

# Facts & Figures

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

EFMD  
**EQUIS**  
ACCREDITED



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## WELCOME TO WU!

As Rector of WU (Vienna University of Economics and Business) I am proud to present to you our key Facts & Figures. I would like to point out two major areas of our profile that I think are of particular interest.

### **WU as a major player among European universities**

WU is the EU's largest business university. We offer a wide range of programs and specializations in business and economics at the undergraduate and graduate levels. On top of that, our expertise includes language training, law, mathematics and statistics, social sciences including sociology and history, as well as applied fields of social economics and public policy. We are also known for our excellent faculty in Finance and International Taxation.

### **WU as a gateway to CEE**

CEE is an area of major growth and change in Europe. Given WU's vicinity to the region, we have established a CEE Competence Center providing information and services to students, faculty, businesses, and society at large. WU's CEE competence encompasses many research projects, special training opportunities for students from Austria and abroad, and consulting services for companies with an interest in CEE.

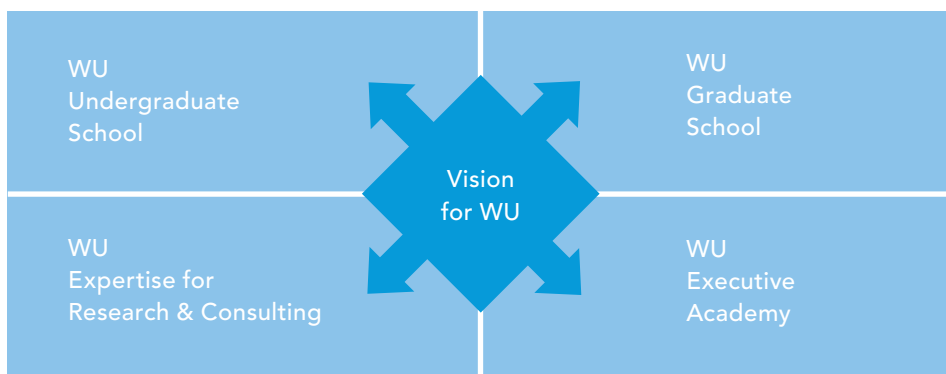
Everyone at WU is constantly striving to innovate and develop WU into a world-class institution. As you will see from WU's Facts & Figures, the University is well on its way.

**Christoph Badelt**  
Rector

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# Vision

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## WU UNDERGRADUATE SCHOOL

WU, with its two bachelor programs, is the largest and most important institution in Austria offering undergraduate education in the fields of business and economics as well as business law.

## WU GRADUATE SCHOOL

Given WU's extensive size, WU is able to offer a series of graduate-level master programs and PhD programs in business and economics. A significant number of WU's graduate programs are taught entirely in English.

## WU EXECUTIVE ACADEMY

Executive education at WU is part of the University's mission and is well-positioned in the international continuing education market.

## WU EXPERTISE FOR RESEARCH & CONSULTING

WU's wide selection of academic fields, which go beyond business and management, makes the University a competent partner for companies and the business community.

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# International Recognition

## FINANCIAL TIMES RANKINGS

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

## 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.

## WORLDWIDE NETWORKS

WU is a member of respected associations like CEMS (The Global Alliance in Management Education), an alliance of 26 top business schools and over 60 of the world's leading multinational companies, and PIM (Partnership in International Management), a network of 58 highly renowned business schools and universities around the globe.

\* 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.

# History & Highlights

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## 1898

- › On October 1<sup>st</sup>, WU was founded as the Imperial Export Academy, located on Berggasse, Vienna.

## 1919

- › The Imperial Export Academy was transformed into the state-run University of World Trade with a study program duration of six semesters.

## 1930

- › WU was granted the right to award doctoral degrees.

## 1975

- › The university received the name Wirtschaftsuniversität Wien.

## 1982

- › WU, now with almost 10,000 students, moved to new premises.

## 1989

- › As a university with a leading position in its region, WU became a member of the PIM network.

## 1990

- › WU became one of the first universities to join the CEMS alliance.

