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Degree Program at TAU: MBA

Host University: WU- Vienna University of Economics and Business

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Exchange Experience

About the country and city

Vienna is one of the most beautiful and safest cities in Europe. Vienna is the capital and the largest city in Austria. Its population is about 1.9 million, and it's the cultural, economic, and political center of Austria. The city is located in the eastern part of Austria and it is close to the borders of Czech Republic (4 hours from Prague), Slovakia (1 hour from Bratislava), and Hungary (3 hours from Budapest). Vienna is being regarded as the City of Music because of its musical legacy. The city's roots lie in early Celtic and Roman settlements that transformed into a Medieval and Baroque city, and then the capital of the Austro-Hungarian Empire. The historic center of Vienna is rich in architectural ensembles, including Baroque castles and gardens, and the late-19th-century Ringstraße lined with grand buildings, monuments and parks. Vienna is known for its high quality of life (First place for the world's most livable cities of 2018).

About the Host University

WU – (Wirtschaftsuniversität Wien) is a University of Economics and Businesses. WU was founded in 1898 and in 2013 moved to its new, modern campus in Vienna's second district. WU has 25,000 students and 1,500 teachers, researchers and administrative staff study and work on its campus. In addition to traditional academic infrastructure facilities like classrooms, the campus also offers a number of facilities that are open to the public: restaurants, cafes, a bakery, a supermarket, bookstores, a childcare center, and an athletic center. WU sees itself as an international university and as an important hub for global exchange.

ISU (international WU program) assistants are very welcoming, answer questions and give advice about life in Vienna and about leisure activities. International students can drop by the ISU Office, either during class breaks or right after classes end. Additionally, there is an online sign-up lists for social and cultural activities, where participation is voluntary. We highly recommend it! There is a large variety of activities both for the afternoon and night: tour to a brewery, Schönbrunn Palace, the market, walls dance lesson, hiking, swimming, Prater amusement park and more. Some activities are free and others costs 3-7 euro. Additionally, there are also company visits (free), in which every MBA student must choose at least one.

Courses and professors

All courses included pre-course assignments that were due before the beginning of the program in Vienna. The workload for the assignment varies based on the type of course.

The courses we took:

- **The H-Factor in global business (Stephan Klinger)** - The course is dealing with the question: what is the role of the “Human”-Factor (H-Factor) in business? It takes a closer look at the large bandwidth of people management systems. In addition, the course examines the differences concerning the H-Factor in business “around the world” and the H-Factor’s place in the future when robots and algorithms will take over the workplace. The course is very dynamic and it is being taught through many simulations and group discussions. Two Professors were co-teaching this course, both had a lot of experience in the HR world and were very nice and welcoming.
- **International Business Policy and Strategy (Christian Kreuzer)** - The course build on current strategic concepts and gives an overview of the status of strategy. The key is to implement these theories into practice as strategy always has to overcome a reality check. During the course we had company visit and our task was to develop strategies that can be implemented for the company we had visited in this course. The Prof was extremely nice, funny and dedicated to the students.
- **Sustainable Business: Managing for Tomorrow (Alice Schmidt)** - This course aims to help students understand that sustainability on the basis of insights into current and future challenges affecting businesses around the globe (including climate change, population dynamics, urbanization, inequity, etc.). The pre assignment for this course is quite heavy with cases and core reading. However, the course focuses on those topics and the classes are mainly discussion regarding the core readings.
- **Creativity & Entrepreneurship (Paul Chipperton)** - This course provides students with an understanding of the entrepreneurial process, the establishment as well as the management of a venture. Both conceptual (understanding entrepreneurship, the entrepreneur, and entrepreneurial environment) and technical issues (growing,

managing and financing a venture). The Teacher was totally dedicated to the course and our task was consulting to one of his former students with her startup.

Accommodation

All students lived at the Oead's guests houses (included in the WU's summer program fee). We lived in Molkoeirestrase which is 10 mins walk from the campus and the metro station. On the dorms each student receives a private room in a shared apartment (kitchen and bathroom are being shared between 2-4 students). Sadly, there is no air conditioning in the dorms so it gets pretty hot in summer. In addition there is a laundry room in the basement (2.5 euro per wash).

Visa

The summer program does not require a visa for Israeli citizens.

Transportation

Vienna is well known for its wonderful public transportation. ISU participants are provided with public transport tickets for the duration of the International Summer program (included in the summer program's fee).

Insurance and Health Services

As the program is only 3 weeks, we just purchased standard travel insurance.

Living expenses

Vienna is quite similar to the expenses in Israel. As the university supply accommodation, transportation and lunch (during the week), the budget depends on you as you can shop in the supermarket next to the accommodation and cook by yourself or visit in a different restaurant every night.

Food

Each student receives lunch and coffee/tea cafeteria vouchers for each learning day of the program (all included in the summer program's fee). The WU cafeteria has a large variety of food: pizza, pasta, salad bar, tortilla and even two types of Austrian meals (one

of them is a vegetarian meal). Shops are usually open Monday through Friday from 9:00 a.m. – 7:30 p.m. and Saturdays until 6:00 p.m. On Sundays, most stores are closed in Austria

Night life

Compared to Tel Aviv, Vienna's nightlife scene is not very big. However, the canal area is considered the city's "downtown" with many bars along the canal. Moreover, every night there is a different party in the city so you should ask the program assistants for updates or check the programs Facebook group for recommendations.

Tips

Since there are no classes scheduled on the weekend you should travel to the countryside. The Austrian lakes and Alps are amazing. Moreover, you can travel to Prague, Budapest and Bratislava which are not far at all. Both Austria and its neighboring countries offer many lively cities, beautiful nature and fascinating cultural experiences.

General experience

The program is managed perfectly as it combines academic courses with students from different backgrounds and cultures and many social events. You can always contact the ISU staff for questions and further recommendations. Few courses can be busy, however the program is designed to give you time to enjoy the city scenes and the social events. We had an amazing experience and we highly recommend it!

Photos



