

Master of Science (MSc)

# English-Taught Master's Programs

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



Degree awarded  
Master of Science, MSc (WU)



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# Create the Future You Want

## DEAR FUTURE STUDENTS,

At WU, we firmly believe that social progress goes hand in hand with the courage to explore new paths. Our rapidly changing world needs the kind of pioneering spirit that is an integral part of the WU mindset: We rise up to challenges and see them as opportunities for change and innovation. Thanks to a state-of-the-art IT infrastructure, we can provide our classes and exams in crisis-proof, modern digital formats, taking advantage of the full potential of digitalization to ensure that our students get an extraordinary academic experience.

No matter if it's on campus or online, the goal of our excellent programs and faculty is to equip our students with the skills and know-how they need to build successful careers in many sectors of today's digital business world. Our programs offer inspiring opportunities for academic reflection and are incubators of innovation – giving you the skills you need to join the ranks of the leaders of tomorrow, making the decisions that will shape our future. WU's location and spirit play a key role here: Our cutting-edge, award-winning campus offers a unique atmosphere that makes studying at WU special. Campus WU is an ideal space for exchanging ideas, learning with and

from each other, and enjoying quality time in Vienna, a vibrant cultural metropolis. Campus WU and its architecture reflect everything WU stands for. WU goes to great lengths to live up to its commitment to inclusion and diversity in everything it does, down to the smallest details. As an international university, WU is an important hub for student mobility. Since its establishment in 1898, WU has always been committed to a spirit of diversity and open-mindedness. Justice, equal opportunities, and the freedom of research are guiding principles for our university. Our students and graduates are keenly aware of their social responsibility. They are respected for their expertise, open-mindedness, and hands-on attitude – attributes that are more important than ever in today's world.

I hope that these advantages will convince you to enroll in a WU master's program. I'm looking forward to welcoming you to beautiful Vienna and seeing you make your way with WU.

**Margarethe Rammerstorfer**  
Vice-Rector for Academic Programs  
and Student Affairs



# WU as a Launching Pad to a Successful Career

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WU has an over 100-year tradition in business and economics research and teaching, with a strong sense of vision and responsibility. Close contacts to other leading universities around the world and corporate partners from Austria and beyond enable WU to keep abreast of the latest developments and spearhead innovation.

## A RESPONSIBLE UNIVERSITY

The quality of research and teaching and its social impact are important priorities for WU. To live up to this responsibility, WU actively encourages the exchange of knowledge and experience. At WU, we are aware of our social responsibility and work hard to have a positive impact on society. This commitment is something we pass on to our students. WU gives its students the skills they need to become responsible leaders in high-profile positions in many different industries. They learn everything it takes to help master important economic, social, legal, and ecological challenges.

## RESEARCH THAT MATTERS

WU's faculty is comprised of renowned international researchers, leaders in their respective fields. Students benefit from research-led teaching, where research results are integrated directly into the classes taught by our faculty.

## WU AS AN INNOVATION HUB

A pioneering and innovative spirit is an integral part of the WU mindset. WU keeps a close eye on social and economic changes, anticipates new developments, investigates them, and uses the insights gained to come up with groundbreaking concepts for the future, providing the foundation of WU's academic programs.

## STUDY WITHOUT BORDERS

WU sees diversity as an opportunity. Open-mindedness, equal opportunities, and diversity are top priorities for us, as is our commitment to inclusion. These values are reflected in our campus, which was designed for barrier-free accessibility. Campus WU offers ideal studying conditions for everyone, regardless of who they are.

## YOUR JOB SEARCH MADE EASY

The WU ZBP Career Center posts over 3,000 job openings every year and helps students start off their careers even before they graduate. The WU Entrepreneurship Center is available to support ambitious students who want to realize their own business ideas and found a start-up.

## THINKING FORWARD

During their time at WU, students get to know peers from all over the world. To make sure that the networks they build continue to thrive even after graduation, it is important to WU to support its alumni and encourage international exchange among them. In this way, WU alumni can keep in contact with each other and have lifelong access to a tight-knit global community.



### TRIPLE ACCREDITATION

WU ranks among the best universities for business and economics in the world. Since 2007, this status has been certified by regular accreditations carried out by 3 leading accreditation agencies: EQUIS<sup>1)</sup>, AACSB<sup>2)</sup> und AMBA<sup>3)</sup> have all confirmed WU's excellent quality. Fewer than 1% of all universities worldwide hold this prestigious triple accreditation.



### WU'S IMPRESSIVE CAMPUS

Our award-winning Campus WU boasts impressive architecture and many green, open spaces. The campus offers an ideal environment not only for studying but also for enjoying breaks or quality free time. Campus WU also hosts numerous events that bring experts from business and economics together with interested audiences to exchange ideas about key social and economic topics of our time.



### VIENNA – A GLOBAL CITY

WU has almost 21,000 students from over 100 countries. Vienna, the Austrian capital, is a truly cosmopolitan city. It is known as one of the cities with the highest quality of life in the world, and it has also been named the world's greenest city. Located at the heart of Europe, this metropolis combines tradition, progress, urbanity, and nature like no other city in Europe.

<sup>1)</sup> EQUIS = European Quality Improvement System    <sup>2)</sup> AACSB = Association to Advance Collegiate Schools of Business    <sup>3)</sup> AMBA = Association of MBAs



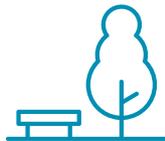
# WU in Numbers

WU is a leading international university with excellent academic programs – an inspiring place, known for excellent teaching and research. WU offers its students ideal conditions for studying.

## CAMPUS WU



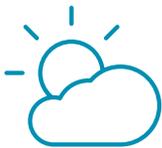
**~90,000 m<sup>2</sup>**  
surface area



**~55,000 m<sup>2</sup>**  
open spaces



**1,659 m<sup>2</sup>**  
lawn areas



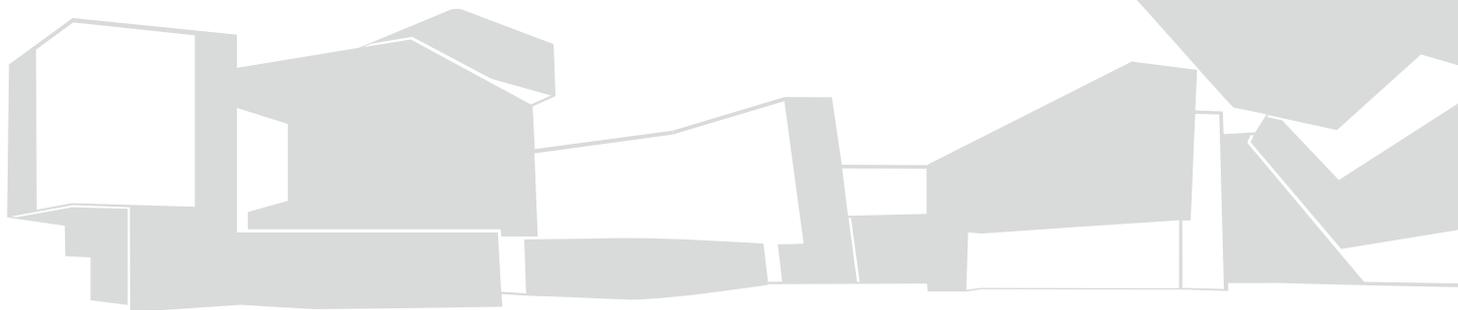
**1.**  
Austria's 1st campus with  
climate-neutral operations



