

# Cross-Functional Management



Prof. Wolfgang Obenaus

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- Available only to students of International Business Administration as well as incoming exchange students
- Held entirely in English
- Can be started in summer and winter semester
- Replaces the two specializations
- Total of 20 semester hours & 40 ECTS-credits
- 4 compulsory and 4 elective blocks:
  - Completion of compulsory blocks as well as one elective block required

# Compulsory Blocks

International Financial  
Management

International Human  
Resource Management  
and Organizational  
Behavior

International Marketing  
and Management

International Strategic  
Management

# Elective Blocks

International Accounting

International Business

International Supply Chain  
Management

International Tourism

# Compulsory & Elective Blocks

- Each block consists of courses I + II, but no sequencing requirements
- Each course:  
2 semester hours = 4 ECTS-credits
- In total:  
5 x 2 courses = 40 ECTS-credits

## **The application requirements for Cross-Functional Management are the same as the requirements for specializations:**

- All STEOP exams
- At least 27 ECTS-credits of the Common Body of Knowledge (CBK), including a few specific courses (AMC I, etc.)

### **For details refer to:**

<https://www.wu.ac.at/studierende/mein-studium/bachelor/wirtschafts-und-sozialwissenschaften/wahl-und-spezialisierungsprogramme/>

- Upon completion of all requirements:
  - registration via LPIS for #0389 "Introduction to the Program Cross-Functional Management"
- Registration period summer semester 2020:  
**January 27 (2pm) – February 5, 2020 (midnight)**
- Publication of successful applicants by February 17, 2020

- Performance criteria:
  - English skills (EBC I grade 3 or better)
  - Grade average of results from the best 27 ECTS-credits
  - Total grade average
  
- Ranking based exclusively on those three criteria – **no entry exam!**
  
- Students accepted into the program can then register for all CFM courses via LPIS



- Students have to be accepted into the program to request credit transfer
  
- Prerequisites for credit transfer:
  - Content equivalence
  - Same (or higher) extent of ECTS credits and semester hours
  
- Requests for pre-recognition or credit transfer to be filed with:  
SSC, Study Regulations & Credit Transfer (LC, level 2)

# CFM Events

- Kick-off for new students
- Facebook group
- CFM-get-together
- Alumni group

[News & FAQs](#)  
[@CFM-Website](#)



# Why do our students choose CFM?

1. Taught Completely in English
2. General Management Training
3. 50% Incoming Students



# Career Opportunities

## WU Master Programs

WU CEMS

WU EXINT

WU SIMC

WU Management



## Foreign Master Programs

Rotterdam School of  
Management

Bocconi

Groningen (RUG)

CBS

UCD Dublin

Aston Business School

Masterprograms FH / other  
Universities in Austria

... and many more



Elisa Recker  
HR Master WU

„Durch CFM habe ich meine Leidenschaft für HR entdeckt.“



Paul Plaschko  
SIMC Master WU

„Ich habe CFM hauptsächlich aufgrund der internationalen Ausrichtung (englische Sprache, tlw. ausländische Professoren, „internationaler Fokus“ der Lehrinhalte) gewählt. Im Nachhinein gesehen die absolut richtige Wahl, weil es mich richtig gut auf den Master (SIMC) vorbereitet hat.“



Florian Rohrauer  
CEMS Master WU

„CFM helped me to analyze problems from a generalist perspective and to grasp the big picture of International Management.“

# Contact



VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

Mag. Anna Rösch  
Program Manager International Teaching & CFM

cfm@wu.ac.at  
+43-1-31336-4375

International Office  
Building LC, Level 4



**Anna Rösch**  
Program Manager



**Prof. Wolfgang Obenaus**  
Program Director