

Facts & Figures

**WU Vienna University
of Economics and Business**

WU
VIENNA





think:impact
Join the minds
that shape
the future.

Facts & Figures

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think:wu



INTERNATIONAL

Partner universities ~240
Courses in English ~500/semester



STAFF

Employees ~2,600



STUDENTS

Total students ~22,000
Graduates ~4,000
International students ~9,000
Incoming exchange students ~1,000 per year
Outgoing exchange students ~1,000 per year
50 % of economics and business bachelor's degrees awarded in Austria are completed at WU



CAMPUS RESOURCES

Campus WU premises ~90,000 m²
Grounds ~55,000 m²
rooms ~4,000
student workstations ~3,000

think:success

WU is extremely successful in rankings. This and WU's triple accreditation are proof of the high quality of teaching and research at our university.

QS Master's in Supply Chain Management:

2nd place out of 85 for the
WU Master's Program in Supply Chain Management.

AMONG THE TOP 10% OF THE QS RANKING

Master's in Finance:

The Master's Program in Quantitative
Finance ranked
20th out of 222.

Master's in Marketing:

12th place
out of 140 for the WU Master's Program in Marketing.

Master's Program in Management:

10th place for the Master's Program in International Management/CEMS,
18th place out of 206 for the Master's Program in
Strategy, Innovation, and Management Control.



WU ranks **3rd** among the universities
with the **best business research output**
in the German-speaking countries.

Austria's best economics university:
88 WU researchers among the top researchers
in the German-speaking countries

A top position in the FT ranking:
Master's Program in International Management/CEMS
comes in **20th** out of 100

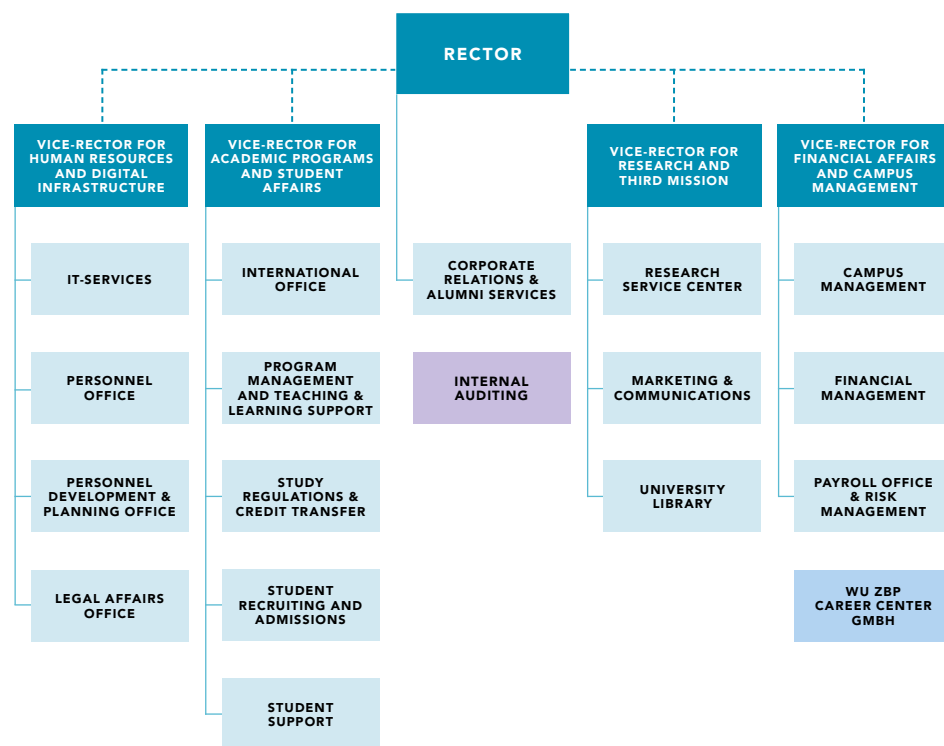
WU researchers among the top 2% worldwide:
Ranking of the world's most-cited researchers:
14 WU researchers in the full-career category,
17 in the single-year category (2023)

TRIPLE ACCREDITED

Fewer than **1% of business universities worldwide** achieve triple accreditation. WU is one of 125 universities in the world, one of seven in the German-speaking countries, one of four in the CEE region, and the only university in Austria holding this triple accreditation.



think:structure



11 DEPARTMENTS WITH 64 INSTITUTES

Business Communication	wu.ac.at/en/bizcomm
Economics	wu.ac.at/en/economics
Finance, Accounting and Statistics	wu.ac.at/en/fas
Global Business and Trade	wu.ac.at/en/welthandel
Information Systems and Operations Management	wu.ac.at/en/ipm
Management	wu.ac.at/en/management
Marketing	wu.ac.at/en/marketing
Private Law	wu.ac.at/en/privatelaw
Public Law and Tax Law	wu.ac.at/en/publicandtaxlaw
Socioeconomics	wu.ac.at/en/socioeconomics
Strategy and Innovation	wu.ac.at/en/strategy-and-innovation

