

MBA with specialization

Master of Business Administration – MBA
4 semesters, part time | 3 semesters, full time

www.donau-uni.ac.at/mba-special





MBA with specialization

Today's business environment and competitive landscapes are changing rapidly. Managers and entrepreneurs face the challenge of constantly updating and expanding their repertoire of strategies, concepts and tools in order to lead their organizations responsibly and successfully into the future. The Danube Business School MBA complements a state-of-the-art general management education with function-, industry- or topic-specific specializations. These specializations can be chosen from a wide range of expertise from different departments of the university, allowing the MBA program to be tailored to individual continuing education goals.



„Danube Business School (DBS) strives to play a leading role in the field of management training/executive education throughout Europe and sets the standards for relevant management programs tailored to individual learning needs with its state-of-the-art curricula.“

— Prof. Dr. Barbara Brenner

Modular structure of the study program

12 compulsory modules „General Management“ (36 ECTS)

with the basics of business administration and economics as well as content from core disciplines such as controlling, strategy, marketing, HR, business ethics, managing complexity, etc.

3-5 elective modules „General Management“ (15 ECTS)

that you can choose from the comprehensive core curriculum, e.g. transformative management, international business, business law, study trips, etc.

Specialization modules (24 ECTS)

with in-depth knowledge for a specific context. Choose from a university-wide range of thematic, industry or subject-specific specializations.

MBA-Thesis (15 ECTS)



Study program contents

The core modules of the MBA program offer a general management education based on international standards.

The specializations have industry-, function- or topic-specific content and promote the transfer of knowledge between experts in their field or industry. In addition to specific industry contexts or functional areas, current cross-cutting topics such as agility, digitalization or sustainability can also be addressed in depth.

- > Agile Organizations & Collective Leadership
- > Aviation Management
- > Biotech, Pharma & MedTech Management
- > Business Controlling & Financial Management
- > Digital transformation in business and administration
- > Data Management- Data Steward
- > International Business
- > Leadership
- > Sales Management
- > Sustainable Management

Qualification profile

Graduates of the MBA program are able to

- > discuss interrelationships between the core disciplines of business administration and aspects of cross-cutting economic and societal issues,
- > explore topic-, function- and/or industry-specific contexts within the chosen area of specialization,
- > to categorize the methods of action acquired in business practice by dealing with the theoretical foundations and to link them with new findings,
- > to apply theoretical knowledge from the core disciplines of business administration, economically relevant societal cross-cutting issues and their chosen specialization in independent planning and implementation in their areas of work and in projects as managers,
- > identify key cross-sector challenges and develop appropriate approaches,
- > - explain relevant aspects with regard to gender and diversity in various core business disciplines,
- > analyze their personal and professional management skills in self-reflection and derive potential for development from this,
- > systematically develop solutions to practical problems in an original written paper using the knowledge they have acquired.

Study program

The modules of the General Management core curriculum are offered in the blended learning format (in German or English) at Campus Krems or via distance learning (in German).

In the blended learning format, they can be taken in blocks and completed within one year.

The compulsory modules each last two days and are always offered together with another module in blocks of four days each.

In the distance learning format, you study the General Management core modules 100% online: independent in terms of time and location, and at your own pace.

Compulsory modules

- > Fundamentals of Business Administration
- > Basics of economics
- > Controlling & Reporting
- > Corporate finance
- > Strategic management
- > Marketing Management
- > Human Resources Management
- > Leadership
- > Empirical research methods
- > Business Ethics
- > Business Analytics
- > Complexity & Project Management

Elective modules

- > Transformative Management
- > Knowledge Management & Innovation
- > International Business Administration
- > Applied Microeconomics
- > Business Planning
- > Business simulation
- > Applied Business Law

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Quick Facts

Target group

The course is designed for future managers who want to acquire up-to-date and broad management knowledge for the next step in their career and who want to deepen their knowledge in a selected specific topic, function and/or industry context.

Admission requirements

- > Completed university degree
- > and two years of relevant professional experience

Academic Director

Prof. Dr. Barbara Brenner
Head of the Department for Management and Economics

Study Program Director

Dr. Doris Burger
Department for Management and Economics

Degree

Master of Business Administration – MBA

Language

German or English

Location

University for Continuing Education Krems

Duration

4 semesters, part-time
3 semesters, full-time

ECTS credits

90

Costs

EUR 23,900 (Blended Learning core curriculum and specialization)

Learning format

Blended learning (classroom teaching with preparation and follow-up phases)

There is the option of initially enrolling in the certificate program „General Management College“. The modules completed can be credited towards the MBA study program at a later stage in terms of content and funding.

It is also possible to complete a specialization initially in the form of a certificate program and then continue on to the MBA study program at a later time (with credit in terms of content and funding).

Accreditation



PRME



The University for Continuing Education Krems specializes in academic continuing education for working professionals. As a public university for continuing education, it works with its expertise in research and teaching to overcome societal challenges and tailors its study programs to address them. The continuing education study programs cover ten fields of study and meet the specific requirements of students with work experience. With over 8,000 students coming from 90 countries, the University for Continuing Education Krems combines its many years of experience in university-based continuing education with innovation to provide outstanding quality in research and teaching at an international level. The University holds the AQ Austria quality seal. Situated 60 km from Vienna in the alluring world heritage region Wachau, Campus Krems is a highly attractive location.

Information and Registration

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