

Preliminary Double Degree Study Plan 2023/24–2024/25

122.5 ECTS credits

**BI Norwegian Business School
WU Vienna**

*MSc Digital Communication Management
MSc Business Communication*



FIRST YEAR – Coursework at BI (2023/24)			SECOND YEAR – Coursework at WU (2024/25)		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Human-Human Interaction	6	1 st	Master's Seminar	5	3 rd
The Digital Platform – Strategy, Structure and Content	6	1 st	In Electives (choice of 6 electives from the following list, subject to availability)		
Foundations of Strategy for Digital Communication	6	1 st	Marketing and Communication	5	3 rd
Financial Management	6	1 st	Management and Communication	5	3 rd
Research Methodology for Communication and Digitalization	6	1 st	Digital Communication	5	3 rd
Strategic Communication Management	6	2 nd	Investor Relations	5	3 rd
Corporate Branding and Storytelling	6	2 nd	CSR and Sustainability	5	3 rd
Digital Innovation Management	6	2 nd	Selected Topics in Business Communication	5	3 rd
Human-Technology Interaction	6	2 nd	Intercultural Marketing and Management	5	3 rd
Ethics and Sustainability in Organizations	6	2 nd	Simulations in Business Communication	5	3 rd
Total ECTS credits	60		In Applied Research Project (choice of 1 applied research project)		
			Research in Strategic Communication Management OR Research in Intercultural Communication and Area Studies OR Research in Language in Business Contexts	7.5	4 th
			Total ECTS credits	42.5	
			Master Thesis (20 ECTS credits)		

Additional Information

In order to be awarded both degrees, the following requirements apply:



Thesis

Students are required to write a thesis during the second year of their studies. BI students going to WU will have a thesis supervisor at WU.

It is up to the students to decide in which area they want to write their thesis. The thesis is supervised and graded by a member of the faculty of WU. Students have to take care of finding a supervisor at WU by December. Guidance on how to find a supervisor at WU is provided at the beginning of the semester.

The Master's Seminar provides students with all the necessary information on the thesis writing process.