



## IN NEW MEDIA TECHNOLOGY AND MANAGEMENT

Master of Business Administration

# EXPANDING HORIZONS



[WWW.MODUL.AC.AT/NMT/MBA](http://WWW.MODUL.AC.AT/NMT/MBA)



### Participate in the New Media Revolution

Take your career to the next level with a profound management education focusing on the latest information management and new media technologies. The MBA in New Media Technology and Management will enhance your leadership skills. Learn how to foster innovation, manage an organization's knowledge assets, and identify opportunities in electronic business environments.

New media revolutionize the economic foundations of many industries and thus have a significant impact on strategic business decisions. To survive and flourish in such a dynamic and increasingly competitive business environment, decision makers need to re-examine their knowledge assets and identify new methods to exploit them more effectively. The MBA in New Media Technology and Management imparts the technological and management knowledge required to address these challenges.

The curriculum not only covers general business administration and management knowledge including human resources, marketing, finance and project management, but also specialized modules on the economic foundations and applications of new media technology.

Interactive seminars with leading experts in these disciplines address the advantages and limits of new media, and provide the opportunity to discuss best practice models for electronic retailing, electronic publishing and online marketing. New forms of virtual communication and collaboration receive particular attention, given their potential to optimize information flows within and across organizations.

The MBA is organized as an executive program over four terms. A short summer break allows graduation after 18 months (regular) or 24 months (extended). Internationally recognized scholars convey their expertise in the form of blocked units, which are taught in English and mainly take place on Thursday through Sunday (approximately 14 days per semester).

### Strengths of the Study Program

- | Study program which harnesses the business potential of the Web 2.0 and social networks
- | Unique state of the art discussions with leading international experts
- | Focus on new forms of virtual communication and collaboration
- | For Professionals who aim to manage information flows for gaining a competitive advantage

## PROGRAM STRUCTURE

**Prof. DDr. Arno Scharl**, Vice President and Dean  
MBA in New Media Technology and Management



The MBA Program is offered in modular format and extends over 18 months. **Each module consists of a core-module and a pre- and post-module period.** Depending on the availability of lecturers, core modules can be blocked or extended over several weeks. The entire MBA program comprises 4 terms, the fourth being reserved for writing the master thesis. While the scheduling of the modules varies depending on the availability of lecturers and number of ECTS points, usually each block consists of two modules which occur consecutively in four to six days. Regular program students are expected to attend both seminars offered in each block.

previous module	Pre-Module Phase 2 weeks	Core-Module at MU Vienna 4-6 days		Post-Module Phase 2 weeks	next module
	Assignment	Seminar I		Assignment	
	Assignment		Seminar I	Assignment	

Module Name		ECTS*
MODULE I:	Business Core	45
MODULE II:	Economics of New Media	10
MODULE III:	Information Management	9
MODULE IV:	Multimedia Technology	3
MODULE V:	Elective Courses (Special Interest Topics)	6
MODULE VI:	Master Thesis	19
<b>TOTAL</b>		<b>92</b>

\* ECTS = European Credit Transfer and Accumulation System  
(one ECTS credit equals a student workload of 25 hours).

## STUDENTS PROFESSIONAL BACKGROUNDS

**Professionals from different disciplines can benefit from the MBA in New Media Technology and Management, including but not limited to:**

- | Knowledge workers and managers who deal with internal and external communication and information flows
- | Graduates of IT-related and other technical study programs
- | Journalists and managers within (new) media companies
- | Representatives of the creative industry and multimedia art companies with an interest in communications, public relations and marketing
- | Entrepreneurs and employees of small- and medium-sized companies operating in a related field

“A unique combination of international management expertise and the latest technology trends - highly recommended!”

