

# CEMS Corporate Partnership Program

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



# WU in a nutshell – what you need to know about us

WU is one of Europe's largest, most modern universities of business and economics, located in Vienna, Austria. This renowned university educates the leaders of tomorrow. At WU, students not only receive an excellent academic education, but are also prepared to take on responsibility in business and society.

As a public business university with a strong international focus, WU has an impressive portfolio of academic programs taught in German and English at the bachelor's, master's, and PhD levels.

More than 20,000 students from over 100 countries worldwide have chosen to study at WU because of its excellent reputation in research and education in Austria and abroad, as confirmed repeatedly by international accreditation agencies. As one of only 1% of all universities worldwide, WU is proud to hold the three most important international accreditations, EQUIS, AMBA, and AACSB.

WU sees itself as a hub for exchange: between teachers and learners, between research and practice, and between the academic and the business communities. That is one reason why WU also maintains close contacts with its international corporate partners.

The state-of-the-art campus WU, situated in Vienna's 2nd district between the Vienna Messe and Prater Park, is impressive not only because of its award-winning architecture. It is designed to offer free, open spaces and to serve as a place of encounter for everyone. Modern, innovative, and open, it is also a popular venue for university and non-university events.

## WU: FACTS & FIGURES

About 23,000 students, 28% international

2,900 graduates per year

More than 1,000 employees (faculty and staff)

About 240 partner universities worldwide

Close ties with the business community



# CEMS – A world of opportunities

CEMS is a global alliance of universities and corporate partners dedicated to educating and preparing future generations of international business leaders for the challenges to come in a multicultural and interconnected business world.

The CEMS alliance offers a joint academic program called the CEMS Master's in International Management. It is taught at leading business schools all over the world, including WU. CEMS was founded in 1988 by four renowned European universities. The concept took off quickly and the alliance grew into a worldwide network of more than 100 academic and corporate members, working together to develop a cutting-edge educational program for tomorrow's international managers.

The CEMS master's program has an excellent international reputation and consistently ranks among the top 10 programs in the Financial Times Global Masters in Management ranking. CEMS alumni are successful managers all over the world. Three out of four CEMS graduates work for multinational companies, and half of them work outside their home country. CEMS alumni truly live the CEMS spirit of global citizenship.

