

MASTER'S DEGREE PROGRAM

# LEADING INNOVATIVE ORGANIZATIONS.



Do you have the ability to visualize the impact of digitization on both innovative start-up companies and firmly established companies? Can you use your creativity to find solutions to social issues? The one-year Master's degree program LIO provides you with expertise to build and lead successful, innovative and sustainable organizations.

# Leading Innovative Organizations.

The Business School's "Fast-Track" program.

The program has been designed for students who have high potential, budding entrepreneurs as well as aspiring or already established business leaders at companies and other organizations (such as NPOs, think tanks, or interest groups) who aim to confidently master future business challenges.

## YOUR BENEFITS

A career advantage for potential executive business leaders.

Unique program in German-speaking Europe.

Opportunity to earn a graduate degree in just two semesters.

Ideal group size of no more than 40 students.

## Student Testimonials



**MAX KUCHENBAUER**  
Graduate Leading Innovative Organizations

"The LIO program showed me a direction and fascination that I had not known before. It helped me to gain new perspectives on the world and current events and transformed my way of thinking. For me it was a formative and valuable experience for my development that led me into academia."



**MARCELLA KRAWINKLER**  
Graduate Leading Innovative Organizations

"After many years of working as a project manager, LIO proved to be a real career changer – it brought me into the world of research and academia. Thanks to the inspiring interactions with students and professors, the high quality of evidence-based teaching, and the new perspectives on complex links in business and society, LIO provided excellent foundations for my doctoral studies and my current role as a university assistant."

# Program Objectives and Career Prospects.

## What You Will Learn

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We provide you with research-driven and experience-based learning in the areas of organization and leadership, innovation and entrepreneurship, the digital economy, and data-driven management. Additionally, we will refine your skills to conduct independent research.

**Leadership, Intercultural Management, Group Dynamics:** How do I define my leadership style? How do I drive a team and group processes, and how do I deal with employees in an intercultural context?

**Leadership, Innovation and Organization:** How can I design an organization that fosters innovation and creativity? How do I manage creative teams and individuals? How can I leverage inter-organizational relationships to enhance innovation?

**Entrepreneurship:** What makes an entrepreneur successful? What are the social impacts of entrepreneurship? How can entrepreneurial ventures be sustainable in both economic and social terms?

**Understanding Digital Transformation:** What are the technical, organizational, social and economic foundations for a digital economy? How do digital business models work? How are digital platforms organized? How can I leverage big data in order to make future-oriented management decisions? How are algorithms developed and applied?

**Scientific Methods:** How are research questions developed? How do I find information to support my research? How do I collect and analyze empirical data using quantitative and qualitative methods?

**The Fundamentals of Business Administration:** What are the foundations of business management and leadership? How do I read a balance sheet? What are relevant financial ratios, particularly in the areas of innovation and entrepreneurship? How do I develop a successful digital marketing strategy?

**Analytical Skills:** How do I develop data models in order to make better decisions? What is an algorithm's mathematical base? What kind of heuristics can I apply? What kind of software tools can I use effectively to help make decisions and find solutions?

## Career Prospects

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Whether at a start-up company or at large companies, you can use your expertise and acquired skills:

- As a leader responsible for driving innovation in dynamic business areas or units
- As a project manager for innovation, business development, or change projects
- As a business consultant responsible for organizational and strategy development - either independently or at large consulting firms
- As an entrepreneur or intrapreneur at companies and other organizations, such as NPOs, think tanks, and interest groups

# Master's Degree Program.

## Study Plan

As part of the Master's degree program, students are required to complete courses totaling 120 ECTS credits in the following areas:

SEMESTER	Pre Term	Winter Term	Summer Term	Post Term
BC1: Induction-team development	•			
BC2: Foundations of management	•			
BC3: Foundational readings and academic writing	•			
CB1: Understanding organizations and leadership		•		
CB2: Understanding innovation		•		
CB3: Understanding entrepreneurship		•		
CB4: Understanding the digital economy		•		
MS: Management skills I		•		
RS: Research skills I		•		
CI1: Innovation networks and alliances			•	
CI2: Financial and strategic market analysis		•		
CI3: Entrepreneurship and business modeling			•	
CI4: Data-driven management			•	
MS: Management skills II			•	
RS: Research skills II			•	
Finalization of Master thesis				•
Free Electives*	•	•	•	•

\*As part of the autonomous course requirements you can also complete a customized language program.

BC: Boot Camp, CB: Capacity Building, CI: Capacity Integration

See: [jku.at/ma-leading-innovative-organizations](http://jku.at/ma-leading-innovative-organizations), the curriculum, contact the Student Information and Advising Services (SIBS), or see our facebook page: [facebook.com/MScLIO](https://facebook.com/MScLIO) for additional information.

### KEY FACTS

#### Degree

Master of Science (MSc)

#### Duration

2 semesters in addition to pre and post-term

#### ECTS

120 credits

#### Language

English (C1)

#### Location

Linz

#### Program

Full-time

#### Program Spots

40

# Getting Started.

## Admission Requirements

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- If your first language is not English, you will be required to submit proof of C1 level of language proficiency in English.
- Strong time-management skills and a high level of motivation to actively take part in an intensive, full time program with an international cohort of like-minded students
- A solid, base understanding of business administration. Non-business undergraduates and non-EU/EEA nationals must submit GMAT test scores\*
- Submit a detailed application (see: [jku.at/ma-lio](https://www.jku.at/ma-lio)) and take part in a selection interview.

\* The GMAT® (Graduate Management Admission Test) is a standardized, internationally recognized examination conducted around the world. Please note that you will need time to prepare for the examination (a minimum of 8 weeks; up to 6 months).

### PROGRAM DIRECTOR

**Univ. Prof. Dr.  
Elke Schüßler**

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[jku.at/ma-lio](https://www.jku.at/ma-lio)**

### PROGRAM MANAGEMENT

**Tanja Desgeorges, MA**

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**[lio@jku.at](mailto:lio@jku.at)**

## The JKU in a Nutshell

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Over 22,000 students are enrolled at the JKU, making it Upper Austria's largest institution for research and higher-level education. Students can choose from over 100 academic degree programs in law, business, economics, social sciences, engineering and natural sciences, computer sciences, education, and medicine. You benefit from a unique campus environment and a low student-to-faculty ratio.

## General Information

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### STUDENT INFORMATION AND ADVISING SERVICES (SIBS)

Bank Building\*  
P +43 732 2468 3450  
[studium@jku.at](mailto:studium@jku.at)  
[jku.at/sibs](https://www.jku.at/sibs)

### ADMISSIONS OFFICE

Bank Building\*  
P +43 732 2468 2010  
[admission@jku.at](mailto:admission@jku.at)  
[jku.at/admission](https://www.jku.at/admission)

### INTERNATIONAL WELCOME CENTER

Bank Building\*\*  
P +43 732 2468 3050  
[jku.at/iwc](https://www.jku.at/iwc)  
[international@jku.at](mailto:international@jku.at)

\* Beginning Summer 2021

\*\* Beginning Winter 2021/22

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-  [facebook.com/jku.edu](https://facebook.com/jku.edu)
-  [instagram.com/jkulinz](https://instagram.com/jkulinz)
-  [linkedin.com/school/jkulinz](https://linkedin.com/school/jkulinz)
-  snapchat: jku.linz
-  [twitter.com/jkulinz](https://twitter.com/jkulinz)
-  [youtube.com/jkulinz](https://youtube.com/jkulinz)

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