



WE DEMAND, YOU THRIVE.



Hofzeile 18-20, 1190 Vienna, Austria

Phone: +43 1 369 1818

office@lbs.ac.at www.lbs.ac.at



LAUDER
BUSINESS SCHOOL

**ONLINE
EXECUTIVE
MBA**

**WE DEMAND,
YOU THRIVE.**





LAUDER
BUSINESS SCHOOL

ABOUT US

Situated in a bucolic setting in the elegant Döbling district of Vienna, Austria, Lauder Business School (LBS) has earned a reputation as a leading international University of Applied Sciences in the European Union.

Founded in 2003 as a Jewish initiative, LBS is geared to students seeking an educational experience that will give them a competitive advantage in an increasingly demanding professional workplace. With its student-centered learning model led by a faculty of outstanding academic and business professionals, LBS prepares its students for leadership careers in business.

Our faculty members bring a wealth of experience as seasoned professionals, offering insights into the real-world aspects of business from diverse disciplinary perspectives. Their expertise is complemented by a shared commitment to LBS's inspired vision of a higher educational experience that prepares students to be serious players in their chosen field.



Lauder Business School is accredited by the Austrian Agency for Quality Assurance and listed with the Austrian Federal Ministry of Education, Science, and Research.



Lauder Business School is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP is the only global accrediting body which has accredited business programs at the associate, baccalaureate and graduate degree levels worldwide since 1988.



Lauder Business School has been awarded the Erasmus Charter for Higher Education since 2014, which enables a semester abroad with partner universities, or an internship within a program country.

Accreditations



360
STUDENTS



73
LECTURERS



57
NATIONALITIES



ENGLISH
LANGUAGE



"I am confident you will find Lauder Business School to be the perfect place to train for the challenges and opportunities of tomorrow's global economy."

Ambassador Ronald S. Lauder - LBS Founder & President

WHY CHOOSE LAUDER BUSINESS SCHOOL IN VIENNA?

The LBS online Executive MBA (EMBA) is a dynamic program designed for seasoned professionals seeking to take their leadership and strategic decision-making skills to the next level. Modelled on the US teaching method, the program aims to sharpen your strategic thinking and leadership abilities, integrating real-world relevance with wisdom from industry experts, whose expertise far exceeds textbook knowledge. Improve your managerial and business acumen by specializing in one of two crucial contemporary leadership areas: Green & Sustainable Business Management and International & Digital Marketing.

The LBS EMBA provides a self-paced learning environment distinguished by its innovative teaching methodology, which consists of 90% professionally produced videos and tutorials. All study materials are seamlessly integrated into our e-Learning platform, ensuring that courses are intuitively structured to facilitate easy navigation through the material. Students gain comprehensive access to a suite of resources—all in one convenient location—including professionally developed webinars, scripts, demos, handouts, tutorials, practice tests, and interactive study aids, all essential for the successful completion of the online EMBA program.

Designed to cater to the unique needs of working executives, this program offers flexibility alongside a robust support system, ensuring participants can balance their professional responsibilities with their educational goals. The curriculum of the LBS EMBA is meticulously designed to foster international strategic insight and leadership, and it covers a broad spectrum of subjects, from strategic development and execution to decision-making, business analysis, strategic marketing, and HR management. This approach, coupled with unparalleled access to a variety of essential learning materials and proactive student support, ensures that every participant's needs are recognized and addressed, paving the way for their success in the program.



Joining the LBS Executive MBA represents more than just advancing your education; it represents a commitment to personal and professional development within a globally accredited framework: in the European Union by the relevant Austrian authorities (AQ Austria) and in the USA, through LBS's ACBSP accreditation. Nationally, LBS ranked 2nd in Vienna and 4th in Austria (2022 & 2023) by the independent INDUSTRIEMAGAZIN, for academic excellence and the high employment rate of our students. The independent Peregrine tests also place LBS programs in the top 10% globally among ACBSP-accredited universities.



