



Vienna Innovation Program^{WU} 2024

WU (Vienna University of Economics and Business)

Factsheet for WU students



Quick Facts

The **Vienna Innovation Program^{WU}** is an international short program, taking place from **May 13-24, 2024** for a group of **master and MBA students** from both international partner institutions and WU. For WU students the program therefore provides the unique opportunity for **intercultural learning** with participants from highly prestigious partner universities of WU.

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**. Specific focus will be given to the paradigm shift from closed and producer-centered innovation towards more **open, user-centered and collaborative forms of innovation**. Students are expected to truly engage within the context of the Vienna Innovation Program means to **think and act entrepreneurially** and to proactively contribute to the work in cross-cultural teams. Please be prepared for an **intensive program**.

The program includes **social and cultural activities**, providing opportunities for **networking** and socializing, with the goal of offering both a high quality **academic and intercultural experience** to participants. Kindly note: WU students do not pay a program fee since the program is part of WU's regular teaching. However, to foster intercultural exchange, WU students are expected to participate at some extracurricular activities and bear the related costs (e.g. meals, entrance fees).

ECTS Credits

Credits: 5 ECTS credits

Please contact your WU master program coordinator for credit transfer options to your WU study program.

Dates

Program Dates: May 13 to May 24, 2024

Application Deadline: February 15, 2024

Application

Application is open to all students currently enrolled in a WU master program in business studies. Please fill in the online form on our [website](#) to apply and upload all necessary supporting documents (CV and letter of motivation).

Contact Information

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