



Vienna Innovation Program^{WU} 2023

WU (Vienna University of Economics and Business)

Quick Facts

The **Vienna Innovation Program^{WU}** will take place from **May 15-26, 2023** for a group of **master and MBA students** from both international partner institutions and WU, who will jointly attend and work together in this **intensive academic program**.

The course program will be taught by a team from **WU's Institute for Strategy, Technology and Organization** (<https://www.wu.ac.at/en/ifsto>), headed by **Prof. Christopher Lettl**.

The participants will have the opportunity to learn about modern approaches to innovation management and to implement them in **real-life projects**. Students are expected to truly engage within the context of the Vienna Innovation Program^{WU} means to **think and act entrepreneurially** and to proactively contribute to the work in cross-cultural teams.

The program includes **social and cultural activities on-site**, to give students a taste of Austrian culture while providing opportunities for networking and socializing, with the goal of offering both a high quality **academic and intercultural experience** to participants.

Credits

Credits: 5 ECTS credits

Contact hours: 40

Participating students will receive a WU certificate with a grade for this two-week full-time program. The final grade will be based on the group project work and on the students' individual course performance (including pre-assignments and participation in class).

Dates

Program Dates: May 15 to May 26, 2023

Arrival Day: Sunday, May 14, 2023 at the latest

Departure Day: Saturday, May 27, 2023

Nomination Deadline for WU Partner Universities: February 28, 2023

Application Requirements

Application requirements for the Vienna Innovation Program^{WU} are **current enrollment in a Master's/MBA program** and **excellent English language skills**.

The program is designed to be exclusive in order to foster a close cooperation between students and faculty.

Nomination and Application

International program coordinators of WU partner universities are kindly asked to nominate their students by the nomination deadline on February 28, 2023. Partner universities will be provided with a nomination form by WU's International Office.

After nomination by their home university, students will be asked to fill out an **online application form** and upload all necessary supporting documents (CV and letter of motivation). The link to the online application form will be sent to nominated students via e-mail by the program manager.

Program Fee & Services

As the Vienna Innovation Program is designed as an exchange program, students do not pay tuition fees at WU; however, a program fee to cover program services is required. To give students the flexibility of choice, applicants are asked to book the accommodation on their own.

Program Fee	€ 625
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The program fee includes:

Transport/Logistics:

Public Transport Ticket Vienna for the course duration
Course Materials

Cultural Events:

Sightseeing Tour Vienna and Viennese Coffee House
Daytrip to the Austrian Alps: Transfer, Hiking Tour, Lunch
A Cultural Event in Vienna: Vienna Opera House (subject to availability) or Guided Visit to the Museum of Fine Arts

Social Events:

Welcome Dinner
International Cultural Evening
Farewell Event at an Austrian Wine Tavern (Heuriger)

Students have access to WU infrastructure, including WiFi on campus and the university's library.

Contact Information

ipwu@wu.ac.at
www.wu.ac.at/io/ipwu