## CEMS: FACTS & FIGURES

Over **30 leading business schools** around the globe

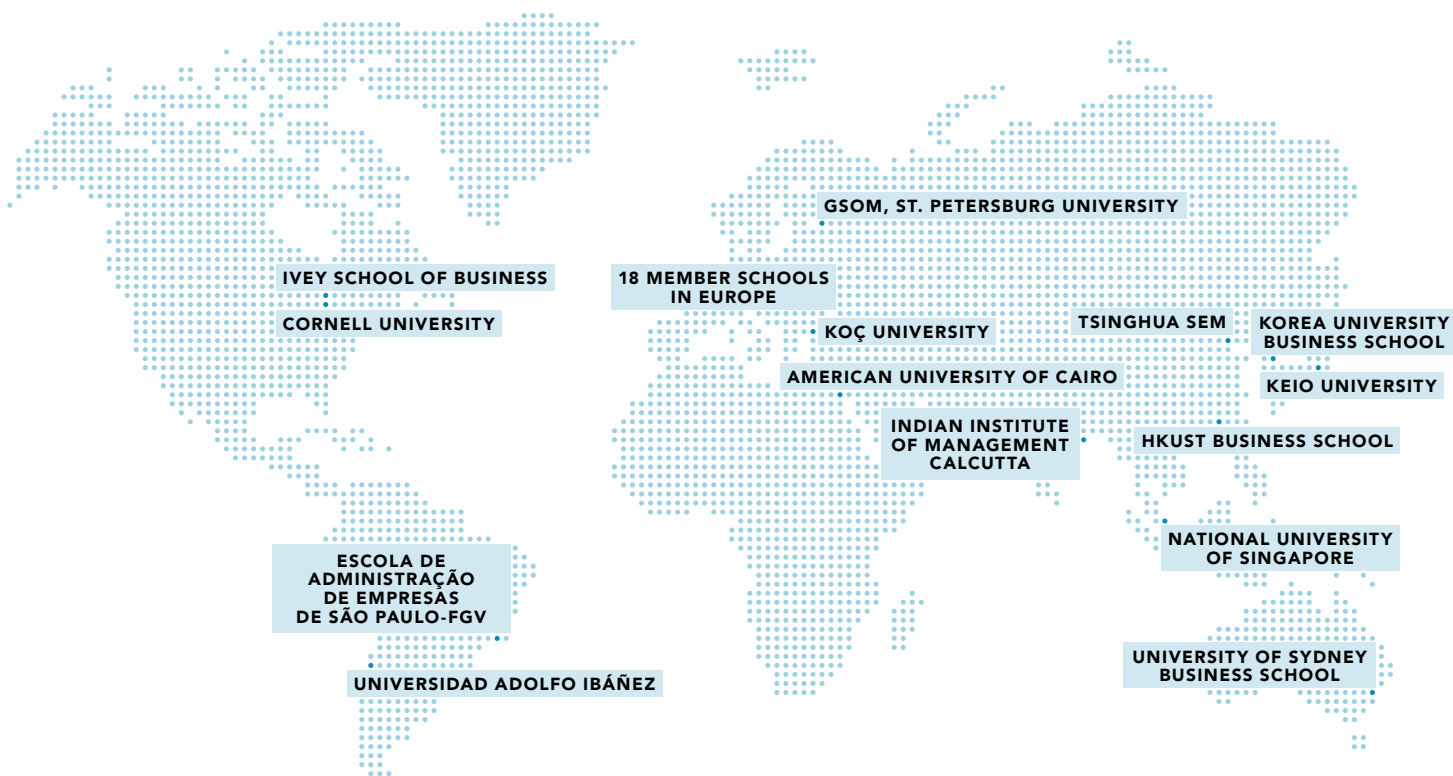
Over **70 multinational companies** and **7 NGOs**

About **1,300 students** of over 70 nationalities every year

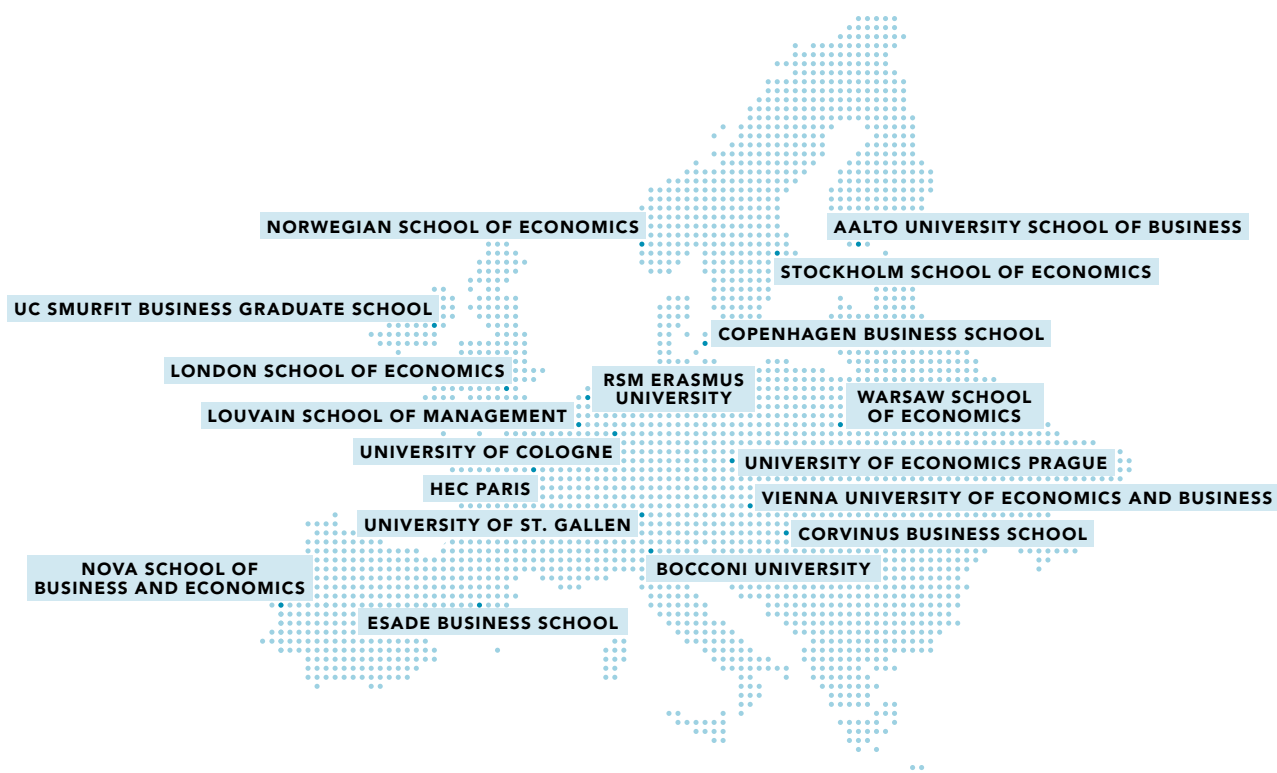
Over **13,000 alumni** working in 75 countries worldwide



