**Driving Digital Innovation**

**THE DIGITAL ECONOMY PROGRAM AT A GLANCE**

WU stands for innovation and internationality. As a pioneer in the field of the digital economy, we teach the management of future-focused business models. The Master’s Program on the Digital Economy is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, digital law, risk management, and cryptography. Graduates are prepared to start shaping digital innovation by analyzing digital transformations of traditional companies, or finding their own innovation start-ups.

**CONTENT AND STRUCTURE**

The Master’s Program on the Digital Economy is a 2-year, full-time academic program aimed at graduate students with a background in business, economics, and technology. It combines aspects of economics, finance, information technology, law, management, marketing, and strategy with a focus on the digitalization of business and the economy. Working together with partners from the business community, the public sector, and civil society, it provides a practice-based education that prepares students for a digital career.

3 specializations – Information Systems, Digital Law and Economics, and Digital Strategy, with a focus on the digitalization of business and the economy. Working together with partners from the business community, the public sector, and civil society, it provides a practice-based education that prepares students for a digital career.

The job profile covers a variety of digital leadership roles, including positions in digital product management, digital entrepreneurship, IT consulting, enterprise architecture management, digital transformation management, business development, or digital marketing in both digital and traditional companies, the public sector, NGOs, NPOs, start-up, and consulting firms.

**CAREER PROSPECTS**

WU graduates are in great demand on the job market. Employers associate WU with well-founded expertise, ambition, and drive. Students in the Digital Economy program gain a solid understanding of the challenges and opportunities that the digital transformation is creating for companies and society. They learn how businesses can profit from state-of-the-art in digital developments and graduate as experts in the field of digitalization.

**AT A GLANCE**

- **Program type**: Full-time degree program
- **Duration**: 4 semesters
- **Language of instruction**: English
- **Credits**: 120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)
- **Degree awarded to graduates**: Master of Science (WU), abbreviated MSc (WU)

**APPLICATION AND ADMISSIONS**

Admission requirements for the Master’s Program on the Digital Economy:

- A relevant degree worth a minimum of 180 ECTS credits
- Examinations in economics or business administration worth at least 24 ECTS credits
- Examinations in information systems, computer sciences, mathematics, or statistics worth at least 16 ECTS credits
- Applicability of English (e.g. TOEFL, IELTS)
- GPA of at least 2.7 on a 4 point scale
- 2 academic letters of recommendation
- CV in English
- Motivation letter

APPLICANTS WITH A BACHELOR’S DEGREE OR HIGHER SHOULD submit a statement of learning and ambition, a statement of career goals, and evidence of English language proficiency. Applicants with a lower GPA or incomplete Bachelor’s degree may be eligible for the Fast Track program.

For detailed information on the admission requirements and the application procedures, please see: [wu.at/applicationguide](http://wu.at/applicationguide)

**PROGRAM STRUCTURE, 1ST YEAR**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Business Project</th>
<th>Transformation Management</th>
<th>IT Law</th>
<th>Data Management and Analytics</th>
<th>Distributed Systems</th>
<th>Security and Privacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st semester</td>
<td>12 ECTS</td>
<td>12 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
</tr>
<tr>
<td>2nd semester</td>
<td>12 ECTS</td>
<td>12 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
<td>4 ECTS</td>
</tr>
</tbody>
</table>

**PROGRAM STRUCTURE, 2ND YEAR**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Specialization</th>
<th>Master’s Thesis Seminar</th>
<th>Research or Industry Lab</th>
<th>Master’s Thesis Seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd semester</td>
<td>12 ECTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th semester</td>
<td>Specialization part II</td>
<td>Master’s Thesis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5th semester</td>
<td>12 ECTS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FOR FURTHER DETAILS, SEE:**

[wu.at/digecon](http://wu.at/digecon)

**“We want to give our students the expertise and methodological skills they need to help steer the path of digitalization. The decision-makers of tomorrow need to be able to perform tasks like creating and maintaining digital ecosystems, designing new digital business models, and contributing to digitalization-driven social change.”**

Austrian Digital Council President Dr. Andreas Loschinger

---

**APPLICATION DEADLINE**

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.

WU utilizes a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.

For further details see: [wu.at/digecon](http://wu.at/digecon)
Innovation is the order of the day, and right now the world needs bold innovators with game-changing ideas who don’t just understand the digital transformation but are able to shape it.

To find out more about the Master’s Program in Digital Economy, please visit wu.at/digecon

For further questions please contact:
Rebecca Ranze, Program Manager
digecon-master@wu.ac.at

Academic Directors of the Master’s Program in Digital Economy:
Axel Polleres
Verena Dorner

Arriving by public transport:
Subway: U2 stations “Messe-Prater” or “Krieau”
Bus: 82A, “Südportalstraße” stop