

Accounting Education at Vienna University of Economics and Business



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Univ.Prof. Dr. Zoltán Novotny-Farkas

28. NOVEMBER 2018



Agenda



The Vienna University of Economics and Business

The Department of Finance, Accounting and Statistics

Accounting Education at WU

Outlook

Vienna University of Economics and Business



Overview of the University



International

Partner Universities ~ 240

Courses in English ~ 450/semester



Students

Total

23,572

International

6,408

} ~ 50% female

Incoming exchange

~ 1,000 (per year)

Outgoing exchange

~ 1,000 (per year)

* Numbers from fall 2017

Overview of the University



Faculty and Staff¹

Total Faculty ²	501 (41% female)
Administrative Staff	499 (69% female)
Total	1,135 (54% female)



Campus Resources

Premises Campus WU	100,000 m ²
Library total floor space	7,200 m ²
Library volumes	~ 646,510
Printed journals	729
Electronic journals	25,196
Study places	1,680
Visitors	1,051,168

¹ 2016 in full-time equivalents

² not including personnel funded by third parties

Overview of the University

11

Departments

3

Bachelor Level
Programs

6

Competence
Centers

16

Master Level
Programs

16

Research
Institutes

5

Doctoral
Programs

31

Programs offered
by WU´s Executive
Academy

Overview of the University

Enrolment by Program	Fall 2015	Fall 2016	Fall 2017
Bachelor students	17,409	17,690	17,608
Master students	3,342	3,514	3,594
Doctoral/PhD students	965	935	818

International Recognition

Financial Times Ranking 2017

13th

Masters in
Management

Masters in Management Ranking

WU's „Master in International Management“ placed 13th out of 95 ranked programs worldwide

1st

in the CEE
Region

European Business Schools Ranking

44th place worldwide, 6th place in the German-speaking countries, and 1st place in the CEE region

Handelsblatt Ranking 2017

15th

Research in
Economics

Economics Ranking

Annual Ranking of economics departments, business school professors and most productive research institutions in Germany, Austria and Switzerland.

International Recognition

ACCREDITED BY



INTERNATIONAL MEMBERSHIPS



Department Finance, Accounting and Statistics



Institute for Accounting and Auditing



Tax Management Group

Univ.Prof. Dr. Eva Eberhartinger, LL.M.

- Main Research Areas
 - Determination of taxable profit
 - Tax link
 - Effect of tax on investment decisions
 - Effect of tax on locational decisions
 - Working with industry specialists

International Accounting Group

Univ.Prof. Dr. Zoltán Novotny-Farkas

- Main Research Areas
 - IFRS
 - Bank accounting
 - Prudential regulation and supervision
 - Empirical accounting research

Accounting, Taxation and Auditing Group

Univ.Prof. Dr. Klaus Hirschler

- Main Research Areas
 - Financial reporting accounting
 - Tax accounting law
 - Financial statement analysis
 - Reorganisation Tax Act, group taxation
 - Deferred taxes
 - Trusts
 - Fees and transfer taxes, M & A

Management Accounting and Control Group

Univ.Prof. Dr. Christian Riegler

- Main Research Areas
 - Management accounting and control
 - Cost accounting
 - Value-based management
 - Management accounting and IFRS
 - Accounting, performance assessment and incentives
 - Accounts-related issues in assessment, auditing and reporting of intangibles

Financial Accounting and Auditing Group

Univ.Prof. Dr. Romuald Bertl

- Main Research Areas
 - Financial statement analysis
 - Business valuation
 - Corporate governance
 - Annual audit
 - Accounting

Accounting Education



Academic Programs

- Bachelor Program Business – German
- Bachelor Program Business – English
- Master Taxation and Accounting
- Master Finance and Accounting
- Doctoral Programs

Teaching Styles

- Lecturing
- e-Learning
- Reverted classroom
- Seminars
- Collaboration with Practice
- International Collaboration

Core Courses in Accounting, mandatory

- Accounting and Management Control I
- Accounting and Management Control II
- Accounting and Management Control III

Specialization Accounting and Taxation, optional

Courses offered:

- Accounting and Tax
- Financial Reporting according to the Austrian Commercial Code and IFRS
- Investment, Finance and Taxes
- Tax Statements and Tax Accounting
- Annual Audit

Specialization International Accounting & Controlling, optional

Courses offered:

- IFRS Accounting
- International Corporate Reporting
- Advanced Management Accounting
- Group Accounting (IFRS)
- Corporate Practice Seminar (e.g., Financial Statement Analysis)

Financial Reporting and Analysis, mandatory

New Bachelor program „Business and Economics“ entirely offered in English
Course covers:

- Introduction to financial reporting and analysis according to IFRS

Bachelor – English

Specialization Tax Accounting, optional

Specialization Accounting and Auditing, optional

Specialization International Accounting & Controlling, optional

Bachelor Thesis

Master – Taxation and Accounting

Core Courses

- Introduction to Taxation and Accounting
- Introduction to Business Taxation
- IFRS
- Investment, Finance & Taxation
- Reorganizations
- Business Valuation

