

Study International

Welcome to WU!

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

EFMD
EQUIS
ACCREDITED



WELCOME TO WU!

When you decide to study at WU, you're choosing not only one of the largest, but also one of the most reputable and well-known universities of economics and business in Europe. WU's EQUIS accreditation, a seal of quality granted to fewer than 150 universities worldwide, is one of our most important quality indicators, in addition to numerous excellent international rankings placing WU and its degree programs among the very best universities in its field.

WU has over 27,000 students benefiting from WU's outstanding faculty and its wide selection of degree programs at the bachelor, master and PhD levels. Internationally-oriented programs, some of them taught entirely in English, are attracting an increasing number of international students to WU. Currently, one out of every four WU students is from outside Austria, and about 1,000 more come to WU each year as exchange students from all over the world. WU's international exchange programs are based on a strong network of

221 partner universities in Europe, North America, Asia, and Africa, as well as New Zealand and Australia.

Numerous services are available to help international students get their bearings here in Vienna. Support for international degree program students is available at the International Section of the Admissions Office, and WU's International Office is there to help exchange students. Take advantage of the wide selection of services available, including exchange student support, language courses and various activities to help you become part of the WU community, and soon you will feel right at home.

Studying at WU also means studying at the heart of Europe in one of the world's safest and most beautiful cities. Vienna, a city perfectly balanced between tradition and the cutting edge, is sure to provide you with numerous opportunities to continue your education both in and outside the classroom.

Christoph Badelt
Rector

Key Data

2010/2011

Students

Total students (winter 2010)	27,484 (49% women)
International students (winter 2010)	6,785 (23% of total)
Incoming exchange students	~1,000 per year
Outgoing exchange students	~900 per year

Faculty and Staff (2010 in full-time equivalents)

Total faculty*	579 (41% women)
Administrative staff	420 (69% women)

Resources

Budget (2010)	~€ 115 million
Premises	137,000 m ²
Library stock	~ 820,000 books

International

Partner universities	~ 220
International Summer Universities	10/year
Courses in English	~ 130/semester
PIM member	since 1989
CEMS member	since 1990

* not including personnel funded by third parties

International Recognition

EQUIS ACCREDITATION

In 2007, WU's high quality standards were rewarded with the prestigious EQUIS accreditation, which was renewed in 2010. Only about 130 universities worldwide have been awarded this seal of quality. WU is the first and only Austrian University and one of only four universities in the German-speaking world to have attained this international accreditation.

FINANCIAL TIMES RANKINGS

In Europe there are about 2,000 universities of economics and business. Only those universities which hold an EQUIS, AACSB and/or AMBA accreditation and/or are CEMS members fulfill the qualifications to be ranked among the best by the Financial Times. WU and its programs have been repeatedly positioned among the top universities in this field.

FINANCIAL TIMES RANKINGS

- › **Masters in Management Ranking 2010**
WU's International Business Administration program
 › Overall rank: 24th out of 65 programs
Master in International Management/CEMS program
 › Overall rank: 2nd out of 65 programs
- › **Executive MBA Ranking 2009**
 › Overall rank: 41st out of 95 programs worldwide
- › **European Business School Ranking 2010**
 › 51st out of 75 universities

WU's Departments

WU'S DEPARTMENTS	HEAD
Business, Employment and Social Security Law	Prof. Susanne Kalss
Economics	Prof. Gabriel Obermann
Finance, Accounting and Statistics	Prof. Stefan Bogner
Foreign Language Business Communication	Prof. Wolfgang Obenaus
Global Business and Trade	Prof. Reinhard Moser
Information Systems and Operations	Prof. Alfred Taudes
Management	Prof. Helmut Kasper
Marketing	Prof. Fritz Scheuch
Public Law and Tax Law	Prof. Michael Lang
Socioeconomics	Prof. Ulrike Schneider
Strategic Management and Innovation	Prof. Gerhard Speckbacher