INDUSTRIEMAGAZIN
2023 RANKINGS

TOP 2

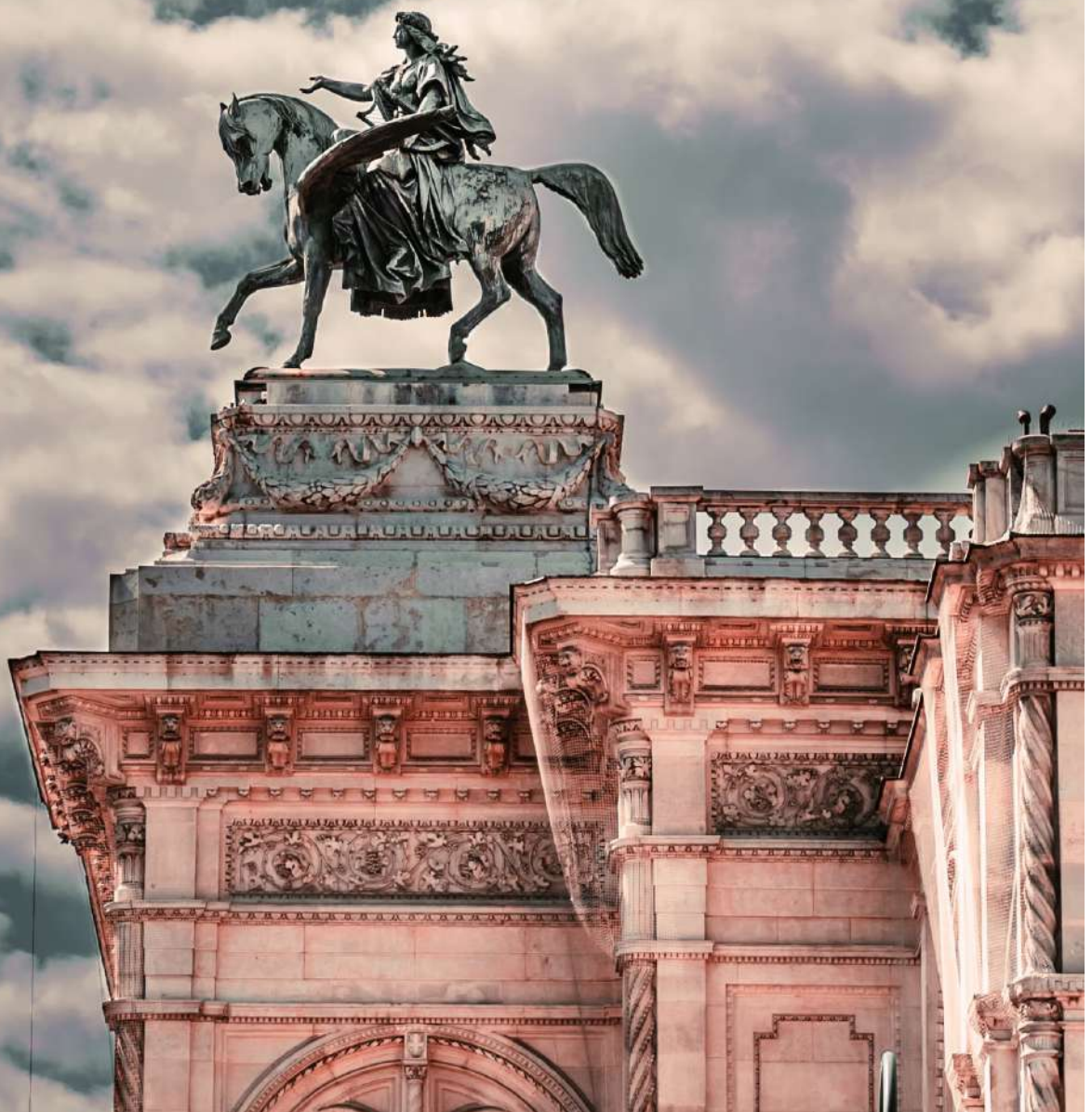
In Best Universities
of Applied Sciences
in 2023: Vienna



INDUSTRIEMAGAZIN
2023 RANKINGS

TOP 4

In Best Universities
of Applied Sciences
in 2023: Austria



ONLINE MBA

 4 Semesters  120 ECTS  Executive Master of Business Administration (EMBA)  Language: English

The LBS online Executive MBA, designed for professionals seeking to enhance their leadership and strategic decision-making skills, integrates US teaching standards with global insights and recognition. It offers specializations in Green & Sustainable Business Management and International & Digital Marketing, leveraging a self-paced format with 90% video and tutorial-based learning on an intuitive e-Learning platform. This comprehensive program covers essential business disciplines, from analytics and innovation to strategic marketing and HR management, setting you up for success in any business environment. Blending flexibility with a substantial support system, our program allows you to balance your professional demands with your educational, providing access to essential resources and networking opportunities.