**4,850**  
available seats in  
auditoriums



**720 m**  
cycle paths



## RESEARCH



**~1,600**  
researchers



**11**  
departments



**15**  
research institutes



**7**  
competence centers

## RESOURCES

**3**

library locations

**1,500**

workplaces in the Central Library

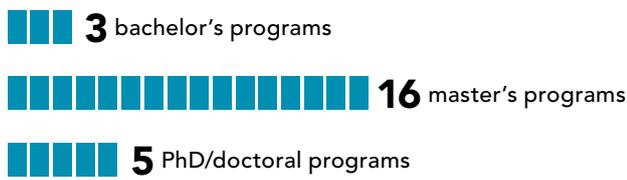
**7,200 m<sup>2</sup>**

library surface area

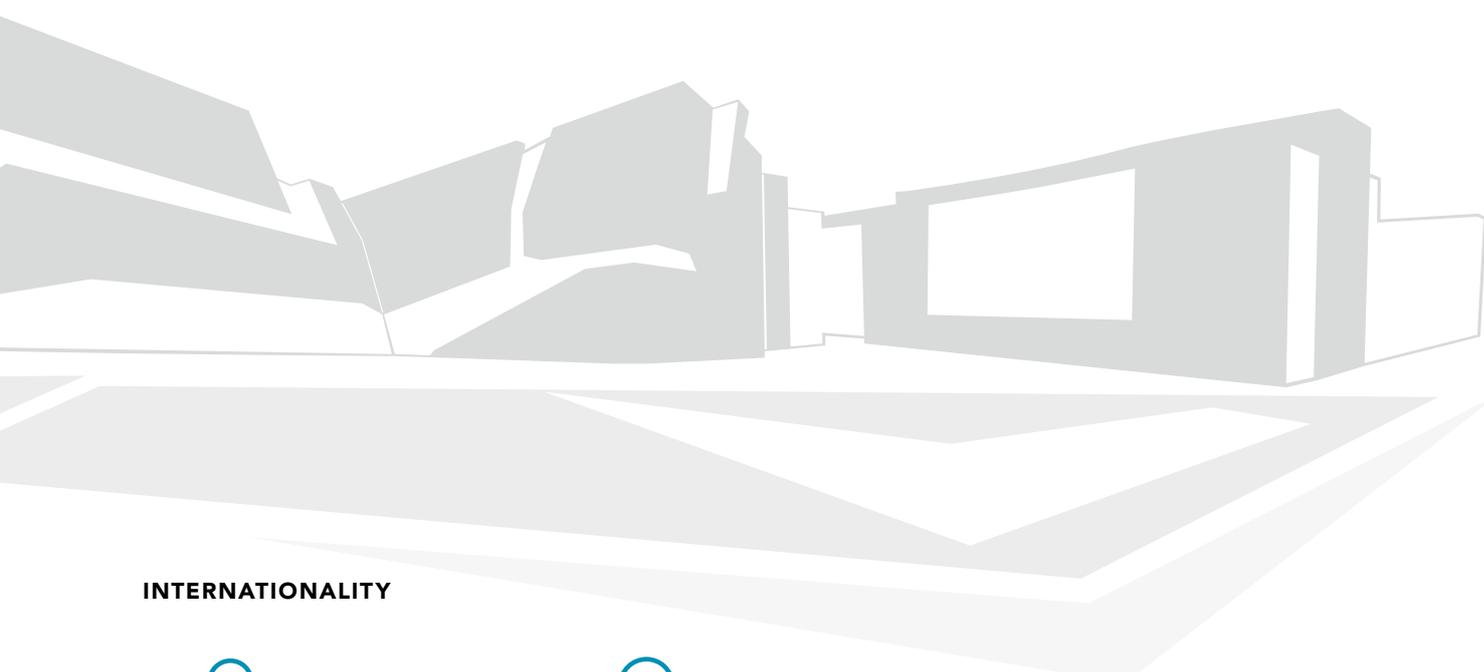
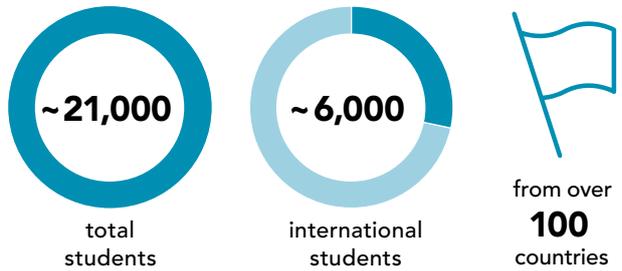
**~682,000 books**

library collection

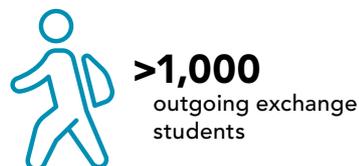
DEGREE PROGRAMS



STUDENTS



INTERNATIONALITY



# Program Overview

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## ENGLISH-TAUGHT MASTER'S PROGRAMS

- › **Business Communication** (MSc WU)
- › **Digital Economy** (MSc WU)
- › **Economics** (MSc WU)
- › **International Management/CEMS** (MSc WU)
- › **Marketing** (MSc WU)
- › **Quantitative Finance** (MSc WU)
- › **Socio-Ecological Economics and Policy** (MSc WU)
- › **Strategy, Innovation, and Management Control** (MSc WU)
- › **Supply Chain Management** (MSc WU)

## GERMAN-TAUGHT MASTER'S PROGRAMS

- › **Export- und Internationalisierungsmanagement** (MSc WU)
- › **Finanzwirtschaft und Rechnungswesen** (MSc WU)
- › **Management** (MSc WU)
- › **Sozioökonomie** (MSc WU)
- › **Steuern und Rechnungslegung** (MSc WU)
- › **Wirtschaftspädagogik** (MSc WU)
- › **Wirtschaftsrecht** (LL.M. WU)

### BUSINESS COMMUNICATION



#### Unlocking the power of communication

Communication is a key factor for success in business. With BizComm you will gain comprehensive language and cultural skills and a profound know-how in strategic content management, media literacy, change management, and reputation management.

 More information about Business Communication see page 12

### DIGITAL ECONOMY



#### Driving the digital transformation

This multidisciplinary program prepares students for a career in the digital economy, focusing on how digital markets are structured and how they function. Students learn how to work successfully in digital business contexts.

 More information about Digital Economy see page 16

### ECONOMICS



#### 2 tracks, 11 specializations, global study opportunities

This internationally oriented program offers an Applied Track and a Science Track. You learn about economic theories and empirical research methods and how to apply them to economic and political questions.

 More information about Economics see page 20

### INTERNATIONAL MANAGEMENT/CEMS



#### An international program with a global scope

This program provides ideal qualifications for international management careers, including invaluable international experience at a CEMS partner school. With this joint degree program, you'll double your success in the job market.

 More information about International Management/CEMS see page 24

## MARKETING


**State-of-the-art marketing expertise with a view to the future**

With new technologies and growing amounts of available data, marketing is a constantly evolving field. You will learn to apply methods and concepts to plan and implement successful marketing strategies.

 More information about Marketing see page 28

## SOCIO-ECOLOGICAL ECONOMICS AND POLICY


**Tackle today's complex economic challenges**

Economic and social systems are closely linked to the physical environment. You learn how to use socio-economic concepts and empirical methods to analyze global challenges and formulate proposals for political action.

 More information about Socio-Ecological Economics and Policy see page 36

## SUPPLY CHAIN MANAGEMENT


**Managing complex supply chain networks efficiently**

Global supply chains are becoming more and more complex. This transdisciplinary program allows you to develop an integrated perspective and the skills needed to design and manage effective supply chains.

 More information about Supply Chain Management see page 44

## QUANTITATIVE FINANCE


**Boost your value in the financial sector**

This internationally oriented program imparts quantitative expertise and a profound understanding of finance. Lay the groundwork for a career in the challenging and dynamic environment of the financial markets and your success as a future quant!

 More information about Quantitative Finance see page 32

## STRATEGY, INNOVATION, AND MANAGEMENT CONTROL


**Aim for success as a future business leader**

SIMC is a top-ranked master's in management with a focus on strategy and innovation and a strong international orientation. The program combines theory and practice and offers students the flexibility to focus on their individual areas of interest.

 More information about Strategy, Innovation, and Management Control see page 40



**Master of Science (MSc)**

# **Business Communication**



# The Power of Communication

In the information age, communication is a key factor for success in business. The Master's Program in Business Communication (BizComm) teaches students how to harness the power of communication to achieve sustainable business growth and build bridges to relevant stakeholders in society.

## DIGITALIZATION-DRIVEN COMMUNICATIONS

Communication is becoming more and more digital, with far-reaching consequences for businesses and society. These changes are transforming our lives and the way companies communicate. How businesses address their target groups, how they design their content, and how they select their communication channels are key factors for economic success.

In the Business Communication program, students learn how to use strategic communication to achieve business goals and, if necessary, adapt them. Communication management means steering and designing a company's goal-setting process in a systematic manner. Communication management supports crucial decision-making processes and coordinates the company's interactions with various stakeholders. Planning, designing, and managing communications efficiently and effectively requires comprehensive language and cultural skills and profound expertise in strategic content management, media literacy, change management, and reputation management. Our students can either spend a semester abroad at a renowned partner university or apply for a double degree program in cooperation with Tilburg University.

## COMMUNICATION THAT SHAPES THE FUTURE

In a world driven by communication, it is crucial to create synergies between business, language, and culture to achieve business goals. BizComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage a successful dialog with critical prosumers. Based on practice-oriented case studies, they gain insights into the functions, potential, and implementation scenarios of effective communication. BizComm students learn to build knowledge networks and use them to plan, design, and manage innovative approaches to professional content management.

## ATTRACTIVE CAREER PROSPECTS IN FUTURE-ORIENTED SECTORS

BizComm students are taught to identify and address socially relevant issues quickly and harness their potential in all areas of corporate communications. With their broad strategic vision, BizComm graduates are in a unique position to support top management in achieving business success. After completing their studies, BizComm graduates have excellent prospects when applying for key positions in corporate communications and in the communications industry in general.