WU's Research Institutes

RESEARCH INSTITUTES	HEAD(S)
CEE Legal Studies	Prof. Martin Winner
Computational Methods	Prof. Kurt Hornik
Co-Operation and Co-Operatives	Prof. Dietmar Röbl
Economics of Aging	Prof. Ulrike Schneider
European Affairs	Prof. Stefan Griller
Family Businesses	Prof. Hermann Frank
Health Care Management and Economics	Prof. Johannes Steyrer Prof. August Österle
Human Capital and Development	Prof. Wolfgang Lutz
Independent Professions	Prof. Leo W. Chini Prof. Matthias Fink
International Taxation	Prof. Michael Lang Prof. Eva Eberhartinger Prof. Josef Schuch Prof. Martin Zagler
Managing Sustainability	Prof. André Martinuzzi
Regulatory Economics	Prof. Stefan Bogner Prof. Klaus Gugler
Research on Capital Markets	Prof. Engelbert Dockner
Spatial and Real Estate Economics	Prof. Gunther Maier
Supply Chain Management	Prof. Sebastian Kummer
Urban Management and Governance	Prof. Verena Madner Prof. Renate Meyer

Program Portfolio

WU's broad program portfolio attracts students from over 100 nations who are looking for a solid, research-based education with a breadth of choices, training in social skills, and state-of-the-art teaching principles. The portfolio is growing from year to year, in 2012 further master programs will start.

BSC PROGRAM

Business, Economics and Social Sciences (BSc WU)

6-semester degree program (180 ECTS), in German

- › 4 majors to choose from:
 - Business Administration
 - Economics and Socioeconomics
 - Information Systems
 - International Business Administration

LL.B. PROGRAM

Business Law (LL.B. WU)

6-semester degree program (180 ECTS), in German

- › The program combines legal studies with a solid education in business administration and economics
- › Main focus: legal training in private law, Austrian and European public law, labor and social law, tax law

More information:

www.wu.ac.at/programs/en/bachelor

MSC PROGRAMS

Business Education (MSc WU)

5 semesters (150 ECTS), in German

- › Main focus: teaching economics, education theory and business education
- › Teaching internship

Economics (MSc WU)

4 semesters (120 ECTS), in German with English tracks

- › Main focus: micro and macroeconomics, finance, economic policy, heterodox economics, economic methodology

Finance and Accounting (MSc WU)

4 semesters (120 ECTS), in German

- › Main focus: internal und external accounting, finance, business law & taxation, asset & risk management

Information Systems (MSc WU)

3 semesters (90 ECTS), in German

- › Main focus: IT strategy and controlling, business process re-engineering, mathematical methods
-

WU'S DEGREE PROGRAMS

BACHELOR PROGRAMS	<ul style="list-style-type: none"> › Business, Economics and Social Sciences (BSc WU) four majors: <ul style="list-style-type: none"> › Business Administration › Economics and Socioeconomics › Information Systems › International Business Administration 	<ul style="list-style-type: none"> › Business Law (LL.B. WU)
MASTER/LL.M. PROGRAMS	<ul style="list-style-type: none"> › Business Education (MSc WU) › Economics (MSc WU) › Finance and Accounting (MSc WU) › Information Systems¹ (MSc WU) › Management (MSc WU) › Socioeconomics (MSc WU) › Taxation and Accounting (MSc WU) <hr/> <ul style="list-style-type: none"> › International Management/CEMS (MSc WU & CEMS MIM), English › Quantitative Finance (MSc WU), English › Socio-Ecological Economics and Policy² (MSc WU), English › Strategy, Innovation, and Management Control (MSc WU), English › Supply Chain Management (MSc WU), English 	<ul style="list-style-type: none"> › Business Law (LL.M. WU)
DOCTORAL/ PHD PROGRAMS	<ul style="list-style-type: none"> › Social and Economic Sciences (Dr. rer. soc. oec.) <hr/> <ul style="list-style-type: none"> › Finance (PhD), English › International Business Taxation (PhD), English 	<ul style="list-style-type: none"> › Business Law (Dr. iur.)

¹ The German-taught Master Program in Information Systems (curriculum 2002/03) is a three-semester program pursuant to the University Studies Act. A new English-taught program is currently under development and will be launched soon.

