

SBWL Unternehmensführung und Controlling

SBWL Strategy and Managerial Accounting

Institut für Unternehmensführung
 Univ.-Prof. Dr. Isabella Grabner
 Ass.-Prof. Dr. Otto Janschek
 Univ.-Prof. Dr. Gerhard Speckbacher

Institut für Corporate Governance
 Univ.-Prof. Dr. Anne d'Arcy

DECEMBER 2021

What can you expect from Unternehmensführung und Controlling / Strategy and Managerial Accounting?

Strategy and Managerial Accounting...


...focuses on how firms **formulate, implement and (re)evaluate their strategy** in order to reach the firm's **short-term as well as long-term objectives.**

Our graduates...

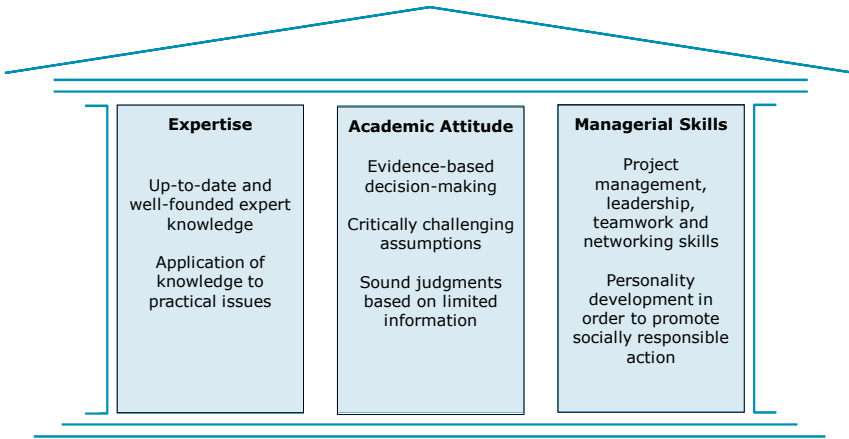
...understand how **financial metrics, strategic metrics** and **modern analytics tools** can be used to prepare and make managerial decisions.



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Our program focuses on three complementary pillars






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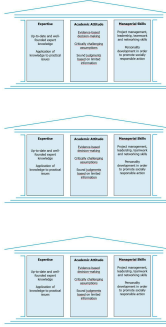
Which career prospects will you have?



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3 typical career paths

- Future Management Positions in Controlling and Finance**
- Future Top-Management Consultants**
- Preparation for Top-Management Position (Family Business / Start-Up)**






Opportunity for deepening one's knowledge


- Focus on Value-Based Management**
 > Choice of Course 5
- Consulting-specific Know-how**
 > Choice of Consulting LIVE
- Hands-on Skills**
 > Choice of Business Project

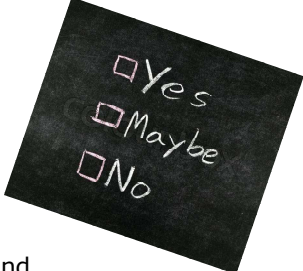
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Is Strategy and Managerial Accounting right for YOU? ?






- Are you interested in understanding the (financial) consequences of managerial decisions?
- Do you like to work on challenging tasks in teams of highly motivated students?
- Are you ambitious and performance-focused, and do you like to share your enthusiasm with your fellow students?
- Are you open-minded and do you like to work in teams in a collaborative environment?




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Two ways into our SBWL



Selection on GPA

Best **5%** of the official **WU student ranking** of the same cohort with online application

OR

Formal Entry Requirements

Grade point average (GPA) of all exams in the **Common Body of Knowledge (CBK)**

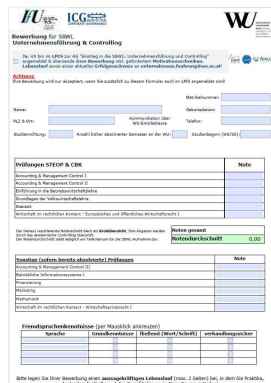
Motivation Letter



Justify your intention to participate and describe the contribution that **YOU** can make!

Other Selection Criteria/ CV




Work experience, internships, foreign language skills, international experience


You can find the standardized application form and selection criteria on www.wu.ac.at/ifu












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Our Institutes: IfU & ICG

Professors	Other Faculty
<p>Univ.-Prof. Dr. Gerhard Speckbacher Univ.-Prof. Dr. Anne d'Arcy Univ.-Prof. Dr. Isabella Grabner Ass.Prof. Dr. Otto Janschek</p>	<p>Stefan Edlinger-Bach, Ph.D. Dr. Christoph Feichter Konstantin Grün, MA HSG Dr. Christian Haas Philipp Hampl, M.M.A., MSc Jasmin Javed, MSc Dr. Aleksandra Klein, MIM Claudia Marini, MSc Olga Parshukova, MA Katherine Patterson, CPA, CA Gianluca Piucco, MSc Jelena Radovanovic, MSc Leonard Strauß, MSc MIM Dr. Markus Wabnegg, MIM Martin Wiernsperger MSc, MBA Lea Zwickl, MSc MA</p>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>INSTITUT FÜR UNTERNEHMENS- FÜHRUNG STRATEGIE UND CONTROLLING</p> </div> <div style="text-align: center;">  <p>ICG INSTITUT FÜR CORPORATE GOVERNANCE</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;">   </div>	
<p>Secretary /Office Staff Mag. Susanne Aigner, Martina Schwarz, Biljana Stojiljkovic, Karin Zemanek</p>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="display: flex; gap: 20px;">   </div> <div style="font-size: small;"> <p>SBWL STRATEGY AND MANAGERIAL ACCOUNTING SBWL UNTERNEHMENSFÜHRUNG UND CONTROLLING</p> </div> <div style="display: flex; gap: 10px;">    </div> </div>	



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Get and Stay in Touch with us!