## OUR MEMBER SCHOOLS



## OUR EUROPEAN ROOTS



# Be our partner

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Corporate Partners have access to an extensive network of high-performing students – even after graduation

## CEMS STUDENTS ARE ...

### International

All cohorts consist of students from many different countries. A high level of proficiency in English and two other languages, an exchange term at a partner university abroad, and an international internship are required to graduate.

### Collaborative

In CEMS, advanced management concepts are taught in highly interactive settings, including team work, open discussions, seminars, and social events. Students also have numerous opportunities to interact with companies.

### Academically excellent

Only top students with outstanding academic results, extraordinary CVs, and high achievement potential are accepted to the program. Throughout their studies, they are constantly motivated and challenged to enhance their expertise.

### Resilient

A focus on leadership, responsible citizenship, sustainability, and diversity ensures that students take a holistic approach to personal integrity, responsible decision making, and respect.

## EXCELLENT STUDENT PLACEMENT



**97%** are employed or continuing their studies



**49%** work abroad

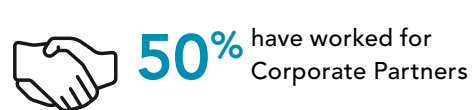


**75%** work for multinationals

## ALUMNI – A LIFELONG NETWORK

The CEMS Alumni Association offers local committees in 31 countries, an online job market and CV database

service, an online mentoring platform, an annual magazine, and extensive networking activities.



## ALUMNI WORK IN THE FOLLOWING FIELDS



# Partner network

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“CEMS opens avenues for collaboration with a worldwide market.”

ABB

“The real-life business projects are a win-win situation for corporate partners and students alike.”

A.T. Kearney

“We were impressed by the high level of commitment shown by the students.”

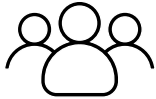
Beiersdorf



# CEMS@WU

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## WU VIENNA IS PROUD TO BE THE ONLY CEMS SCHOOL IN AUSTRIA



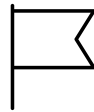
WU has the alliance's largest CEMS cohort with **160 home students** and **35 exchange students**



WU is ranked at **13th** (FT) and **17th** (QS) places in the Masters in Management Rankings