² The Master Program Socio-Ecological Economics and Policy starts in the winter semester 2012/13 (admission starts in Sept. 2011).

Management (MSc WU)

4 semesters (120 ECTS), in German

- › Main focus: corporate management and strategy, organizational behavior, organization theory, human resource management, finance and markets

Socioeconomics (MSc WU)

4 semesters (120 ECTS), in German

- › Main focus: theories, methods, research and practice in socioeconomics

Taxation and Accounting (MSc WU)

4 semesters (120 ECTS), in German

- › Main focus: theory of taxation, corporate accounting/auditing, tax law

International Management/CEMS (MSc WU & CEMS MIM)

4 semesters (120 ECTS), in English

- › Main focus: international business administration, cross-cultural management
- › Internship abroad, business project and exchange semester

Quantitative Finance (MSc WU)

4 semesters (120 ECTS), in English

- › Main focus: mathematics, statistics, financial economics, computing
- › Industry Track or Science Track

Socio-Ecological Economics and Policy

4 semesters (120 ECTS), in English

- › Main focus: socioeconomic analysis of sustainability issues
- › 4 concentration areas to choose from: Environment, Population, Multi-Level Policy and Social Policy

Strategy, Innovation, and Management Control (MSc WU, optional double degree)

4 semesters (120 ECTS), in English

- › Main focus: managing business from various perspectives, managerial economics, business research methods
- › case studies, business projects and exchange semester

Supply Chain Management (MSc WU)

4 semesters (120 ECTS), in English

- › Main focus: logistics and supply management, supply chain design, planning, operations and controlling, SCM methods
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LL.M. PROGRAM

Business Law (LL.M. WU)

4 semesters (120 ECTS),

in German with English tracks

- › Main focus: private law, Austrian and European public law, tax law, labor and social law, business criminal law

More information:

www.wu.ac.at/programs/en/master

DOCTORAL AND PHD PROGRAMS

Social and Economic Sciences

(Dr. rer. soc. oec.)

6 semesters, in German, English track available

- › Dissertation topics: business administration, economics, law and other fields such as statistics, business communication or philosophy

Finance (PhD)

6 semesters, in English

- › Main focus: corporate finance, asset pricing, continuous time finance, financial econometrics, quantitative methods in finance

International Business Taxation (PhD)

6 semesters, in English

- › Main focus: international taxation, public finance, tax law, cross-border tax management

Business Law (Dr. iur.)

6 semesters, in German

- › Dissertation topics: private law, Austrian and European public law, labor and social law, tax law and business criminal law

More information:

www.wu.ac.at/programs/en/phd



**EXECUTIVE
ACADEMY**

Executive Education

OPEN ENROLLMENT PROGRAMS		DEGREE
MBA PROGRAMS	<ul style="list-style-type: none">› Executive MBA<ul style="list-style-type: none">› Global (AACSB/AMBA/EQUIS/FIBAA)*› Bucharest (AMBA/EQUIS/FIBAA)*› PGM (AMBA/EQUIS/FIBAA)*› Professional MBA (AMBA/EQUIS)* with area of specialization in: Banking; Energy Management; Entrepreneurship & Innovation (FIBAA)*; Finance & Controlling (FIBAA)*; Health Care Management; Marketing & Sales; Project & Process Management; Public Auditing; Social Management; Tourism Management	Master of Business Administration (MBA)
MBL/LL.M. PROGRAMS	<ul style="list-style-type: none">› Master of Business Law Corporate Law (EQUIS)*› Master of Laws International Tax Law (EQUIS)*	Master of Business Law (MBL) Master of Laws (LL.M.)
UNIVERSITY CERTIFICATE PROGRAMS	<ul style="list-style-type: none">› Advertising & Sales› Health Care Management› Insurance Management› Social Management› Tourism Management	Academically Certified Manager
	<ul style="list-style-type: none">› Post Graduate Management› Project & Process Management	University Certificate
SHORT FOCUSED PROGRAMS	<ul style="list-style-type: none">› Governance Excellence Program› WU Updates	University Certificate

* These programs have been accredited by international accreditation agencies.