## 2004

- › WU established the Executive Academy.

## 2006

- › In the fall of 2006 WU launched its first BSc program, the beginning of the overall implementation of the Bologna system with bachelor, master and PhD programs.

## 2007

- › WU received the renowned EQUIS accreditation, renewed in 2010, affiliating it with top universities worldwide with the highest standards.

## 2009

- › In October of 2009, work commenced on WU's new campus next to Vienna's Prater Park.

## 2011

- › 12 MSc programs are available as of fall 2011, four of which are taught entirely in English.
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# Key Data

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## 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 <sup>2</sup>
Library stock	~ 820,000 books

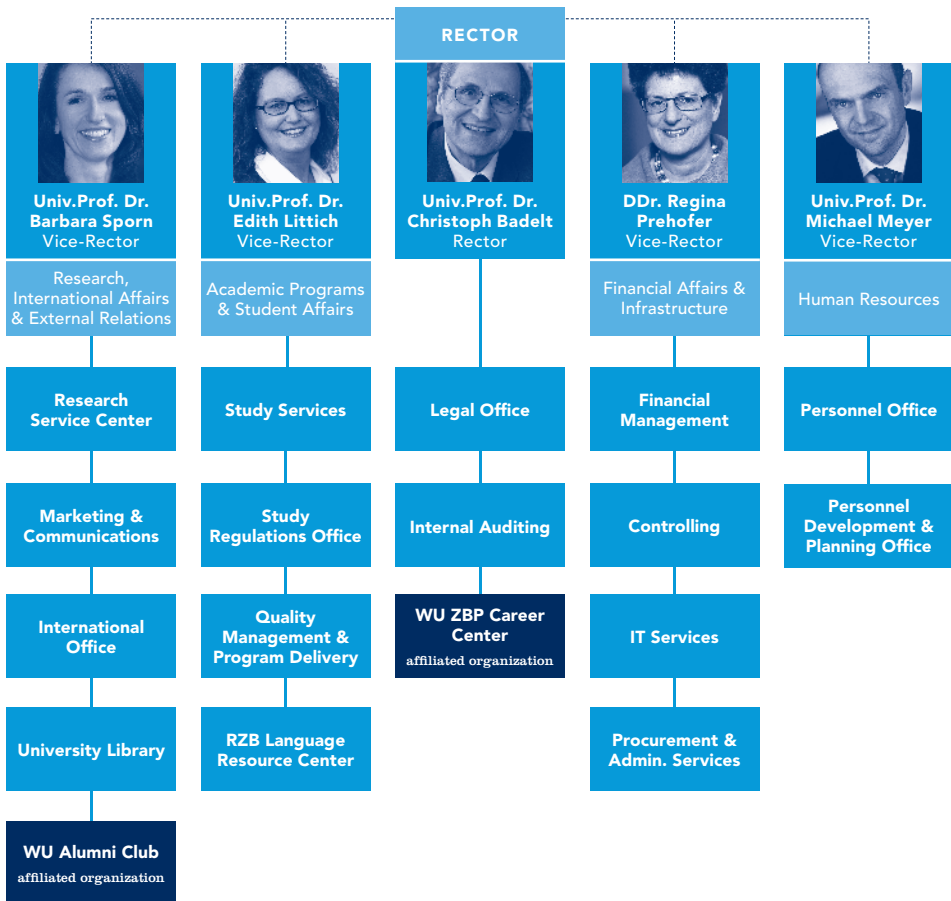
### International

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

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# WU's Organization\*



\*as of October 2011

----- Rector's coordinative function

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

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# Program Portfolio

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WU was the first Austrian university to completely implement the new Bologna structure consisting of bachelor, master, doctoral and PhD programs.

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. Especially WU's English-taught master and PhD programs are attracting increasing numbers of international students.

Both of WU's two BSc programs take six semesters to complete and are worth 180 ECTS credits. The bachelor program in Business, Economics and Social Science allows students to choose one of four majors and to focus on one subject of particular interest.