# >20%

increase in productivity  
through improved  
communication within  
the company

# 4.48

billion  
active users  
of social media

# 142

minutes/day  
time spent  
on social media by  
the average user

# 88%

of customers would  
prefer companies that  
contribute to solving  
global challenges –  
for example, by making  
better use of their  
public communications



## RECOMMENDED PROGRAM STRUCTURE

### 1st semester

Foundations of Business Communication			Skills and Competencies			Research Methods
Intercultural Business Communication	Business Communication in the Media Society	Business Communication and Language	<ul style="list-style-type: none"> <li>› Language for Specific Purposes</li> <li>› Introduction to Content Production</li> <li>› Language-Specific, Applied Content Production</li> </ul>			Qualitative and Quantitative Research Methods & Data Analysis
5 ECTS	5 ECTS	5 ECTS	5 ECTS	2.5 ECTS	2.5 ECTS	10 ECTS

### 2nd semester

International Business Communication and Management			Applied Research Projects (1/3)		
Intercultural Communication and Area Studies	Strategic Communication Management	Language and Communication in Specific Business Settings	Research Project in Intercultural Communication and Area Studies	Research Project in Strategic Communication Management	Research Project in Language in Business Contexts
5 ECTS	5 ECTS	5 ECTS	7.5 ECTS	7.5 ECTS	7.5 ECTS
Skills and Competencies					
Media and Communication			Writing for Academic and Business Purposes		
5 ECTS			5 ECTS		

### 3rd semester

Fields of Business, Communication, and Culture (Electives 4/8)									Master's Seminar
Marketing and Communication	Management and Communication	Digital Communication	Investor Relations	CSR and Sustainability	Selected Topics in Business Communication	Intercultural Marketing and Management	Simulations in Business Communication	Course Abroad	Master's Seminar
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

### 4th semester

Applied Research Projects (1/3)			Master's Thesis
Research in Intercultural Communication and Area Studies	Research in Strategic Communication Management	Research in Language in Business Contexts	Master's Thesis
7.5 ECTS	7.5 ECTS	7.5 ECTS	20 ECTS



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include excellent English skills and a relevant prior degree (at least 180 ECTS credits). Further prerequisites are examinations in business/economics worth at least 45 ECTS credits.

 Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)

## CONTENTS AND STRUCTURE

The first semester serves as an introductory phase and familiarizes students with fundamental concepts. From the second semester on, students can specialize in: Business Communication and Language, Intercultural Business Communication, and Strategic Communication Management. In the fourth and last semester students write their master's thesis.

## DEGREE

Graduates are awarded a Master of Science degree that qualifies them for positions such as communications and content managers, strategic communications consultants in diversity and change management, or in communications management control.



Axel Beer and Jens Seiffert-Brockmann, Academic Directors

## QUESTIONS TO THE ACADEMIC DIRECTORS

- 1. What role will business communication play in the future?** A careless word at the wrong time can damage a company's reputation. In the coming years, professional communications will become ever more essential for any business.
- 2. What were the reasons for creating the BizComm program?** We turn to lawyers for legal advice, we consult physicians to stay healthy – in the same way, we thought, we also need qualified professionals to manage business communications.

 For further details see:  
[wu.at/bizcomm](https://www.wu.at/bizcomm)



 Please contact us with your questions by e-mail:  
[bizcomm-master@wu.ac.at](mailto:bizcomm-master@wu.ac.at)

Master of Science (MSc)

# Digital Economy



# Driving Digital Innovation

The new Master's Program on the Digital Economy is aimed at everyone who wants to be an active participant in the digital transformation.

## STEERING THE PATH OF DIGITALIZATION

The impact of digital technologies goes far beyond modern communication apps and social media platforms. In almost all industries, the markets are about to experience disruptive changes brought about by new digital business models, or they have already undergone such changes. At WU, students now have the opportunity to learn the fundamental skills for managing this digital transformation.

## INTERDISCIPLINARY, INTERNATIONAL, INNOVATIVE

Managers often lack a comprehensive understanding of digital technologies, while IT specialists often don't know enough about business dynamics. This is where the new, interdisciplinary Master's Program on the Digital Economy comes in: The program trains forward-thinking managers with IT expertise, qualified to transform or found companies that meet the digital demands of tomorrow. One of this international, innovative program's main focuses is applying the skills learned to a variety of projects conducted in cooperation with partners from the business community, the public sector, and civil society. The first year provides state-of-the-art foundations in economics and IT. After learning these necessary foundations - from experts in the respective fields - in the second year students can gain deeper insights in three complementary specializations – "Information Systems", "Digital Law and Economics" or "Digital Strategy, Marketing, and Transformation". Additionally they apply their newly gained knowledge to specific practical questions in cooperation with corporate and research partners in project-based courses.

## SHAPING DIGITAL TRANSFORMATION

WU stands for innovation and internationality. As a pioneer in the field of digital economy, we teach future managers how to be digital innovators. The master's program is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, information systems, digital law, innovation management, and cryptoeconomics. Students learn to write algorithms, review software code, and develop artificial intelligence-based concepts. They are also equipped with the skills needed to found a start-up or manage a company. The program prepares students to lead in a digital world. As a well-known start-up city, Vienna is the ideal place to study this subject. It is ranked at 10th place in the European Digital City Index.

# 23

billion \$ –  
the volume of  
the blockchain  
market in 2023

# 535

the number of  
IT start-ups in  
Austria 2017

# 10

Vienna's rank in the  
European Digital  
City Index

# 1 million

IT job vacancies  
in 2020  
(according to the  
EU Commission)



## PROGRAM STRUCTURE, 1ST YEAR

### 1st semester

Digital Markets and Strategies	IT Governance, Risk and Control	Marketing and Innovation	Business Process Management	Value Based System Engineering	System Development and Operations
8 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS

### 2nd semester

Business Project	Transformative Management	IT Law	Data Management and Analytics	Distributed Systems	Security and Privacy
12 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS

## PROGRAM STRUCTURE, 2ND YEAR

### 3rd semester

Specialization part I: Elective courses (24 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:	Master's Thesis Seminar
<ul style="list-style-type: none"> <li>› Information Systems</li> <li>› Digital Law and Economics</li> <li>› Digital Strategy, Marketing, and Transformation</li> </ul>	
12 ECTS	
Research or Industry Lab	
12 ECTS	4 ECTS

### 4th semester

Specialization part II	Master's Thesis
12 ECTS	20 ECTS

## DIGITAL ECONOMY STUDENTS – INTAKE 2022

64% female, 36% male

38% Austrians, 37% EU, 25% Non-EU; 25 different Nationalities



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. One prerequisite is a relevant prior degree (at least 180 ECTS credits). Further prerequisites are examinations in business administration/economics worth 24 ECTS credits and 16 ECTS credits in information systems/computer science/mathematics/statistics.

## CONTENTS AND STRUCTURE

In addition to the courses in the common body of knowledge, a total of 24 ECTS credits are completed in the form of specializations. In the final phase of the program, students complete the Research or Industry Lab and write their master's theses. The program is taught entirely in English.

## DEGREE

The Master of Science degree qualifies students to work in many different positions in a variety of exciting sectors such as digital product management, digital transformation management, enterprise architecture, data governance, (IT) consulting, or entrepreneurship.



Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)



Verena Dorner and Axel Polleres, Academic Directors



For further details see:  
[wu.at/digecon](https://www.wu.at/digecon)

## QUESTIONS TO THE ACADEMIC DIRECTORS

### 1. Why was this new master's program developed?

We are living in a rapidly changing, digital world. The digital age brings its own new challenges for businesses, and with its interdisciplinary approach the program prepares students to meet those challenges in a holistic manner.

### 2. How is this program interdisciplinary?

We bring together students from different backgrounds: computer science, business and economics, and law. They work together to gain and improve their skills in data analytics, IT&IS, digital marketing, management, digital business models, and business development.



Please contact us with your questions by e-mail:  
[digecon-master@wu.ac.at](mailto:digecon-master@wu.ac.at)

# Master of Science (MSc) Economics



# Excellence in Empirical Data Analysis

The English-taught Master's Program in Economics is an internationally oriented program that provides students with a solid foundation in economic theory and empirical research methods and the skills to apply this knowledge to specific economic issues.

## MAKING SENSE OF ECONOMIC DATA

WU's Master's Program in Economics is aimed at students who want to acquire the skills to apply economic theories and state-of-the-art empirical methods in a wide variety of different areas. One of the program's main focal points is empirical data analysis, which is applied to specific, real-life questions in over half of the courses offered. As a result, graduates are well prepared to work in a field where data and data analysis are becoming increasingly important. Students can customize the program to best reflect their individual interests. The program also allows participants to choose between 2 main tracks, determining whether their own program is based more on research or applied economics. There are also 12 specialization areas available. These options give students the flexibility to put together a tailor-made program that suits their individual needs.

## FOLLOW YOUR INDIVIDUAL GOALS

But how does that work in practice? Students can choose the direction of their studies and select one of 2 tracks: The applied track focuses on solving concrete economic problems using modeling and empirical data analysis – an ideal starting point for a career in either the public or the private sector. In the science track, comprehensive training in mathematics, statistics, and advanced theories and methodology lay the foundations for a career in research.

In their first year, students acquire advanced knowledge of economic concepts and empirical data analysis. In the second year, they can then choose from a selection of 12 specializations. Specializations focus on the advanced

analysis of a variety of key topics in the field of economics. Research and Policy Seminars give students the opportunity to develop their own research projects in small groups and working closely with course instructors.

