

CURRICULUM



FOR THE BACHELOR'S DEGREE PROGRAM IN BUSINESS AND ECONOMICS

Pursuant to § 25 (1) item 10 of the Universities Act 2002 (*Universitätsgesetz 2002*), Federal Law Gazette (*Bundesgesetzblatt, BGBl.*) I no. 120/2002, last amended by the federal act promulgated in Federal Law Gazette I no. 93/2021, the following regulation is passed:

GENERAL PROVISIONS

§ 1 Objectives

The Bachelor's Degree Program in Business and Economics provides well-founded academic education in business administration and economics and qualifies students for pursuing further academic studies or working independently in various fields both in the private and public sectors and with non-profit organizations.

The program follows the principle of research-led teaching and helps students acquire the methods and tools they need to deal with the central issues of the economic sciences. Based on relevant issues, courses focus on theories and methods which can be used to develop problem-solving approaches.

After completion of the program, graduates of the Bachelor's Degree Program in Business and Economics should be able to:

- Understand theories of business administration and economics and apply them to analyze problem situations in business and the economy
- Gather information independently and analyze it critically in a solution-oriented manner, using appropriate academic methods
- Analyze data with the appropriate mathematical, statistical, and economic methods
- Identify the influence of microeconomic, macroeconomic, social, and ethical aspects on organizations
- Implement projects both independently and in teams
- Reflect on their actions in a professional context and make decisions in complex situations
- Communicate problems and possible solutions in a manner appropriate to the target group and the situation
- Deal with developments and innovation in professional practice and academic research on their own and acquire additional expertise in the interest of lifelong learning

The specializations in the Bachelor's Degree Program in Business and Economics provide students with the opportunity to obtain in-depth knowledge in accordance with their qualification objectives.

§ 2 Classification, Structure, and ECTS Credits

- (1) The Bachelor's Degree Program in Business and Economics is a degree program in social and economic sciences within the meaning of § 54 (1) of the Universities Act 2002.
- (2) The Bachelor's Degree Program in Business and Economics is a six-semester program.
- (3) The Bachelor's Degree Program in Business and Economics is worth 180 ECTS credits. The introductory and orientation phase is worth 12 ECTS credits, the main program phase is worth 158, and the bachelor's thesis accounts for a further 10 ECTS credits. The main program phase consists of core subjects, specializations, and free electives.
- (4) The Double Degree major in cooperation with Queensland University of Technology takes eight semesters to complete and is worth a total of 240 ECTS credits. Of these, 180 ECTS credits are earned in the Bachelor's Degree Program in Business and Economics at WU (Vienna University of Economics and Business), and the remaining 60 ECTS credits are earned in a subject taken at Queensland University of Technology.
- (5) The Bachelor's Degree Program in Business and Economics is held entirely in English.

§ 3 Types of Examinations

- (1) The examination types indicated in this curriculum are defined in the Examination Regulations of WU (Vienna University of Economics and Business). This curriculum, together with the Examination Regulations, forms a curriculum pursuant to § 25 (1) item 10 of the Universities Act 2002.
- (2) The examination regulations valid at Queensland University of Technology apply to all courses and examinations taken at Queensland University of Technology for the Double Degree major in cooperation with Queensland University of Technology.

Abbreviation key:

AG - <i>Arbeitsgemeinschaft</i> , workshop-type course
FP - <i>Fachprüfung</i> , subject examination
FS - <i>Forschungsseminar</i> , research seminar
LVP - <i>Lehrveranstaltungsprüfung</i> , course examination
MP - <i>Modulprüfung</i> , module examination
PI - <i>prüfungsimmanent</i> , course with continuous assessment of student performance
VUE - <i>Vorlesungsübung</i> , lecture with interactive elements

I. INTRODUCTORY AND ORIENTATION PHASE

§ 4 Courses and Examinations in the Introductory and Orientation Phase

The introductory and orientation phase consists of the following courses and examinations:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Foundations of Business and Economics (12 ECTS credits):</i>			
Contemporary Challenges in Business and Economics	6	2	VUE
Business and Society	6	2	PI

§ 5 Transition from the Introductory and Orientation Phase to the Main Program Phase

- (1) The successful completion of all examinations in the introductory and orientation phase is a prerequisite for admission to all further courses and examinations in the core subjects and electives of the main program phase.
- (2) The subject Quantitative Methods may be completed before the successful completion of the introductory and orientation phase.
- (3) The successful completion of the examination in Quantitative Methods II is the prerequisite for admission to examinations in Business Analytics I and Business Analytics II.

