







WU Executive Academy

Vienna University of Economics and Business

Welthandelsplatz 1 | 1020 Vienna, Austria | Tel: +43 (1) 313 36 4816 executiveacademy@wu.ac.at | www.executiveacademy.at

Spring Your energynomics.ro



Campus WU – Your future starts here!

PAGE 2









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The quality of our MBAs is certified by the most prestigious accreditation agencies





European Quality Improvement System (**EQUIS**), Europe



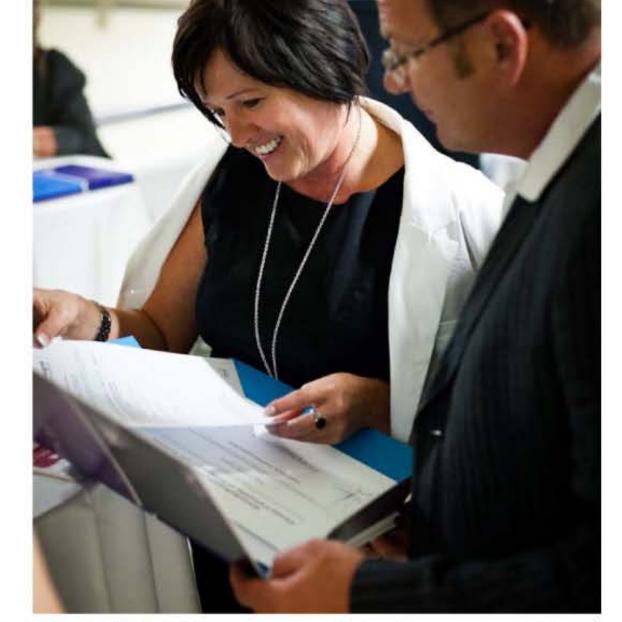
The Association to Advance Schools of Business (AACSB), USA



Association of MBAs (AMBA), UK



Foundation for International Business Administration Accreditation (**FIBAA**), Germany



PMBA: EQUIS, AMBA, FIBAA (German specializations plus E&I)

Master of Laws: EQUIS

* Global EMBA: AACSB, EQUIS, AMBA, FIBAA EMBA Bucharest: EQUIS, AMBA

EMBA PGM: EQUIS, AMBA, FIBAA

PAGE 3







Our MBA programs are top-ranked in the most prestigious, international rankings



FINANCIAL TIMES

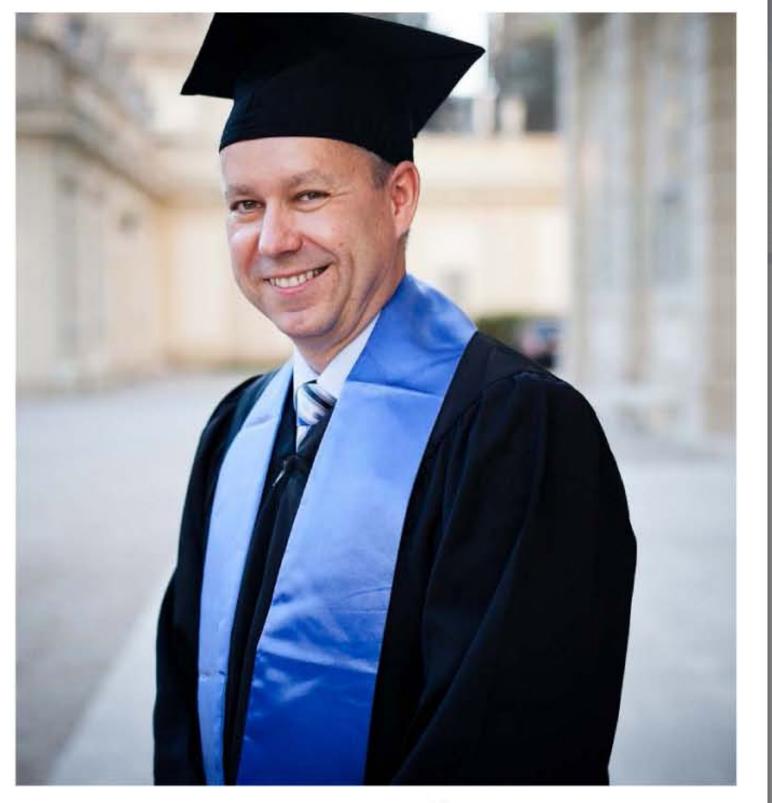
- European Business School Ranking #42
- Executive MBA Ranking: #46 worldwide
 - # 15 in the European Union
 - # 5 in the German-speaking area