Students also have the opportunity to complete a semester abroad at one of many international partner schools in Europe, North or South America, Asia, Africa, or Australia.

## PREPARED TO FACE THE CHALLENGES OF A GLOBALIZED WORLD

WU encourages diversity in all areas of university life, and the Master's Program in Economics is no exception: Around half of our students are women and/or have an international background (from over 20 different countries). The program equips students with the skills they need to solve complex economic problems in a globalized world and opens up attractive career prospects.

## EXCITING CAREER OPPORTUNITIES IN ECONOMIC RESEARCH OR BUSINESS

While the applied track prepares students for employment in economic policy, the private business sector, or with NGOs, the science track provides them with the necessary skills for a career in research. Graduates can be found in consulting, the financial sector, insurance companies, and digital start-ups. They are also qualified to work as analysts or economists in the public sector. Further career options include research at universities or in national and international think tanks, as well as working for non-governmental organizations.

1

number 1 in research  
among all  
Austrian universities  
(2021 Handelsblatt  
Ranking)

12

areas of  
specialization

50%

approximate percentage  
of female students and  
international students  
in the program

50%

more than half  
of the courses involve  
the analysis  
of empirical data



PROGRAM STRUCTURE					
<b>Foundations of Economics</b>					
Introductory Course	Foundations of Microeconomics	Foundations of Macroeconomics	Foundations of Mathematics		
1 ECTS   1 CH   1st S	4 ECTS   2 CH   1st S	4 ECTS   2 CH   1st S	4 ECTS   2 CH   1st S		
<b>Mandatory Courses, Applied Track</b>					
Public Economics	Econometrics and Empirical Economic Research	Microeconometrics	Macroeconometrics	Microeconomic Models and Methods	Topics in Applied Microeconomics
4 ECTS   2 CH   2nd S	4 ECTS   2 CH   1st S	4 ECTS   2 CH   2nd S	4 ECTS   2 CH   2nd S	4 ECTS   2 CH   2nd S	5 ECTS   2 CH   2nd S
Game Theory	Macroeconomic Models and Methods	Topics in Macroeconomic Theory and Policy	<b>choose 2 out of 3</b>		
5 ECTS   2 CH   1st S	4 ECTS   2 CH   1st S	5 ECTS   2 CH   2nd S	Economic Policy	Heterodox Economics	Business Analytics
			4 ECTS   2 CH   1st/2nd S	4 ECTS   2 CH   1st/2nd S	4 ECTS   2 CH   2nd S
<b>Mandatory Courses, Science Track</b>					
Mathematics I	Mathematics II	Probability and Statistics	Advanced Econometric Models and Methods	Advanced Microeconometrics	Advanced Macroeconometrics
4 ECTS   2 CH   1st S	8 ECTS   4 CH   2nd S	5 ECTS   2 CH   1st S	5 ECTS   2 CH   1st S	5 ECTS   2 CH   2nd S	5 ECTS   2 CH   2nd S
Advanced Microeconomics I	Advanced Microeconomics II	Game Theory	Advanced Macroeconomics I	Advanced Macroeconomics II	
4 ECTS   2 CH   3rd S	4 ECTS   2 CH   3rd S	5 ECTS   3 CH   1st S	4 ECTS   2 CH   2nd S	4 ECTS   2 CH   2nd S	
<b>Specializations (Applied Track: choose 4 out of 12, Science Track: choose 3 out of 12)</b>					
Behavioral and Experimental Economics	Data Science and Machine Learning	Economic Development	Economics of Distribution	Economic and Social Policy	International Economics
6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S
Industrial Organization	Labor and Organizational Economics	Money, Credit, and Finance	Public Sector Economics	Regulatory Economics	Spatial Economics
6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S	6 ECTS   3 CH   3rd/4th S
<b>Research &amp; Policy Seminars</b>			<b>Elective</b>		
2 seminars, each accompanying a selected area of specialization			Elective related to economics		
4 ECTS each   2 CH   3rd/4th S			6 ECTS   3 CH   2nd–4th S		
<b>Master's Thesis Conference</b>			<b>Master's Thesis</b>		
2 ECTS   1 CH   4th S			20 ECTS   4th S		

ECTS: Number of credits; CH: number of credit hours; S: recommended semester



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include a relevant prior degree (at least 180 ECTS credits) and examinations in economics worth at least 25 ECTS credits and 8 ECTS credits in mathematics, statistics, quantitative methods, or econometrics.

## CONTENTS AND STRUCTURE

The first semester includes an introductory phase students need to pass successfully before they can continue with the program. After completing the introductory phase, students can choose between the Applied and the Science tracks. Over half of the courses in the program include the analysis of empirical data.

## DEGREE

A Master of Science degree qualifies graduates of the applied track for a career in government, business, or an NGO. Graduates of the science track can work in various areas, including economic research.



Application Guide:  
[wu.at/applicationguide](https://wu.at/applicationguide)



Florian Szücs, Academic Director



For further details see:  
[wu.at/econ](https://wu.at/econ)



## QUESTIONS TO THE ACADEMIC DIRECTOR

- How high is the percentage of international students?**  
Half of our students are international and come from over 20 different countries.
- What kind of teacher-student ratio does the program offer?**  
We guarantee individual support by limiting the number of students in the applied economics track to 20–30 and in the science track to 50–60.



Please contact us with your questions by e-mail:  
[MasterEcon@wu.ac.at](mailto:MasterEcon@wu.ac.at)

**Master of Science (MSc)**

# **International Management/CEMS**



# Prepare for Global Leadership

Managing a multinational company, becoming a successful strategy consultant, or running an own business requires strong expertise, skills, and values: Graduates of CEMS, the exclusive joint degree master's program, are prepared for global leadership.

## WU IN COOPERATION WITH CEMS

The Master's Program in International Management/CEMS is available in Austria exclusively at WU in cooperation with CEMS. Its graduates are qualified to be tomorrow's responsible leaders, entrepreneurs, consultants and managers, and to thrive in an international context. 34 top management schools from all continents and over 70 multinational companies including top management consultancies, industry giants, consumer goods firms, and tech leaders are members of the CEMS Alliance (Global Alliance in Management Education).

## TOP POSITIONS IN FINANCIAL TIMES AND ECONOMIST RANKINGS

The CEMS program at WU, one of the consistently top-rated programs in the Financial Times and Economist rankings, equips students with the skills and expertise they need to be successful in the global business world. In this program, advanced management concepts are taught in highly interactive settings by experienced international faculty and experts from multinational companies. The program skillfully balances theory and practice and, as a result, CEMS features excellent employment statistics and graduates have outstanding career prospects.

## TRAINING INTERNATIONAL MANAGERS

One of the program's main assets is the unique global CEMS network consisting of universities, corporate partners, alumni, and fellow CEMS students. This network covers all continents. The exchange semester abroad, a core curriculum element, allows students to benefit from taking classes at renowned international partner schools and to develop the global perspective they need.

Apart from a large portfolio of core and elective courses, skill seminars and international business projects are offered in cooperation with CEMS corporate or social partners, which gives students priceless insights into real business life and valuable opportunities to network. Interactive group work with fellow students from more than 20 countries is a daily routine for a WU CEMS student.

## TAKING RESPONSIBILITY FOR SOCIETY AND THE ENVIRONMENT

Globalization is not without drawbacks and pitfalls. The program is characterized by an ethical and responsible approach, as well as an awareness of our responsibility and accountability to society and the environment. The program contributes to creating a more open, sustainable, and integrative world by training tomorrow's socially responsible executives.