II MAIN PROGRAM PHASE

§ 6 Compulsory Subjects and Examinations

The following subjects and examinations are compulsory in the main program phase:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Foundations of Business and Economics (48 ECTS credits):</i>			
Business Analytics I	6	2	PI
Business Analytics II	6	2	PI
Decision Making and Behavior in Business	6	2	PI
Financial Reporting and Analysis	6	2	PI
Foundations in Macroeconomics	6	2	PI
Foundations in Microeconomics	6	2	PI
Foundations in Socioeconomics	6	2	VUE
Understanding Business/Business Planning	6	2	PI
<i>In Quantitative Methods (12 ECTS credits):</i>			
Quantitative Methods I	6	2	VUE
Quantitative Methods II	6	2	VUE
<i>In Business and Economics in Context (24 ECTS credits):</i>			
Governance and Legal Environment	6	2	VUE
History of Economics and the Economy	6	2	VUE
Law, Economics, and Business	6	2	VUE
Managing Organizations and People	6	2	PI
<i>In Academic Skills (8 ECTS credits):</i>			
Logic and Methodology of Social Sciences	6	2	VUE

Introduction to Academic Writing	2	1	AG
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§ 7 Specializations

- (1) Students in the Bachelor's Degree Program in Business and Economics are required to complete their choice of specializations worth a total of 40 ECTS credits. Students can choose from specializations worth 20 ECTS credits and 10 credit hours or 10 ECTS credits and 4 credit hours. The list of possible specializations can be found in the Appendix of this curriculum.
- (2) The Specialization Abroad is not offered at WU; credits must be transferred from a university abroad. The courses taken for the Specialization Abroad must be business-related and thematically related. In addition, the Specialization Abroad must be completed during studies outside of Austria and outside of the student's home country at a recognized post-secondary educational institution, must include an examination, and be of a comparable scope to equivalent WU courses.

§ 8 Specific Requirements for Admission to the Specializations

The successful completion of examinations in courses pursuant to § 6 worth a total of at least 42 ECTS credits (excluding the subject Academic Skills) is the prerequisite for admission to examinations in the specializations.

§ 9 Free Electives

For the Bachelor's Degree Program in Business and Economics, students must present proof of the successful completion of free electives worth a total of 26 ECTS credits, subject to the provisions under § 10 (2) and § 11 (2). Free electives may be selected from all courses that require an examination as offered by all recognized universities in Austria or abroad.

§ 10 Internship

- (1) During the Bachelor's Degree Program in Business and Economics, students can complete an internship, consisting of a full-time occupation of at least six weeks' duration in a field related to the program. The internship is supplemented by an Internship Seminar (AG, workshop-type course) worth 4 ECTS credits and 2 credit hours offered at WU. Students earn 1 ECTS credit for each week of the internship, but a maximum of 8 ECTS credits is awarded even if the internship lasts longer. Even in cases where more than one internship is completed, a maximum of 8 ECTS credits will be awarded for all internships in total. The successful completion of the Internship Seminar is the prerequisite for the award of ECTS credits for the internship.
- (2) If students have completed an internship and the Internship Seminar, the requirement to present proof of the successful completion of free electives is reduced, depending on the duration of the internship.

§ 11 WU Mobility Programs

- (1) A mobility program organized by WU may be completed during the Bachelor's Degree Program in Business and Economics.
- (2) Students who intend to complete a WU mobility program must pass the continuous assessment (PI) course Cross-Cultural Competence worth 3 ECTS credits and 2 credit hours before starting the mobility program. The required ECTS credits earned in free electives are reduced by 3 ECTS credits for students who successfully complete the subject Cross-Cultural Competence.

Double Degree Major in Cooperation with Queensland University of Technology

§ 12 Selection of Participants

- (1) The courses and examinations of the Double Degree major in cooperation with Queensland University of Technology are available to only a limited number of students. The number of available places will be announced at the beginning of each academic year for the following academic year. Selection is based on an evaluation of the candidates conducted during the application phase, and on academic progress and grade point average achieved in the candidates' first semesters at WU (Vienna University of Economics and Business).
- (2) Candidates are required to announce which of the majors pursuant to § 13 they plan to complete at Queensland University of Technology.
- (3) Students in the Double Degree major at Queensland University of Technology may not select the major at Queensland University of Technology that corresponds to their chosen specialization at WU (Vienna University of Economics and Business):

Specialization at Vienna University of Economics and Business	Queensland University of Technology major
Finance: Markets, Institutions, and Instruments	Finance
International Business	International Business
Economics Fields	Economics
International Marketing Management	Marketing
Marketing and Consumer Research	

- (4) If selected, candidates are required to have successfully completed preparatory courses for their chosen major as free electives or as part of a specialization at WU (Vienna University of Economics and Business).

§ 13 Courses and Examinations

- (1) The subject "Double Degree, Queensland University of Technology" must be completed at Queensland University of Technology as part of the Double Degree major in cooperation with Queensland University of Technology.
- (2) To complete the subject, students must choose one of the majors below from the Queensland University of Technology Bachelor of Business – International program; each major is worth 60 ECTS credits:

- Finance
 - International Business
 - Management
 - Marketing
 - Human Resource Management
 - Economics
- (3) The individual courses and examinations required to complete these subjects will be determined by the WU Vice-Rector for Academic Programs and Student Affairs before the start of the exchange period at the partner university, based on the Double Degree Agreement made between WU and Queensland University of Technology and on the program's qualification profile.