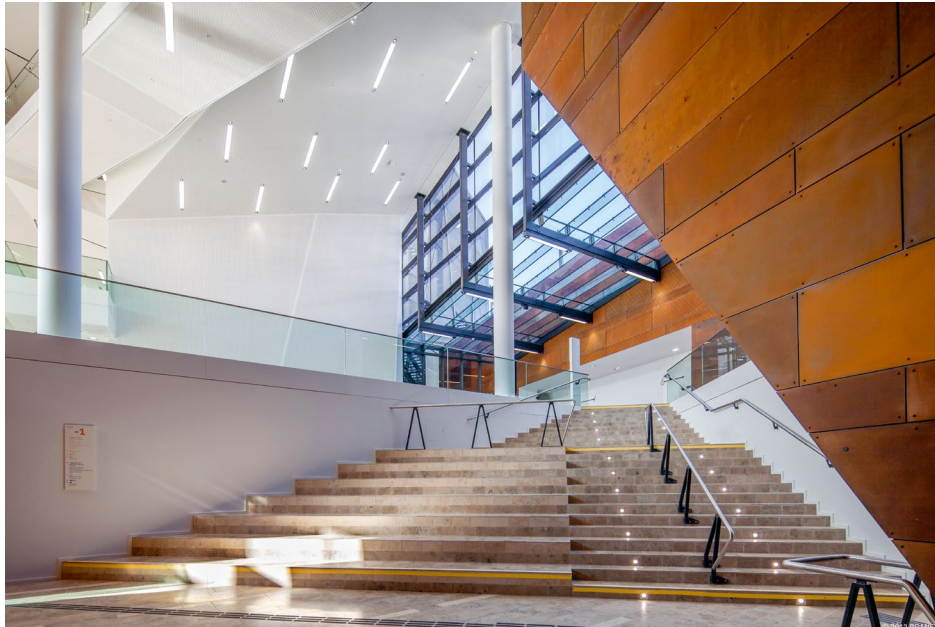
12 RESEARCH INSTITUTES

Capital Markets	wu.ac.at/en/isk
CEE Legal Studies	wu.ac.at/fowi
Computational Methods	wu.ac.at/en/firm
Co-Operation and Co-Operatives	wu.ac.at/en/research-institute-for-cooperation-and-cooperatives
Cryptoeconomics	wu.ac.at/en/cryptoeconomics
Economics of Aging	wu.ac.at/en/altersoekonomie
Economics of Inequality	wu.ac.at/en/ineq/home
International Taxation	
Regulatory Economics	wu.ac.at/en/regulation
Spatial and Real Estate Economics	wu.ac.at/en/spatialeconomics
Supply Chain Management	wu.ac.at/en/scm
Urban Management and Governance	wu.ac.at/en/urban

think:budget

7 COMPETENCE CENTERS

Business Languages	➤ wu.ac.at/en/zfw
Emerging Markets and CEE	➤ wu.ac.at/en/competence-center-for-emerging-markets-and-central-eastern-europe
Empirical Research Methods	➤ wu.ac.at/en/competence-center-for-empirical-research-methods
Experimental Research	➤ wu.ac.at/en/exp
Nonprofit Organizations and Social Entrepreneurship	➤ wu.ac.at/en/npocompetence
Sustainability Transformation and Responsibility	➤ wu.ac.at/en/star
WU Entrepreneurship Center	➤ wu.ac.at/en/starting-up