# 97%

of graduates  
are employed  
within 3 months

# 54%

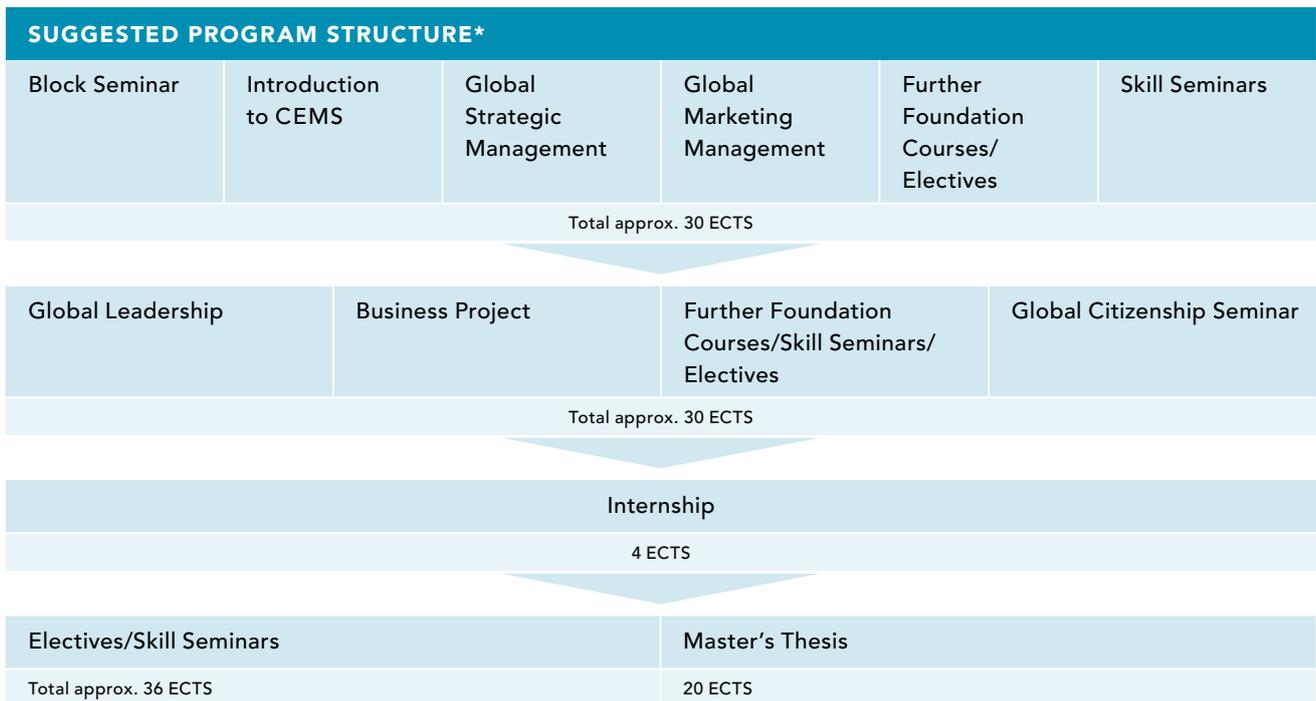
of students  
are international

# 100%

of students complete  
an internship and  
a semester abroad

# 75%

work for  
multinational  
companies



\*This is just one possible schedule, there are further ways of schedule organization.



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include a relevant prior degree (at least 180 ECTS credits) and examinations in business worth at least 60 ECTS credits. In addition to sufficient English skills, applicants must also speak at least two other languages.

## CONTENTS AND STRUCTURE

CEMS at WU combines the WU's MSc with the CEMS MIM program. There is a broad portfolio of core and elective courses as well as skill seminars. Students also have to complete an international business project, an exchange semester, and an internship abroad.

## DEGREE

The internationally oriented Master of Science degree qualifies students to work in many different international management positions, in industry, consulting, technology or startup companies.



Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)



Phillip C. Nell, Academic Director



For further details see:  
[wu.at/cems](https://www.wu.at/cems), [cems.org](https://www.cems.org)



## QUESTIONS TO THE ACADEMIC DIRECTOR

- 1. What qualities should an applicant for the CEMS master's program bring to the table?** Motivation, academic excellence, a strong eagerness to learn and develop, analytical and communication skills, integrity, international openness, and both professional and extra-curricular experience.
- 2. Why should I choose CEMS?** The CEMS community, a global network of universities, corporate partners, and student and alumni clubs, provides lots of learning opportunities, fun events, networking possibilities, and is responsible for the unique CEMS spirit.



Please contact us with your questions by e-mail:  
[cems@wu.ac.at](mailto:cems@wu.ac.at)

# Master of Science (MSc) Marketing



# Become a Marketing Expert

Are you eager to create value for business and society? Our MSc in Marketing is a top-ranked program that equips you with the analytical and creative skills needed for a successful career in marketing.

## AN EXCITING, VARIED FIELD OF STUDY

Marketing's central role in helping an organization achieve its objectives has made it essential to success in any business. By focusing on the real-life demands placed on marketers and applying theory and their own ideas to business challenges, students gain comprehensive understanding of marketing concepts and management tools, as well as the practical skills needed to succeed in today's competitive marketing landscape. Our students have the opportunity to learn from internationally recognized researchers as well as numerous guest speakers and partners.

## GAINING A NEW PERSPECTIVE

The first year focuses on a profound understanding of marketing concepts and management tools. Students learn how to apply academic discoveries effectively and creatively to practical problems. Topics covered include research methods, marketing analytics, customer-focused management, strategic and instrumental aspects of marketing, and sector-specific business models. In their second year, students can customize their course work to their career goals. There are three areas of specialization:

Current Challenges in Digital Marketing, Marketing for a Better World, and Advanced Topics in Marketing. What sets the program apart: most electives are joint projects with companies, offering our students the opportunity to apply their theoretical knowledge to real-life problems. This provides the opportunity of intensive contact with the business world even before graduation. Alternatively, students can choose to spend a semester abroad at one of WU's 140 partner universities. Selected students have the chance to join our double degree program with Bocconi University (Milan, Italy).

## REALIZING YOUR MARKETING PASSION

The program gives students a profound understanding of marketing and the science behind it. Graduates are well prepared for a future as marketing experts and qualified for management positions in digital marketing, sales, brand management, consulting, or in NGOs. The opportunities are vast, as companies are always on the lookout for experts with digital expertise, critical and analytical skills, creative problem-solving, and social skills. Our graduates are employed around the world as marketing experts in companies of all sizes and in various industries.

# 94%

of our alumni  
would recommend  
the program

# 53%

international  
students

# 10<sup>th</sup>

out of 121 programs  
ranked in the  
QS Masters in Marketing  
Ranking in 2023

# Ø2

months between  
graduation  
and 1st job



## PROGRAM STRUCTURE

### Marketing Foundation

1st semester

Relevance of Marketing for Business	Management by Experiments	Digital Marketing	Qualitative Insights	Marketing Analytics	Global Marketing Strategy	Business Software Skills*
2.5 ECTS	5 ECTS	5 ECTS	5 ECTS	7.5 ECTS	5 ECTS	5 ECTS

### In-depth Knowledge

2nd semester

Consumer Psychology	Customer Value Management	Retailing & Sales	Business Modelling & Innovation	Personal Skills*	Marketing Research Workshop
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	2.5 ECTS

### Specialization: mix & match electives\* or study abroad

3rd semester

#### Current Challenges in Digital Marketing

- › Social Media
- › Growth Hacking
- › Artificial Intelligence
- › Digital CX
- › Data-based Storytelling

#### Marketing for a Better World

- › Marketing Ethics
- › Charity Marketing
- › Doing Business in Africa
- › Contemporary Consumption
- › Sustainability

#### Advanced Topics in Marketing

- › B2B Marketing
- › Marketing for Start-ups
- › Applied Innovation
- › Marketing Strategy
- › Marketing Practice Project

Exchange semester (1 semester)

Choice of 5 courses (5 ECTS credits each) across all 3 areas

Double degree with Bocconi University (2 semesters, 5 slots)

### Master's Thesis

4th semester

Marketing 360 Degrees	Master's Thesis	Marketing Study Project
5 ECTS	20 ECTS	7.5 ECTS

\* courses offered are subject to change



## AT A GLANCE

<b>Program type</b>	Full-time degree program, start only in winter semester
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU) optional Bocconi double degree (5 slots)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include excellent English skills and a relevant prior degree (at least 180 ECTS credits). Further prerequisites are examinations in business administration worth at least 45 ECTS credits.

## CONTENTS AND STRUCTURE

The first and second semesters focus on core subjects in marketing, before students can choose fields of specialization in their third semester. The master's thesis and a marketing project are completed in the fourth semester.

## DEGREE

A Master of Science in marketing qualifies graduates for careers in a wide variety of sectors and provides them with the skills and expertise they need to succeed in this diverse and challenging field.



Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)



**Ulrike Kaiser and Pascal Güntürkün**  
Academic Directors MSc Marketing



For further details see:  
[wu.at/marketing](https://www.wu.at/marketing)

## QUESTIONS TO THE ACADEMIC DIRECTORS

### 1. How international is the student body?

About 80% have international experience before starting the MSc Marketing and about 50% study abroad during the program. 53% of our students come from outside of Austria.

### 2. What key business sectors do alumni of the MSc Marketing work in?

About 80% of our alumni work at leading companies in marketing, consulting, sales, and data analytics.



Please contact us with your questions by e-mail:  
[m.sc.marketing@wu.ac.at](mailto:m.sc.marketing@wu.ac.at)

Master of Science (MSc)

# Quantitative Finance



# We Push Future Finance Quants to the Next Level

Are you interested in a career in finance? In the QFin program, you will gain strong skills in finance and quantitative methods that will make you sought-after in the global financial industry. Study in a truly international environment and launch your career as a future finance quant.

## MAKE FORMULAS WORK FOR YOU!

This truly international master's program is an intensive full-time program designed to prepare students for a wide range of careers in finance based on an excellent academic education. The program focuses especially on applications in asset management, financial risk management, machine learning and data analysis. Students will receive extensive training in "R" by one of its main developers, and acquire strong quantitative skills and a solid knowledge of the underlying theory of finance. Our graduates are highly employable and generally find jobs within one month or less. With a degree in quantitative finance, you will be in high demand on the international financial job market. Our graduates work in risk management in financial institutions, asset management, banking, consulting, or in research institutions.

