

## IN NEW MEDIA TECHNOLOGY AND MANAGEMENT

Master of Business Administration

# EXPANDING HORIZONS



## 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
- I 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	
	Assignment	Seminar I		Assignment	next module
	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
	TOTAL	92

<sup>\*</sup> 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!"

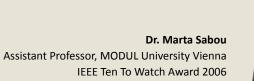
Thomas Lutz
Director of Public Relations, Microsoft Austria
MBA Student 2009







## **SCHEDULE OVERVIEW**





**Ethics & Corporate Social Responsibility** 

Prof. Dr. David Sluss (Oct) University of South Carolina, USA

#### Leadership

Prof. Dr. David Sluss (Oct) University of South Carolina, USA

#### **Financial Management**

Prof. Dr. Manfred Frühwirth (Nov) Vienna University of Economics and Business, Austria

#### **Entrepreneurship and Innovation**

Dr. Paul Martin Frentz (Nov) INiTS. Austria

#### **Financial Reporting**

Prof. Dr. Kenneth Ferris (Dec) Arizona State University, USA

#### Controlling

Prof. Dr. Graeme Rankine (Dec) Thunderbird School of Global Management,

#### **Managing People and Teams**

Prof. Dr. John Fossum (Jan) University of Minnesota, USA

#### **Managing Organizations**

Prof. Dr. John Fossum (Jan) University of Minnesota, USA

#### **Data Analysis and Decision Making**

Prof. Dr. Alois Gever (Feb) Vienna University of Economics and Business, Austria

#### **Global Markets**

Prof. Dr. Jonas Puck (Feb) Vienna University of Economics and Business, Austria

#### **Managerial Economics**

Prof. Dr. Alfred Steinherr (Mar) Free University of Bolzano, Italy

#### **Competitive Analysis and Strategy**

Prof. Dr. Björn Ambos (Mar) Vienna University of Economics and Business. Austria

#### Operations Management

Prof. Dr. W. Jammernegg (April) Vienna University of Economics and Business, Austria

#### **Marketing Management**

Prof. Dr. Constantine Katsikeas (April) Leeds University, UK

#### **Information Systems Mangement**

Dr. Marta Sabou (May) MODUL University Vienna

#### Master Thesis Tutorial Session 1

Prof. DDr. Arno Scharl (Mar) MODUL University Vienna

#### **Electronic Content Production**

Prof. DDr. Arno Scharl (May) MODUL University Vienna

#### Interactive Marketing

Dr. Astrid Dickinger (June) MODUL University Vienna

#### **New Media Business Plans and** Intellectual Property Rights

Dr. Haimberger, Dr. Pfarl (June) 3TS Capital Partners, Telekom Austria

#### Telecommunications - Branding. **Products and Distribution**

Mag. Marie-Helene Ametsreiter (July) Mobilkom Austria

#### **Visualization Techniques for Management**

Prof. Dr. Martin Eppler (July) University of St. Gallen, Switzerland

#### Master Thesis Tutorial Session 2

Prof. DDr. Arno Scharl (Aug) MODUL University Vienna

#### Online Collaboration, Virtual Communities and Social Networks (Aug)

Dipl.-Ing. Alexander Hubmann-Haidvogel MODUL University Vienna, Austria

#### **Semantic Web Technologies**

Dr. Marta Sabou (Aug) MODUL University Vienna

#### E-Government

Prof. Dr. Maria Wimmer (Sep) University of Koblenz-Landau, Germany

#### **Knowledge Management and Organizational Learning**

Dr. Stefanie Lindstedt (Sep) Graz University of Technology, Austria

#### Information Retrieval and Text Mining

Dr. Marta Sabou (Sep) MODUL University Vienna

#### **Recommendation Systems**

Prof. Dr. Francesco Ricci (Sep) Free University of Bozen-Bolzano, Italy

#### **Multimedia Information Systems**

Dr. Matthias Lux (Sep) MODUL University Vienna

#### Digital Earth: Environmental New **Media Applications**

Prof. Dr. Timothy W. Foresman (Sep) University of Maryland, USA

#### **Environmental Management** and Sustainability

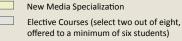
Dr. Sabine Sedlacek (Sep) MODUL University Vienna

## **Master Thesis Defense**

April

## Official Graduation Ceremony







### **FACTS & FIGURES**

## PARTICIPATE IN THE NEW MEDIA REVOLUTION

TITLE Master of Business Administration in New Media Technology and Management

**DURATION** 18 months (regular) or 24 months (extended), graduates awarded with

92 ECTS credits

**ORGANIZATION** The study year is organized in full-day seminars

(4-6 days per month including weekends)

**CURRICULUM** Comprises Business Core Courses, the New Media Technology Specialization and

**Elective Courses** 

**LANGUAGE** English is the study language

MAXIMUM STUDENTS 30 per year

**TUITION FEE** EUR 28.000 (paid in two installments, tuition fee includes reading material)

PROGRAM START 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