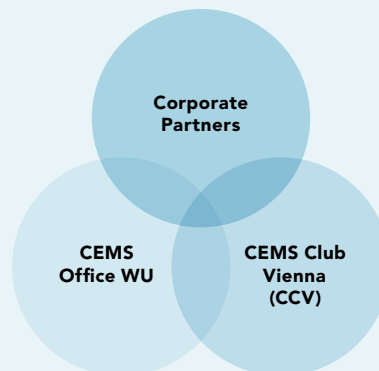
Students are carefully selected from **250–500 applicants** for the 2-year, double degree master's program



International cohort with WU students from **18 countries**

## CLOSE COOPERATION BETWEEN UNIVERSITY AND STUDENTS

- › Students selected by admission committee
- › Interactive curriculum: skill seminars, business projects
- › Promotion of company events and internships/jobs
- › Informal, direct contact with students
- › Events with students and company representatives all year round: e.g. workshops, rotation dinner



## CEMS CLUB VIENNA

CEMS Club Vienna connects all Vienna-based CEMS students, organizes different events, and makes sure all CEMS students have the best possible experience.





### SKILL SEMINARS

Skill Seminars are part of the CEMS curriculum and are offered several times per semester. A Skill Seminar is a full-day seminar including networking opportunities held by a Corporate Partner, either in their offices or on campus. These seminars are intended to improve students' soft skills, and topics are chosen by the company. Previous topics include: negotiation training, Excel skills, problem solving, and rhetorical skills. Applications can either be selective or on a first-come-first-serve basis.

### BUSINESS PROJECTS

Within the CEMS curriculum, Business Projects are designed as a real-life learning experience for students. International student teams solve a real business problem as a one-semester, part-time activity, supported by both the company and a professor. Every CEMS student is required to complete a Business Project, either at their home school or at the host institution.

Business Projects give companies the opportunity to benefit from project results, gain access to student teams throughout Europe, network with researchers, exchange ideas, and get to know potential employees.

### CCV SUMMER CHALLENGE

The Summer Challenge gives students and Corporate Partners the chance to shorten the recruitment process in a fun and effective way. The main objective is to get away from standard consulting workshops and offer outside-the-box training and learning opportunities through gamification effects. Past activities have included a campus-wide scavenger hunt, optimized just-in-time paper airplane production, and investor pitches.

### OTHER EVENTS

The CCV and CEMS offices will be happy to organize an event customized to your needs. Some examples of our other events include office visits, rotation dinners, company workshops, themed field trips, and more.



# Benefits of a Corporate Partnership

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## RECRUITING

- › Skill Seminars: Soft skills training in a one-day-workshop
- › Advertise your job openings on the exclusive CEMS Job Market and in weekly mailings to all WU CEMS students
- › Online student CV database

## CURRICULAR INVOLVEMENT

- › Block Seminar: involvement in first CEMS class in the first week
- › Course involvement: cooperation on courses (Core or Elective Courses), guest lectures, discussions, etc.
- › Business Project: Offer students a challenging business consulting project with your company as part of their academic program

## NETWORKING & EVENTS

- › Annual CEMS Career Forum at one of the CEMS European partner schools with interviews, workshops, and a company fair
- › Regional Events with multiple CEMS schools (e.g. DACH Forum, Nordic Forum)
- › Local Events with individual schools' CEMS Clubs or Offices

## EMPLOYER BRANDING

- › Position your company and your brand with 160 top students at WU
- › Presence on CEMS social media worldwide, targeted e-mails to CEMS students and graduates
- › CEMS offers the ideal gateway to a global network of prestigious business schools
- › Tailored branding events

**CEMS partners benefit from their close interactions with motivated students and from increased brand awareness, and can promote a positive image to students.**

## CORPORATE PARTNER MEMBERSHIP

### CP annual membership dues €25,000

If the membership fee is paid by the Austrian branch of a company, for example, then all other branches of the company group are also entitled to cooperate with CEMS academic partners around the world. The membership fee can be paid by the HQ or be split among several affiliates (several countries).