 Executive MBA Bucharest ranked continuously among the top 3 MBA programs in Romania since 2008

personalmagazin

 Ranked among the top 40 business schools worldwide





PAGE 4





World-class executive education in the heart of Europe



WU Executive Academy

OPEN ENROLLMENT PROGRAMS

COMPANY-SPECIFIC PROGRAMS

MBA & Master of Laws Programs BBA
(Dipl.BW) &
Certificate
Programs

Short Focused Programs In-house MBA Programs

Custom Programs







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Expand your network and benefit from our international MBA alumni club



Our alumni association – the "WU Executive Club" – is your key to an exclusive network of successful managers in the CEE region:

- Over 30 events each year
- Career center and counseling
- **Exclusive online services**





















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Monday	Tuesday	Wednesday	Thursday	Friday
20 October 2014	21 October 2014	22 October 2014	23 October 2014	24 October 2014
Current Trends & Changes in the Energy Sector	Energy Economics	Energy Economics	Negotiation & Crisis Management	Energy Regulation with Focus on recent EU directives
Energy Economics				

Distinguished Guest Speaker









Current Trends & Changes in the Energy Sector

- Current landscapes of the energy market including oil and gas, electricity and nucluear energy.
- Key drivers of future energy demand, supply, and prices
- Dynamics of energy geopolitics in the 21st century

Energy Economics

- 'Big picture' of energy economics and its place within the energy industry developments
- Energy value chain: upstream (exploration & production), midstream (transportation, storage) & downstream (supply, trading, distribution)









Negotiation & Crisis Management

- Know-how and tools for planning and conducting sales negotiations
- Aligning negotiation strategy, tactics and techniques
- Negotiation in a crisis situation

Energy Regulation with Focus on recent EU directives

- Recent trends of energy regulation
- Recent EU Directives and their (future) impact on the Energy Markets
- Challenges and options for compliance enforcement of energy regulation



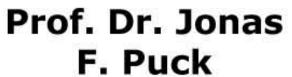
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Lecturers







Academic Director of the MBA in Energy Management, WU Executive Academy

Core competence: Global Markets



Dr. Martin Schwarzenbichler

Head of Finance & Projects, OMV Gas & Power, Austria

Core competance: Energy Economics



Charles LaFond, MBA

Speaker, Trainer, Coach

Core competence: Negotiation



Prof. Dr. Gert Brunekreeft

Professor of Economics, Jacobs University Bremen; Director, Energy Institute Bremen

Core competence: Energy Regulation



PAGE 11 WWW.EXECUTIVEACADEMY.AT







Energy Expert^{WU} 20 – 24 October 2014

Special Offer for participants of the Energy Expert^{WU} program:

5% discount for the MBA Energy Management of the WU Executive Academy







MBA Energy Management Tailor-made for Energy Executives



Your advantages:

- ✓ Faculty members and advisory board with key figures from the energy industry
- ✓ In-depth know-how of all major energy industries
- ✓ International residency: Brazil or Arabian Gulf Region



Focus on:

- Energy economics
- Global energy markets & strategies management
- Energy regulation and trading



Executives in the energy industry

Academic Director Prof. Jonas Puck

Duration:

Part-time, 15 months (5 modules á 10 days)

Venue:

Vienna

International Residency: USA, Qatar/UAE/Saudi-Arabia or Brazil

Language:

English

Contact:

pmba-em@wu.ac.at +43 (1) 31336-5421



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Get in touch with us -Scholarships are available





VIENNA UNIVERSITY OF NOMICS AND BUSINESS

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