## THE QFIN CURRICULUM AT A GLANCE

In the first year, you will be investigating core analytical subjects and dealing with demanding quantitative methods, learning how to use the tools needed to solve complex finance problems. Classes on computing, statistics, and econometrics will introduce you to financial economics and the institutional basics of financial markets, as well as the foundations of financial mathematics and risk modeling. Students can specialize in the second year and choose between a Science Track and an Industry Track.

## SCIENCE TRACK

This specialization focuses on preparing you for an academic career. Besides advanced courses in the key fields, special emphasis is placed on academic literature research and scientific writing. Weekly research seminars allow students to experience academic research and provide access to state-of-the-art international research.

## INDUSTRY TRACK

The second specialization option is aimed at students seeking a career as quants in the finance industry. Besides courses in the key fields, the track concentrates on combining financial models with computational skills. In the Industry Lab, you have the opportunity to apply your skills and knowledge in a real-world environment, making use of WU's numerous corporate partnerships.

# 81%

of students  
have an international  
background  
(2022/23)

# 6

applications  
per place  
(2023/24)

# 1

month or less  
until 1st job  
after graduation

# 16<sup>th</sup>

out of 189 programs  
ranked in the  
QS Masters of Finance  
Ranking in 2023, among  
the top 8% globally



## PROGRAM STRUCTURE 1ST YEAR

1st semester					
Computing	Mathematics	Microeconomics	Principles of Finance	Probability	Statistics I
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

2nd semester					
Corporate Finance	Financial Markets and Instruments	Statistics II	Asset/Risk Management I	Econometrics	Mathematical Finance
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

## PROGRAM STRUCTURE 2ND YEAR

SCIENCE TRACK 3RD AND 4TH SEMESTER			Electives	Master's Thesis
<b>Common courses</b>	<b>Required courses</b>			
<ul style="list-style-type: none"> <li>› Statistical and Machine Learning</li> <li>› Asset/Risk Management II</li> <li>› Master's Thesis Seminar</li> </ul>	<ul style="list-style-type: none"> <li>› Paper Reading and Writing</li> <li>› Research Seminar I</li> <li>› Research Seminar II</li> </ul>		Science Track: Electives (choice of four): At least more than ten electives are offered each year, four have to be selected, in addition the elective Advanced Mathematical Methods is mandatory.	
Total 12 ECTS	Total 8 ECTS		Industry Track: Electives (choice of five): At least more than ten electives are offered each year, five have to be selected.	
INDUSTRY TRACK 3RD AND 4TH SEMESTER			The actual electives offered are announced on <a href="http://wu.at/qfin">wu.at/qfin</a>	20 ECTS
<b>Common courses</b>	<b>Required courses</b>			
<ul style="list-style-type: none"> <li>› Statistical and Machine Learning</li> <li>› Asset/Risk Management II</li> <li>› Master's Thesis Seminar</li> </ul>	<ul style="list-style-type: none"> <li>› Industry Lab</li> </ul>		The electives offered vary regularly depending on current developments in theory and practice.	
Total 12 ECTS	Total 8 ECTS		Total 12 ECTS (à 4 ECTS)	



## AT A GLANCE

<b>Duration</b>	Four semesters, full-time degree program
<b>Start</b>	Every winter semester
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. One prerequisite is a relevant prior degree (at least 180 ECTS credits). Further prerequisites are examinations in business administration/economics/finance worth 60 ECTS credits or 45 ECTS credits in mathematics/statistics/computing.

## CONTENTS AND STRUCTURE

The students will acquire strong quantitative skills and a solid knowledge of the underlying theory of finance. The program offers a wide variety of electives to choose from and students can choose between a Science and an Industry track.

## DEGREE

The internationally oriented Master of Science degree qualifies graduates to work in risk management in financial institutions, asset management, banking, consulting, or in research institutions. Graduates are also qualified to continue on to a PhD program.



Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)



**Kurt Hornik and Stefan Pichler,**  
Academic Directors



For further details see:  
[wu.at/qfin](https://www.wu.at/qfin)

## QUESTIONS TO THE ACADEMIC DIRECTORS

### 1. What characterizes a QFin student?

Many of our students want to pursue a career in finance or deepen their specialized knowledge in a relevant PhD program. They are interested in solving complex quantitative problems and seek to become experts in programming in R.

### 2. How competitive is the admissions process?

On average, there are 6.6 applicants for each available place. We particularly encourage women and applied mathematicians to apply for admission.



Please contact us with your questions by e-mail:  
[qfin@wu.ac.at](mailto:qfin@wu.ac.at)

**Master of Science (MSc)**

# **Socio-Ecological Economics and Policy**



# Seek Transformative Change

Social, ecological, and economic systems are interconnected and dynamic. Interdisciplinary and critical analytical skills are required to address the complex challenges of our time.

## FACING THE COMPLEXITY OF THE 21ST CENTURY

Environmental pollution, biodiversity loss, pandemics, migration, growthmania, racism, sexism, and inequity are presenting humanity with many diverse social, ecological, and economic challenges. The world is changing, and our lives are changing with it. Complex public policy issues require courageous, interdisciplinary approaches, methodological and communication skills, and relevant expertise in philosophy, economics, and law. The Social Ecological Economics and Policy (SEEP) MSc provides students with a unique skill set to empower their critical analytical abilities.

## TRAINING TO MEET THE CHALLENGE

Semester 1 focuses on economics, law, institutions and governance, and the history & philosophy of science. During semesters 1 and 2, the students develop soft skills in reading and writing in the context of contemporary policy challenges. Semesters 3 and 4 focus on quantitative and qualitative methods and two (out of four) selected specializations. In the final semester, students work on their master's theses, applying what they have learned.

## TOWARDS TRANSFORMATION

The concept of an economic system that reproduces itself without creating social and ecological crises is the challenge facing humanity today. Traditional disciplinary approaches to analysis and policy formulation are no longer enough to address these complex issues. Instead, alternatives are needed that come from learning to think "outside the box". SEEP provides its students with an interdisciplinary understanding of value conflicts, societal complexities and barriers to and opportunities for a social-ecological transformation.

## A DIFFERENT FUTURE

Graduates apply their skills in a diverse range of fields: research, think tanks, activism, higher education, government, politics, media, and small businesses. They share a common goal: creating a better world, now and for the future. SEEP graduates are active members of society, from the local and city levels to international organizations. SEEP prepares graduates for engaging with the key social, ecological, and economic challenges of the 21st century.

4

specializations

60

students  
per year

51%

of students  
are women

15+

nationalities  
represented



PROGRAM CURRICULUM		
<b>Introductory Courses</b>		
Introduction to Research & Writing on Contemporary Policy Challenges Part I (PI)	Introduction to Research & Writing on Contemporary Policy Challenges Part II (PI)	History and Philosophy of Science: Ontology, Epistemology, Methodology (PI)
4 ECTS	4 ECTS	8 ECTS
<b>Theory Courses</b>		
Growth, Well-Being and Development (PI)	International and European Law, Institutions and Governance (VUE)	Actors, Behaviour and Decision Processes (PI)
8 ECTS	8 ECTS	8 ECTS
<b>Methods Courses</b>	<b>Research Courses</b>	<b>Advanced Topics</b>
Quantitative and Qualitative Methods I (PI)	Service Learning I (FS)	choice of 2 out of 4: › Social Ecological Economics (2×PI) › The Political Economy of Inequalities (2×PI) › Globalization and Multi-Level Policy (2×PI) › Globalization and Social Policy (2×PI)
10 ECTS	2,5 ECTS	
Quantitative and Qualitative Methods II (PI)	Service Learning II (FS)	
10 ECTS	2,5 ECTS	
	Thesis Colloquium (AG)	
	5 ECTS	2×15 ECTS
<b>Master's Thesis</b>		
20 ECTS		



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include excellent English skills and a relevant prior degree (at least 180 ECTS credits). Further prerequisites are examinations in economics or social sciences worth at least 16 ECTS credits.

## CONTENTS AND STRUCTURE

The degree involves foundational courses, theory, application, and methods training. Specialized courses cover ecological economics, social policy, inequalities, and multi-level governance.

## DEGREE

The MSc degree qualifies graduates for doctoral studies, research, active societal engagement, and employment in positions where they foster better understanding and support decision-making processes related to sustainability issues.



Application Guide:  
[wu.at/applicationguide](https://wu.at/applicationguide)



Clive Spash, Academic Director

## QUESTIONS TO THE ACADEMIC DIRECTOR

- 1. How full will the classes be in the master's program?** We limit the number of students to 60 and use small group teaching and split classes to maintain good teacher-to-student ratios.
- 2. What is the international mix in the master's program?** SEEP has international classrooms with students from all over the world. Also, due to its interdisciplinary character, SEEP attracts people with diverse academic backgrounds and skills.