€7-8million

invested by
WU Financial Management/year

25^K

invoices
and receipts/year

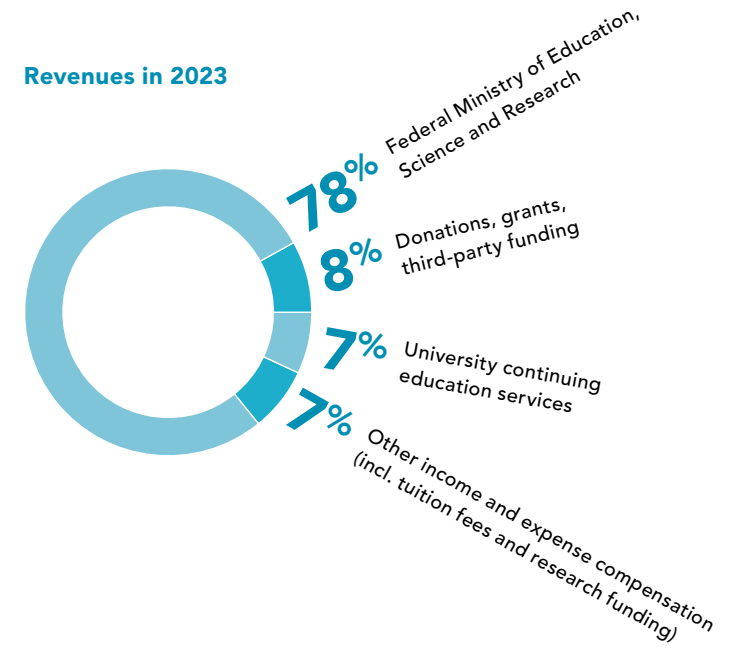
440

cost centers

2,200

internal orders

Revenues in 2023



think:people

PERSONNEL STRUCTURE



1,864

total academic staff

43% women



125

professors

34% women



876

administrative staff

70% women



2,740

in total

52% women



~400

job offers/year

EMPLOYEE RETENTION



653

with 10+ years
of employment at WU

AWARDS AND CERTIFICATIONS

kununu

kununu TOP employer 2024

Above-average ratings in the
"research/development" sector

WORK-LIFE INTEGRATION



SKILL DEVELOPMENT AND CONTINUING EDUCATION

4

career development programs
for WU employees

~85

courses in the in-house
training program/year

~800

workshop hours of in-house
training workshops/year

~1,500

employees participate
in workshops



think:campus

Campus WU is characterized by its distinct building complexes, designed by renowned international architects. The generously proportioned open grounds between the individual buildings invite you to stroll around and relax.



7

building complexes
~100,000m²
of total floor space



Lot size: **90,000m²**
Length: **560m**
Width: **150–210m**



55,000m²
of publicly accessible
open spaces



~4,000

rooms, including **90** auditoriums
and seminar rooms, seating
a total of approx. **5,000**



~3,000

student workstations,
1,500 of which are located
in the library

AWARD-WINNING ARCHITECTURE

RIBA European Award (Royal Institute of British Architects):

D3/AD, LC buildings

E. A. Plischke Award (Ernst A. Plischke Gesellschaft):

TC/D1 building, master plan

CICA Award (International Committee of Architectural Critics):

TC/D1 building, master plan, grounds design

Innovative Use of Colour on Exteriors Prize

(World Architecture Festival in Singapore):

D3/AD building

Schorsch Award

(City of Vienna, Municipal Department for Architecture and Urban Design):

TC/D1, D2, LC, AD/D3, D4, EA buildings

Nine best new university buildings around the world ("Architectural Digest"):

LC building

Red Dot Design Award:

