

DUAL PROGRAM INNOVATION MANAGEMENT

MBA General Management
& Quantum Diploma



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY

University for
Continuing
Education Krems



ALMA MATER
EUROPAEA
ECH

Innovation –
Artificial Intelligence –
Internet of Things –
Quantum Computing

Our Study Program

Innovation is a crucial strategy for survival in an increasingly competitive business landscape. Companies as well as their employees need to actively face technological changes. Our program does not remain on the surface of how such change can be shaped theoretically. Rather, real entrepreneurial value is created through the individual realization of your own innovation project. For this, Danube University Krems provides the MBA in General Management as an educational foundation, while the School of International Business and Entrepreneurship accompanies the creation of the innovation project. This

program contributes to your professional and personal development with sound, state-of-the-art know-how and content geared towards business practice. In addition to acquiring or deepening key business skills, the focus is also on strengthening the skills required to drive impactful innovation. Special attention is laid on understanding the role of quickly developing technologies such as Internet of Things, Artificial Intelligence, and Quantum Computing. With this unique focus, the program brings to light outstanding performance and thus truly supports your career aspirations.

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Your Program-Take-Aways

- Two programs: MBA in General Management and Quantum Diploma
- Expertise and seminars in two fundamental and future-oriented business fields: General Management and innovation technologies such as Internet of Things (IoT), Artificial Intelligence (AI) and Quantum Computing (QC)
- Build up knowledge and competencies
- Flexible in terms of location, time and language (MBA seminars are available in German and English)
- Realization of your own company-specific innovation project that fits your interest and tasks
- On-site visits: IoT and AI exhibition and Quantum Computer tour
- 2 semester (full-time) or 3 semester (part-time)

SIBE: An Experienced Partner

The School of International Business and Entrepreneurship (SIBE) in cooperation with Alma Mater Europaea, ECH of the European Academy of Sciences and Arts supports companies in the development and realization of innovation projects with the involvement of academic employees, who are intensively supervised by experts within the framework of a project-integrated education program. The project team is managed using an innovation project sys-

tem developed and tested by us. Through the involvement of the company's employees, the project competency arises and remains with the client.



> **500** successfully realized radical & disruptive innovation projects (Business Plan for mRNA Technology, fastest airport logistics system, etc.)

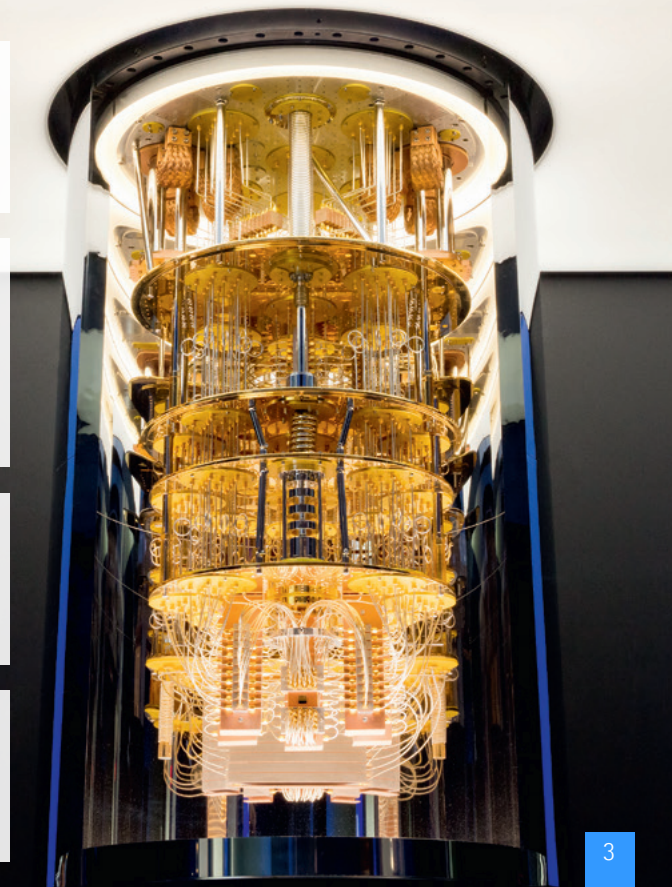
> **350** successfully realized market development projects (PR China, India, Brazil, Eastern Europe, USA, etc.), experience with Chinese students since 1998

SINCE 1994

Management Master's and doctoral programs

OVER

300 students, 5,000 graduates & 350 partner companies – a powerful network



Danube University Krems: University for Continuing Education

The University for Continuing Education Krems specializes in part-time study programs. As a public university, it uses its expertise in research and teaching to tackle social challenges and aligns its study program accordingly. With its Master's courses and short programs in ten thematic fields, it is aimed in particular at working professionals. With around 8,000 students from around 85 countries, the University for Continuing Education Krems combines many years of experience in academic continuing education with innovation and the highest quality

standards in research and teaching. The university bears the AQ Austria seal of quality. Krems is located in the unique natural and cultural landscape of the Wachau, 60 km from Vienna.



PRME



The state-of-the-art MBA program offers modules with a strong practical orientation and fosters student's interaction and knowledge transfer

Students demonstrate with their MBA Thesis that they are able to systematically develop solutions to practice-relevant problems

The MBA is ideal for taking the next step in your professional career. A wide selection of elective modules allows flexible customization depending on your working environment

Alma Mater Europaea – The higher education institution for creative leadership

Alma Mater Europaea was established as an international educational institution based in Salzburg, with campuses in several European cities. It was founded by the Euro-

pean Academy of Sciences and Arts, which unites over 2.000 of world's most prominent scientists, including 38 Nobel laureates.