COMPANY-SPECIFIC PROGRAMS	DEGREE
› In-house MBA Programs	Master of Business Administration (MBA)
<ul style="list-style-type: none"> › Management and Leadership Development › Expert Lounge (Specialist Programs) › Executive Lounge (Top Management Programs) › High Potential Programs › Coaching and Mentoring 	University Certificate

WU EXECUTIVE ACADEMY – EXECUTIVE EDUCATION AT THE HIGHEST INTERNATIONAL LEVEL

The executive education portfolio of the WU Executive Academy includes MBA/ MBL/LL.M. programs, university certificate programs, corporate programs and seminars. In recent years, it has become one of the leading providers in Central and Eastern Europe.

The WU Executive Academy is one of only two business universities in the German-speaking world to be EQUIS and AMBA accredited and is top-listed in the leading international rankings each year.

Each year, as many as 800 graduate students, and hundreds of managers, experts and high potentials from over 80 countries study in our executive education programs. At present, residencies and programs are conducted in more than 15 countries on three continents.

Admission

The Admissions Office is your first contact if you seek admission to one of the degree programs offered by WU. Visit the Admissions Office on the WU website for detailed information on all topics relevant for admission.

The Admissions Office staff will also be happy to offer you a personal consultation should you have any questions not answered on the website.

www.wu.ac.at/structure/en/admission

REQUIREMENTS FOR ADMISSION

Bachelor programs

To be admitted to a bachelor program, students need to hold a general university entrance qualification (e.g. a secondary school leaving certificate).

Master programs

Admission to a master program requires the successful completion of a bachelor program in a field relevant to the master program. For master programs taught entirely in English, additional requirements apply.

Doctoral/PhD programs

Admission to a doctoral/PhD program requires the successful completion of a master program in a field relevant to the doctoral/PhD program.

For detailed information please consult WU's webpage:

www.wu.ac.at/prospective/en/admission

Special entrance requirements for non-EU and non-EEA citizens

Non-EU and non-EEA citizens have to prove – in addition to the general entrance requirements – that they would be entitled to enroll in an equivalent undergraduate/graduate program at a recognized university in the country where they obtained their secondary school leaving certificate or degree.

PRE-ENROLLMENT AND APPLICATION

Students who wish to enroll in one of the degree programs at WU have to submit an application to the Admissions Office. In the first step, your personal information is transmitted to WU via the electronic pre-enrollment form.

The second step of the process is submitting the application package to WU's Admissions Office.

DEADLINES

For programs taught in German we recommend applying by the end of June for admission in the winter semester, and by the end of October for admission in the summer semester.

Special application deadlines apply to graduate programs taught in English. WU employs a rolling admission policy for English-taught master programs. For detailed information please consult WU's webpage:

www.wu.ac.at/programs/en/master

TUITION FEES

EU citizens do not have to pay tuition fees (only the ÖH students' union membership fee of about € 15). Non-EU students, however, have to pay tuition fees amounting to approximately € 360.

