

BS08 Bachelor of Business – International

Course Structures for QUT Students coming to  
Vienna University of Economics and Business (WU)  
(Feb Commencement at QUT)

# WU Studies

At WU students will be required to complete at least 58 ECTS credits of studies consisting of:

1. WU Specialisation (20 ECTS credits)

Students may choose from the following list of specialisations at WU.

QUT students should nominate 2-3 preferences to WU prior to acceptance along with supporting documentation (grade transcript and motivational letter) on which basis students will be allocated to one WU specialisation of their preference. Note that some specialisations will not be offered to students in particular majors at QUT due to overlapping content. These are defined in the detailed structures by major.

WU Specialisations ( 20 ECTS credits) include:

- International Business
- Supply Chain and Operations Management
- International Business Communication
- Strategy and Data
- Strategy and Organisation
- Entrepreneurship and Innovation
- International Accounting and Controlling
- Finance: Markets, Institutions, and Instruments
- Business Mathematics
- Business Information Systems
- Data Science
- Information Management and Control
- Economics Core
- Economics Fields
- International and European Tax Law
- Interactions of Economy and Society
- Strategy and Managerial Accounting
- Urban and Regional Economics
- Economy, Climate Change, and Sustainability

*(Please note: not all Specializations are necessarily offered every academic year or every semester).*

2. Elective subjects (20 ECTS credits)

Students can choose from the list of electives taught in English. Alternatively QUT students could also attend one complete 10 ECTS credit specialisation as part of their elective choice. The 10 ECTS credit specializations include:

- Accounting and Auditing
- European and International Economic Law
- Mathematical Methods
- Philosophy: Logic and Ethics
- Tax Accounting
- Topics in Economics and Social History

*(Please note: these Specializations are not necessarily offered every academic year or every semester).*

3. Thesis Preparation Courses (8 ECTS credits)

4. Bachelor Thesis (10 ECTS credits)

# Course Structures by Major

The following structures have been developed for QUT students undertaking the Double Degree option within the BS08 for

**Vienna University of Economics and Business (WU)**

**BSc in Business and Economics**

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB110	Accounting	BSB126	Marketing	AYB311	Financial Accounting Issues	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)*	<b>Study at WU</b>	
BSB111	Business Law and Ethics	EFB222	Introduction to Applied Econometrics	MGB200	Managing People			
BSB123	Data Analysis	AYB221	Accounting Systems and Technologies	EFB210	Finance 1			
BSB119	Global Business	AYB219	Taxation Law	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB113	Economics	AYB340	Company Accounting	<b>Study at WU</b>			AYB230	Corporations Law
BSB115	Management	AYB321	Strategic Management Accounting				AYB301	Audit and Assurance
AYB200	Financial Accounting	EFB223	Economics 2				AYB339	Accountancy Capstone
AYB225	Management Accounting	MGB227	Entrepreneurship				BSB399	Real World Ready – Business Capstone

\***Accountancy** students **may not** choose the following WU Specialisations (20 ECTS credits):

- Strategy and Management Accounting
- International Accounting and Controlling

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB115	Management	BSB113	Economics	AMB320	Advertising Management	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits) Elective subjects (20 ECTS credits)	<b>Study at WU</b>	
BSB119	Global Business	AMB201	Marketing and Audience Research	AMB330	Digital Portfolio			
BSB123	Data Analysis	EFB222	Introduction to Applied Econometrics	MGB227	Entrepreneurship			
BSB126	Marketing	MGB200	Managing People	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB110	Accounting	AMB318	Advertising Copywriting	<b>Study at WU</b>			AMB339	Advertising Campaigns
BSB111	Business Law and Ethics	AMB319	Media Planning				BSB399	Real World Ready – Business Capstone
AMB200	Consumer Behaviour	EFB210	Finance 1					Elective
AMB220	Advertising Theory and Practice	EFB223	Economics 2					Elective

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB111	Business Law and Ethics	EFB330	Intermediate Macroeconomics		Economics Option Unit or Elective	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)*	<b>Study at WU</b>	
BSB113	Economics	EFB331	Intermediate Microeconomics		Economics Option Unit or Elective			
BSB119	Global Business	EFB222	Introduction to Applied Econometrics		Economics Option Unit or Elective			
BSB123	Data Analysis	EFB210	Finance 1	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB110	Accounting		Economics Option Unit or Elective <sup>1</sup>	<b>Study at WU</b>			EFB338	Contemporary Application of Economic Theory
BSB115	Management	MGB227	Entrepreneurship				BSB399	Real World Ready – Business Capstone
BSB126	Marketing	MGB200	Managing People					Economics Option Unit or Elective
EFB223	Economics 2		Economics Option Unit or Elective					Economics Option Unit or Elective

\***Economics** students **may not** choose the following WU Specialisations (20 ECTS credits):

- Economics Core
- Economics Fields

<sup>1</sup> Students must complete a minimum of 4 economics option units to complete the Economics major.

