

SBWL “Strategy and Organization”

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

IOD | Institute for
Organization
Design

Prof. Dr. Patricia Klarner
Institute for Organization Design
Department of Strategy & Innovation

DECEMBER 2021

EFMD
EQUIS
ACCREDITED

AACSB
ACCREDITED

ASSOCIATION
AMBA
ACCREDITED

Who we are



Institute for Organization Design

Project Management



**Institute
Director**
Univ. Prof. Dr.
habil. Patricia
Klarner



Prae Doc
Maximilian
Weis



Prae Doc
Dieter Gutschi



Prae Doc
Philipp
Benedikt
Becker



Secretary
Hanna Schlipf



Head of Group
ao. Univ. Prof.
Dr. Martina
Huemann

Why do Strategy & Organization Design matter?



“Organization design can make a significant improvement in performance, because it amplifies the alignment of the organization to its strategy and business model. It can improve speed to market and customer experience.”

Joe Echevarria, CEO of Deloitte (2011-2014)

Deloitte.



“..while AI will help with some things like sorting data, the quality of thinking in decision making, in team-based interaction that creates value for people and firms, is still going to be a key part of how we do business.”

Anthony Healy, CEO of Bank of New Zealand (2014-2018)

bnz 

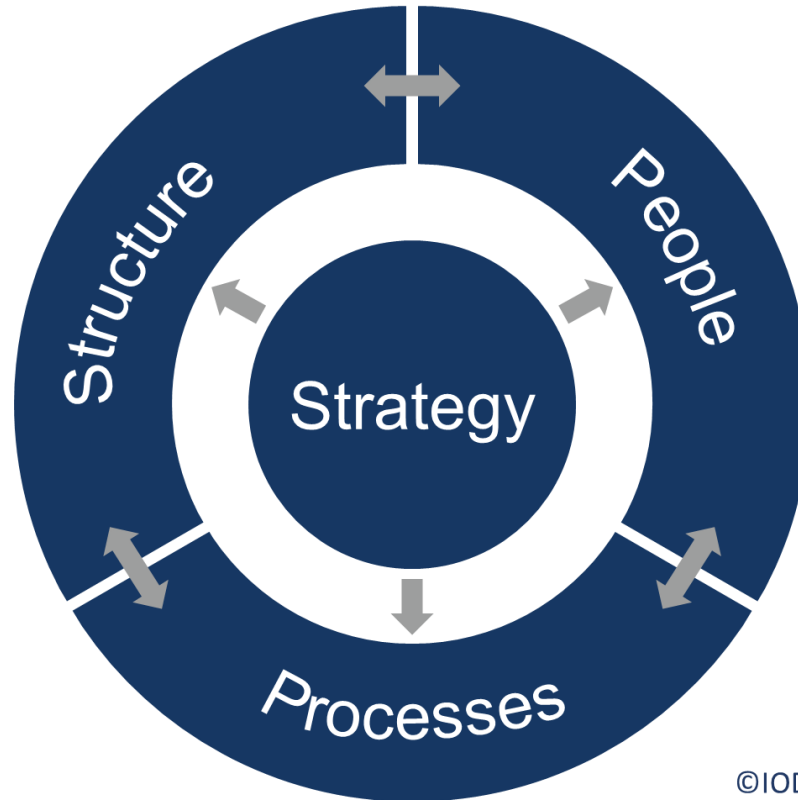


“Just because you are CEO, don’t think you have landed. You must continually increase your learning, the way you think and the way you approach the organization. I’ve never forgotten that.”

Indra Nooyi, CEO of PepsiCo (2006-2018)


pepsi.

Strategic Organization Design @ IOD



©IOD

Do you want to be a change maker or a future consultant?

YOUR future work opportunities OUR SBWL:

Corporate strategy & development, organization design, organizational analysis, management consulting, organizational & change consulting, executive search & development, academia, ... in a range of industries; in large firms and SMEs



McKinsey&Company Organization Design

Our consultants help clients **design organizations** to reduce costs, drive growth, and strengthen both short-term performance and long-term organizational health.

BCG

Organization Design

Many leaders are rethinking the **design of their organizations**. They recognize that organization design can be a powerful way to boost performance and keep up with ever-changing markets.

Google

Google's success is linked to the effectiveness of its **organizational structure** and **organizational culture** in supporting excellence in **innovation**.

voestalpine

Several **organizational changes** were either agreed or carried out. Not only are they intended to focus on the core divisions, but also to optimize orientation to the **strategy** of a longer value-added chain towards more customer-specific products.