WU's guidance and orientation system

DESIGNED BY RENOWNED INTERNATIONAL ARCHITECTS

Hitoshi Abe, Japan

BUSarchitektur, Austria

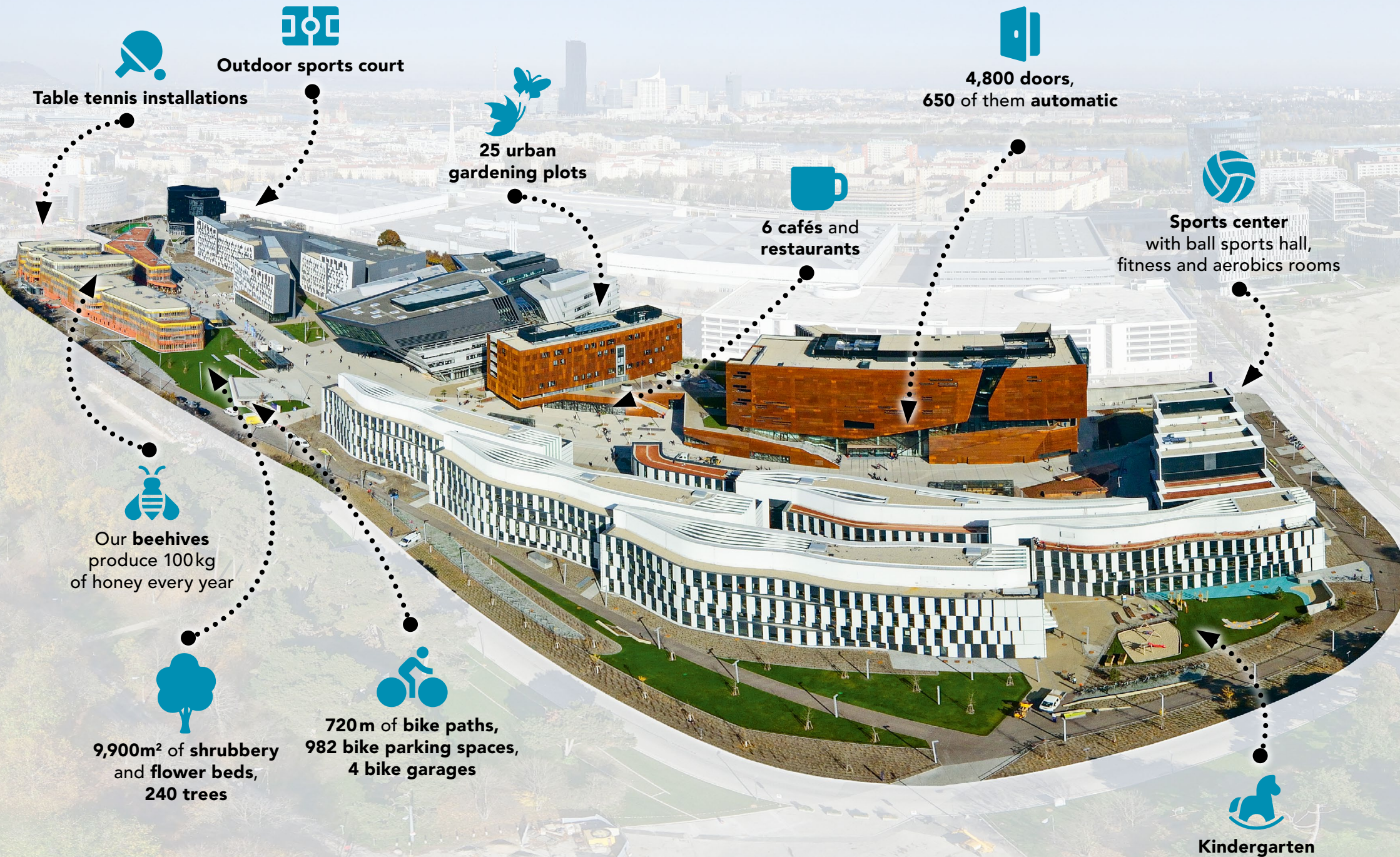
Peter Cook, Great Britain

Zaha Hadid, Great Britain

NO.MAD Arquitectos, Spain

Carme Pinós, Spain

Holzer Kobler Architekturen, Switzerland



HIGHEST STANDARDS OF BARRIER-FREE ACCESSIBILITY



~1.5km

of tactile paving
guidance system



90

induction hearing
loop systems



43

elevators with voice
announcements



109

restrooms and showers with
barrier-free accessibility



8

gender-neutral
restrooms



13

(barrier-free)
first aid rooms

CERTIFIED SUSTAINABILITY

1st climate-neutral campus in Austria

Blue Building certification for social and environmental sustainability:

- › Minimization of life-cycle costs
- › Using highly durable building materials and constructions
- › Energy efficiency
- › Using local, renewable energy resources
- › Landscaping concepts
- › Use of geothermal energy for heating and cooling
- › Use of solar energy
- › Socio-cultural factors: accessibility, health, and safety

**EMAS (ECO Management and Audit Scheme of the European Parliament)
and ISO 14001 certified environmental management system**

EVENTS

WU MATTERS. WU TALKS: PUBLIC LECTURES



20

Events



~100

panel guests



~3,500

attendees



~9,000

online views of the
recorded events

OTHER RESEARCH EVENTS



600

visitors at the
Long Night of Research



550

visitors at the
Children's University

CULTURE



10,500

visitors at the
**WU Summer
Celebration**



WUndermarkt
with punch and
handicraft products
from WU employees



WU Ball
in the imperial
ambience
of the Vienna
Hofburg palace



**WU Choir and
WU Orchestra**
concerts
throughout Vienna

SPORTS



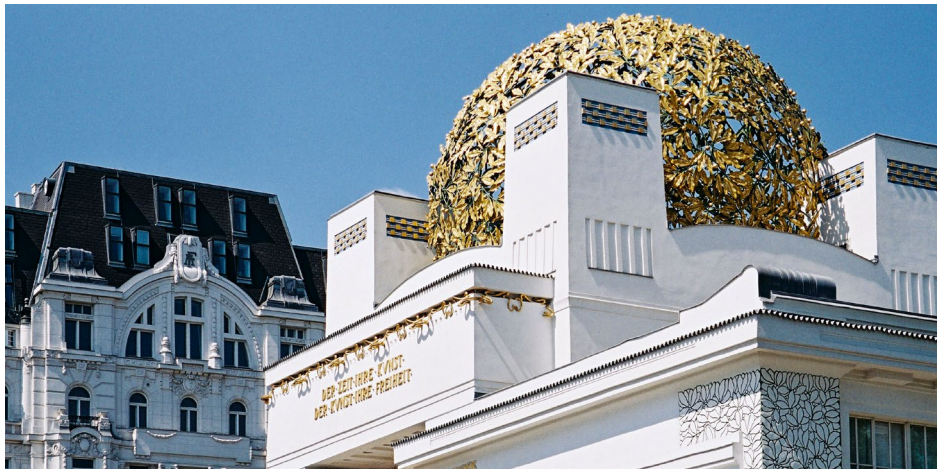
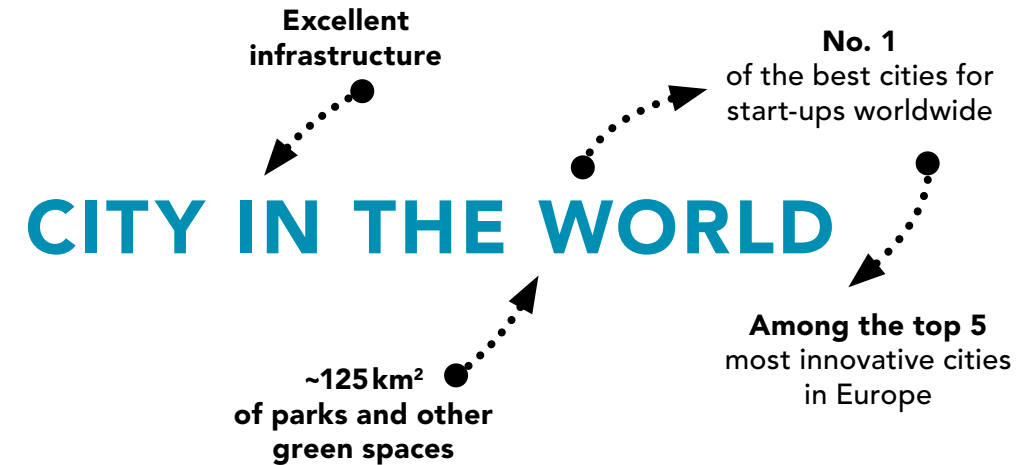
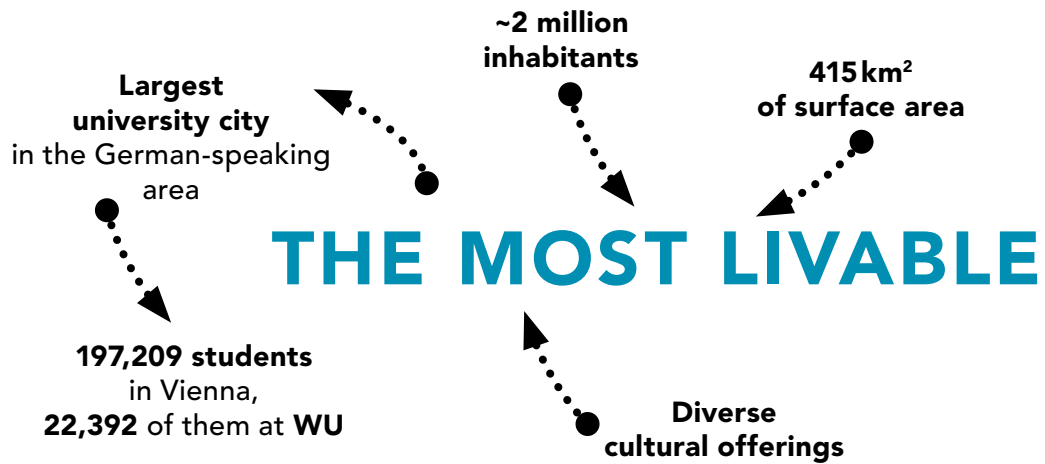
WU Tigers in the
Austrian College
Football League