# Example of a CEMS year at WU

2019			
Date	Event	Location	CP role
Jan. 12	<b>WU Ball</b>	Hofburg	Attend and enjoy the traditional ball
Mar. 11–15	<b>Admission Interviews</b>	WU	Assessment of high potential students (3 hours)
Mar. 18–June 28	<b>Business Projects<sup>1</sup></b>	WU, CP	Coach students working on a real-life company project
Mar. 18–June 28	<b>CEMS courses</b>	WU	Interact with students, hold guest lectures
Mar. 18–June 28	<b>Skill Seminars<sup>2</sup></b>	WU or CP	Share business skills with interested students
Mar. 28	<b>Rotation Dinner (Office)</b>	Glacis Beisl	Dine with promising students and promote your company
March/April	<b>Global Alumni Week</b>	WU	CEMS alumni interact with students, useful workshops
Apr. 23–26	<b>DACH Forum</b>	WU, UoC, HSG	Meet selected students from the DACH region
Mid-June	<b>CEMS Closing Event</b>	Ufertaverne	Enjoy an informal regatta + BBQ with students
Sept. 16–20	<b>Block Seminars</b>	WU+surr. area	Hold guest lectures, company visits, exchange ideas
Sept. 23–Dec. 20	<b>CEMS courses</b>	WU	Interact with students, hold guest lectures
Sept. 23–Dec. 20	<b>Skill Seminars<sup>2</sup></b>	WU	Share business skills with interested students
Nov. 7–9	<b>CEMS Career Forum</b>	Budapest	Attend the largest CEMS recruitment fair, Skill Seminars
Nov. 27–Dec. 1	<b>CEMS Annual Events</b>	WU	Attend, network, promote your company (3500+attendees)
Dec. 2–6	<b>Admission Interviews</b>	WU	Assessment of high potential students (3 hours)
TBD	<b>Workshops, events ...</b>	WU, CP, open	Host or participate, exchange problem-solving ideas
All year	<b>Company promotions</b>	WU, FB, mail	Share and promote internships and jobs, company events

## <sup>1)</sup> Examples of previous Business Projects:

- › Vitalizing Hilti Austria's Consumables Business
- › Indicators for Digital Disruption Risk in Private Equity Decisions
- › Cooking in the Digital World: Discovering the Digital Business Opportunity in Cooking in Austria
- › The Use of Big Data in the Austrian Finance Industry
- › Global SG&A Cost Excellence Study in Multinationals
- › Localization of a Marketing Strategy: Launching a New Face Care Product in the Austrian Market
- › Improving Beiersdorf's Supply-Chain Collaboration with Retailers in CEE
- › Digitalization Strategy for Henkel's Adhesive Technologies Division
- › Defining a Rulebook to Improve Sales Teams' Performance

## <sup>2)</sup> Examples of previous Skill Seminars:

- › Tips and Tricks to Solve Consulting Cases
- › Negotiation Techniques
- › Moderation Skills
- › Effective Leadership
- › Developing Global Leader
- › Multifunctional Teamwork
- › Data Analytics for Consulting
- › Boosting Sales with State-of-the-Art Pricing Methods
- › Presentation Skills
- › Rethorical Skills
- › Recruiting Training

# Student selection process

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## ENSURING MINIMUM STANDARDS OF EXCELLENCE

### Basic CEMS application requirements

- › Completion of a relevant Bachelor's program
- › Min. 60 ECTS in Business Administration
- › Proficiency in English (C1/C2 level)
- › Excellent academic performance and GMAT score
- › Outstanding CV and letter of motivation

## COMPLEX ASSESSMENT

### Admission interviews

- › Personal interview
- › Case study
- › Group discussion
- › Complex assessment
- › Diverse international jury

## BASIS FOR EVALUATION

### Assessment criteria

- › Analytical and critical skills
- › Interpersonal skills
- › Communication skills
- › Ambition and integrity
- › International dimension