With two exceptions, all of WU's MSc programs take students four semesters to complete and are worth 120 ECTS credits. The portfolio of master programs is growing from year to year; in 2010 WU added four new programs and in 2012 further programs will start.

All of WU's postgraduate programs are offered as three-year programs.

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## WU'S DEGREE PROGRAMS

<b>BACHELOR PROGRAMS</b>	<ul style="list-style-type: none"> <li>› <b>Business, Economics and Social Sciences</b> (BSc WU) four majors:               <ul style="list-style-type: none"> <li>› Business Administration</li> <li>› Economics and Socioeconomics</li> <li>› Information Systems</li> <li>› International Business Administration</li> </ul> </li> </ul>	› <b>Business Law</b> (LL.B. WU)
<b>MASTER/LL.M. PROGRAMS</b>	<ul style="list-style-type: none"> <li>› <b>Business Education</b> (MSc WU)</li> <li>› <b>Economics</b> (MSc WU)</li> <li>› <b>Finance and Accounting</b> (MSc WU)</li> <li>› <b>Information Systems</b><sup>1</sup> (MSc WU)</li> <li>› <b>Management</b> (MSc WU)</li> <li>› <b>Socioeconomics</b> (MSc WU)</li> <li>› <b>Taxation and Accounting</b> (MSc WU)</li> </ul>	› <b>Business Law</b> (LL.M. WU)
	<ul style="list-style-type: none"> <li>› <b>International Management/CEMS</b> (MSc WU &amp; CEMS MIM), English</li> <li>› <b>Quantitative Finance</b> (MSc WU), English</li> <li>› <b>Socio-Ecological Economics and Policy</b><sup>2</sup> (MSc WU), English</li> <li>› <b>Strategy, Innovation, and Management Control</b> (MSc WU), English</li> <li>› <b>Supply Chain Management</b> (MSc WU), English</li> </ul>	
<b>DOCTORAL/ PHD PROGRAMS</b>	› <b>Social and Economic Sciences</b> (Dr. rer. soc. oec.)	› <b>Business Law</b> (Dr. iur.)
	<ul style="list-style-type: none"> <li>› <b>Finance</b> (PhD), English</li> <li>› <b>International Business Taxation</b> (PhD), English</li> </ul>	

<sup>1</sup> 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.

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



**EXECUTIVE  
ACADEMY**

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

\* These programs have been accredited by international accreditation agencies.

COMPANY-SPECIFIC PROGRAMS	DEGREE
› In-house MBA Programs	Master of Business Administration (MBA)
› 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.

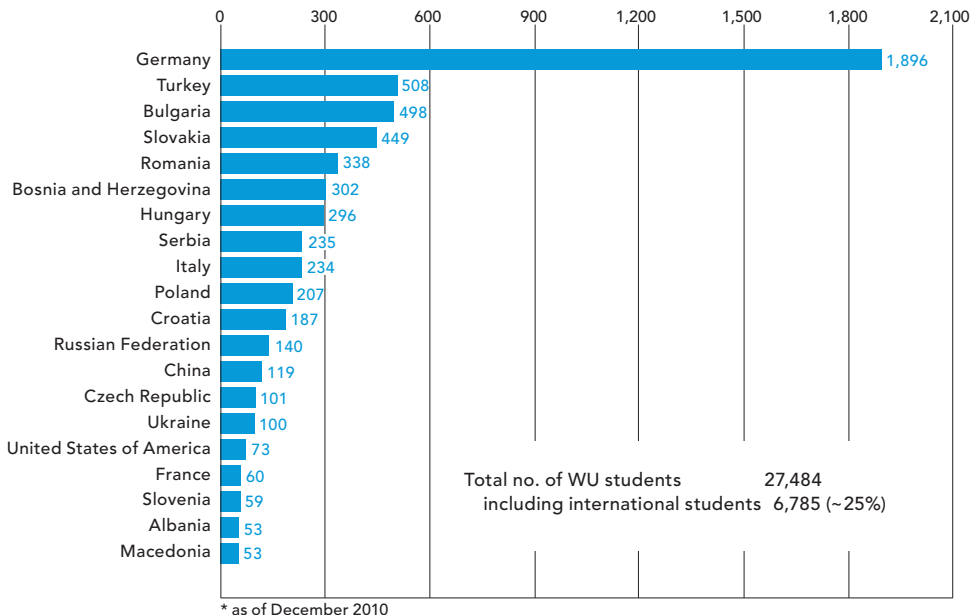
Each year, as many as 800 graduate students, and hundreds of managers, experts and high potentials from over 80 countries study in our executive education programs. At present, residencies and programs are conducted in more than 15 countries on three continents.