WU Tigers in the
Austrian College
Basketball League

think:vienna

Vienna is a vibrant metropolis in the heart of Europe and is considered the greenest and most livable city in the world. It combines tradition with progress and urbanity with nature like no other city.



think:studies

WU's diverse program portfolio enables prospective students and students to plan their careers precisely. We offer programs in German and English at all levels.

A WIDE VARIETY OF PROGRAMS		
BACHELOR'S PROGRAMS	<ul style="list-style-type: none"> › Business, Economics and Social Sciences (BSc WU) Five majors: <ul style="list-style-type: none"> › Business Administration › International Business Administration › Economics and Socioeconomics › Economy, Environment, Politics › Information Systems › Business and Economics (BSc WU), English-taught 	› Business Law (LL.B. WU)
MASTER'S/LL.M. PROGRAMS	<ul style="list-style-type: none"> › Business Education (MSc WU) › Export and Internationalization Management (MSc WU) › Finance and Accounting (MSc WU) › Management (MSc WU) › Socioeconomics (MSc WU) › Taxation and Accounting (MSc WU) › Business Communication (MSc WU), English-taught › Digital Economy (MSc WU), English-taught › Economics (MSc WU), English-taught › International Management/CEMS (MSc WU & CEMS MIM), English-taught › Marketing (MSc WU), English-taught › Quantitative Finance (MSc WU), English-taught › Socio-Ecological Economics and Policy (MSc WU), English-taught › Strategy, Innovation, and Management Control (MSc WU), English-taught › Supply Chain Management (MSc WU), English-taught 	› Business Law (LL.M. WU)
DOCTORAL/PHD PROGRAMS	<ul style="list-style-type: none"> › Social and Economic Sciences (Dr. rer. soc. oec.) › PhD Program in Economics and Social Sciences (Ph.D.), German-taught with English-taught tracks (intended mainly for WU's academic staff) › PhD in Finance (PhD), English-taught › PhD in International Business Taxation (PhD), English-taught 	› Business Law (Dr. iur.)

STUDENT ENROLLMENT	Fall 2022	Fall 2023	Fall 2024	Percentage of women
Total students	21,456	21,833	22,392	46%
Degree program students	20,068	20,331	20,989	46%
International students	7,043	7,753	8,514	47%
New students¹	5,172	5,481	5,948	47%
First-time university enrollments ²	4,130	4,271	4,784	46%

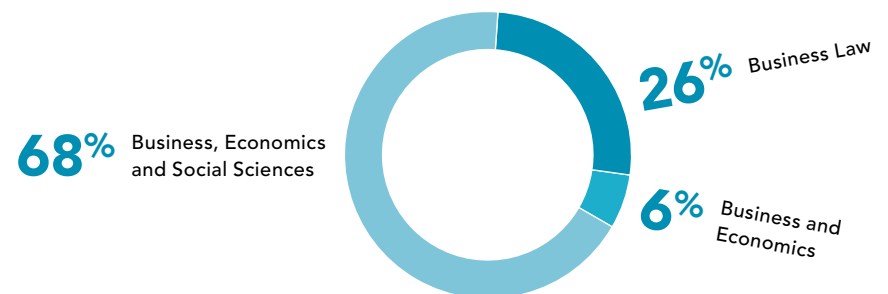
¹ "New students" refers to first-time WU students and includes both degree program and non-degree program students.

