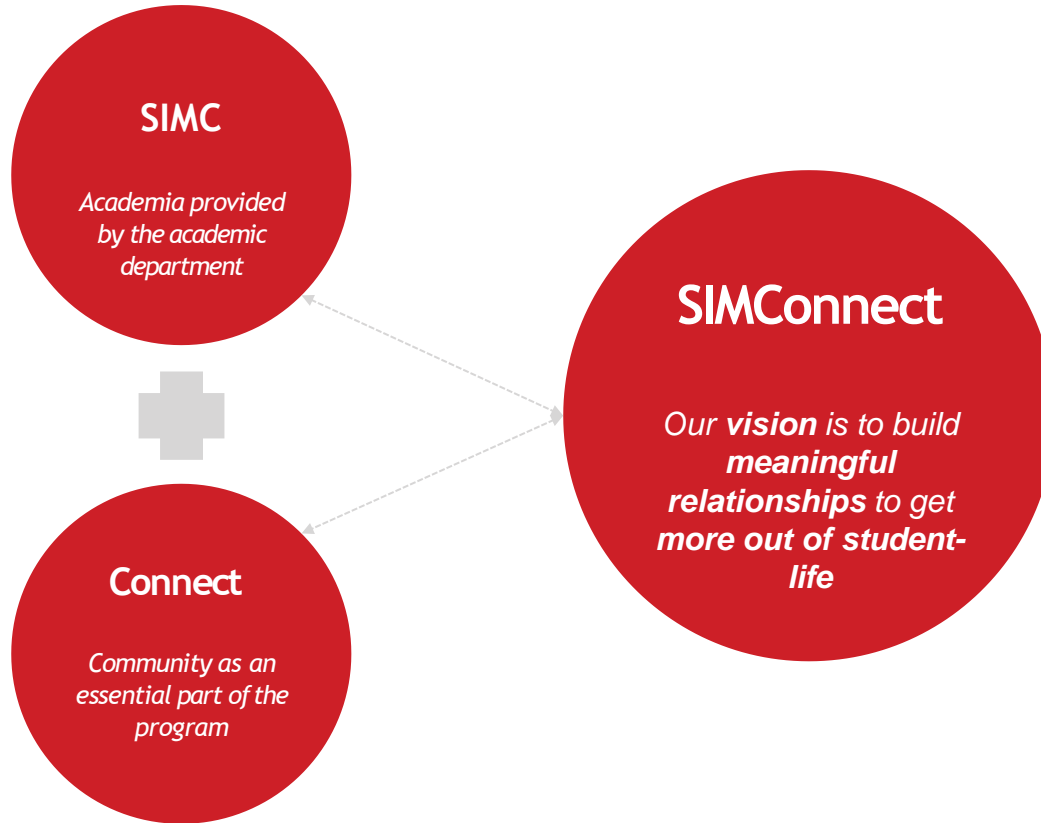




What is SIMConnect?

- SIMConnect is the official student association of the SIMC master program
- It promotes the program's community and connects our students with our alumni, faculty members and partners
- The academic department supports SIMConnect wherever possible





SIMConnect enables you to...

- engage in a vibrant student community
- be creative
- be entrepreneurial
- take responsibility for diverse projects
- enrich your student life



SIMConnect acts through six departments



**Social
Responsibility**



**Partners &
Alumni**



**Entrepreneurship
Avenue**



**Get2Gether &
Sports**



Communications



NIMS



Follow us on social media!



simconnect_

Nachricht senden



231 Beiträge

654 Abonnenten

809 abonniert

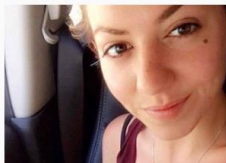
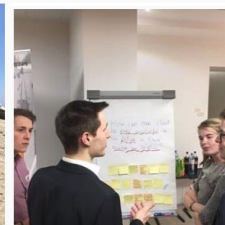
SIMConnect

The student association of the master program "Strategy, Innovation, and Management Control" at 🎓 WU Vienna.

Once a SIMCie, always a SIMCie! ❤️

www.simc.at

Abonniert von lisa_soder, hodeigs, tom_wolfthaler und 54 weiteren





Questions?

Contact simc@wu.ac.at for
questions related to the
master's program

Contact board@simc.at for
questions related to
SIMConnect

Or reach out to a SIMC
ambassador! Contact details
can be found here:

<https://www.simc.at/>