



## Vienna Innovation Program<sup>WU</sup> 2022

WU (Vienna University of Economics and Business)

### Quick Facts

The **Vienna Innovation Program<sup>WU</sup>** will take place from **May 16-27, 2022** for a group of **master and MBA students** from both international partner institutions and WU, who will jointly attend and work together in this **intensive academic program**.

The course program will be taught by a team from **WU's Institute for Strategy, Technology and Organization** (<https://www.wu.ac.at/en/ifsto>), headed by **Prof. Christopher Lettl**.

The participants will have the opportunity to learn about modern approaches to innovation management and to implement them in **real-life projects**. Students are expected to truly engage which in the context of the Vienna Innovation Program<sup>WU</sup> means to **think and act entrepreneurially** and to proactively contribute to the work in cross-cultural teams.

The program includes **social and cultural activities on-site**, to give students a taste of Austrian culture while providing opportunities for networking and socializing, with the goal of offering both a high quality **academic and intercultural experience** to participants.

### Credits

**Credits:** 5 ECTS credits  
Contact hours: 40

Participating students will receive a WU certificate with a grade for this two-week full-time program. The final grade will be based on the group project work and on the students' individual course performance (including pre-assignments and participation in class).

### Dates

**Program Dates:** May 16 to May 27, 2022  
Arrival Day: Sunday, May 15, 2022 at the latest  
Departure Day: Saturday, May 28, 2022

**Nomination Deadline for WU Partner Universities:** February 28, 2022

### Application Requirements

Application requirements for the Vienna Innovation Program<sup>WU</sup> are **current enrollment in a Master's/MBA program** and **excellent English language skills**.

The program is designed to be exclusive in order to foster a close cooperation between students and faculty.

### Nomination and Application

International program coordinators of WU partner universities are kindly asked to nominate their students by the nomination deadline on February 28, 2022. Partner universities will be provided with a nomination form by WU's International Office.

After nomination by their home university, students will be asked to fill out an **online application form** and upload all necessary supporting documents (CV and letter of motivation). The link to the online application form will be sent to nominated students via e-mail by the program manager.

## Program Fee & Services

As the Vienna Innovation Program is designed as an exchange program, students do not pay tuition fees at WU; however, a program fee to cover program services is required. To give students the flexibility of choice, applicants are asked to book the accommodation on their own.

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| <b>Program Fee</b> | <b>€ 545</b> |
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The program fee includes:

**Transport/Logistics:**

Public Transport Ticket Vienna  
Course Materials

**Cultural Events:**

Sightseeing Tour Vienna and Viennese Coffee House  
Daytrip to Salzburg: Transfer and Sightseeing Tour, Lunch  
A Cultural Event in Vienna: Vienna Opera House (subject to availability) or Guided Visit to the Museum of Fine Arts

**Social Events:**

Welcome Dinner  
International Cultural Evening  
Evening at Viennese Wine Tavern  
Farewell Evening

Students have access to WU infrastructure, including WiFi on campus and the university's library.

## Contact Information

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[www.wu.ac.at/io/ipwu](http://www.wu.ac.at/io/ipwu)