**Thomas Lutz**  
Director of Public Relations, Microsoft Austria  
MBA Student 2009



## SCHEDULE OVERVIEW

**Dr. Marta Sabou**

Assistant Professor, MODUL University Vienna  
IEEE Ten To Watch Award 2006



<b>Ethics &amp; Corporate Social Responsibility</b> Prof. Dr. David Sluss (Oct) University of South Carolina, USA	<b>Data Analysis and Decision Making</b> Prof. Dr. Alois Geyer (Feb) Vienna University of Economics and Business, Austria	<b>Electronic Content Production</b> Prof. DDr. Arno Scharl (May) MODUL University Vienna	<b>E-Government</b> Prof. Dr. Maria Wimmer (Sep) University of Koblenz-Landau, Germany
<b>Leadership</b> Prof. Dr. David Sluss (Oct) University of South Carolina, USA	<b>Global Markets</b> Prof. Dr. Jonas Puck (Feb) Vienna University of Economics and Business, Austria	<b>Interactive Marketing</b> Dr. Astrid Dickinger (June) MODUL University Vienna	<b>Knowledge Management and Organizational Learning</b> Dr. Stefanie Lindstedt (Sep) Graz University of Technology, Austria
<b>Financial Management</b> Prof. Dr. Manfred Frühwirth (Nov) Vienna University of Economics and Business, Austria	<b>Managerial Economics</b> Prof. Dr. Alfred Steinherr (Mar) Free University of Bolzano, Italy	<b>New Media Business Plans and Intellectual Property Rights</b> Dr. Haimberger, Dr. Pfarl (June) 3TS Capital Partners, Telekom Austria	<b>Information Retrieval and Text Mining</b> Dr. Marta Sabou (Sep) MODUL University Vienna
<b>Entrepreneurship and Innovation</b> Dr. Paul Martin Frentz (Nov) INITS, Austria	<b>Competitive Analysis and Strategy</b> Prof. Dr. Björn Ambos (Mar) Vienna University of Economics and Business, Austria	<b>Telecommunications - Branding, Products and Distribution</b> Mag. Marie-Helene Ametsreiter (July) Mobikom Austria	<b>Recommendation Systems</b> Prof. Dr. Francesco Ricci (Sep) Free University of Bozen-Bolzano, Italy
<b>Financial Reporting</b> Prof. Dr. Kenneth Ferris (Dec) Arizona State University, USA	<b>Operations Management</b> Prof. Dr. W. Jammerneegg (April) Vienna University of Economics and Business, Austria	<b>Visualization Techniques for Management</b> Prof. Dr. Martin Eppler (July) University of St. Gallen, Switzerland	<b>Multimedia Information Systems</b> Dr. Matthias Lux (Sep) MODUL University Vienna
<b>Controlling</b> Prof. Dr. Graeme Rankine (Dec) Thunderbird School of Global Management, USA	<b>Marketing Management</b> Prof. Dr. Constantine Katsikeas (April) Leeds University, UK	<b>Master Thesis Tutorial Session 2</b> Prof. DDr. Arno Scharl (Aug) MODUL University Vienna	<b>Digital Earth: Environmental New Media Applications</b> Prof. Dr. Timothy W. Foresman (Sep) University of Maryland, USA
<b>Managing People and Teams</b> Prof. Dr. John Fossum (Jan) University of Minnesota, USA	<b>Information Systems Mangement</b> Dr. Marta Sabou (May) MODUL University Vienna	<b>Online Collaboration, Virtual Communities and Social Networks (Aug)</b> Dipl.-Ing. Alexander Hubmann-Haidvogel MODUL University Vienna, Austria	<b>Environmental Management and Sustainability</b> Dr. Sabine Sedlacek (Sep) MODUL University Vienna
<b>Managing Organizations</b> Prof. Dr. John Fossum (Jan) University of Minnesota, USA	<b>Master Thesis Tutorial Session 1</b> Prof. DDr. Arno Scharl (Mar) MODUL University Vienna	<b>Semantic Web Technologies</b> Dr. Marta Sabou (Aug) MODUL University Vienna	<b>Master Thesis Defense</b> April
			<b>Official Graduation Ceremony</b> May

- Business Core Courses
- New Media Specialization
- Elective Courses (select two out of eight,  
offered to a minimum of six students)

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## FACTS & FIGURES

## PARTICIPATE IN THE NEW MEDIA REVOLUTION

<b>TITLE</b>	Master of Business Administration in New Media Technology and Management
<b>DURATION</b>	18 months (regular) or 24 months (extended), graduates awarded with 92 ECTS credits
<b>ORGANIZATION</b>	The study year is organized in full-day seminars (4-6 days per month including weekends)
<b>CURRICULUM</b>	Comprises Business Core Courses, the New Media Technology Specialization and Elective Courses
<b>LANGUAGE</b>	English is the study language
<b>MAXIMUM STUDENTS</b>	30 per year
<b>TUITION FEE</b>	EUR 28.000 (paid in two installments, tuition fee includes reading material)
<b>PROGRAM START</b>	Annually in fall



### Members of the Corporate Advisory Board:

Dr. Hannes Ametsreiter (Telekom Austria), Dr. Roland Falb (Roland Berger Strategy Consultants), Wolfgang Horak (Fujitsu Technology Solutions), Petra Jenner (Microsoft), Dr. Sophie Karmasin (Karmasin Motivforschung), Dr. Achim Kaspar (Cisco), Barbara Novak (Vienna State Parliament and Chair of the Internet Center for Education), Dr. Georg Serentschy (Austrian Regulatory Authority for Broadcasting and Telecommunications), DI Leo Steiner (IBM), and Dr. Arthur Winter (Federal Ministry of Finance).

## ADMISSION CRITERIA

Proof of an undergraduate degree of a minimum of three years plus a minimum of two years' professional experience. Occasionally, candidates without a university degree can be considered, if proof of comparable qualifications can be demonstrated.

All candidates whose native language is not English and who have not graduated from an undergraduate program conducted in English are required to provide proof of proficiency in the English language by showing that they have passed one of the tests below or by satisfying the Admissions Committee in a form deemed appropriate by the Committee:

- TOEFL (570 PBT or 230 CBT or 88 IBT) or
- IELTS 6.0 (no sub-score under 5.5)

CV and motivation letter

Two letters of recommendation or a list of publications



**MODUL University Vienna**  
Am Kahlenberg 1, 1190 Vienna - Austria  
+43 (1) 3203555 ☎ 202 📠 902, [admissions@modul.ac.at](mailto:admissions@modul.ac.at)