

Cross-Functional Management

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Ao.Univ.Prof. Mag. Dr. Edith Littich

MAY 2021



The Program

- CFM was **relaunched** in winter semester 2020/21
- exclusively for students of **International Business Administration**
- comprises courses worth **40 ECTS credits** (equivalent to two specializations), entirely taught in English
- **international classroom experience** - incoming exchange students participate in most courses
- **comprehensive program** jointly offered by various WU departments
- **essentials**
 - three core fields: Financial Management, Strategic Management & Strategic Leadership, Marketing Management
 - program enables students to simultaneously specialize in three functional business areas
 - students choose a field in which they do a project seminar

Why CFM may be right for you

You are looking for a comprehensive specialization ?

- ✓ In CFM you gain knowledge in three business functions

You seek a highly qualified and diverse faculty?

- ✓ CFM draws on excellent instructors from several WU departments and from business

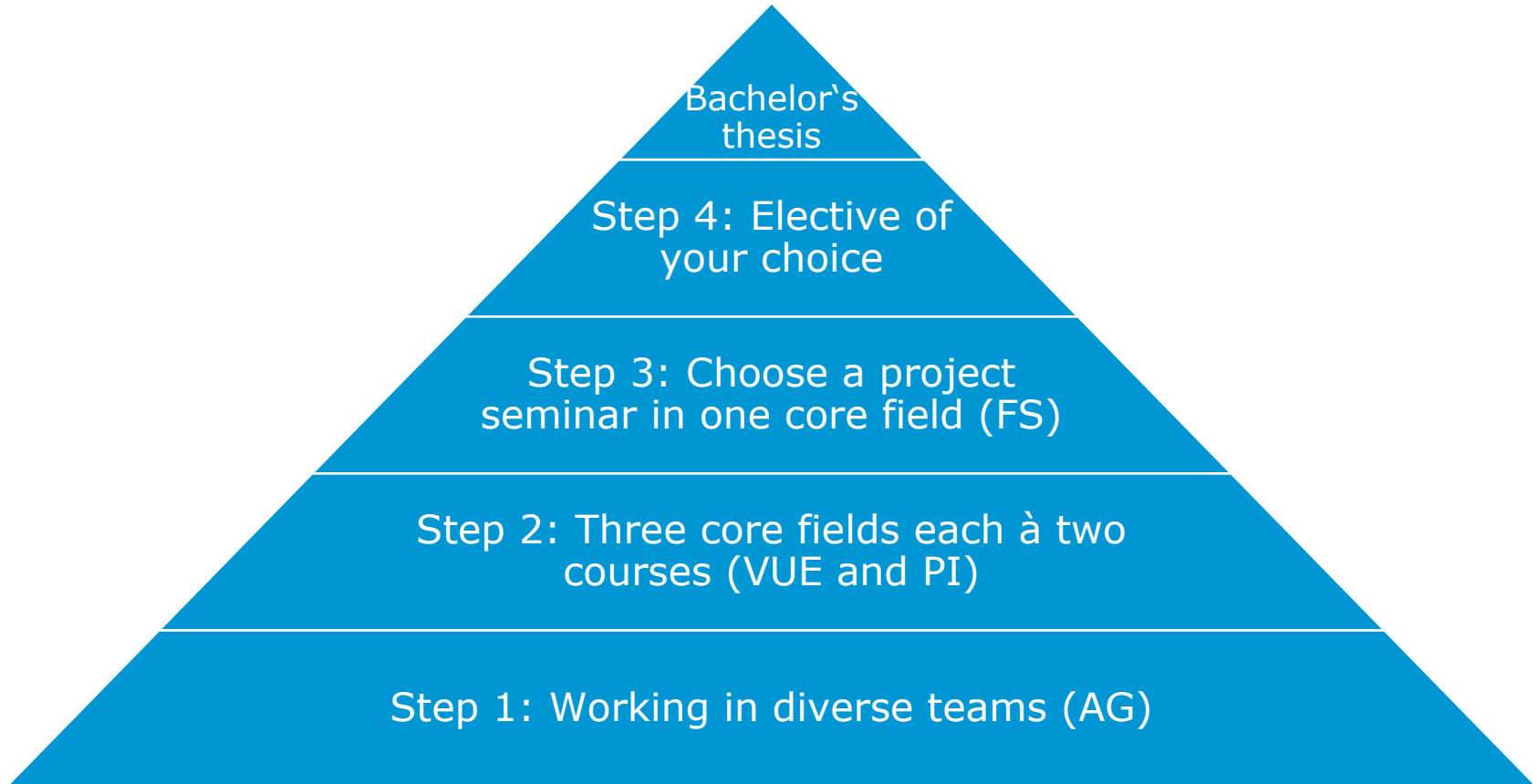
You are looking for a specialization that offers interactive courses?

