

# Bachelor of Science (BSc) Business and Economics

The Global Perspective



English-taught  
undergraduate program





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# About WU

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WU is a renowned public university of business and economics in Vienna, Austria. WU has an international outlook and is actively working to live up to its social responsibility as an educational institution for the leaders of tomorrow.

## WHAT SETS WU APART

If you decide to study at WU, you will not only receive an academically well-founded education, but also the qualifications and preparation you need to take on responsibility in business and society. WU students acquire the diverse skill set they need to help face the economic, social, legal, and ecological challenges of our time.

## EXCELLENT RESEARCH AND RESEARCH-LED TEACHING

WU is home to researchers who rank among the best in their disciplines. Our students benefit from WU's research activities as well, because the courses taught at WU draw on the latest research findings to ensure that the knowledge and skills WU teaches its students are cutting-edge and up-to-date.

## WU EMBRACES INNOVATION

Innovation has a long tradition at WU. WU is a university that not only recognizes current trends, but embraces them early on. Recent innovations at WU include the establishment of the Research Institute for Cryptoeconomics. This new area of research focuses on blockchain technologies, digitalization, and the future of the internet.

## CAREER SUPPORT

WU's ZBP Career Center provides advisory and support services to students to help them find attractive employment and to support their career development even before they graduate. Every year, the Career Center posts over 2,000 job advertisements. It serves as a reliable point of contact that will assist you with your first step towards your dream career.

With the establishment of the WU Entrepreneurship Center, WU has recently been placing special emphasis on start-ups and the attractive career opportunities available to entrepreneurs. The establishment of the center demonstrates clearly that WU recognizes innovation and entrepreneurial thinking as key skills for the future. The WU Entrepreneurship Center is the university's hub for all students interested in starting their own business.

## A LONG-TERM CONNECTION

Alumni are an important part of the WU community. Through an international network with hubs around the world, networking events, panel discussions, and a direct line to your alma mater – alumni stay in touch with WU for a lifetime.



3

ACCREDITATIONS

**EQUIS, AACSB, and AMBA**

WU's high quality standards are confirmed by its triple international accreditation by EQUIS<sup>1)</sup>, AACSB<sup>2)</sup>, and AMBA<sup>3)</sup>, the three leading international accreditation providers for business and economics universities. Fewer than 1% of universities worldwide can claim triple accreditation by EQUIS, AACSB, and AMBA, the three most well-respected accreditation agencies. WU is one of only six universities in the German-speaking world to belong to this exclusive group of schools.

100

COUNTRIES

**An international environment**

Vienna attracts a highly international student body, and WU is home to 23,000 students from over 100 countries. WU also boasts a highly international faculty. As a student, you benefit from the comprehensive experience our teachers have gained at prestigious universities all over the world. All of this contributes to the highly international environment WU has to offer.

240

PARTNER  
UNIVERSITIES**A global network**

Are you interested in spending a semester abroad in, say, London or Shanghai? WU's network of about 240 partner universities around the globe offers our bachelor's students exchange opportunities at Europe's most-renowned universities, like Copenhagen Business School or Bocconi University, as well as high-profile schools in Asia, Australia, and North and South America.

<sup>1)</sup> EQUIS = European Quality Improvement System    <sup>2)</sup> AACSB = Association to Advance Collegiate Schools of Business    <sup>3)</sup> AMBA = Association of MBAs



# WU's Program Portfolio

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WU offers a wide and diverse range of degree programs based on the international three-tier program standard. This program structure ensures that programs completed at WU are internationally recognized and encourages student mobility.

## BACHELOR'S PROGRAMS

**Business and Economics (BSc WU),**  
taught in English

- › **Business Law** (LL.B. WU), taught in German
- › **Business, Economics and Social Sciences** (BSc WU), taught in German
  - 4 majors:
    - › Business Administration
    - › International Business Administration
    - › Economics and Socioeconomics
    - › Business Information Systems

## MASTER'S PROGRAMS

### GERMAN-TAUGHT PROGRAMS:

- › **Export and Internationalization Management** (MSc WU)
- › **Finance and Accounting** (MSc WU)
- › **Management** (MSc WU)
- › **Socioeconomics** (MSc WU)
- › **Taxation and Accounting** (MSc WU)
- › **Business Education** (MSc WU)
- › **Business Law** (LL.M. WU)

### ENGLISH-TAUGHT PROGRAMS:

- › **Digital Economy** (MSc WU)
- › **Economics** (MSc WU)
- › **International Management/CEMS** (MSc WU & CEMS MIM)
- › **Marketing** (MSc WU)
- › **Quantitative Finance** (MSc WU)
- › **Socio-Ecological Economics and Policy** (MSc WU)
- › **Strategy, Innovation, and Management Control** (MSc WU)
- › **Supply Chain Management** (MSc WU)