For further details see:  
[wu.at/seep](https://wu.at/seep)



Please contact us with your questions by e-mail:  
[seep@wu.ac.at](mailto:seep@wu.ac.at)

**Master of Science (MSc)**

# **Strategy, Innovation, and Management Control**



# Kick Off Your Career as a Future Business Leader

The SIMC master's program prepares ambitious students for a career in management or for starting their own business. The program's international orientation and focus on strategy and innovation provides students with the tools they need to start a high-impact career.

## THE SIMC PROGRAM AT A GLANCE

The internationally oriented Master's Program in Strategy, Innovation, and Management Control, SIMC for short, has a particularly strong focus on strategy and innovation. For many potential students, the opportunity to specialize in these areas as well as in entrepreneurship is an important factor when choosing a master's program. Theory, practical experience, and an introduction to the important soft skills needed to lead an organization are covered by the curriculum of this master's. SIMC closes the gap between the qualitative and quantitative aspects of management and addresses the most relevant strategic and societal challenges of our times, in particular digital transformation and the need for sustainable business models. Top corporate partners from the business community and successful start-ups are involved in project courses, workshops, and master's theses, giving students the opportunity to start building their own professional network from day 1 of the program.

In their second year, students complete an intensive business project course. During this course, students choose to either work with strong corporate partners of SIMC or take a course that enables them to develop ideas for their own start-ups.

## THE ENTREPRENEURS OF TOMORROW

Graduates of the program have an entrepreneurial mindset. They have the tools and skills they need to found their own innovative start-up or launch a career as an executive in a national or international company, in fields ranging from consulting to corporate development, as well as strategic, financial, and innovation management. There is a wide range of attractive opportunities, depending on the students' individual interests and strengths. SIMC students all share an entrepreneurial spirit and a willingness to challenge the status quo.

Graduates of SIMC benefit from the excellent reputation of the master's program and from the active alumni network. Practice-based courses with corporate partners further increase SIMC graduates' high employability. During regular events organized by the student community SIMConnect, students and alumni expand their networks and discover excellent career opportunities.

# 11<sup>th</sup>

out of 155 programs  
ranked in the  
QS Masters  
in Management  
Ranking in 2022

# 97%

of graduates  
gain international  
experience before  
or during the  
master's program

# 99%

of graduates  
are employed  
within 6 months  
of graduation

# 30%

of SIMC alumni  
work for a  
Fortune 500  
company



## PROGRAM STRUCTURE

### FIRST YEAR

Fundamentals of Strategic Management	Fundamentals of Entrepreneurship and Innovation Management	Fundamentals of Entrepreneurial Finance	Fundamentals of Management Control	Thesis Seminar: How to Write a Thesis
7 ECTS	7 ECTS	7 ECTS	7 ECTS	2 ECTS
Managerial Economics	Strategic Business Analytics	Professional Development Workshop	Business Planning and Performance Management	Digital Transformation
5 ECTS	5 ECTS	5 ECTS	10 ECTS	5 ECTS

### SECOND YEAR

Double degree option in the 3rd+4th semesters  Study abroad option in the 3rd semester	Business Project	Electives: › Advanced Strategic Management › Advanced Entrepreneurship and Innovation Management › Advanced Financial Management and Management Control › Advanced Organizational Design › Advanced Business Research Methods	Personal Skills I+II	Master's Thesis	Master's Thesis Defense
	15 ECTS	20 (4 à 5) ECTS	4 (2 à 2) ECTS	20 ECTS	1 ECTS



## AT A GLANCE

<b>Program type</b>	Full-time degree program
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU) optional double degree in cooperation with selected partner schools

## APPLICATION PROCESS

We are looking for ambitious, highly motivated students with a background in business and excellent English and social skills. The application process is online with a three-step selection procedure: screening of your documents, an essay, and an online interview phase.



Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)

## CONTENTS AND STRUCTURE

In the first year of the program, fundamental courses provide the basis for an in-depth understanding of strategy development and strategy implementation, followed by the contextualization and integration of the program's core subjects. During the flexible second year, students complete specializations, a business project, and their master's thesis. Many students also choose to spend a year or a semester abroad.

## DEGREE

With a Master of Science degree, graduates are qualified to take on many different positions in a wide variety of sectors. WU also supports students interested in founding their own start-ups.



Werner H. Hoffmann, Academic Director



For further details see:  
[wu.at/simc](https://www.wu.at/simc)

## QUESTIONS TO THE ACADEMIC DIRECTOR

- How important is international experience for future business leaders?** Gaining experience in the global market is very important. WU encourages international mobility as well as exchange and cooperates with 140 partner schools around the world on the master's level.
- What makes the students of this program special?** A unique selling point of our MSc program is that 97% of our students gain international experience either before or during their studies, as well as the high employability that SIMC has proven to offer its graduates.



Please contact us with your questions by e-mail:  
[simc@wu.ac.at](mailto:simc@wu.ac.at)

Master of Science (MSc)  
**Supply Chain  
Management**



# Managing Complex Supply Chain Networks Efficiently

In the Master's Program in Supply Chain Management (SCM for short), students gain an in-depth understanding of the challenges posed by the complex supply chains of today's companies and learn to manage them efficiently and effectively. After all, any system is only as strong as the sum of its parts, and every link in a chain matters.

## "SUPPLY" YOUR EXPERTISE TO GLOBAL CHALLENGES

Companies need supply chain networks to be able to deliver their products and services. Product components are purchased and manufactured in different parts of the world, packaged, and shipped to retailers and consumers around the globe. Global networks are the backbone of today's business world.

## COMPLEX GLOBAL NETWORKS

These complex supply chain process networks of manufacturers, service providers, wholesalers, as well as logistics and shipping companies require far-reaching decisions that need to be considered carefully, as they affect many partners and further process steps up and down the supply chain. Highly qualified experts are needed to master these challenges. Successful supply chain management and coordination requires innovative solutions to improve the competitiveness of all partners involved in the supply chain. Solid negotiation skills and domain-specific knowledge are crucial for balancing interests in different situations and achieving relevant goals efficiently.

The SCM program is based on a comprehensive concept of supply chain management, focusing on analysis, design, management, and operation of supply chains in manufacturing and related services as well as in the auditing and business consulting industries. Students can choose from various specialization areas, such as transport and logistics, sustainable and humanitarian supply chains, and location analytics, and benefit from international visiting professors lecturing on current topics.

## SUPPLY CHAINS MATTER

Graduates of WU's SCM program have excellent career prospects in this crucial business, where they can put their skills to practice in a challenging and rewarding environment. Graduates can choose between jobs in strategy, management, integrated business planning and controlling, sourcing and purchasing, lean/green/humanitarian management, transport, logistics and manufacturing, inventory management, sales, and the management of sustainable and circular supply chains. Moreover, graduates can go on to pursue an academic career.

# 80%

of graduates  
find a job  
within 3 months  
and 96,7%  
within 6 months

# 70%

of students are  
international

# 60%

of students  
are women  
(academic year 2021)

# 96%

of our alumni  
would recommend  
the program



PROGRAM STRUCTURE					
<b>1. Semester</b>	Supply Chain Strategy and Digital Transformation	Supply Chain Planning and Control	Supply Chain Operations	Supply Chain Analytics	Research and Industry Projects
<b>2. Semester</b>	15 ECTS	12,5 ECTS	17,5 ECTS		
<b>3. Semester</b>	Electives				
	2 × 10 ECTS			15 ECTS	
<b>4. Semester</b>	Thesis Seminar	Master's Thesis			
	5 ECTS	20 ECTS			15 ECTS

SCM STUDENTS – INTAKE 2022
42% female, 58% male
19% Austrians, 48% EU, 33% Non-EU, 22 different Nationalities



Europe QS Masters  
in Supply Chain  
Management  
Ranking in 2023



Global QS Masters  
in Supply Chain  
Management  
Ranking in 2023



## AT A GLANCE

<b>Program type</b>	Full-time degree program, start only in the winter semester
<b>Duration</b>	4 semesters
<b>Language of instruction</b>	English
<b>Credits</b>	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
<b>Degree awarded to graduates</b>	Master of Science (WU), abbreviated MSc (WU)

## APPLICATION PROCESS

The application process takes place online. Prerequisites include a relevant prior degree (at least 180 ECTS credits), knowledge in the three main fields of the program (see the application guide for details), and an accepted and valid proof of sufficient proficiency in English.

 Application Guide:  
[wu.at/applicationguide](https://www.wu.at/applicationguide)

## CONTENTS AND STRUCTURE

The first phase of the program focuses on fundamental principles, methods, techniques, and information tools. In the 3rd and 4th semesters, students select two specializations and write their master's thesis.

## DEGREE

The program awards a Master of Science degree and qualifies graduates for attractive and promising careers in many different fields and positions.



Gerald Reiner and Sebastian Kummer, Academic Directors

 For further details see:  
[wu.at/scm](https://www.wu.at/scm)



## QUESTIONS TO THE ACADEMIC DIRECTORS

### 1. What makes this program so interdisciplinary?

The many different perspectives, methods, and tools that are taught, and the fact that it involves faculty from 3 different departments: Information Systems and Operations Management, Socioeconomics, and Global Business and Trade.