## ADMISSION JURY

### Admission interviews

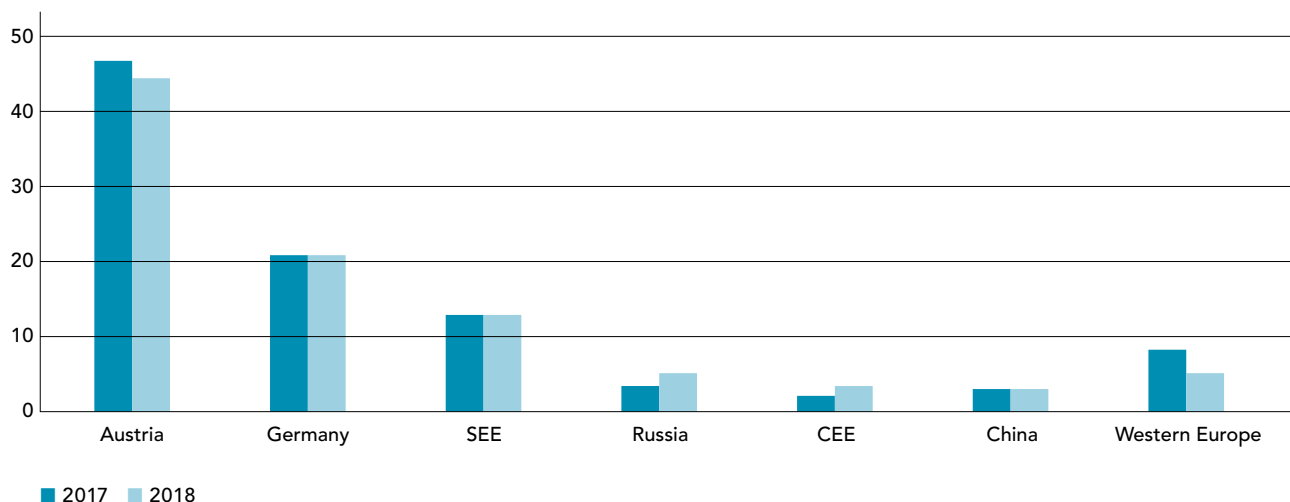
- › WU Faculty
- › CEMS Team
- › CP experts
- › The best 80 applicants are selected

## APPLICATION STATISTICS

### CEMS cohort

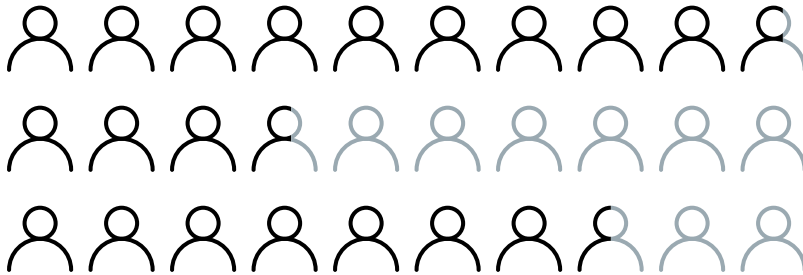
- › ~350 applicants from more than 30 countries
- › ~180 interviewed
- › Best 80 applicants accepted
- › ~18 nationalities in each cohort
- › ~80% are German native speakers or fluent in German