## DOCTORAL/PHD PROGRAMS

- › **Finance** (PhD), taught in English
- › **International Business Taxation** (PhD), taught in English
- › **Social and Economic Sciences** (Dr. rer. soc. oec.), taught in German and English
- › **Economics and Social Sciences** (PhD), taught in German and English
- › **Business Law** (Dr. iur.), taught in German and English

# About the BBE Program

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The WU Bachelor's Program in Business and Economics (BBE) will enable you to comprehend the complex interrelations of global business and economics. You will learn to assess how global trends and developments such as digitalization affect business and economics around the world.

100%

GLOBAL  
PERSPECTIVE

## **Current topics in business and economics**

The BBE program deals with more than just business and economics. It highlights a global view on major challenges, such as ageing, poverty, migration and climate change, and integrates related fields such as business law and history. You will develop multidisciplinary skills.

>35

NATIONALITIES

## **Study in an international environment**

The BBE program attracts students from all over the world. Hone your communication, teamwork, and other interpersonal skills in an international environment.

>25

SPECIALIZATIONS

## **Follow your interests**

After you have learned the fundamentals of the fields of business, economics, and law, the program allows you to choose from a vast array of specializations. Create your own profile by customizing your program to reflect your interests.

# What Sets the Program Apart?

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The program provides you with profound economic and business knowledge and enables you to understand and explain economic relationships and interdependencies.

Today's world is characterized by increasing complexity and highly interconnected networks. International trade is subject to complex regulations, the financial systems follow their own special rules, and digitalization is creating serious challenges for organizations, governments, and companies. Political, economic, ecological, and social questions are closely interrelated. The key players of the future need to be able to understand and explain these complex interrelationships. This is the main focus of the Bachelor's Program in Business and Economics.

## **SOLID BASICS**

In the BBE bachelor's program, you will learn about current global challenges in business and economics and how organizations can deal with them. Our multidisciplinary approach will give you a broad and holistic view on issues in modern business and economics. You will deal with key business concepts, legal aspects, financial & data analyses, as well as economic models and contextual subjects. This will give you a solid foundation for individual specializations and electives.

## **MAKING RESPONSIBLE CONTRIBUTIONS TO BUSINESS AND SOCIETY**

WU's goal is to prepare its students to take on important positions of responsibility in business and society. To qualify for such key positions, the BBE program encourages you to develop your personal skills and abilities. This includes managing individual and group projects, reflecting on your activities in a professional context, and honing your communication skills.

Within the scope of the curriculum, you will deepen your expertise and broaden your horizon through learning from researchers in the field and discussing and working together with your peers in an international classroom.







**“The bachelor’s program at WU was my stepping stone to a career in marketing. After working abroad for a couple of years, I founded my own marketing consultancy.”**

**Melanie Hetzer, WU graduate**

# We're hiring WU graduates because ...

“... they are perfectly equipped for a successful career with EY: They have an excellent education as a foundation for ‘on the job’ specialization, outstanding skills, an open mindset, and the motivation to shape, change, and re-invent the business world.”

Gunther Reimoser, Country Managing Partner, EY Austria

“... they are very well-qualified for a career in various professional fields at REWE International AG. Our experience has shown that WU graduates have an excellent chance of reaching management-level positions with leadership responsibilities very quickly.”

Marcel Haraszti, Member of the Board at REWE International AG

“... they're very well trained. Education is a privilege that we can use to benefit society, and we pass on these benefits to our customers. Together we can do great things.”

Markus Posch, Head of Group HR, Erste Group

# Prospects for Graduates

The Bachelor's Program in Business and Economics prepares you for a career in various fascinating fields requiring capable all-rounders. In addition to starting out in your professional career, you also have the option of continuing your academic education with a master's program in Austria or abroad.

## STARTING YOUR PROFESSIONAL CAREER

The Bachelor's Program in Business and Economics provides graduates with a well-founded academic qualification in business administration and economic sciences. Graduates are well suited for a variety of positions in private business, the public sector, and nonprofit organizations. The wide selection of specialization options allows you to acquire advanced expertise according to their individual qualification goals.

WU graduates are in high demand on the job market. On average, WU graduates require only seven applications and two job interviews before landing a position after completing their bachelor's program. HR managers prefer WU graduates because of the excellent education they have received.