# 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\*



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## WU STUDENTS ABROAD

Over half of all WU students have gained some form of international experience by the time they graduate. Of these students,

- › 59% spend a semester or year studying abroad
- › 4% do only a work internship in another country
- › 6% attend only an international summer university
- › 31% do two or more of the above

WU provides its students with a variety of opportunities to gain international experience during their studies. Each year WU has about 900 outgoing students and welcomes 1,000 incoming students coming to Vienna for an exchange semester or to participate in WU's International Summer Universities or WU's Vienna Spring Program.

WU's international summer programs are a great way to gain international experience for students who don't have the time or the resources to spend a semester abroad. In 2010 WU hosted two programs in Vienna and organized eight summer universities abroad, for example in Hanoi (Vietnam) and St. Petersburg (Russia). WU students also had the opportunity to participate in two International Summer Universities in the USA.

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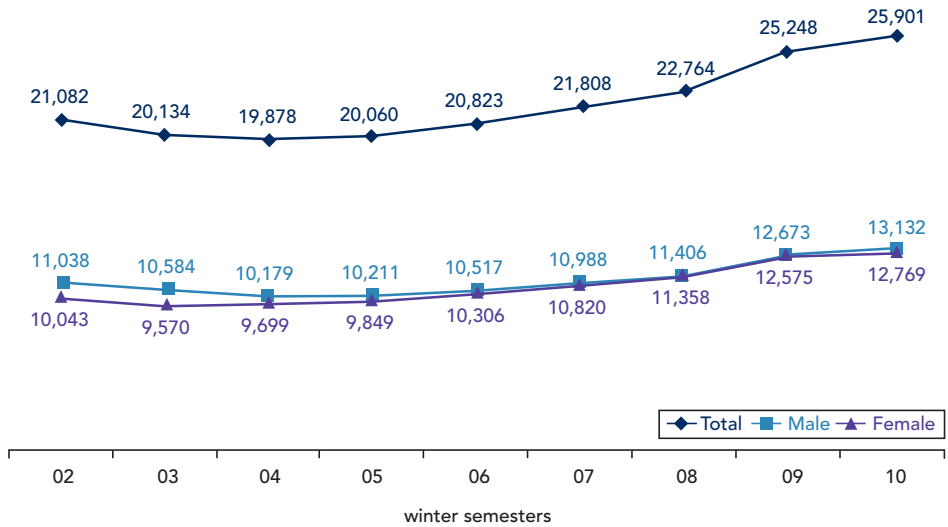
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## WU Degree Students

2002 to 2010

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

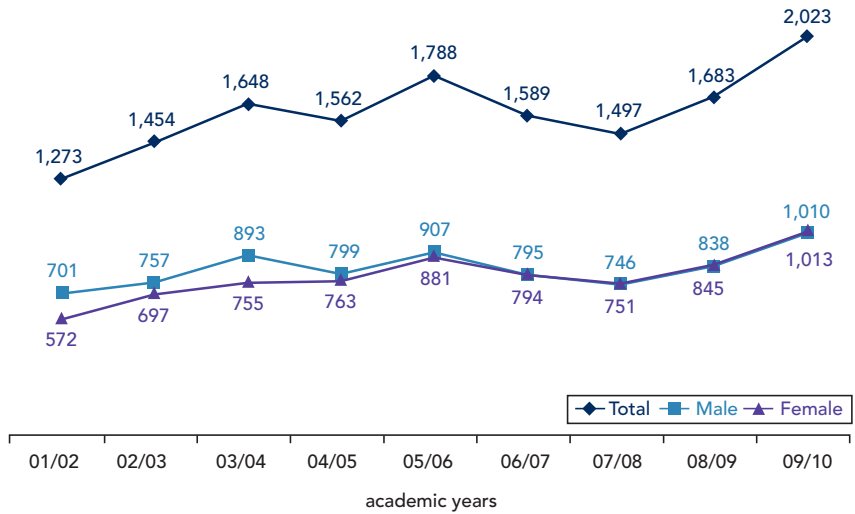
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**WU Graduates\***

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 (data as of October 20, 2010).