COURSE REGISTRATION

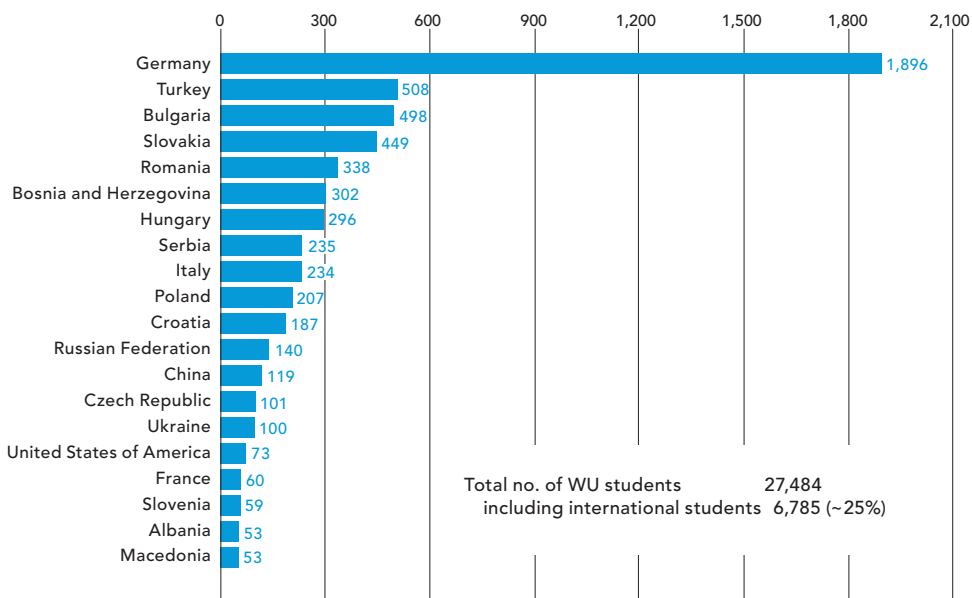
WU offers an online course registration system to its degree students. The online course catalogs become available by the end of January and August for the summer and the winter semesters, respectively. A list of courses taught in English can be found at **vvz.wu.ac.at/en**

Students

With more than 27,000 students, WU is the EU's largest educational institution for business and economics, business law, and social sciences.

Almost one out of every four WU students comes from outside Austria (not including exchange students).

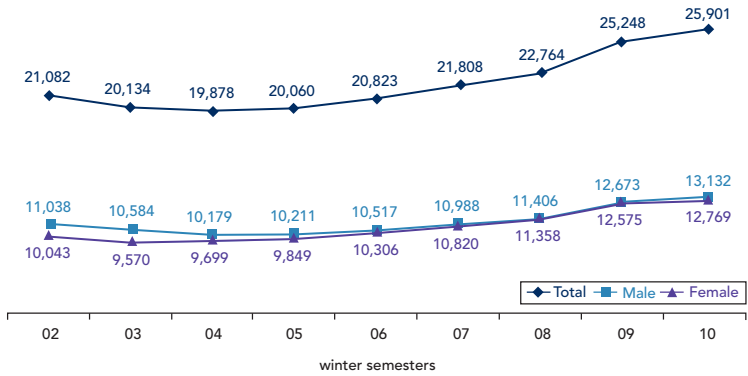
TOP 20 OF WU'S INTERNATIONAL STUDENTS*



* as of December 2010

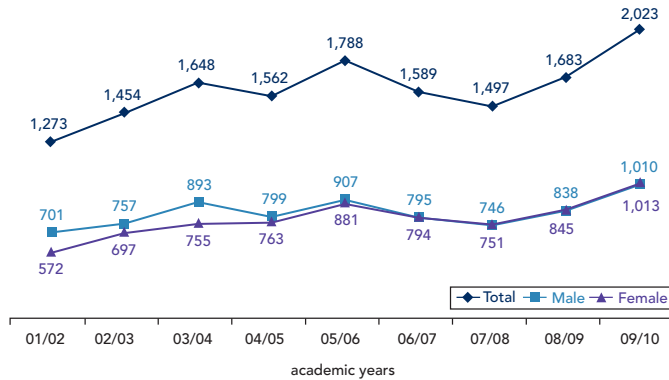
WU Degree Students

2002 to 2010: Total: 25,901; Male 13,132; Female 12,769



WU Graduates*

2001 to 2010: Total: 2,023; male 1,010; female 1,013



* These figures represent the total number of regular degree programs completed, i.e. diploma programs, bachelor, master, doctoral and PhD programs

WU International

WU is one of Europe's most international universities. The University has made internationalization a number one priority and considers it one of its major competitive advantages. With a quarter of its degree students being international students and excellent student exchange rates (~50%), WU is by far the most international university in Austria and among the leading universities in Europe.