KEY CONCEPTS

- Receive an MBA (Master of Business Administration) degree from a boutique Business School that is fully accredited in the European Union by the relevant Austrian national authorities (AQ Austria) and is recognized worldwide, due to LBS’s ACBSP (USA) accreditation.
- Flexible learning – self-paced, online classes (easily accessible webinars and resources, EG sample exams, hand-outs, regular online consultations, etc).
- Flexible exam process designed to accommodate the diverse needs and schedules of our students.
- In-depth hands-on knowledge in fields like leadership, HR management, marketing, strategy, analytics, etc.
- Major in Green & Sustainable Business Management or International & Digital Marketing.
- Gain access to a vast network of industry leaders and peers, fostering valuable connections that extend beyond the classroom into lifelong professional relationships.
- International learning environment.

CAREER PROFILES: Senior (C-level) Management (Board member, CEO, COO, CFO, CPO, CIO, etc.), Head of Functional Areas (Supply Chain, HR, Marketing, Sales, Business Development, Analytics, etc.)

Enhance leadership skills to motivate and inspire your team effectively.

Use advanced analytics to power strategic decisions.

Master strategic planning to drive your organization’s goals.

Encourage innovation and creativity to lead and embrace organizational

Make insightful, calculated decisions in complex business environments.

Build resilience to adjust strategies swiftly and effectively.

LIST OF COURSES

1st Semester - Fall Term	ECTS
Financial and Managerial Accounting	6
Economic Decision-Making and Behavior	6
Business Analytics and Statistics	6
Quantitative Business Analysis	6
Strategic Marketing	6
Total	30

2nd Semester - Spring Term	ECTS
Business Research	6
Supply Chains and Processes	6
Human Resource Management in Practice	6
Business Strategy & Competitiveness	6
Leadership Capabilities	6
Total	30

3rd Semester - Fall Term	ECTS
Management Consulting	6
International Business	6
Master Thesis Proposal	0
Elective 1* – ESG Reporting & Sustainable Finance	6
Elective 1* – ESG & its Applications in Business	6
Elective 1* – Sustainability & the Global Economy	6
Elective 2* – Digital & Social Media Marketing	6
Elective 2* – International & Diversity Marketing	6
Elective 2* – Data-Driven Marketing Analysis	6
Total	30

4th Semester - Spring Term	ECTS
Business Cases	6
Master Thesis Seminar	3
Thesis Consultation	3
Master Thesis	15
Final Exam	3
Total	30

*Representing courses pertaining to the choice of major:
 Elective Avenue 1 – Green & Sustainable Business Management
 Elective Avenue 2 – International and Digital Marketing

ECTS = European Credit Transfer and Accumulation System



Maximize your leadership potential with our flexible, globally accredited online EMBA

A cutting-edge, globally oriented EMBA merges American educational principles with worldwide insights, exposing you to new trends and best practices.

YOUR BENEFITS

Leadership Advancement

This program equips you with a broad range of skills crucial for unlocking your full potential and rising to the top of elite leadership.

Practical Curriculum

Our curriculum is tailored to address current work challenges faced by industry managers, our Executive MBA program allows for the direct application of practical knowledge and skills in your current professional position.

Supportive Learning Environment

Experience your education in a setting that is both stimulating and supportive, fostering an optimal balance for personal and professional growth.

Top Expertise

Access expertise from top industry leaders, equipping you with the skills to unlock your potential and ascend to elite leadership.

Global Perspective

Broaden your outlook with insights into international markets and strategies, preparing you to lead in a global business environment and manage cross-cultural teams effectively.