Accounting Specializations

- Advanced Course in ACC and IFRS
- Special Issues in Accounting
- Business Taxation Seminar
- Master Thesis Seminar
- International Tax Management

Career in:

- accounting firms
- tax consulting
- tax administration
- tax departments

Master – Finance and Accounting

Core Courses

- Financial Accounting
- Management Accounting
- Accounting and Taxes
- Introduction to IFRS

Accounting Specializations

- International Accounting I
- International Accounting II
- Investment, Finance & Taxation
- Accounting Theory
- Special Issues in Accounting
- Financial Statement Analysis
- Seminar in Applied Taxation
- Master Thesis Seminar

Career in:

- accounting firms
- accounting departments
- finance departments
- tax consulting

Doctoral Programs

General PhD Program at WU (incl. Accounting)

Doctoral Program in International Business Taxation (DIBT)

▪ Lecturing

- Combination of theory sessions and practice sessions

▪ E-Learning

- Advanced learning tools provided to students via University platform learn@wu

▪ Reverted Classroom

- Encouraging students to cover theoretical parts in self-study and focus on the practical application and discussion in the sessions

▪ Seminars

- Engaging with students in smaller settings on advanced topics in accounting

▪ Collaboration with Practice/International Collaborations

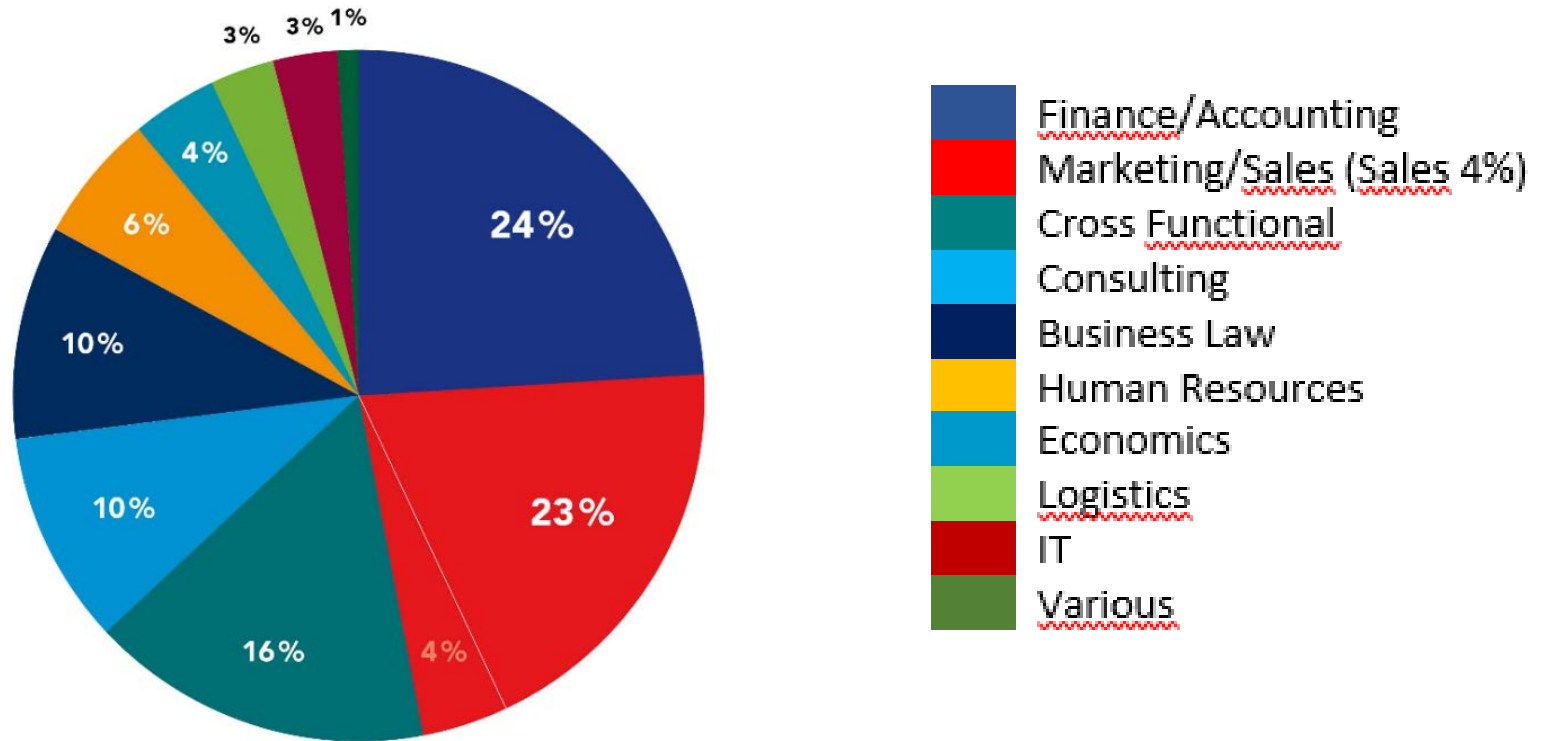
- Connecting our students with potential future employers through various events throughout the semester