² "First-time university enrollments" refers to students who enroll in a degree program at an Austrian university for the first time, such as high school graduates, graduates of a university of applied sciences, and students or graduates from a foreign institution of higher education.

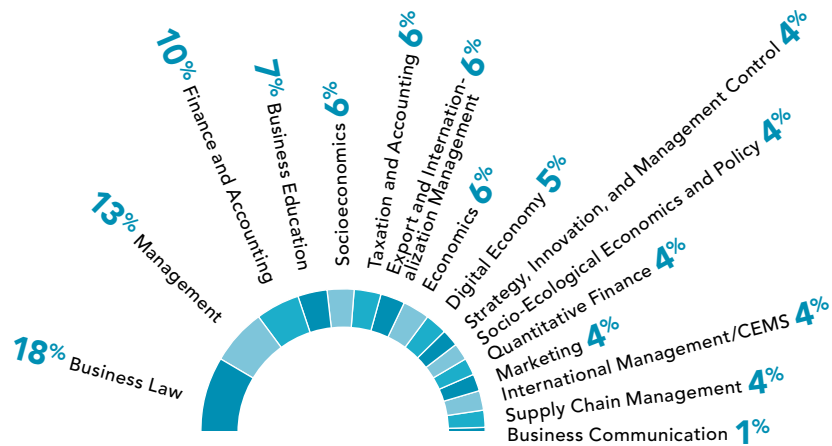
ENROLLMENT BY PROGRAM ³	Fall 2022	Fall 2023	Fall 2024
Bachelor's students	15,735	15,643	15,926
Master's students	4,511	4,647	4,817
Doctoral/PhD students	798	791	794

³ Students may be enrolled in more than one type of program. This is why the enrollment statistics by program differ from the total number of degree program students.

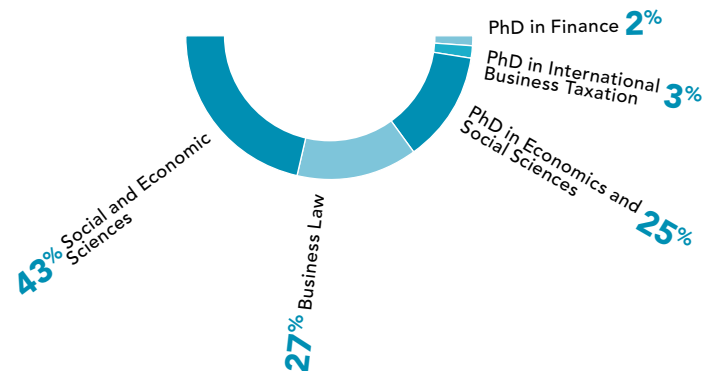
ENROLLMENT DISTRIBUTION – BACHELOR'S PROGRAMS



ENROLLMENT DISTRIBUTION – MASTER'S PROGRAMS



ENROLLMENT DISTRIBUTION – DOCTORAL/PHD PROGRAMS



think:teaching space

Most of WU's 90 auditoriums and seminar rooms are located in the Teaching Center building. Project rooms and study areas are also available to students.

90 CLASSROOMS

Seats

- › Audimax: 650
- › Auditoriums: 60, 120 or 180
- › Seminar rooms: 30

Equipment

- › Smartboards and/or whiteboards
- › Double projections possible
- › PC
- › Speakers
- › Wireless microphone



3,000

study desks
for students



2–20

places in
project rooms



35

languages offered
at the Language
Resource Center



FUTURE LEARNING

FLEX Future Learning Experience Center
for innovative teaching and learning,
from podcasts to immersive learning:

- › Video studio
- › Lightboard
- › Audio studio
- › Labs for experimenting with virtual environments – ready for the metaverse

think:career

WU graduates are in demand. On average, they find a job after just two months. The WU Executive Academy offers programs for continuing education.

GRADUATES	Academic year 2021/22	Academic year 2022/23	Academic year 2023/24	Percentage of women
Total	3,084	3,545	3,483	49%
Bachelor's	1,917	2,104	1,957	48%
Master's	1,080	1,359	1,431	50%
Doctoral/PhD	91	91	100	57%

SERVICES FOR STUDENTS AND GRADUATES



- › ~2,000 job postings/year
- › ~3,000 students and graduates received career advice



- › 80,000 WU alumni
- › From 120 nations
- › More than 60 hubs worldwide
- › WU Alumni include personalities such as Eva Dichand, Hikmet Ersek, Thomas Klestil, Wolfgang Porsche, Maria Schaumayer

→ Over **27,000** theses completed since 2010

→ Over **250** start-ups founded by WU graduates

ENTREPRENEURSHIP CENTER

The WU Entrepreneurship Center supports students and employees in developing business ideas and founding start-ups.