## COHORT COMPOSITION (%)



# Graduates and alumni statistics

## CEMS 2017 GRADUATE PROFILE

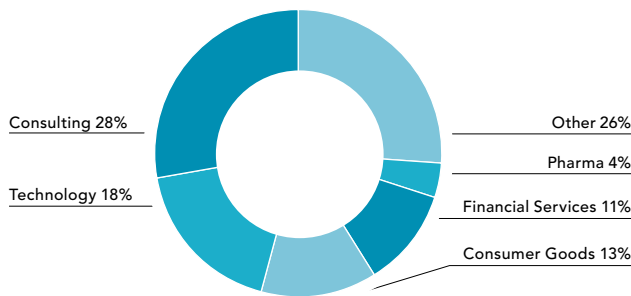


**97%** employed or studying further

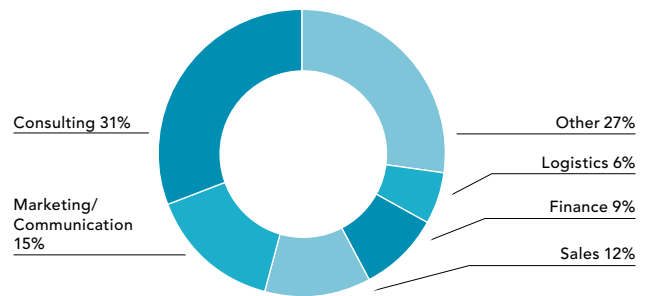
**36%** work abroad

**75%** work for multinationals

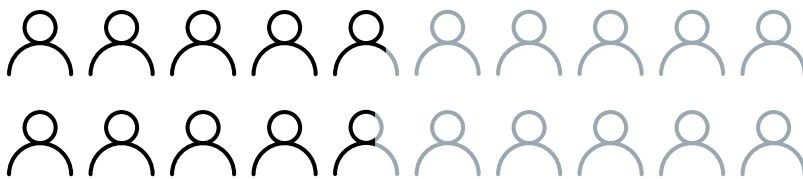
### MAIN SECTOR OF ACTIVITY



### MAIN FUNCTIONAL AREAS



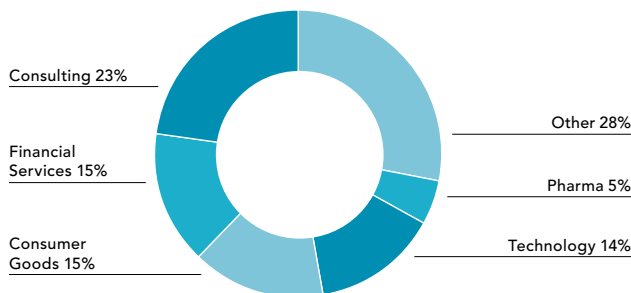
## CEMS ALUMNI PROFILE



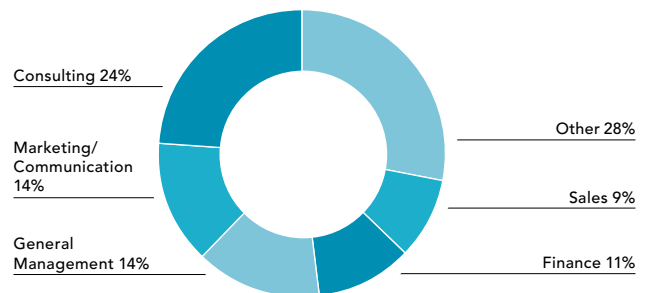
**48%** currently work abroad

**47%** work for a corporate partner

### MAIN SECTOR OF ACTIVITY



### MAIN FUNCTIONAL AREAS



# Get in touch

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## CONTACT CEMS OFFICE



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Corporate Relations Manager  
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## CONTACT CEMS CLUB VIENNA

### CCV President

[cemsclubvienna@gmail.com](mailto:cemsclubvienna@gmail.com)

### Head of Corporate Affairs

[corporate.cemsvienna@gmail.com](mailto:corporate.cemsvienna@gmail.com)

## NEXT STEPS

- › Get in touch with the CEMS Office or CEMS Club and we will be happy to schedule a meeting to tell you more about your opportunities as a Corporate Partner.
- › A trial semester option is available to help you get to know CEMS better and give you the opportunity to participate in exclusive WU CEMS events.
- › If you are interested in a potential partnership, we will set up a conference call between you, Jana Kolenc from the WU CEMS Office, and the CEMS Global Office.
- › After a brief admission process, you can sign the Memorandum of Understanding, start getting to know CEMS students, and take part in any CEMS event.





WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna, Austria  
wu.ac.at

Arriving by public transport:  
Subway: U2 stations "Messe-Prater" or "Krieau"  
Bus: 82A, "Südportalstraße" stop