# WU International

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Internationalization has always been a WU asset. Being part of numerous international networks like CEMS and PIM enables WU to find high quality international partners and to collaborate

on different levels and topics. Strong ties to the business community guarantee excellent relationships with corporate partners.

## 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

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**CEMS** (The Global Alliance in Management Education) is an alliance of 26 top business schools and over 60 of the world's leading multinational companies.

WU was proud to become a member in 1990 and since then has taken part in many major initiatives, such as the CEMS MIM program, cooperative research activities, events and symposia.

CEMS sets a pan-European standard in management education through its Master in International Management/CEMS Degree Program taught at each of its member universities.

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

WU has been a member for decades and, as such, supports student exchanges, research cooperations and the organization of common activities of PIM member institutions. WU is very active in this network, as most of the PIM-affiliated universities are also WU partner universities.

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## WU'S CORPORATE PARTNERS

For years, WU's large network of corporate partners has added to its competitive advantage.

Bank Austria | BDO | BAWAG | Coface | Contrast | Deloitte | Ernst & Young | Erste Group | Festo | Generali | Henkel | IBM | KPMG | Investkredit | ÖBB | OMV | OeNB | Österreichisches Controller-Institut | Österreichisches Rotes Kreuz | Peek & Cloppenburg | Porr | Österreichische Post | Raiffeisen | REWE | RZB | Volksbank | Verbund | Wiener Städtische | Wiesenthal

## COMPETENCE CENTER FOR CENTRAL AND EASTERN EUROPE

Since 1990, CEE studies have become a key element in teaching and research at WU. The Competence Center for Central and Eastern Europe is WU's driving force in CEE competence and serves as a platform and contact point for all issues associated with the CEE region: education, life-long learning, career opportunities and research with/in/about the CEE countries.

WU offers the one-year programs JOSZEF and The Master Class CEE to students who want to gain additional qualifications in CEE-related management.

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# Research

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WU is committed to excellent research that is recognized by the international scientific community. High quality and a close collaboration with the business world are the main characteristics of WU research. The expertise of WU researchers is in high demand for numerous projects.

## MAIN GOALS OF WU RESEARCH

- › Recognition within the scientific community
- › Junior faculty development
- › Increased share of external research funding and top publications
- › Editorship of internationally renowned journals
- › Sharpen WU's research profile

## RESEARCH INSTITUTES

WU has 16 interdisciplinary Research Institutes. The objectives of these interdepartmental research clusters are to increase and improve research at WU and to strengthen contacts to the business community. The Institutes are financed by third-party funding.

## RESEARCH OUTPUT 2010

- › 43 books, monographs
- › 205 original contributions to collections
- › 314 original journal contributions
- › 53 working/discussion papers, preprints
- › 107 proceedings contributions
- › 594 presentations at academic conferences
- › 38 editorships (of individual volumes)
  
- › 134 supported research projects
- › 26 EU projects
- › 21 projects funded by the Austrian Science Fund (FWF)

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

## SELECTED ACHIEVEMENTS

- › **Vienna Graduate School of Finance**  
Top PhD program with focus on market analysis, banking, corporate finance and financial engineering, funded by the Austrian Science Fund (€ 3.4 million)
- › **Doctoral Program in International Business Taxation**  
The program provides high-quality interdisciplinary training for graduates in the field of international taxation, funded by the Austrian Science Fund (€ 1.25 million for the first four years)
- › **Special Research Program**  
in International Tax Coordination: 40 researchers are investigating the fiscal systems of EU member states from various perspectives, funded by the Austrian Science Fund (€ 3.45 million)
- › **Vienna Science and Technology Fund**  
Endowed Chair in Finance in the fields of mathematics and finance, intended to further strengthen Vienna as an excellent research location