SUCCESSFUL START-UPS

WU start-ups are active in a wide variety of areas, including:

- › Data infrastructure
- › Education
- › Energy
- › FinTech
- › HR tech
- › Innovation services
- › Legal tech
- › Marketing tech
- › MedTech
- › Nutrition
- › PropTech
- › Retail trade
- › Robotics
- › Sports/leisure
- › Supply chain & logistics
- › Travel
- › VC funds



THE TOP 4 START-UPS OF 2024* WERE FOUNDED BY WU GRADUATES:

- › **Refurbed**
- › **Bitpanda**
- › **Planradar**
- › **Byrd**

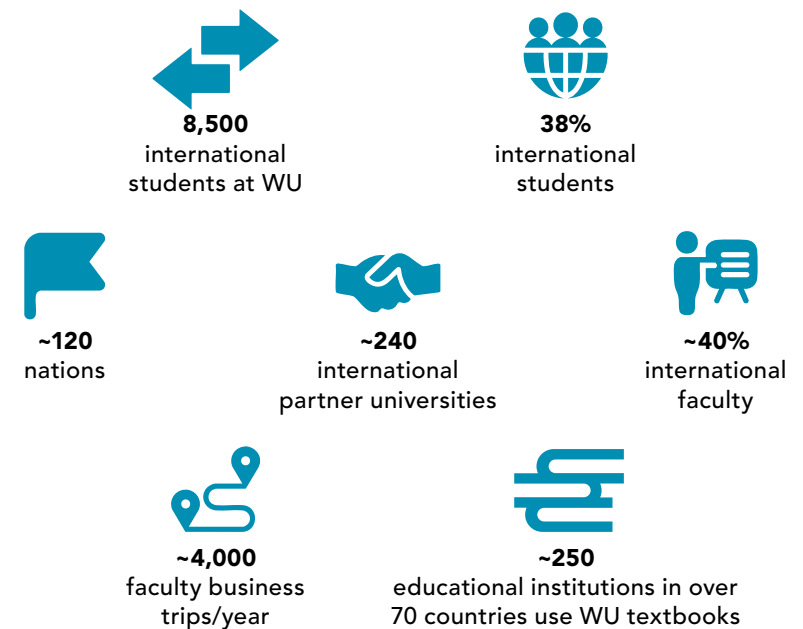
*Source: "trend" business magazine

CONTINUING EDUCATION PROGRAMS AT THE WU EXECUTIVE ACADEMY

MBA/MASTER OF LAWS PROGRAMS	<ul style="list-style-type: none"> › Global Executive MBA › Executive MBA Bucharest › Executive MBA Health Care Management › MBA with specialization areas <ul style="list-style-type: none"> › Digital Transformation and Data Science › Energy Management › Entrepreneurship & Innovation › Finance › Strategic Marketing & Sales › Strategic Project Management › Public Auditing 	<ul style="list-style-type: none"> › LL.M. International Tax Law › LL.M. Digitalization & Tax Law › LL.M. Law for Executives
MASTER'S (CE) PROGRAMS	<ul style="list-style-type: none"> › Accounting & Auditing › Leadership & General Management › Social Innovation & Management › Sustainability, Entrepreneurship & Technology › Financial Supervision 	
BACHELOR'S (CE) PROGRAMS		
CERTIFICATE PROGRAMS	<ul style="list-style-type: none"> › Certificate Program in Business Management (CBA) › Health Care Management › Logistik & Supply Chain Management › Marketing & Sales › Public Auditing › Risk & Insurance Management › Tourismus- & Eventmanagement 	
CUSTOM PROGRAMS AND SHORT PROGRAMS	Custom Programs: <ul style="list-style-type: none"> › In-House Executive MBA › Leadership Academy › Management Development Program › Compact Course › Special Workshops › Field Trip 	Compact Courses: <ul style="list-style-type: none"> › Senior Leadership Program › Strategisches Management For executives › Governance Excellence – for current and future supervisory board members › Employer Brand Manager › Data Science › Digital Transformation › Blockchain Transforming Business › Agile Leadership › Data Governance › Organizational Design › Cross Mentoring › People & Culture Management › ESG and Sustainability

think:internationality

Internationality can be found everywhere on Campus WU. The buildings were designed by renowned architects from all over the world, and our employees and students come from some 120 countries.



AN ACTIVE PARTNER IN MANY NETWORKS



ACADEMIC YEAR 2023/24	Exchange semesters	Erasmus internships	Summer Univer- sity programs, short programs	Total
Incoming-Studierende	1,055	–	226	1,281
Outgoing-Studierende	1,007	77	120	1,204

Where they come from.

Where they go.

EXCHANGE SEMESTERS ACADEMIC YEAR 2023/24	Outgoing students	Incoming students
Europe	571	548
North America	213	284
Latin America	46	39
Asia	124	138
Australia/New Zealand	49	46
Africa	4	–

WU'S INTERNATIONAL STUDENTS: THE TOP 20 COUNTRIES



2,845
Germany



721
Ukraine



502
Hungary



438
Italy
(incl. South Tyrol)



404
Russian
Federation



274
Bulgaria



258
Romania



234
Slovakia



204
Poland



182
Turkey



163
Serbia



135
USA



134
Croatia



116
Czech
Republic



102
Bosnia and
Herzegovina



90
China



81
Spain



73
Luxembourg



70
Oman



66
France



66
Kazakhstan

think:output

Valuable basic research and its applications for tackling current economic, social, and environmental challenges are the key factors that make WU one of the leading business and economics research institutions in Austria.

