



**Privatuniversität  
SCHLOSS SEEBURG**



**SEEBURG CASTLE UNIVERSITY**

# ABOUT SEEBURG CASTLE UNIVERSITY



## SEEBURG CASTLE UNIVERSITY

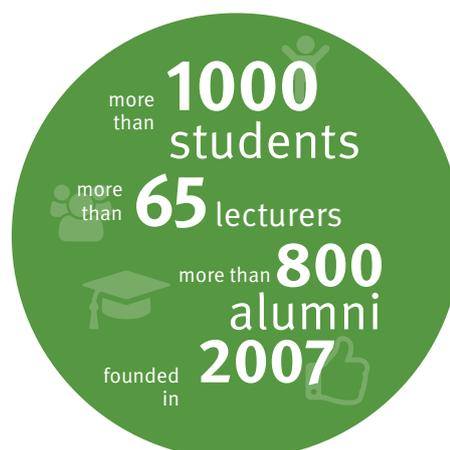
Founded in 2007, Seeburg Castle University - Private University (SCU) has the legal status of an Austrian private university, being officially recognized through the Austrian Federal Ministry of Education, Science and Research and accredited by the Agency for Quality Assurance and Accreditation Austria.

With its headquarters in a 15<sup>th</sup> century castle near Salzburg and a modern satellite teaching venue in Vienna, the Private University prepares students in fields such as business administration, business psychology and sport and event management, developing them as leaders of tomorrow.

## DEGREE PROGRAMMES

Seeburg Castle University offers the following bachelor, master and doctoral programmes:

- Bachelor of Science in Business Administration
- Bachelor of Science in Business Psychology
- Bachelor of Science in Sports and Event Management
- Master of Science in Business Administration
- Master of Science in Business Psychology
- MBA in Leadership
- MBA in Management
- Doctorate in Innovation and Creativity Management



# EDUCATIONAL CONCEPT



Our semi-virtual educational concept brings together the benefits of both distance and on-campus study programmes, thereby combining the freedom and flexibility of web-based learning with the advantages of personal and in-depth contact of on-site classes.

Blended learning combines different instructional formats, from traditional classroom seminars to online courses. Course formats are adapted for optimal compatibility with course subjects and content.



Students come to the sites in Seekirchen or in Vienna five times per semester for two days of inperson sessions with professors.

Between the on-site sessions, students access an online learning platform for flexible study. Assignments are completed individually or in groups, always with the opportunity for feedback and advice from lecturers.

During the entire course of study, personal academic coaches are available to counsel and advise each student.

# RESEARCH@SCU

Professors and students engage in cutting-edge research in the following areas:

- Innovation & Transformation Management
- Decisions and Behaviour in Organisations & Society
- Sport Management & Economics of Sports

## INNOVATION & TRANSFORMATION MANAGEMENT

Startups · Future of work · Technology acceptance  
Sharing economy · Knowledge flows



## DECISIONS & BEHAVIOR IN ORGANIZATIONS & SOCIETY

Social dynamics & peer effects  
Rationality & biases · Sustainable consumption · Leadership & change



## SPORT MANAGEMENT & ECONOMICS OF SPORTS

Marketing & community engagement  
Economic analysis & impact of sports  
Digitization & sustainability in sports



# INTERNATIONAL RELATIONS

The SCU holds the Erasmus+ Charter for the program period 2021-2027. In conformity with the aims articulated in the Erasmus Policy Statement, it understands internationalisation as a key instrument in increasing the quality of teaching, research and the services of the university, as well as increasing the university's innovation capacity.



## Co-funded by the European Union

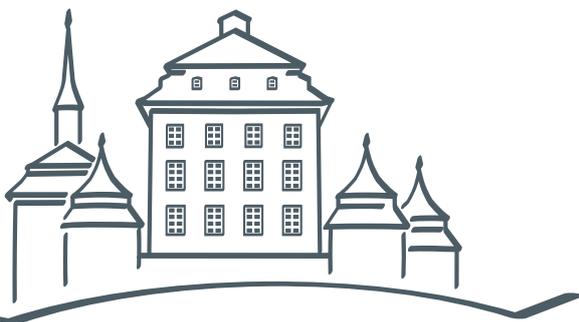
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