## GRADUATE EDUCATION

Graduates of the bachelor's program have numerous other options in addition to starting their professional career. If you are interested in pursuing a graduate degree, you are qualified for advanced Austrian and international master's programs in various business and economics-related disciplines. WU alone offers a portfolio of 15 master's programs, eight of which are taught entirely in English. You can combine work and education by enrolling in a part-time master's program, or wait to start an executive education program until you have gained professional experience.





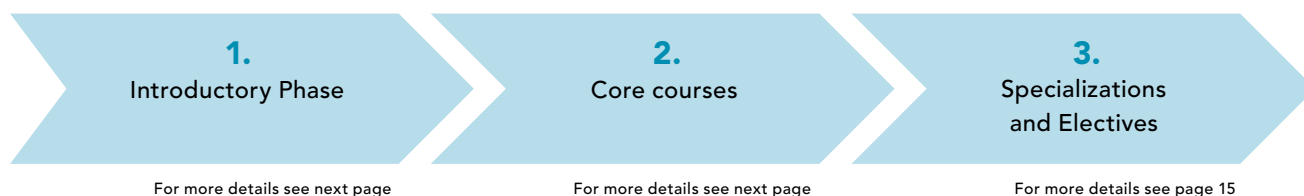
# Program Structure

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The program begins with an introductory phase, followed by the core courses, in which you will learn foundations and contextual knowledge of business administration and economics. In the 3rd phase of your studies, you can further specialize and refine your profile.

## AT A GLANCE

- › Duration: **6 semesters**
- › Credits: **180 ECTS credits**
- › Academic degree: **Bachelor of Science (WU), abbreviated as BSc (WU)**



INTRODUCTORY AND ORIENTATION PHASE	ECTS	CH
Contemporary Challenges in Business and Economics	6	2
Business and Society	6	2
<b>SUMMARY</b>	<b>12</b>	<b>4</b>

CORE COURSES	ECTS	CH
<b>Foundations of Business and Economics</b>		
Business Analytics I	6	2
Business Analytics II	6	2
Decision Making and Behavior in Business	6	2
Financial Reporting and Analysis	6	2
Foundations in Macroeconomics	6	2
Foundations in Microeconomics	6	2
Foundations in Socioeconomics	6	2
Understanding Business/Business Planning	6	2
<b>Quantitative Methods</b>		
Quantitative Methods I	6	2
Quantitative Methods II	6	2
<b>Business and Economics in Context</b>		
Governance and Legal Environment	6	2
History of Economics and the Economy	6	2
Law, Economics, and Business	6	2
Managing Organizations and People	6	2
<b>Academic Skills</b>		
Logic and Methodology of Social Science	6	2
Bachelor Thesis Coaching and Presentation	2	1
<b>SUMMARY</b>	<b>92</b>	<b>31</b>

SPECIALIZATIONS AND ELECTIVES	ECTS
Specializations	40
Free Electives/Internship	26
Bachelor's Thesis	10
<b>SUMMARY</b>	<b>76</b>





**“Learn from  
renowned experts and pioneers  
how to develop your skills, personality,  
and ideas and have a positive impact on the world.”**

**Margarethe Rammerstorfer, Academic Director,  
Bachelor's Program in Business and Economics**



# Specializations and Electives

After establishing a solid knowledge base, the program allows you to choose from a wide selection of specializations. This flexible approach allows you to focus on the subjects and disciplines you would like to know more about.

## SPECIALIZATIONS (40 ECTS CREDITS)

In this phase, you can focus on your individual interests and have the opportunity to become familiar with a number of different topics. You will be putting together your own curriculum and choosing your specializations from a wide variety of fields in business administration, economics, law, and socioeconomics.

For example, you can choose to focus on strategic thinking and the important role that data plays in the world of business and government. Too many bad decisions are made because of a lack of understanding of basic incentives and proper analysis of data. So learn how to apply your knowledge to properly analyze data, draw conclusions and make evidence-based decisions.

Maybe you are fascinated by the role that communication plays in international business. Economic globalization and rapid developments have meant that nowadays many organizations operate on an international scale, or interact with consumers, clients and/or partner organizations in other countries. Learn how to communicate with stakeholders who may have a variety of language and cultural backgrounds.

Or maybe your passion is for the challenges faced by multinational organizations: How do companies transfer knowledge between international organizations? What characterizes regional corporate strategies? Which issues are important when dealing with international teams?

WU helps you follow your interests, wherever they lie.



Find out more:  
[wu.at/bbe](https://wu.at/bbe)

## FREE ELECTIVES AND INTERNSHIP (26 ECTS CREDITS)

Widen your horizons with an individualized portfolio of free electives. Free electives can be any course that requires an examination offered by any recognized university in Austria or abroad.

