



**University of Innsbruck School of Management**

**Master in Strategic Management**





## Studying at the Heart of the Alps

Situated at the foot of the impressive Karwendel mountain range and distinguished by its central geographical position at the heart of Europe, Innsbruck is an ideal location for education and business. Innsbruck is a young, dynamic city. In recent years, the skyline has been upgraded by a number of ambitious architectural projects designed by international star architects. The surrounding mountain scenery and the excellent sports and leisure facilities make the capital of Tyrol a very attractive place for students.

The figures speak for themselves: a total of 30,000 students from nearly 100 countries participate in the different educational programs; 6,500 of them are enrolled at the University of Innsbruck School of Management. In 1999 the Faculties of Social and Economic Sciences moved to a new site near Innsbruck's historic centre and the Imperial Gardens. The building encourages open communication between theory and practice and, due to its attractive location, facilitates an urban lifestyle.

### Timetable

The programme usually starts at the beginning of October.

The Autumn semester runs until the first week in February.

The Spring semester usually starts at the beginning of March and ends on the first week of July.

### Estimated costs

The tuition fee per semester is EURO 363.36 for students from EEA-member countries and EURO 726.72 for students from other countries.

## Welcome to the School of Management

The University of Innsbruck School of Management was established on October 1, 2004 as one of the three successor faculties of the former Faculty of Social and Economic Sciences. It currently comprises five departments with a research and teaching staff of approximately 80, a Business Languages Unit, and approximately 20 administrative staff members.

The School of Management

- builds its success on the excellent knowledge and skills of all faculty members for the upcoming development processes and
- understands itself as a dynamic knowledge pool that gathers internationally available knowledge, expands it and makes it accessible in regional context.

Excellent research staff, the intensive co-operation with high-ranking, primarily European universities and the systematic integration of colleagues from all over the world as visiting staff ensure high-quality education. Students will find excellent study conditions: The modern technical equipment and appropriate use of e-learning are an expression of our orientation towards the future. Small student groups (max. 30 people) and innovative forms of teaching and learning promote the dialogue and the co-operation between teaching staff and students. There is hardly any room here for hierarchical differences; students are not seen as "consumers" but as "co-producers". A strong link to business enterprises and not-for-profit organisations will improve graduates' career chances.

### Our educational philosophy

„If you don't want to think, you're out!“ This was the principle the famous artist Joseph Beuys laid down for the students in his master class. We, too, think of this principle as an appropriate motto for university education. In the first instance, it describes our responsibility as teachers to provide a course of study that requires real thinking rather than mere memorising. At the same time, it stresses the students' responsibility to examine a subject closely, to develop arguments and to use them to arrive at their own position and solutions. If all involved take this principle seriously, university education becomes an intellectual challenge and only then does a real university emerge. We'd like to invite you to take part in building such a university.

Albrecht Becker, Dean



## Profile

The Innsbruck School of Management has designed the Master programme in „Strategic Management“ to help you respond to growing challenges of global competition. Aligned with our academic research, the programme focuses on the interrelationships between strategic leadership, innovation and branding. Our close relationships with national and international academic partner institutions, companies and non-profit organisations will afford you insights in to myriad work environments and help you to build invaluable contacts. To foster a truly multi-cultural participant profile, the programme is conducted in English.

The programme is offered so as to allow completion within two years and consists of 10 modules and a master thesis. In the second semester students choose one of three specialisations offered: Strategy and Innovation, Multi-cultural Branding or Leisure and Tourism Management.

## Qualification Profile

The Master programme in Strategic Management aims to train and develop creative, entrepreneurial business professionals who feel at ease in diverse cultural settings. Our graduates value opportunities that allow them to work cooperatively in teams, establish an extensive network of business contacts and relationships and use their creativity and skills for the implementation of strategies within organisations of all sizes. The Master programme qualifies its students for middle and upper-level management functions in all kinds of profit and non-profit business organisations. It lays the foundations needed for jobs such as brand manager, management consultant, destination manager and marketing or business unit manager; up to the level of vice president marketing or CEO.

## Academic Degree

The degree "Master of Science" (abbreviation: MSc) is awarded to students on successful completion of the entire programme.

## Programme Guidelines

In accordance with the qualification profile, the programme design is based on four pillars:

- **Research-based learning**

The programme facilitates research-based learning; focusing not only of subject matter content, but also of reflective skills and social competencies. Our graduates are not only knowledgeable, but are „reflective practitioners“.