INTERNATIONALLY-RELATED ACTIVITIES AND MOBILITY PROGRAMS FOR WU'S STUDENTS

- › Exchange programs at the undergraduate and graduate level with 221 partner institutions worldwide
- › Ten International Summer University programs each year; three-week course programs in an intercultural setting; mainly in Asia and CEE
- › Scholarships like ERASMUS, Joint Study program, CEEPUS
- › Support for internships abroad
- › About 130 courses in English for exchange students each semester

- › Specialized courses and study programs (such as the JOSZEF program) or majors with an international focus
- › Intercultural trainings as a preparation for studies abroad
- › Intensive language training by WU's language departments and RZB Language Resource Center

INTERNATIONAL NETWORKS

Membership in numerous international networks like CEMS and PIM enables WU to find international partners of the highest quality and to collaborate with them on different levels and topics.

CEMS (The Global Alliance in Management Education) is an alliance of 26 top business schools, four associate members and over 60 of the world's leading multinational corporations. CEMS sets a pan-European standard in management education through its Master in Management (CEMS MIM) Degree Program taught at each of its member universities. More information can be found at www.cems.org

PIM (Partnership in International Management) is a network of 58 highly-renowned business schools and universities worldwide.

Its members support student exchanges, research cooperations, and other joint activities. More information can be found at www.pimnetwork.org

UNICREDIT CEE STUDENT CERCLE^{WU}

This joint initiative of WU and the UniCredit Group is a central contact point for all WU students interested in CEE-related issues. It organizes special events and panel discussions on research and career opportunities, and offers job placement services in the CEE region, among other things. More information can be found at <http://cee.wu.ac.at>

WU'S PARTNER UNIVERSITIES

WU has a network of 220 partner institutions worldwide: Western Europe (81), North America (59), Central and Eastern Europe (30), Asia (32), Latin America (8), Australia and New Zealand (8), Africa (2).

Regular student exchange programs take place with such renowned institutions as:

Copenhagen Business School | University of St. Gallen | Università Commerciale Luigi Bocconi | HEC Paris | Université Paris-Dauphine | ESSEC Business School | Erasmus University Rotterdam | Lancaster University | London School of Economics and Political Science | University of Warwick | University College Dublin | Aalto University School of Economics | NHH Norwegian School of Economics and Business Administration | Stockholm School of Economics | ESADE | Universidade Nova de Lisboa | St. Petersburg State University | Koç University | Emory University | University of Texas at Austin | University of Minnesota | University of Illinois at Urbana-Champaign | New York University | Duke University | University of Chicago | University of North Carolina at Chapel Hill | University of South Carolina | University of California, Irvine | The College of William & Mary | Queen's University, School of Business | University of British Columbia | Tsinghua University | National University of Singapore | University of Hong Kong | Keio University | AIM Manila | University of Melbourne | University of Sydney | Instituto de Estudios Superiores de Administración (IESA) | ITAM – Instituto Tecnológico Autónomo de México | FGV São Paulo Fundação Getulio Vargas | University of Stellenbosch

Student support

GETTING STARTED

To help incoming students get off to a great start, WU holds Campus Days between semesters so new students can have a look around and find out more about WU before classes start. WU Welcome Days, held right before each semester, are a great opportunity for first-year bachelor students to get their bearings.

BRIDGING COURSES

Students who want to refresh their skills before courses start are welcome to join bridging courses that are offered in the fall and spring before the semester starts. During the academic year, beginner's courses in foreign languages are offered to help students achieve a basic skill level within a year.

TUTORS

In many courses students are assigned to a tutor. Tutors organize tutorial groups and support students in their learning and studying.

ONLINE SERVICES

WU's website offers students a broad variety of online services. The Learn@WU platform has a huge variety of electronic learning materials and course information. The online Student Support Area provides tips on individual study management. Students are also invited to send their questions and concerns to the feedback mailbox, and subscribe to various newsletters.

COMMUNITY

There are many ways for students to get actively involved in the WU community, for instance in the Students' Union (ÖH) at WU (www.oeh-wu.at), the Athletic Club or WU's very own choir, to name just a few. All of these organizations provide vast networking opportunities and guidance through student life.

EXCHANGE STUDENT SUPPORT

The International Office provides support for exchange students. It offers, for example, preparatory German language courses, and an orientation and cultural program that introduces incoming students to WU.