<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p>Our Running Event: 34th IfU Managementmeile</p> </div> <div style="text-align: center; padding: 10px;">  <p>Charity run for students, WU faculty, managers, and guests!</p>  <p>June 2022 18:30, WU Campus Barbecue and Summer Party included!</p> <div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p>Please find more information on: www.wu.ac.at/ifu/network/meile</p> </div> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p>Our Weekly Networking Event: Dienstagsbier</p> </div> <div style="text-align: center; padding: 10px;"> <p>Dienstagsbier</p> <p>Guests:</p> <div style="display: flex; flex-wrap: wrap; justify-content: center; gap: 10px;"> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> </div> <p>... and many more...</p> <p>Every Tuesday at 17:15 at D5 Lounge, 6th floor</p> <div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p>Please find more information on: www.wu.ac.at/ifu/network/dienstagsbier</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="display: flex; gap: 20px;">   </div> <div style="font-size: small;"> <p>SBWL STRATEGY AND MANAGERIAL ACCOUNTING SBWL UNTERNEHMENSFÜHRUNG UND CONTROLLING</p> </div> <div style="display: flex; gap: 10px;">    </div> </div>	

Contact us!



Location	Building D5, 5 th und 6 th Level
Opening Hours	Mon - Thur: 10:00-12:00 Tue (in addition): 14:00-17:00
Office Hours	Per individual agreement or at the Dienstagsbier
Website	www.wu.ac.at/ifu www.wu.ac.at/icg



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Questions?





VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

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SBWL Overview






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1st Semester	2nd Semester
<div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> Course I Introduction to Strategy and Managerial Accounting </div> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center;"> Course II Strategic Business Analytics and Investment Decisions </div>	<div style="display: flex; justify-content: space-between;"> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course III Business Analysis Project </div> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course III Theory Business Project </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course IV Business Forecasting Project </div> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course IV Business Project </div> </div>
<p style="text-align: center;">All 5 courses are graded based on continuous assessment (PI)</p>	<div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> 2nd or 3rd Semester </div> <div style="display: flex; justify-content: space-between;"> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course V Final Seminar Prof. Grabner / Prof. Speckbacher </div> <div style="background-color: #0070c0; color: white; padding: 5px; text-align: center; width: 45%;"> Course V Final Seminar Prof. d'Arcy </div> </div>


Optional: Bachelor Thesis at IfU or ICG

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Business Project: Students as a consulting team!





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Application of Business Know-How	Development of Soft Skills
<ul style="list-style-type: none"> • Business projects address current challenges in practices (e.g., stakeholder management, performance management, risk management, corporate governance) • This allows for a transfer of know-how between science and practice • Hands-on coordination and planning of a business project as an important skill for students 	<ul style="list-style-type: none"> • Presentation skills – Interim and final presentations in front of high-ranking company representatives • Business projects challenge students in terms of team dynamics, leadership and communication processes




Examples of Past Business Projects

<p style="font-size: small; text-align: center;">„Sustainability at REWE International: Workflow Optimization and Sustainability Project Evaluation“</p> <div style="text-align: center;">  </div>	<p style="font-size: small; text-align: center;">„Business Analysis Project“ + „Business Forecasting Project“</p> <div style="text-align: center;">  </div>
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A selection of partners from past business projects: Austria Wien, Austrian Airlines, Austrian Research Center, AXA Nordstern Colonia, Böhler Schmiedetechnik, Böhler Uddeholm, IKEA, Education First Austria, Erste Bank, Boston Consulting Group, Hauswirth, Kapsch, KPMG, Lenzing, Mobilkom, NXP Sound Solutions, OMV, ÖBB, Österreichische Post, Österreichisches Controller-Institut, Palfinger, Philips, Roland Berger, Rosenbauer, Siemens, Telekom Austria, Unilever, Verbund AG, Volksbank AG, WKÖ

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Consulting-Partnerships

Know-How for Joining Top Management Consultancies



Experience Consulting Live (always in the summer term)

- Close cooperation with consulting firms in core courses
- Insights into different approaches of management consulting firms
- Close contact between consultancies and students
- Presentation of case studies in front of company representatives
- Transfer of know-how

Our Current Partners

KEARNEY

ADL
Arthur D Little

BCG

EY Parthenon
Building a better working world

Roland
Berger

HORVÁTH & PARTNERS
MANAGEMENT CONSULTANTS

McKinsey&Company

pwc **strategy&**
Formerly Booz & Company

Past partners: Accenture, Cap Gemini, Czipin, Deloitte, KPMG, Mercer Management Consulting, Monitor Group, Oliver Wyman, Stern Stewart & Co.



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