- **Experience-based learning**

Strategic management practice plays a significant role in the programme. Our learning approach incorporates co-operation with companies and other organisations, together with participants' active reflection of prior and current experiences in the field.

- **International and multi-cultural perspectives**

An international and multi-cultural perspective is incorporated using carefully selected course content, co-operation and exchange with top international institutions and by having a widely international enrolment of participating students.

- **Diversity of approaches**

An open attitude towards diversity and the ability to reflect and communicate „across boundaries“ are important goals of the programme. Consequently, a number of different and complementary forms of learning are practiced in the various modules, such as case studies, individual reflections, workshops and projects.

In order to bring these principles to life, we are cooperating with a number of international top-tier academics and practitioners, who are experts in their respective fields. Visiting faculty and guest speakers change from year to year, but include faculty from SDA Bocconi School of Management (Milan), Schulich School of Business (Toronto), TU Berlin, and other prominent schools. Outstanding guest speakers include CEOs and experienced managers of top international brands.



## Structure and Content

- First semester** Core modules (compulsory):
- Strategy and Leadership (This course is offered in the form of a block course in the first four weeks of the 1st semester. Successful completion of this module is the pre-requisite for admission to all other modules of the programme)
  - Strategic Branding
  - Innovation and Entrepreneurship
- Second semester** Core module (compulsory):
- Management Research
- 2 specialisation modules
- Third semester** 1 specialisation module (compulsory):
- Research module in the field of specialisation
- 1 specialisation module and  
1 free elective module out of the other fields of specialisations or from the following list:  
Financial Analysis; Gender, Work & Organisation; Corporate Communication & Governance
- Fourth semester** Master Thesis

### Specialisation modules

**Strategy and Innovation:** Global Strategic Management; Entrepreneurial Ventures & Small Businesses; Managing Knowledge & Innovation; Strategic Management of NPOs; Creativity, Innovation & Change

**Multi-cultural Branding:** Intercultural Brand Building; Brand Related Behaviour; Brand Monitoring; Online Branding; Store Branding

**Leisure and Tourism Management:** Tourism & Leisure Industry; Tourism Planning & Development; Consumer Behaviour in Leisure & Tourism; Sustainable Tourism Development

## Practical Information

### Requirements

The basic requirement for admission to the Master programme is the completion of a bachelor's degree in Business Studies or a comparable programme in an associated field of study (with a minimum of 180 ECTS).

All applicants are expected to have an advanced level of English proficiency: Applicants from Non-EEA (European Economic Area) countries must submit the results of an English test taken no longer than three years prior to application. We accept a TOEFL score of at least 100 (internet-based), 250 (computer-based) or 600 (paper-based); a IELTS test score of at least 7.0; and the successful completion of The Cambridge Advanced Test.

First Language English speakers are exempt from this requirement.

### Application Procedure

#### Applicants from EEA member countries

Countries Applicants from EEA member countries fulfilling the legal requirements will be given a place upon registration.

#### Applicants from non-EEA member countries

Countries International applicants from Non-EEA countries who fulfil the legal requirements on time will be eligible for the study programme.

Applications must be made by May 15 for the programme starting in October.

Notification of the final decision (letter of admission) will be given by June 30. Applicants must ensure that they fulfil the formal legal residence permit requirements themselves. Please contact the Austrian representative authority in time.



## Further Details

### Master in Accounting, Auditing and Taxation:

[http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/accounting\\_auditing\\_and\\_taxation.html](http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/accounting_auditing_and_taxation.html)

Contact: [master-accounting@uibk.ac.at](mailto:master-accounting@uibk.ac.at)

### Master in Banking and Finance:

[http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/banking\\_finance.html](http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/banking_finance.html)

Contact: [master-bankingandfinance@uibk.ac.at](mailto:master-bankingandfinance@uibk.ac.at)

### Master in Information Systems:

<http://www.uibk.ac.at/wipl/masterprogramm.html>

Contact: [master-is@uibk.ac.at](mailto:master-is@uibk.ac.at)

### Master in Organisation Studies:

[http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/organization\\_studies.html](http://www.uibk.ac.at/fakultaeten/betriebswirtschaft/studium/organization_studies.html)

Contact: [master-orgstudies@uibk.ac.at](mailto:master-orgstudies@uibk.ac.at)

### Master in Strategic Management:

<http://www.uibk.ac.at/smt/master/>

Contact: [master-stratman@uibk.ac.at](mailto:master-stratman@uibk.ac.at)

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