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB110	Accounting	BSB115	Management	EFB360	Finance Capstone	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)*	<b>Study at WU</b>	
BSB113	Economics	BSB119	Global Business	MGB200	Managing People			
BSB123	Data Analysis	EFB343	Corporate Finance		Elective			
BSB126	Marketing	EFB222	Introduction to Applied Econometrics	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB111	Business Law and Ethics	EFB335	Investments	<b>Study at WU</b>			EFB312	International Finance OR replacement elective if done at WU
EFB210	Finance 1	EFB344	Risk Management and Derivatives				BSB399	Real World Ready – Business Capstone
EFB201	Financial Markets	MGB227	Entrepreneurship					Elective
EFB223	Economics 2		Elective					Elective

\* **Finance** students **may not** choose the following WU Specialisations (20 ECTS credits):

- Finance: Markets, Institutions, Instruments

# Human Resource Management (approved ..)

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB111	Business Law and Ethics	BSB113	Economics	MGB331	Developing People	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)	<b>Study at WU</b>	
BSB115	Management	MGB229	Obligations and Options for Employing People	MGB339	Managing Performance and Rewards			
BSB119	Global Business	MGB227	Entrepreneurship		Elective			
BSB123	Data Analysis	EFB222	Introduction to Applied Econometrics	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB126	Marketing	MGB230	Recruiting and Selecting People	<b>Study at WU</b>			MGB372	Creating Value Through People (Capstone)
BSB110	Accounting	EFB223	Economics 2				BSB399	Real World Ready – Business Capstone
MGB200	Managing People	EFB210	Finance 1				MGB306 or MGB310 or MGB338	Independent Study <u>OR</u> Managing Sustainable Change Workplace
MGB214	Introducing People Management and Analytics		Elective					Elective



# International Business (approved ..)

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB113	Economics	BSB111	Business Law and Ethics	AMB303	International Logistics	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)* Elective subjects (20 ECTS credits)	<b>Study at WU</b>	
BSB115	Management	AYB227	International Accounting	MGB227	Entrepreneurship			
BSB119	Global Business	MGB225	Intercultural Communication and Negotiation Skill		Elective			
BSB123	Data Analysis	EFB223	Economics 2	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB110	Accounting	MGB340	Int. Business in the Asia Pacific	<b>Study at WU</b>			AMB369	International Business Strategy
BSB126	Marketing	MGB200	Managing People				BSB399	Real World Ready – Business Capstone
AMB210	Importing and Exporting	EFB222	Introduction to Applied Econometrics				AMB336	International Marketing
EFB240	Finance for IB	EFB210	Finance 1					Elective

\* **International business** students **may not** choose the following WU Specialisations (20 ECTS credits):

- International Business

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB115	Management	BSB110	Accounting	MGB341	Managing Risk	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)	<b>Study at WU</b>	
BSB119	Global Business	MGB226	Innovation, Knowledge and Creativity		Elective			
BSB123	Data Analysis	MGB210	Managing Operations <u>OR</u> Elective		Elective			
BSB126	Marketing	MGB227	Entrepreneurship	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB111	Business Law and Ethics	EFB223	Economics 2	<b>Study at WU</b>				MGB310 or MGB338 <sup>2</sup>
BSB113	Economics	EFB222	Introduction to Applied Econometrics				MGB309	Strategic Management
MGB200	Managing People	MGB335 OR MGB324	Managing Projects <sup>3</sup> OR Managing Business Growth				BSB399	Real World Ready – Business Capstone
MGB225	Intercultural Communication and Negotiation Skills	EFB210	Finance 1					Elective

<sup>2</sup> MGB310 Sustainability in a Changing Environment or MGB338 Workplace Learning

<sup>3</sup> MGB335 Managing Projects can only be done if students complete MGB210. All students must choose one of two streams in management major (MGB210 + MGB335) or (MGB227 + MGB324)

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB115	Management	BSB110	Accounting	AMB340	Services Marketing	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits)	<b>Study at WU</b>	
BSB119	Global Business	AMB202	Integrated Marketing Communication	EFB210	Finance 1			
BSB123	Data Analysis	AMB240	Marketing Planning and Management	MGB227	Entrepreneurship			
BSB126	Marketing	EFB223	Economics 2	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		Elective subjects (20 ECTS credits)  <b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB111	Business Law and Ethics	AMB330	Digital Portfolio	<b>Study at WU</b>			AMB359	Strategic Marketing
BSB113	Economics	EFB222	Introduction to Applied Econometrics				BSB399	Real World Ready – Business Capstone
AMB200	Consumer Behaviour	MGB200	Managing People				AMB336	International Marketing or Replacement unit if done at WU
AMB201	Marketing and Audience Research		Elective					Elective

# Public Relations (approved ..)

## QUT Students going to WU

Year 1		Year 2		Year 3		Study Year at WU (58 ECTS credits)	Year 4	
February Semester (QUT)		February Semester (QUT)		February Semester (QUT)			February Semester	
BSB115	Management	AMB201	Marketing and Audience Research	AMB374	Global Public Relations Cases	Bachelors Thesis (10 ECTS credits) Thesis Preparation Courses (8 ECTS credits) WU Specialisation (20 ECTS credits) Elective subjects (20 ECTS credits)	<b>Study at WU</b>	
BSB119	Global Business	AMB264	PR Techniques	AMB373	Issues, Stakeholders and Reputation			
BSB123	Data Analysis	EFB223	Economics 2	MGB227	Entrepreneurship			
BSB126	Marketing	MGB200	Managing People	AMB390	Bridging Cultures - International			
July Semester (QUT)		July Semester (QUT)		July Semester		<b>STUDENTS MUST NOMINATE AT LEAST TWO SPECIALISATIONS TO WU AT TIME OF APPLICATION. SPECIALISATION CAN NOT BE SAME AS QUT MAJOR</b>	July Semester (QUT)	
BSB110	Accounting	AMB372	PR Planning	<b>Study at WU</b>			AMB379	Public Relations Campaigns
BSB111	Business Law and Ethics	EFB222	Introduction to Applied Econometrics				AMB375	Public Relations Management
BSB113	Economics	EFB210	Finance 1				BSB399	Real World Ready – Business Capstone
AMB263	Introduction to Public Relations		Elective					Elective