- ✓ CFM courses typically include many interactive formats (e.g. case studies, projects) and allow for intercultural learning opportunities

You want to prepare for your exchange semester abroad in an international classroom?

- ✓ CFM courses include a significant number of incoming exchange students and are entirely taught in English

Structure



Course overview

| Course Title | ECTS Credits | Course Type | |
|--|--------------|-------------|--|
| Working in Diverse Teams | 1 | AG | Start CFM with this course |
| Financial Management | 5 | VUE | |
| Special Topics in Financial Management | 5 | PI | |
| Marketing Management | 5 | VUE | |
| Special Topics in Marketing Management | 5 | PI | |
| Strategic Management and Strategic Leadership | 5 | VUE | |
| Advanced Strategic Management and Strategic Leadership | 5 | PI | |
| Project Seminar in one of above areas | 5 | FS | Prerequisite for FS: completion of VUE + PI in the respective core field |
| Elective | 4 | PI | |

Examples of courses offered (study year 2021/22)

Special Topics in Financial Management

- International Financial Management
- Sustainable Finance
- International Firms and Financial Environment

Special Topics in Marketing Management

- Conscious Marketing
- Consumer Psychology
- Social & Digital Marketing
- Fashion Marketing

Advanced Strategic Management and Strategic Leadership

- Advanced Strategic Management
- Advanced Strategic Leadership

Elective

- International Business
- International Supply Chain Management
- Human Resource Management in an International Environment

Core Fields – Sequence of courses

- Each core field consists of two mandatory courses (course 1 =VUE , course 2 = PI) and a Project Seminar (FS) of choice worth 5 ECTS each
 - It is **recommended** to take the VUE before the PI (or in a sequence in the same semester)
 - The completion of both, the VUE and the PI, are a prerequisite for the Project Seminar (FS) in that respective core field
 - E.g.: In order to take the Project Seminar in the core field Financial Management, you need to have completed Financial Management (VUE) and Special Topics in Financial Management (PI)

Core fields in detail – Financial Management



Finance (ao.Univ.Prof. Dr. Manfred Frühwirth & team, Department of Finance, Accounting & Statistics)

What to expect:

- Overview over the different facets of Finance
- Apply financial tools and techniques to real-life situations - analyze and solve personal or corporate financial problems

Core fields in detail – Marketing Management



Marketing (Prof. Dr. Ulrike Kaiser & team,
Department of Marketing)

What to expect:

- Foundations for a job or further academic studies in marketing, with a focus on digital marketing.
- You will train your analytical and communication skills and gain practical experience in lectures, team projects and case studies in and outside class.

Core fields in detail – Strategic Management & Strategic Leadership



Strategic Management and Strategic Leadership (Univ. Prof. Dr. Barbara Sporn & team, Department of Strategy & Innovation)

What to expect:

- Work hands-on on real case scenarios: apply concepts and theories of strategic management and strategic leadership through in-depth analysis of case studies
- Hone your communication and presentation skills through interactive group assignments

Application requirements

- The formal application requirements for Cross-Functional Management are identical to the requirements for other specializations at WU:
 - **All STEOP exams**
 - At least **27 ECTS credits from the Common Body of Knowledge**, including Accounting & Management Control I, Accounting & Management Control II, Business Information Systems I, Statistics and Business in the Legal Context –Private Business Law I.

Application and selection

Application:

- Upon completion of all requirements:
 - registration in LPIS for "*Einstieg in das Programm Cross-functional Management*"

Application period:

- 31.01.2022 – 06.02.2022 midnight

Selection

- Performance criteria:
 - **English language skills**
 - EBC I : grade 3 or better;
 - alternatively, EBC II: grade 2 or better, TOEFL (IbT) 90, IELTS 7, Cambridge Certificate in Advanced English (CAE), Business English Certificate (BEC Higher)
 - **Previous academic performance**
 - Grade average of results from the best 27 ECTS
 - Total grade average
- Ranking based exclusively on those criteria – **no entry exam!**

Career opportunities

WU Master Programs

WU CEMS

WU SIMC

WU ExInt

WU Management



Foreign Master Programs

Bocconi

Rotterdam School of
Management

CBS

Groningen
(RUG)

Aston Business
School

UCD Dublin

... and many more

Further information and contact

- You can find further information on the CFM website
 - <https://www.wu.ac.at/cross-functional-management>



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