You'd like to put your knowledge into practice? Then go for an internship in an organization or company of your choice. This will give you the opportunity to put your theoretical skills to the test.

# International Experience

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Studying at a university is learning for life. This is especially true in completely new surroundings. Broaden your horizons with an exchange semester abroad or by attending an International Summer University program.

## EXCHANGE SEMESTER

Every second WU graduate has gained international experience during their studies. The network of partner universities to choose from spans the globe. You're interested in spending an exchange semester in Paris or London? Or maybe you'd like to experience something completely new in South America? You've always wondered what it's like to study in the USA, or how the business and economics program in Bangkok is structured? WU can help you plan and organize your semester abroad.

## INTERNATIONAL SUMMER UNIVERSITY PROGRAMS

You can't or don't want to be away from Vienna for such a long period of time? International Summer University (ISU) programs give WU students a great opportunity to attend short, internationally oriented academic programs abroad. During the program, you can spend several weeks in countries like Russia, Vietnam, or China taking courses, going on field trips, and attending other events together with fellow students from around the world.

## DOUBLE DEGREE PROGRAM

Are you interested in spending an entire year studying in Australia? In cooperation with the Queensland University of Technology in Brisbane, selected BBE students will have the opportunity to do just that. You will not only earn a second academic degree in only one extra year, but you will also experience Australia's culture and wildlife.

## THE WORLD AT WU

You can profit from international exchange on Campus WU, as well. WU is home to students from over 100 different countries. Get to know incoming exchange students from around the world or chat with International Summer University students about what it's like to study and live where they're from. You will make international friendships that will last a lifetime.

## WU SUPPORTS INTERNATIONAL EXCHANGE

WU offers numerous financial aid options for international study, including mobility grants for exchange semesters, internships in Europe, and International Summer University programs. Our service units are available to provide information and advice.







# Application & Admission

## THE ADMISSION PROCESS FROM START TO FINISH



### WILL THERE BE A SELECTION PROCEDURE?

Whether or not a selection procedure is held depends on the number of online applications received before the deadline. If the number of applications exceeds the number of available places, the selection procedure applies.

Once a year in spring, a selection procedure is held for the Bachelor's Program in Business and Economics. Students who successfully complete the selection procedure can start the degree program in the subsequent winter semester. Please note that the formal criteria for enrollment have to be met too. The program starts in the winter semester only.



For detailed information, including all dates and requirements, please see our WU Application Guide: [wu.at/application-guide](https://wu.at/application-guide)

# Vienna and Campus WU

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Modern international environment in a lively city as well as colleagues and faculty from around the world help our students grow – both professionally and personally.

## THE VIBRANT CITY OF VIENNA

Vienna is the largest university city in the German-speaking region and one of Europe's most popular destinations. As the world's most livable city, it offers a unique combination of urban flair with beautiful natural areas. Students, faculty, and visitors from around the world agree that the city's excellent infrastructure and vibrant cultural life make it a great place to live and work.

Studying in this stimulating urban and cultural environment gives you countless opportunities to expand your horizons well beyond the university's walls.

## WU'S CAMPUS AND LEARNING INFRASTRUCTURE

The most important goal when planning the WU campus was to create a working environment for students, faculty, and staff that facilitates productivity and communication. Every member of the WU community should find the ideal conditions on campus for developing to their full potential. A well thought-out floor plan with a wide variety of room options for different needs and working styles helps achieve this goal.

Apart from its impressive, award-winning architecture, WU's modern campus also boasts a range of attractive dining options and publicly accessible grounds that encourage students, staff, and area residents to explore Campus WU and enjoy its unique atmosphere. Campus WU provides meeting places and open spaces and has given Vienna's second district a whole new neighborhood.

 **194,154** STUDENTS LIVING IN VIENNA

 **1.88** MILLION INHABITANTS

 **989** MUNICIPAL PARKS

 **950** KM OF PUBLIC TRANSPORTATION









“Studying at WU is more than just preparing for a career. It’s learning for life, building up a professional network, and making friends. In addition to acquiring a solid education you will also have many opportunities for personal development. We’re looking forward to meeting you! Welcome to WU!”

Edeltraud Hanappi-Egger, Rector





# Information and contact

## Study Service Center

Library & Learning Center, 2nd Upper Floor

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

[wu.at/study-service](https://wu.at/study-service)

To find out more about the Bachelor's Program  
in Business and Economics, please visit

[wu.at/bbe](https://wu.at/bbe)



WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna, Austria  
[wu.ac.at](https://wu.ac.at)

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