III COMPLETION OF THE PROGRAM

§ 14 Bachelor's Thesis

- (1) Every student is required to write a bachelor's thesis worth 10 ECTS credits as part of the main program phase of the Bachelor's Degree Program in Business and Economics.
- (2) The successful completion of the subject Academic Skills is the prerequisite for the grading of the bachelor's thesis.
- (3) The topic of the bachelor's thesis is to be taken from the core subjects or the specializations listed in this curriculum. Students are entitled to propose topics themselves or choose topics from suggestions provided by available supervisors.

§ 15 Requirements for the Completion of the Bachelor's Program

- (1) After the successful completion of all courses and examinations and the bachelor's thesis, a certificate is to be issued confirming the completion of the Bachelor's Degree Program in Business and Economics.
- (2) After a student with the Double Degree major in cooperation with Queensland University of Technology has successfully completed all required courses and examinations, the bachelor's thesis, and has presented a certificate documenting the successful completion of all required examinations at Queensland University of Technology, a certificate will be issued evidencing the successful completion of the Bachelor's Degree Program in Business and Economics, with an additional reference that two semesters of the program were completed at Queensland University of Technology.

§ 16 Academic Degree

Graduates of the Bachelor's Degree Program in Business and Economics will be awarded the academic degree of Bachelor of Science (WU), abbreviated BSc (WU).

IV FINAL PROVISIONS

§ 17 Effective Date

- (1) This curriculum shall enter into force on October 1, 2018.
- (2) The amendments to this regulation as published in the WU Bulletin no. 40 of March 28, 2018 shall enter into force on October 1, 2018.
- (3) The amendments of this regulation as published in the WU Bulletin no. 18 of January 30, 2019, shall enter into force on October 1, 2019.
- (4) The amendments to this regulation as published in the WU Bulletin no. 40 of June 26, 2019 shall enter into force on October 1, 2019.
- (5) The amendments to this regulation as published in the WU Bulletin no. 25 of March 18, 2020, shall enter into force on October 1, 2020.
- (6) The amendments to this regulation as published in the WU Bulletin no. 41 of June 25, 2020, shall enter into force on October 1, 2020.
- (7) The amendments to this regulation as published in WU Bulletin no. 19 of January 27, 2021, shall enter into force on October 1, 2021.
- (8) The amendments to this regulation as published in WU Bulletin no. 44 of June 30, 2021, shall enter into force on October 1, 2021.

§ 18 Transitional Provisions

Degree program students are entitled to complete the Specialization in Strategy and Data under the provisions of the curriculum valid on September 30, 2020, by the end of the 2022/23 winter semester if at least one course from this specialization was successfully completed or credit was transferred for the course before February 28, 2022.

APPENDIX

1. Specializations worth 20 ECTS credits:

Business Information Systems
Data Science
Supply Networks and Services
Strategy and Data

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	PI
Course V	4	2	FS

Entrepreneurship & Innovation

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	VUE
Course II	4	2	VUE
Course III	4	2	PI

Course IV	4	2	PI
Course V	4	2	PI

Finance: Markets, Institutions, and Instruments

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	VUE
Course II	4	2	VUE
Course III	4	2	VUE
Course IV	4	2	VUE
Course V	4	2	PI

Accounting and Taxation
Economics Core
Health and Social Policy
Information Management and Control
International Accounting and Controlling
International Business Communication
International Marketing Management
Strategy and Managerial Accounting
Decision Sciences: Game Theory, Psychology, and Data Analysis

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	PI
Course V	4	2	PI

International Business

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	VUE
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	PI
Course V	4	2	PI

Interactions of Economy and Society

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	VUE
Course III	4	2	PI
Course IV	4	2	PI
Course V	4	2	PI

International and European Tax Law

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	VUE
Course II	4	2	VUE
Course III	4	2	VUE
Course IV	4	2	VUE
Course V	4	2	VUE

Marketing and Consumer Research

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	FS
Course V	4	2	PI

Strategy and Organization

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	FS
Course V	4	2	FS

Supply Chain and Operations Management

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	PI
Course II	4	2	VUE
Course III	4	2	PI
Course IV	4	2	PI
Course V	4	2	FS

Urban and Regional Economics

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	4	2	VUE
Course II	8	4	PI
Course III	4	2	PI
Course IV	4	2	PI

Business Mathematics

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	8	4	PI
Course II	4	2	PI
Course III	4	2	PI
Course IV	4	2	PI

Economy, Climate Change, and Sustainability

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	5	2	PI
Course II	5	2	PI
Course III	5	2	PI
Course IV	5	2	PI

Economics Fields

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	8	4	PI
Course II	8	4	PI
Course III	4	2	PI

2. Specializations worth 10 ECTS credits:

European and International Economic Law
 Mathematical Methods
 Philosophy: Logic and Ethics

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course I	5	2	PI
Course II	5	2	PI

Specialization Abroad
 Topics in Economic and Social History

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Course	10	4	PI