



## Vienna Innovation Program<sup>WU</sup> 2021

WU (Vienna University of Economics and Business)

### Quick Facts

The **Vienna Innovation Program<sup>WU</sup>** will take place from **May 17-28, 2021** 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 program also includes social and cultural activities in and outside Vienna to aim for offering both a high quality **academic and intercultural experience** to participants.

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 from different countries will have the opportunity to learn about modern approaches to innovation management and to implement them in **real-life projects**. Students are expected to efficiently coordinate with the other students and to actively contribute to the project work for the duration of the program.

The program also includes **sightseeing & cultural activities**, ranging from a Vienna city tour to a daytrip to Salzburg, as well as **social events**. It is aimed at bringing Austrian and European cultures closer to the students while at the same time giving them opportunities for networking and socializing.

### Credits & Contact Hours

**Credits:** 5 ECTS credits

**Contact Hours:** 40 Contact Hours

Participating students will receive a WU certificate with a grade for this 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 17 to May 28, 2021

**Arrival Days:** Saturday, May 15, and Sunday, May 16, 2021

**Vienna City Tour:** Sunday, May 16, 2021, Afternoon

**Welcome Dinner:** Sunday, May 16, 2021, Evening

**Departure Day:** Saturday, May 29, 2021

**Nomination Deadline for WU Partner Universities:** February 28, 2021

### 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, 2021. 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

As the Vienna Innovation Program is designed as an exchange program, students do not pay tuition fees at WU; however, a participation fee to cover program services is required (please refer to the following section for details).

To give students the flexibility to arrange accommodation for themselves, applicants can opt for a program package either with or without accommodation:

	Program Fee
<b>Program Fee without accommodation</b>	<b>EUR 545</b>
<b>Program Fee including accommodation in a hotel next to WU Vienna:</b> <i>(single room in Hotel <u>incl.</u> breakfast)</i>	<b>TBA</b>

## Services

The program fee includes:

### Transport/Logistics:

Public Transport Ticket Vienna  
Course Materials

### Cultural Events:

Sightseeing Tour Vienna and Viennese Café  
Daytrip to Salzburg: Transfer and Sightseeing Tour, Lunch  
A Cultural Event in Vienna: Vienna State Opera (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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## Website

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