ACADEMIC CONCEPT

The academic concept of the Lauder Business School online Executive MBA is designed to accommodate the specifics of distance learning, emphasizing self-study. The Moodle e-learning platform serves as a primary resource for students to access study materials, manage personal details, obtain exam information, and interact with peers and staff. This self-paced educational environment integrates all resources into a single, easily accessible location, ensuring a seamless and intuitive learning journey for every student. The program has an innovative teaching approach, with 90% of the content delivered through professionally produced videos and tutorials, enriching the learning experience with a variety of digital resources. These include scripts, demos, handouts, tutorials and practice tests, all designed for easy download or printing. Each course is accompanied by a detailed guide to help students gain a deeper understanding of the critical topics, ensuring success.

PROGRAM DETAILS

- **Registration:** Available online, anytime.
- **Study Start Date:** Flexible start dates: every 1st day of the month following enrolment.
- **Duration of Studies:** standard 21- 24 months (covered by tuition).
- **Majors:** Green & Sustainable Business Management or International & Digital Marketing.
- **Examinations:** Fully online, accessible at your convenience, when you are ready, as your job allows.
- **E-Learning Platform Access:** Interactive multimedia learning platform containing professionally crafted webinars, hand-outs and interactive study materials open 24/7, all year round.
- **Flexibility:** Study at your own pace, wherever and whenever suits you best.
- **Credits:** Program worth 120 ECTS

PAYMENT DETAILS

We offer flexible payment options to suit your financial preferences:

1. **One-time Payment:** Secure your entire study program with a single payment of €9,600.
2. **Annual Payment:** Opt for an annual payment plan at €4,900/ academic year (two years).
3. **Semester Payment:** Choose to pay per semester: €2,500/ semester (four semesters).

STUDY MATERIALS

Upon enrolment, you have:

- Comprehensive access to professionally crafted webinars, scripts, demos, hand-outs, tutorials, practice tests, and interactive study materials essential for completing the online MBA program successfully.
- We do it better for you: Over 90% of our program's content consists of state-of-the-art videos and tutorials that make learning engaging.
- Exclusive opportunity to have monthly consultations with lecturers.
- Unique opportunities for interaction with peers via the student forum and monthly online Coffee Corner get-togethers.
- Seamless connectivity across all devices (laptops/PCs, smartphones).
- Ability to complete all online examinations.
- Instant visibility of your grades and feedback.
- A library of hundreds of concise instructional videos

ASSESSMENT METHOD

Term Papers:

- Each course includes a written assignment, delivered through the e-Learning platform, ranging between 1,500 to 2,000 words. This assignment constitutes half (50%) of your course grade. Submissions are to be made on the learning platform for grading.

Online Exams:

- Exams are formatted as single-choice tests, lasting 30 minutes and are video-monitored via a web browser, accounting for the remaining 50% of your course grade.
- You are allotted up to three attempts to achieve a passing score on each exam.

HOW TO APPLY:



ADMISSION REQUIREMENTS

Admission to the program requires a Bachelor's degree with a minimum of 180 ECTS and at least 2 years of professional experience, or a completed Master's degree. Proficiency in English at the C1 level is essential.

Register online at admission.lbs.ac.at

1. Upload your documents in our online admission system (see the checklist below)
2. Answer the case study questions in 1,000 words within specified time frame
3. Do the interview (online)
4. Start studying at Lauder Business School!

Note 1: There is a possibility of failing in each stage of the admission process.

Note 2: You cannot apply twice for the same or another study program in the same academic year.

Note 3: The first tuition fee payment is due before the issuance of enrolment documentation.

Application Documents Checklist:

1. Curriculum Vitae
2. ID picture
3. Copy of your birth certificate
4. Copy of your citizenship certificate or of your passport
5. Proof of proficiency in English: academic IELTS/ TOEFL/Cambridge certificate, etc.
6. Two reference letters (1 academic + 1 non-academic)



MBA ADVISOR

Have any questions or feedback? We'd love to hear from you!

Contact **Jeannine Madeleine Ölschuster, BA MA**

LBS MBA Advisor

+43 660 16 16 814

consulting.mba@lbs.ac.at



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