

DUAL PROGRAM INNOVATION MANAGEMENT



ALMA MATER
EUROPAEA
ECH

University for
Continuing
Education Krems



MBA General Management
and Artificial Intelligence &
Quantum Diploma

Innovation –
Artificial Intelligence –
Internet of Things –
Quantum Computing



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY

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 Alma Mater Europaea ECH 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.

**University for
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**SCHOOL OF INTERNATIONAL
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STEINBEIS UNIVERSITY

Your Program-Take-Aways

- Two programs: MBA General Management and Artificial Intelligence & 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), Diploma in English
- Realization of your own company-specific innovation project that fits your interest and tasks
- On-site visits: exclusive excursion to IBM for a future computing tour with a focus on IBM Quantum and AI
- 2 semester (full-time) or 3 semester (part-time)

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.



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

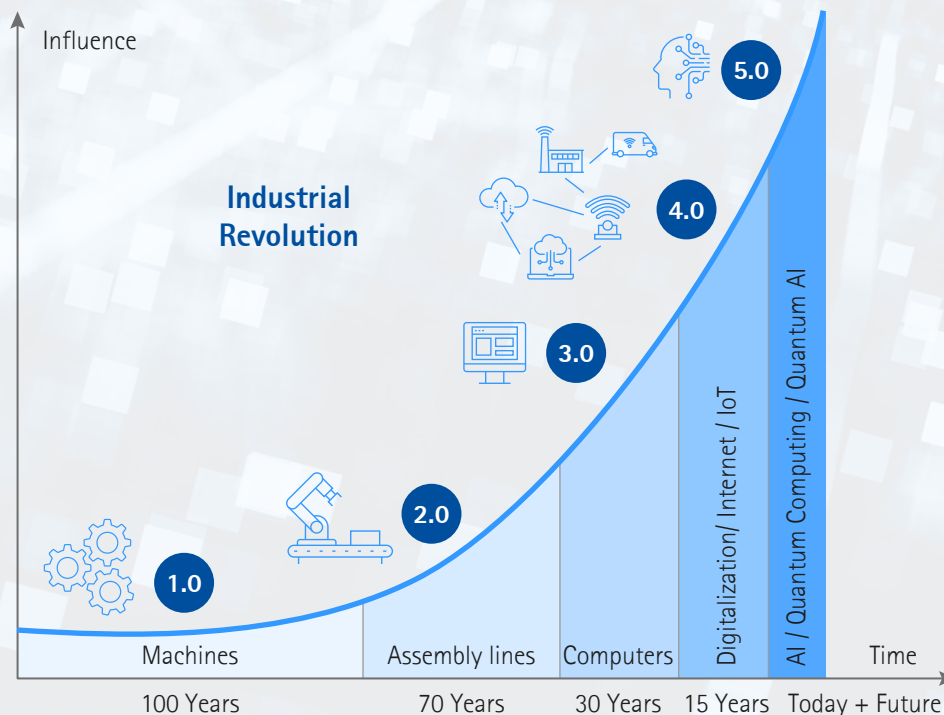
Innovation Pressure

"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 Future-Computing-Tour at IBM, 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.

Danube University Krems	Alma Mater Europaea
Fundamentals of Economics Controlling & Reporting Corporate Financial Management Strategic Management Marketing Management Human Resources Management Leadership Research Methods Business Ethics Business Analytics Managing Complexity Business Planning Business Simulation	AI, IoT and their use cases
	Quantum computing and its use cases
	Evaluation of application possibilities
	Exclusive excursion to IBM for a future computing tour with a focus on IBM Quantum and AI, Ehningen, Germany
	Optional: Trip and visiting tour to Danube University Krems, Austria
MBA-Thesis Regular guidance of the innovation project by 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) Artificial Intelligence & Quantum Diploma (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	▪ MBA: 100% online ▪ Artificial Intelligence & Quantum Diploma: online & 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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