ALMA MATER
EUROPAEA
ECH

The Alma Mater Europaea – European Center Herrenberg specializes in innovation and leadership programs with a

focus on the transfer of science into entrepreneurial and social practice.



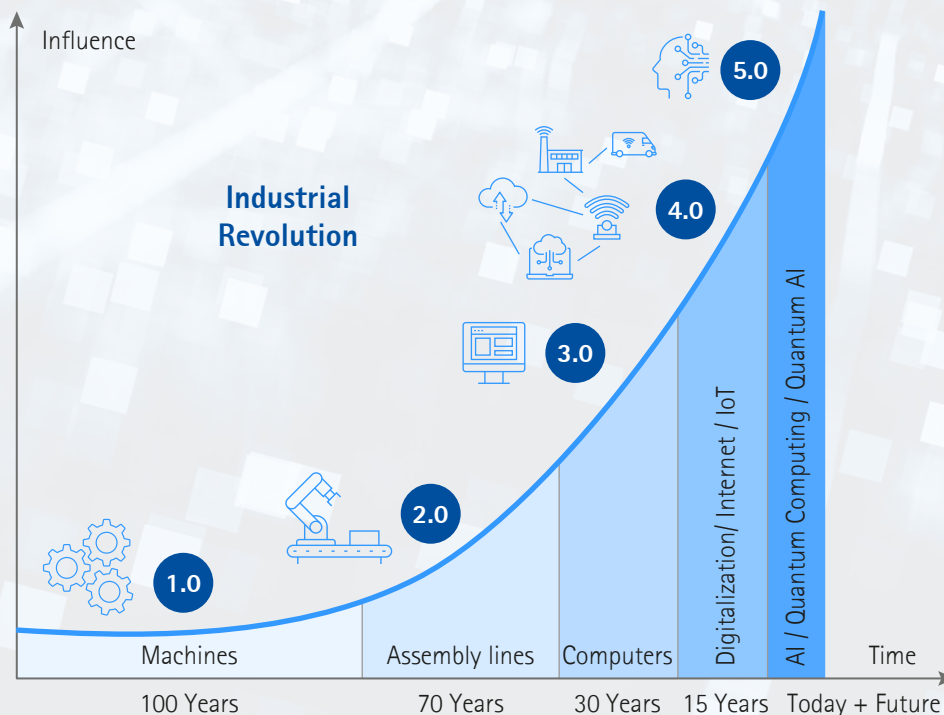
Innovation Pressure

"Keep up with the times and time won't pass you by."

Friedrich Schiller – German poet

The need for active innovation management is obvious: Technological advancements since the first industrial revolution display an exponentially growing impact on society and industry on ever smaller time scales. Consequently, embracing incremental, radical and disruptive innovation strategies is no longer optional for businesses to thrive – it's imperative. The journey from employing the first machines over assembly line work and the ubiquity of the internet traces a clear trajectory from the re-shaping of industries over the redefinition of markets to formerly impossible endeavors made possible.

These changes underline the impact of radical and disruptive innovation as a catalyst of growth. Actively defining the future and realizing valuable innovations requires entrepreneurial leaders whose responsibilities go far beyond simple management tasks.



Program Structure

All subjects, except the Quantum Computer tour and the visit of the IoT Exhibition, can be completed 100% online within a year followed by the MBA Thesis that deals with a complex innovation project related to the student's own company or professional environment according to scientific data. Thus, this project can but does not have to deal with the topics of AI or Quantum Computing. It is possible to start all year round. This means that the course can be adapted to suit individual circumstances, such as professional and private commitments or stays abroad.

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Danube University Krems	SIBE & Alma Mater Europaea
Fundamentals of Economics	AI, IoT and their use cases
Controlling & Reporting	Quantum computing and its use cases
Corporate Financial Management	Evaluation of application possibilities
Strategic Management	Quantum Computer tour at IBM, Ehningen, Germany
Marketing Management	Visit IoT and AI Exhibition at IBM, Munich, Germany
Human Resources Management	Optional: Trip and visiting tour to Danube University Krems, Austria
Leadership	
Research Methods	
Business Ethics	
Business Analytics	
Managing Complexity & Project Management	
Business Planning	
Business Simulation	
MBA Thesis Regular guidance of the innovation project by SIBE project leader by using a holistic project approach	



"My professional career got a real boost after my post graduate training program with the SIBE Team. The MBA and the Diploma Program were inspiring for myself and gave me a lot of professional applicable impulses."

Gerhard Heilemann
Graduate MBA und Diploma Program

Facts



Admission	University degree (min. Bachelor) + 2 years professional experience
Degree and Certificate	Master of Business Administration – MBA (Danube University Krems) Quantum Diploma (SIBE & Alma Mater Europaea of the European Academy of Sciences and Arts)
Duration	2 semester (full-time) or 3 semester (part-time)
Credit Points	60 ECTS
Format	<ul style="list-style-type: none">▪ MBA: 100% online▪ Quantum Diploma: on-site in Germany (seminars & events)
Start	Possible year-round
Costs	16.800,- € + 1.140,- € VAT (B2C) or + 19% VAT (B2B)



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