### 2. Is there an opportunity to spend an exchange semester abroad?

Yes, we collaborate with partner universities around the world and offer SCM-specific exchange opportunities in the 3rd semester.



Please contact us with your questions by e-mail:  
[scm-master@wu.ac.at](mailto:scm-master@wu.ac.at)

# We hire WU graduates because ...

“... they bring important skills to the table and have an excellent education. We’re one of the world’s leading manufacturers of innovative and sustainable packaging and paper, serving some of the world’s most well-known brands. To continue building on our success, we are looking for talented WU graduates and students who want to join our team and make a difference.”

Michael Hakes, Group Human Resources Director, Mondi Group

“... for the banking business of today and tomorrow, customer experience, cost efficiency, and digitalization are important cornerstones that demand creativity, customer orientation, and analytical thinking, among other capabilities. We see these and other skills that are essential for us in many graduates of Vienna University of Economics and Business. WU ist therefore an outstanding source of excellently trained young people for RBI.”

Johann Strobl, CEO, Raiffeisen Bank International

“... we’ve seen that they have not only a great business education but also, depending on their program, the specialized skill sets required to work in many different areas at BDO. At BDO, WU graduates have attractive individual career development opportunities.”

Claudia Grabner, Partner, BDO

# Personalized Student Support

At WU, we offer a range of support programs and scholarships geared to the diverse individual needs of our students.

For WU, the diversity of its student population is a great opportunity. Equal opportunities, diversity, and open-mindedness are key values for us. We go to great lengths to strengthen these values. Aside from merit and need-based scholarships, our students can take advantage of a number of additional support services. Students in financial hardship can also apply for support from WU's aid fund.

## BEABLE

This support program is aimed at students with disabilities and/or chronic illnesses. BeAble offers support services to compensate for any disadvantages these students have to deal with and enables them to study without barriers.

## WU CENTER OF EXCELLENCE

Students of all WU master's programs can apply for the Center of Excellence. This program provides special support to particularly gifted students, who are placed in groups made up of students, representatives of for-profit or nonprofit organizations, and academic mentors. The program is designed to help generate new ideas and build up networks.

## MERIT-BASED SCHOLARSHIPS

Every year, WU receives a budget for merit scholarships by the Austrian Ministry of Education, Science and Research. Students can apply for these scholarships online. A minimum amount of €750 is awarded to students who have distinguished themselves through excellent academic performance.

## SCHOLARSHIPS FOR STUDYING ABROAD, INTERNSHIPS ABROAD, AND ISU PROGRAMS

WU offers a range of scholarships to help students gain international experience. The International Office is there to provide information and support if you plan to study at an international WU partner university, complete an internship abroad, or participate in an International Summer University (ISU) program.



Support programs:  
[wu.at/honors-programs-and-volunteering](https://www.wu.at/honors-programs-and-volunteering)



Scholarships:  
[wu.at/grants-and-scholarships](https://www.wu.at/grants-and-scholarships)

# Studying on Campus WU in Vienna

Selecting a master's program is an important life choice that will pave the way to your future career. But you'll also remember your student years as an exciting time in your life where you experienced many new things, both on and off campus.



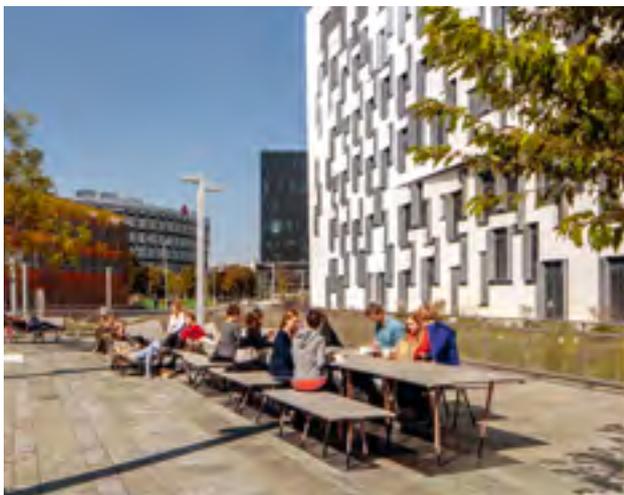
## 8:30 AM – SCHOTTENRING

**On the way to Campus WU:** In Vienna, you can get from A to B very quickly by bike or public transportation. On the way to Campus WU, you pass by historical buildings, a modern skyline, and hip stores.



## 9:00 AM – CAMPUS WU

**Lecture in the Audimax:** Once on campus, the day starts with a class in WU's largest auditorium, the Audimax. Acoustics and equipment? 10 out of 10!



## 12 NOON – CAMPUS WU

**Lunch time:** Enjoying a good meal is the best way to spend your lunch break. Campus WU offers plenty of great restaurants where you can relax and have lunch with your fellow students.



“I’m thankful for all the inspiring individuals I have met and all the opportunities WU has given me.”

Anna, Student at WU

2:00 PM – CAMPUS WU

**Library & Learning Center (LC):** Campus WU has cutting-edge IT infrastructure and an impressive library housed in the LC building. The architecture has an open quality that inspires new ideas.



4:00 PM – CAMPUS WU

**Networking:** What all WU students have in common is that they’re passionate about business and economics. During breaks and at the many events hosted on Campus WU, you’ll have plenty of opportunities to network and discuss interesting topics.

5:00 PM – PRATER PARK

**Exercise:** The Prater Park right next to Campus WU is a perfect place for working out and getting some exercise after a long day at university.



7:00 PM – DONAUKANAL

**Chilling out:** WU is located close to Vienna’s city center. The Donaukanal area is a popular party spot where you can enjoy your evenings to the full.

# A Progressive City with a Traditional Flair

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Vienna, the Austrian capital, offers an ideal environment for your academic and cultural growth.

In Vienna, progress and tradition, urbanity and nature meet and blend into a unique whole. The historic center of this progressive metropolis is listed as a UNESCO world heritage site and, at the same time, is home to an innovative start-up scene. Vienna offers all the advantages of a modern urban center while also ranking as the world's greenest city. As if that wasn't enough, Vienna is also the largest university city in the German-speaking area and holds the top spot as the city with the highest quality of life in the world. It's home to many corporate headquarters at the interface between east and west, and a major hub for global networks at the heart of Europe. It's an international and multi-faceted city teeming with life.

## AT THE HEART OF EUROPE

Vienna is ranked the world's 1st most livable city in 2023. In 2019, Austria's capital came in no. 1 in the Best Cities for Start-Ups ranking, and in 2020, it topped the list of the World's 10 Greenest Cities. This makes Vienna a very attractive place for students. As a smart city, Vienna is committed to being an efficient, technologically advanced, and socially inclusive city. Vienna is the center of the Austrian economy and home to the offices of many key global companies. WU cooperates with many corporate

partners, giving its students ample opportunities to learn and network in hands-on practical settings. All the many things Vienna has to offer both day and night make it a perfect place to live and study.

## AN IDEAL LOCATION

With its impressive, award-winning architecture, Campus WU is a major landmark in the Vienna cityscape. Its modern buildings were designed by international star architects and will continue to provide an attractive environment for generations of students to come. With its carefully designed floor plans and flexible room layouts, Campus WU provides ideal spaces for innovating and hatching big ideas. The campus is well connected to public transportation and boasts many restaurants and attractive outdoor spaces. It is located in Vienna's 2nd district, an up-and-coming neighborhood with hip restaurants, coffeehouses, and bars close to the city center. It's an ideal environment for finding a good balance between your academic work and free time. The unique environment of Campus WU and its location in Vienna, the world's most livable city, make studying at WU a truly unique experience.

**VIENNA** IS THE WORLD'S MOST LIVABLE CITY

**TOP 5** AMONG THE MOST INNOVATIVE CITIES IN EUROPE

**NO 1** AMONG THE WORLD'S BEST START-UP CITIES

**190,388** STUDENTS IN VIENNA, 21,000 OF THEM AT WU



Welcome to WU
This is WU
Program Portfolio
BizComm
DigEcon
Econ
CEMS
Marketing
QFin
SEEP
SIMC
SCM
Your Academic Success
Studying on Campus WU
Living and Studying in Vienna



**“Thank you for your interest in studying at WU, one of the best economics and business universities, distinguished by a high degree of international visibility and an excellent reputation. At WU, students from over 120 countries acquire key skills and expertise that will enable them to shape the course of society, business, and the economy. Become a part of this inspiring, international community! We’d be happy to have you here!”**

**Rupert Sausgruber, Rector**



# Information and contact

To find out more about WU's  
master's programs, please visit:

[wu.at/masters](https://www.wu.ac.at/masters)

For general questions about studying at WU,  
send an e-mail to:

[masterinfo@wu.ac.at](mailto:masterinfo@wu.ac.at)

For specific questions about individual master's programs,  
please use the contact form on the overview page  
of the respective program:

[wu.at/masters](https://www.wu.ac.at/masters)



WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna, Austria  
[wu.ac.at](https://www.wu.ac.at)

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