## INTERNATIONAL JOURNALS

### Journal für Betriebswirtschaft

Peer-reviewed research journal with focus on reviews of current developments in international management research, published by Springer;

Editor: Prof. Engelbert Dockner, Prof. Jonas Puck, Prof. Thomas Reutterer

### Long Range Planning

Peer-reviewed journal in the area of strategic management;

Editor in Chief: Prof. James A. Robins

### Review of Finance

Peer-reviewed journal that publishes high-quality papers in all areas of financial economics, published by Oxford University Press;

Editor: Prof. Josef Zechner

# Facilities

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## WU LIBRARY 2010

Total space	7,200 m <sup>2</sup>
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.

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# Affiliated Organizations

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**ZBP**  
CAREER CENTER

## **WU ZBP CAREER CENTER**

WU's Career Center advises job-seeking WU graduates and students, and connects them with potential employers. Almost 75% of WU's graduates receive support by the ZBP Career Center every year. Individual consulting and long-lasting relationships with more than 500 notable companies make the WU ZPB Career Center one of the leading providers of recruiting services in Europe.



**ALUMNI**  
CLUB

## **WU ALUMNI CLUB**

More than 4,500 club members enjoy the numerous events, training courses and networking facilities offered by the WU Alumni Club. As a service to WU graduates, the WU Alumni Club is the ideal platform to socialize with colleagues, potential employers and business partners.

# Campus

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## UZA 1

Augasse 2–6

WU share: 80,453 m<sup>2</sup>

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

## UZA 2

Augasse 2–6

WU share: 6,393 m<sup>2</sup>

Department of Information Systems and Operations

## UZA 3

Althanstrasse 39–45

WU share: 17,756 m<sup>2</sup>

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

## UZA 4

Nordbergstrasse 15

WU share: 29,972 m<sup>2</sup>

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 m<sup>2</sup>

Department of Finance, Accounting and Statistics

## KOLPINGHAUS

Althanstraße 51

WU share: 2,720 m<sup>2</sup>

Department of Global Business and Trade

Augasse 21, WU share: 323 m<sup>2</sup>

Franz-Klein-Gasse, WU share: 515 m<sup>2</sup>

## 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](http://www.campuswu.at)

# Funding

<b>FUNDING 2010</b>		
<b>Revenues (in million €)</b>	<b>2010</b>	<b>in %</b>
Federal Ministry of Science and Research	81.3	69.0
Tuition fees	18.0	15.2
Other income	4.8	4.1
Executive education	8.3	7.1
Research grants	4.8	4.1
Financial income	0.6	0.5
<b>Total</b>	<b>117.8</b>	<b>100.0</b>
<b>Expenses (in million €)</b>		
Personnel	71.4	64.3
Operating charges	34.3	30.9
Depreciation	4.7	4.2
Costs of goods and services	0.6	0.6
Taxes	0.0	0.0
<b>Total</b>	<b>111.0</b>	<b>100.0</b>

# Vienna

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## 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.

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**VIENNA****Population**

City of Vienna	1.7 million
Metropolitan area	2.4 million

**Area**415 km<sup>2</sup>**Rankings**

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

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## CONTACT INFORMATION

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

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### **Regular study programs**

[www.wu.ac.at/prospective/en/contact](http://www.wu.ac.at/prospective/en/contact)

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

### **International exchange programs**

[www.wu.ac.at/io/en](http://www.wu.ac.at/io/en)

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

### **Faculty Contact**

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

### **WU Executive Academy**

[www.executiveacademy.at](http://www.executiveacademy.at)

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

### **WU Alumni Club**

[www.alumni.at](http://www.alumni.at)

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

### **WU ZBP Career Center**

[www.zbp.at](http://www.zbp.at)

[office@zbp.at](mailto:office@zbp.at)

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