

Master of Science (MSc)  
**Strategy, Innovation,  
and Management  
Control**

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



English-taught  
master's program

# Kick Off Your Career as a Business Leader

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## THE SIMC STUDY PROGRAM AT A GLANCE

The master's program in "Strategy, Innovation, and Management Control" prepares tomorrow's executives for their role as organizational leaders. The program combines theory, practice, and instruction with relevant social skills, for an integrated approach to organizational leadership. Considerable emphasis will be placed on developing the ability to identify new entrepreneurial opportunities and designing and implementing strategies for achieving sustained superior performance. The program addresses the main strategic and societal challenges of our times, in particular digital transformation and need for sustainable business models. The focus lies on an interactive teaching approach based on case studies, business projects, and business games. A strong network within the program creates a unique community spirit, which is also supported by several social events that are organized by our vibrant student community SIMConnect.

## CONTENT AND STRUCTURE

The program offers a profound education in organizational leadership.

The **first year** foundation courses provide the basis for an in-depth understanding of how companies develop corporate and business strategies (strategy development) and how they can translate their strategies into employee action (strategy implementation).

In the **second year** of their studies, students start to specialize by choosing a total of four electives, and start writing their master's thesis. In addition, a business project is organized in cooperation with our top corporate partners, which offers the opportunity to apply theoretical knowledge to real life problems. Alternatively,



students can choose a garage business project course, which helps them to develop or improve a start-up idea.

## Exchange and Double Degree Programs

The international outlook and outreach that the program is characterized by also enables our students to broaden their horizon by doing an exchange semester or a double degree. As part of WU's international focus, we have developed seven double degree programs in cooperation with renowned universities: Bocconi University, Italy, National Chengchi University, Taiwan, Queen's University, Canada, Universidad Católica de Lisboa, Portugal, University of Technology Sydney, Australia, Indian Institute of Management Ahmedabad, India and BI Norwegian Business School, Oslo (from 2023/24). Students completing a double degree program will receive both the WU MSc degree and a degree from the partner institution. Additionally, exchange places at one of WU's over 140 partner universities on master's level are available for students interested in gaining international experience.

## CAREER PROSPECTS

Graduates of the program have learned to think and act as entrepreneurs and strategists, and to actively contribute to organizations and lead them into the future. Our alumni network and top corporate partners also open-up additional networking possibilities, which also support the excellent career perspectives that this program has proven to create for its graduates. Our graduates typically work in the following areas:

- › Top management consulting
- › Business development/strategic management
- › Management control and financial management
- › Innovation management and organization design
- › Founding and managing their own business

**“We offer you an ambitious, internationally oriented master's program. Both in the classroom as well as in the active student community, entrepreneurial thinking and attitudes are promoted from day one.”**

**Werner H. Hoffmann**  
Academic Director, Strategy, Innovation,  
and Management Control

## PROGRAM STRUCTURE

### FIRST YEAR

Fundamentals of Strategic Management	Fundamentals of Entrepreneurship and Innovation Management	Fundamentals of Entrepreneurial Finance	Fundamentals of Management Control	Thesis Seminar: How to Write a Thesis
7 ECTS	7 ECTS	7 ECTS	7 ECTS	2 ECTS
Managerial Economics	Strategic Business Analytics	Professional Development Workshop	Business Planning and Performance Management	Digital Transformation
5 ECTS	5 ECTS	5 ECTS	10 ECTS	5 ECTS

### SECOND YEAR

Double degree option in the 3rd+4th semesters	Business Project	Electives: › Advanced Strategic Management › Advanced Entrepreneurship and Innovation Management › Advanced Financial Management and Management Control › Advanced Organizational Design › Advanced Business Research Methods	Personal Skills I+II	Master's Thesis	Master's Thesis Defense
Study abroad option in the 3rd semester	15 ECTS	20 (4 à 5) ECTS	4 (2 à 2) ECTS	20 ECTS	1 ECTS



For further details see:  
[wu.at/simc](https://wu.at/simc)



out of 155 programs  
ranked in the  
QS Masters in Management  
Ranking in 2023

## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU) optional double degree in cooperation with selected partner schools

## APPLICATION AND ADMISSIONS

To be admitted to the program, applicants have to undergo a comprehensive selection process. We are looking for ambitious, highly motivated students with outstanding qualifications and excellent social skills.

### Selection procedure

Our comprehensive selection process ensures transparency and fairness, while at the same time guaranteeing the highest quality in our admissions.

## APPLICATION DEADLINE

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.



For detailed information on the admission requirements and the application procedures, please see: [wu.at/applicationguide](https://www.wu.at/applicationguide)

## 4-STEP SELECTION PROCESS

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|---------------|--|
| <b>STEP 1</b> | <ul style="list-style-type: none"><li>› Online application</li><li>› Proof of formal requirements</li><li>› First selection round based on application documents</li></ul>                   |
| <b>STEP 2</b> | <ul style="list-style-type: none"><li>› Essay: individual work on a specific master-related issue</li><li>› Second selection round based on essay and application documents</li></ul>        |
| <b>STEP 3</b> | <ul style="list-style-type: none"><li>› Online video interviews</li><li>› Third selection round based on interview performance in combination with pre-assessment of candidates</li></ul>    |
| <b>STEP 4</b> | <ul style="list-style-type: none"><li>› Acceptance of admission offer (within 10 days) and payment of deposit</li><li>› Program start: upcoming October (mandatory kick-off event)</li></ul> |





**SIMC offers a unique blend of strategy and entrepreneurship. You will learn to use the power of your creativity to identify innovative business opportunities and develop strategies for long-term success.**

## Information and contact

To find out more about the Master's Program in Strategy, Innovation, and Management Control, please visit:  
[wu.at/simc](https://wu.at/simc)

For further questions, please contact:  
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Academic Director of the Master's Program in Strategy, Innovation, and Management Control:  
**Werner H. Hoffmann**



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[wu.ac.at](https://wu.ac.at)

Arriving by public transport:  
Subway: U2 stations "Messe-Prater" or "Krieau"  
Bus: 82A, "Südportalstraße" stop