Outlook



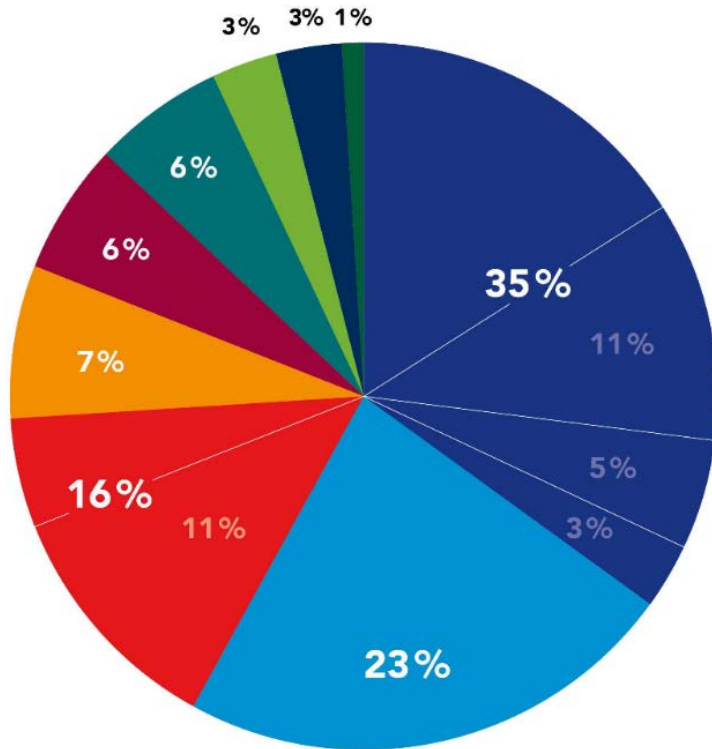
What our alumni do

Desired career paths alumni 2017



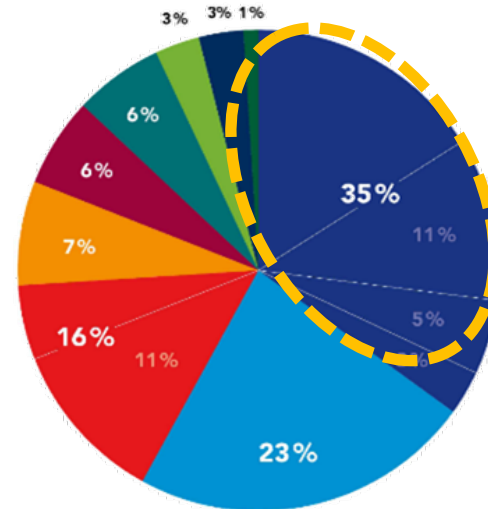
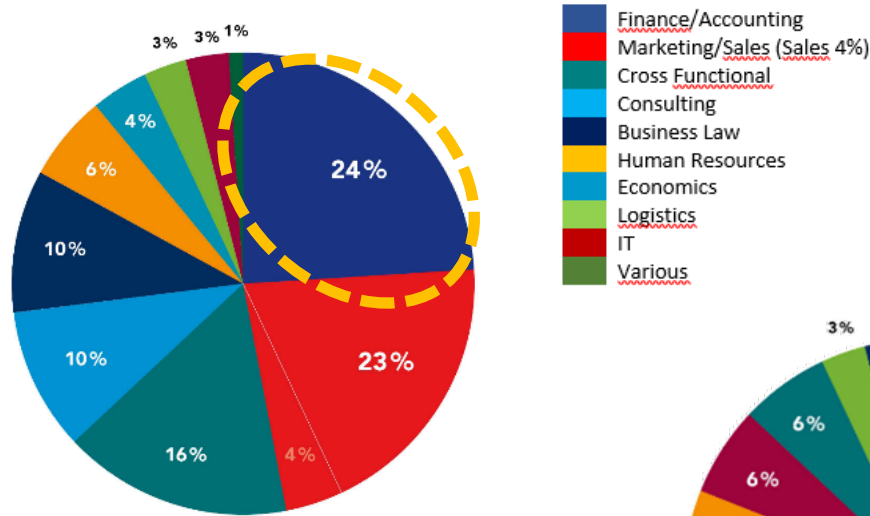
What our alumni do

Available jobs 2017



- **Finance/Accounting**
 Tax Advisory 11%
 Auditing 5%
 Finance 3%
- **Marketing/Sales (Sales 11%)**
- **Cross Functional**
- **Consulting**
- **Business Law**
- **Human Resources**
- **Economics**
- **Logistics**
- **IT**
- **Various**

Best Career Perspectives





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