

Travel Report

Vienna, Austria, Wirtschaftsuniversität Wien

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CEMS Master in International Management

1. Motivation: I wanted to improve my German language-skills, and so I was chosen to attend this school among all the CEMS schools.

2. Preparation Phase: The school has a great two week long introductory program, called the OK-Program, which introduces you to the school, the city and of course to all the other exchange-students. I heard about this programme from the people that took part in it, but I did not.

I didn't prepare at all for the exchange semester, and that was good in retrospect, as I had an open mind.

3. Arrival at the host University: The first interaction you will have with the University is signing up for courses. You have to be punctual. You get one particular time at a particular date where you have to be ready in front of your computer to sign up for your courses – but within 2 minutes! After that, all your favourite courses are most likely taken, as it is on a first-come-first-served basis.

WU has a buddy system that I highly recommend joining. It introduces to a great Austrian fellow student and I became really good friends with mine. (S)he will also give you some tips to go out, and most likely you will meet first time over a beer.

Also, when you arrive, go straight to the ÖH-network office for international students and get the brochures they have there. They will explain how things work in Austria and in the WU, and give you good hints for getting settled and going out.

I arrived one month before the start of the classes, to settle in to the city. That was a good idea, as it gave me time to enjoy lovely weather and to travel around a bit. September in Vienna is wonderful. Afterwards, it got cold and rainy. Burgenland to the south is the Sunny State; Vienna is its antithesis.

4. Subject description:

E&I Business Planning

Mag. Jung, et al

In German. The course was about how to write a business plan and was highly educative. I recommend it to anybody who wants to improve their business German and is looking for a hands-on course.

+ (positives)

Very useful for business German

Gets you into contact with real Austrian startups

You get to learn your team-mates very well

You get constant feedback from your tutors, they only have two teams each to tutor, so you can drop by their office anytime with questions. They are also very nice people.

It starts with a kick-off weekend, where you will spend two days in a wonderful spot in the Alps doing seminars and enjoying the company of your Germanic coursemates

- (negatives)

Involves a lot of work, which is especially intimidating if you don't know German that well and manage to land bad team-mates

Ends in January

All of the following courses are in English

Scenarios of Globalization (CEMS Elective)

Reichl, Dr. Manfred

Teaches you how to predict the effects of globalization by creating different scenarios. Will open your eyes through all the effects of globalization, will give you a balanced view and leave a lot of questions open. Very good eye-opener, with many learning points

+

Widens your horizon (from a narrow point of view to multiplicity of views)

The professor is a partner in Roland Berger

Every class, a usually high-profile speaker will come to talk to the class (usually 20-30 heads) about the topic of the day. Private interaction with VPs of world-renowned companies and government ministers possible.

Core: Global Marketing Management C (CEMS)

Stöttinger, ao.Univ.Prof. Dr. Barbara

Mostly case-study based, but also involves a strategy simulation.

+

They involve some Magisters to help do the course, who can give you ample feedback

Bodo Slegelmilch's lectures are well thought through and entertaining to the least

The computer simulation will give you a different perspective

-

A lot of work on the cases, reports every week

Core: Global Strategic Management B (CEMS)

Ambos, Prof. Björn

+

Very good reader, with relevant and reusable theory papers

Highly interactive

Good balance between theory and case study method

Exploring Core Challenges in Open Innovation: A Harvard Case Study Seminar

Lettl, Univ.Prof. Dr.habil. Christopher

Open innovation is about involving users or somebody else to design or invent products for you, by being more open towards new ideas. This course explains it well, even to people who know about it, and it is handled via case studies. The transfer of knowledge is very structured and well understandable.

+

Good balance between theory and case study method

A balanced perspective on new innovation methods, will give you a clear, rounded view

Doing Business in CEE

Schu, Prof.

+

Easy

-

Not very insightful if you know anything about CEE already. More of an information course

Doesn't provide you with tools that you can use afterwards

5. Accommodation:

It pays off to go for the student housing. It is a lot of fun and is not as expensive as in Denmark. There's a shabby dorm called Haus Döbling that I really liked, but I hear it was to be condemned. Otherwise, a good social place with cheap rent.

I stayed in a WG (Wohngemeinschaft - flatshare), so I had a room in a flat for €400 a month + internet. Funny thing with the internet, because I had to wait 2,5 months until they finally had it installed. I got along really well with my flatmate,

learned Austrian (along German), and went to study salsa with her. I found the place in the WU accommodation RSS feed.

6. Social life: The social life is great. There is something for everybody, and every day of the week.

Best on Mondays: Ride Club (free drinks, then very cheap, then cheap, then mildly cheap, as the night progresses)

Best on Tuesdays: U4 (Student's night at the club)

Best on Wednesdays: Flex (Stylish alternative)

Best on Thursdays: Praterdom (Student's night at the biggest club in Vienna)

Best on Fridays and Saturdays: According to taste, much to choose from

Best on Sundays: Tunnel (Free jazz and good food)

Best for Jazz: Tunnel (and for food, a real place for a cultural student, and since you are going to Vienna, you will be one, even if you weren't before)

Best sports bar: 1516

Best Irish pub: Paddy O'Brien's

Best Running Sushi: Okiru

In the fall, do check out the heurigers, the places where they sell good wine, and provide a cozy atmosphere.

7. Practical and economical conditions: Transportation for a student is cheap, as you buy a student semester-ticket for the metro for €128.5. Going out is quite cheap in the end, more value for money than in Denmark, definitely.

8. 5 things I would have liked to know.

- 1) That for most exchange courses, you don't have to come back in January – unless you would like to come for the ball season (highly recommended, a royal event).
- 2) Don't change your permanent address from Denmark to Austria.
- 3) That the buddy system is so helpful and enthusiastic
- 4) CEMS students have a significantly higher study load than virtually any other type of exchange student
- 5) That the Entrepreneurship and Innovation courses are the most useful of all. I was just lucky to take them, because I was interested in the topic

9. Evaluation

a. Academically: 5 Note, this applies only to CEMS students and if you take courses from the E&I specialization. The overall level is not so high.

b. Generally (University): 4: Awful building, bad room planning, good IT systems, annoying course registration process, good support network from the ÖH.

c. Overall: 4: Vienna is a great city, you get to go out a lot, and travel to nearby locations (it's a hub for Central Europe). The university can be good, depending on the courses you choose.

10. Inspiration:

WU Glögg stands in front of the university, excellent idea (like Nexus outside, but with glögg and punch)

The ÖH keeps copies of all exams done throughout the years that you can just borrow and copy for studying.

Full name: Siim Esko

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Birth date (dd/mm/yy): 131085

Country and city of study: Austria, Vienna

Period of study: from: October 1st 2009 to: January 29th 2010

Months in total: 4 months

University: Wirtschaftsuniversität Wien Country: Austria

	Amount in DKK
EXPENSES:	
Transport to and from place of study	1350
Insurance (obligatory):	-
Vaccinations	-
Preparatory language training	-
Miscellaneous expenses (Kick-off Weekend €60)	450
Books and materials	2500
Re-current expenses:	-
Food (per month x number of months)	11250
Accommodation (rent) (- -)	15000
Local transport (- -)	4125
Rent in Denmark during study period (if applicable)	-
Pocket money	10000
Other:	
Total expenses:	44675
INCOME:	
Scholarship awarded from CBS	8700
Total assistance from funds	-
State Educational Grant (SU)	-
Student loan	-
Private funds	35975

Other:	
Total income:	44675
Surplus/deficit (income - expenses):	0