What we offer – Connect & develop together!

only
30
Students



**state
of the
art**



- ✓ Solid foundation for **broad, international career prospects**
- ✓ Individual coaching
- ✓ Analytical, problem-solving skills
- ✓ Teamwork skills
- ✓ Project management skills
- ✓ Presentation & communication skills

Course Overview



Set the ground and get the big picture...

Course 1: Strategic Organization Design

- Dimensions of strategic organization design
 - What is strategy?
 - Organization structure and new forms of organizing
 - People in organizations
 - Process perspective
- Interlinkages between dimensions of strategic organization design
- Comprehensive organizational analysis
- Discussion of company examples



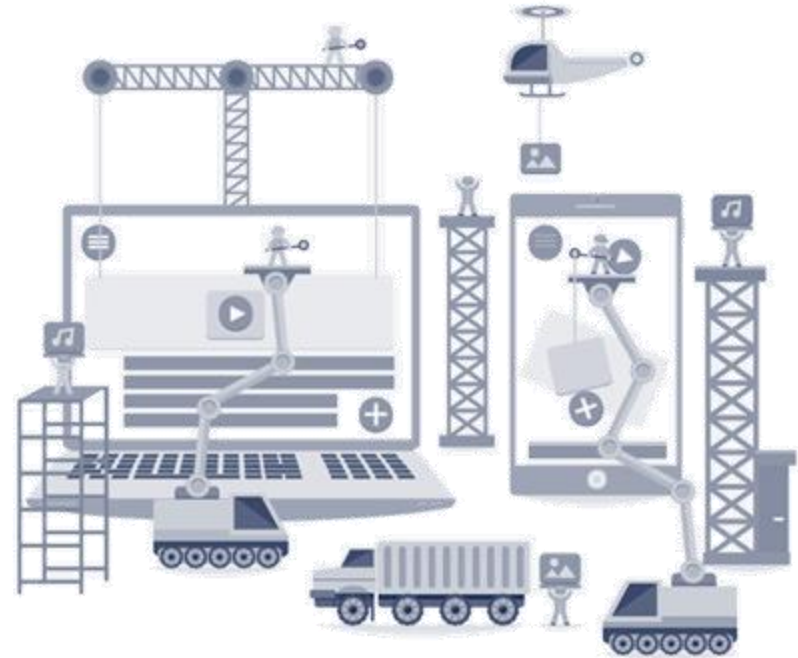
Source: <http://www.effective managers.com/>

... to change and make an impact!

Course 2: Organizational Change and Redesign

Introduction to organizational change and redesign

- Drivers of change
- Dimensions of change (strategy, structure, people, and processes)
- Goals and outcomes of change processes
- Change management and change leadership
- The practitioner's view: Guest lecture



Source: <http://www.constructionworld.org/>, May 2018

Develop your skills...

Course 3: Skills Development Workshop “Project Management”

- Fundamentals & applications of concepts and processes of project management
- The design elements of contemporary project organizations
- The role of a project manager, project-owner, project team
- Project management in action



Source: <https://www.raconteur.net/business/agility-takes-the-lead-in-project-management>

... and apply them!

Course 4: Cases in Strategy & Organization

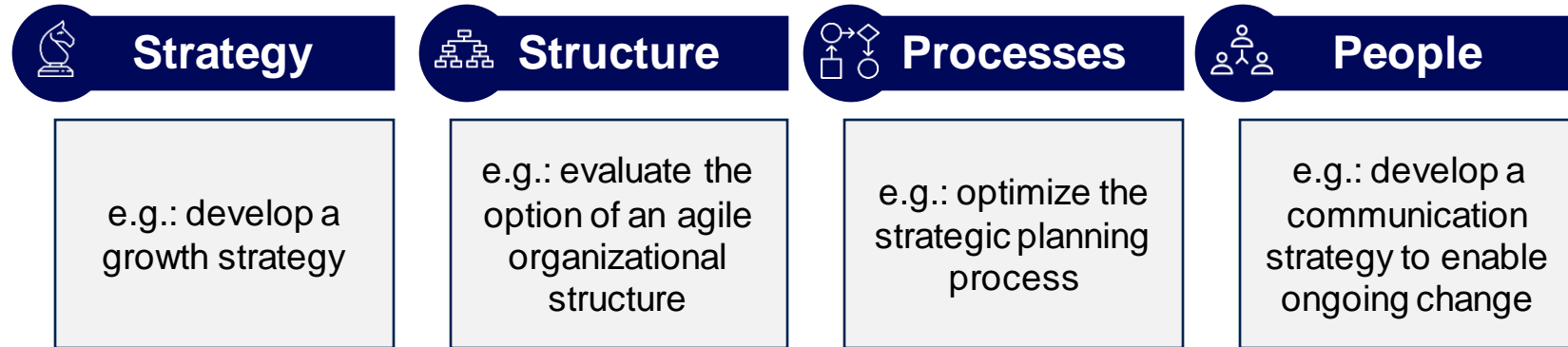
Discussion, analysis and presentation of real life company cases in teams

