



**Factsheet**  
**Vienna Innovation Program<sup>WU</sup> 2024**  
WU (Vienna University of Economics and Business)  
**May 13 – May 24, 2024**

**Quick Facts & Academic Program**

The **Vienna Innovation Program<sup>WU</sup>** will take place from **May 13 – May 24, 2024** 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<sup>WU</sup> 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.

The program is worth a total of **5 ECTS credits**.

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).

**Application requirements**

Application requirements for the Vienna Innovation Program<sup>WU</sup> 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.

Students need to be nominated for this program by their home university.

**Nomination and application**

WU partner universities are kindly asked to nominate their students by the **nomination deadline on February 29, 2024**. Partner universities are asked to reach out via email to discuss a nomination quota. Partner universities will then 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.

## 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.

<b>Program Fee</b>	<b>€ 740</b>
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The program fee includes:

- Public transport ticket Vienna for the course duration
- Course materials
- Grade certificate
- Company visits and / or guest speaker sessions
- Selected social and cultural events, such as a sightseeing tour of Vienna, a daytrip to the Wachau wine region, a welcome and farewell event, Intercultural Evening
- Access to WU infrastructure, including WiFi on campus and the university's library
- Support from the Vienna Innovation Program Team

Please note that the program fee does not include accommodation. We will recommend various options on our website. Students are not bound to these options.

*\*4 Vienna IP students count as 1 semester student in the overall exchange balance.*

## Website and contact

[ipwu@wu.ac.at](mailto:ipwu@wu.ac.at)

[www.wu.ac.at/io/ipwu](http://www.wu.ac.at/io/ipwu)