Campus

UZA 1

Augasse 2–6

WU share: 80,453 m²

Department of Economics; Department of Management; Department of Marketing; service units, university administration; library

UZA 2

Augasse 2–6

WU share: 6,393 m²

Department of Information Systems and Operations

UZA 3

Althanstrasse 39–45

WU share: 17,756 m²

Department of Public Law and Tax Law; Department of Business, Employment and Social Security Law

UZA 4

Nordbergstrasse 15

WU share: 29,972 m²

Department of Foreign Language Business Communication; Department of Socioeconomics; Department of Strategic Management and Innovation; WU Executive Academy; support units

H46 FINANCE BUILDING

Heiligenstädterstrasse 46–48

WU share: 3,382 m²

Department of Finance, Accounting and Statistics

KOLPINGHAUS

Althanstraße 51

WU share: 2,720 m²

Department of Global Business and Trade

Augasse 21, WU share: 323 m²

Franz-Klein-Gasse, WU share: 515 m²

NEW CAMPUS

In 2013 WU will move to a new campus next to Vienna's Prater Park. For detailed information about the buildings, architects, etc. please visit www.campuswu.at

Facilities

WU LIBRARY 2010

Total space	7,200 m ²
Volumes	820,000
Printed journals	~2,200
Electronic journals	~13,300
Study places	~700
Visitors	~1,500,000

WU LIBRARY

The WU Library has thousands of books and periodicals in the fields of business administration, economics, law, social sciences, mathematics and statistics.

The Digital Library offers free access to thousands of e-journals and electronic working papers in full text for download or print.

COMPUTER WORKSTATIONS

More than 300 PCs with Internet access, printers and scanners are available for students 24 hours, 7 days a week. Wireless LAN is accessible on the entire campus and laptops are offered for rent.

RZB LANGUAGE RESOURCE CENTER

This language learning facility is equipped with the latest multimedia technology and a vast range of foreign language media. In addition, students are offered a tandem language learning program, which is free of charge and available for all levels.

LEARN@WU

The electronic learning platform provides a huge variety of interactive teaching materials for WU courses at different levels.

Vienna

INTERNATIONAL HUB

Vienna is one of the safest and most livable cities in the world. Its geographical position in the heart of Europe makes it an important site for international companies and organizations. This is one of the reasons why many multinational companies like Alcatel-Lucent, Coca Cola, Henkel, Beiersdorf and Siemens have located their CEE headquarters in Vienna.

Additionally, the Austrian capital is home to the UN Industrial Development Organisation (UNIDO), the UN Refugee Agency (UNHCR), the UN Office on Drug and Crime (UNODC) and the

International Atomic Energy Agency (IAEA). The headquarters of OPEC and OSCE are also located in Vienna.

BETWEEN HISTORY AND MODERNITY

Vienna is a city full of history. The nostalgic charm of its downtown area is complemented by the vitality of a modern metropolis. Along with monuments from past centuries and traditional Viennese cafés, visitors are offered modern architecture and spacious shopping areas. Numerous museums, theaters and the Vienna State Opera will appeal to cultural enthusiasts.

VIENNA

Population

City of Vienna	1.7 million
Metropolitan area	2.4 million

Area

415 km²

Rankings

Quality of Living, Vienna (Mercer), 2009 + 2010	1 st place
Livability, Vienna (The Economist), 2010	3 rd place
Monocle's Most Livable Cities Index, 2010	8 th place

CONTACT INFORMATION

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www.wu.ac.at

BSc and LL.B. programs

www.wu.ac.at/programs/en/bachelor

MSc and LL.M. programs

www.wu.ac.at/programs/en/master

Doctoral and PhD programs

www.wu.ac.at/programs/en/phd

WU Admissions Office

admission@wu.ac.at
www.wu.ac.at/structure/en/admission

WU International Office

zas@wu.ac.at
www.wu.ac.at/io/en

WU Executive Academy

executiveacademy@wu.ac.at
www.wu.ac.at/executiveeducation/en

Students' Union (ÖH) at WU

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www.oeh-wu.at