Course 5: Project Course “Strategy & Organization”

Projects based on current managerial issues of company partners (team projects)



Continuous coaching and feedback by IOD and company partners



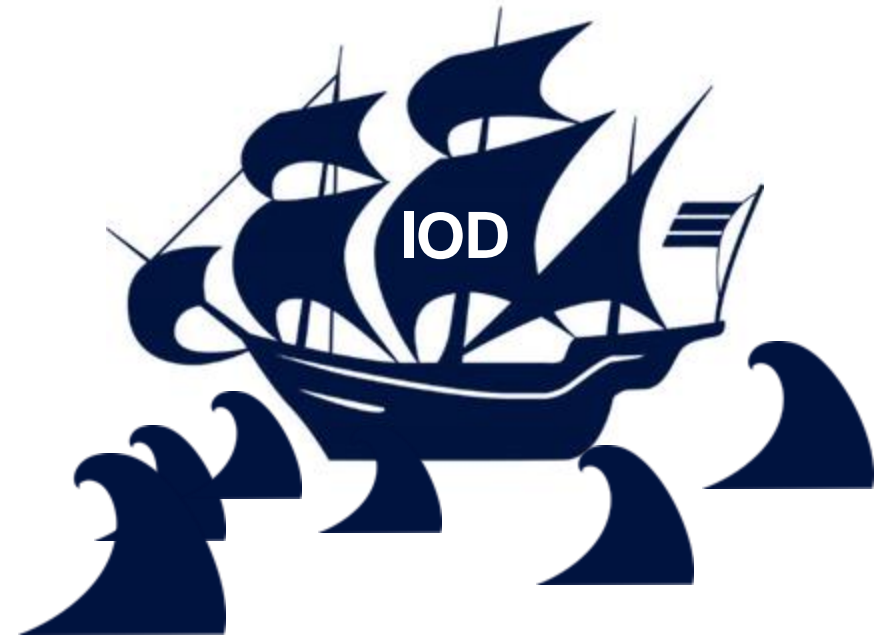
Innovative SMEs and international Corporates

e.g. OMV, UNIQA, REWE, Frequentis, Pollmann International, Wien Energie, Wiener Netze, Raiffeisenbank International

- **“Very motivational.** It inspires me to give more thought of future career decisions and engages my brain in a unique way that I haven’t experienced in other courses.”
- “You can see that Prof. Klarner knows a lot about her field and has **many experience to talk about.** This makes the class a lot more interesting.”
- **“Reverse Classroom design,** group work contributed a lot to general understanding. **Discussion** at end of classroom group work was a lot of fun.”
- “I liked the **interactive** parts with group discussions.”
- “The ‘Meet the CEO’ format were probably the **best 2 hours at WU** so far.”

What gets you on board?

- **Interest** in strategic and organizational topics
- **Commitment** and **motivation**
- **Team** spirit
- **Independence** and **self-reliance**
- A good command of **English**
- Required basic knowledge for **all three bachelor programs** (BW, IBW, WIRE)
 - ✓ STEOP & CBK (Fundamentals of Economics, Introduction to Business Administration, Statistics, Mathematics)
- Required basic knowledge for students of the **BBE program**:
 - ✓ Quantitative Methods I&II, Business & Society, Foundations in Microeconomics



What you need to know!

Application

- Registration for AG “Access to Specialization in Business Administration: Strategy and Organization” (Einstieg in die SBWL) in LPIS **and**
- Application at the IOD:
 - ✓ fill out the SBWL Bewerbungsformular AND add your
 - ✓ CV
 - ✓ transcript of your records
 - ✓ motivation letter (you have to use the form "letter of motivation_SBWL_S&O")
- Once you have successfully passed the admission process, your AG course will be graded with „successfully completed“. Afterwards you can **register for the SBWL courses** via the LPIS system.

Ready to design the future?

I - interesting, inspiring, international, interactive, innovative, intelligent

O - organizational skills, opportunity-seeking, open-minded, outgoing

D - design skills, driven by motivation, dedicated, develop profound knowledge

We look forward to your applications!

Any questions left?

Ask them now or write to iod@wu.ac.at