2024 RESEARCH OUTPUT



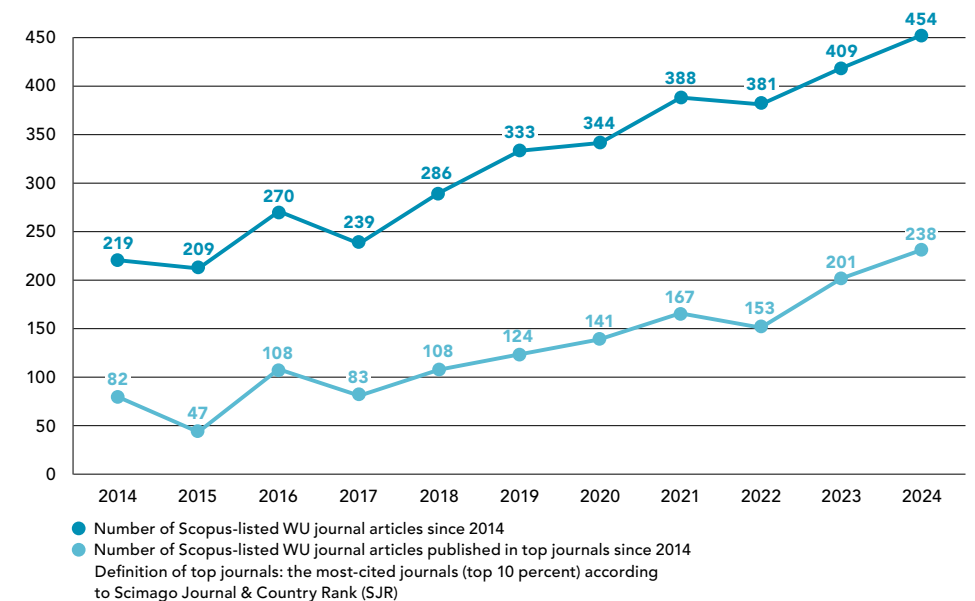
PHD OUTPUT SINCE 2013

~1,800 journal publications

~800 book chapters

~2,600 conference papers

RESEARCH EXCELLENCE



MEET OUR RESEARCHERS

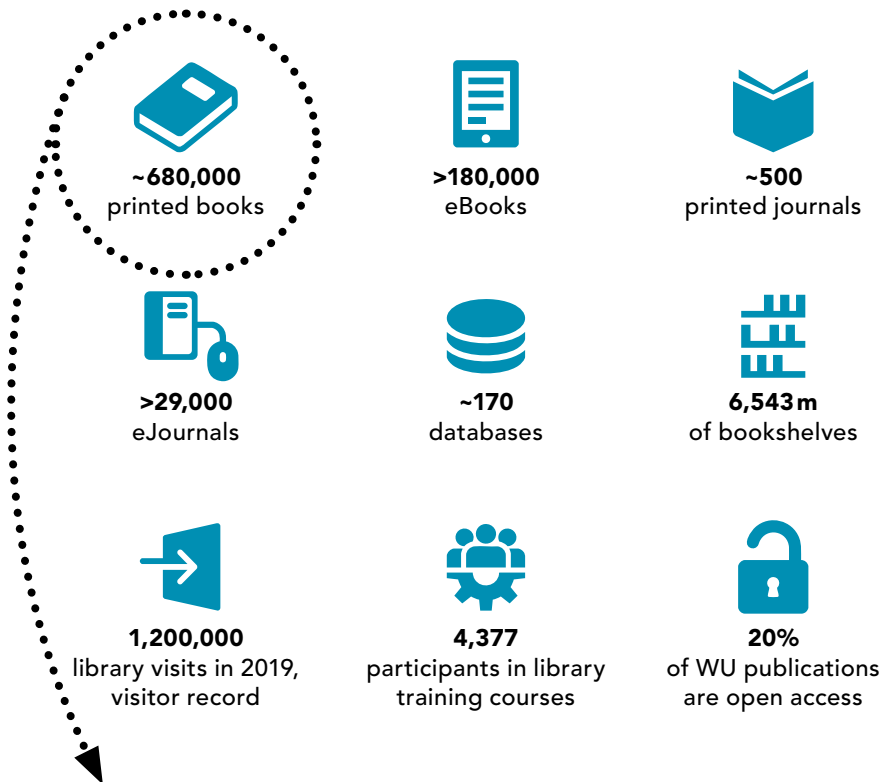
In our "MORE – Meet Our Researchers" video series, WU researchers present their findings on YouTube – in their own words and in a way that engages a broad audience. short.wu.ac.at/more-en



think:research infrastructure

WU supports its researchers by providing an excellent research infrastructure: Austria's largest economics library, IT resources, and the WU Labs.

LIBRARY FACTS & FIGURES



Oldest book in the library:

1494 – "Summa de arithmetica, geometria, proportioni & proportionalita" – first description of double-entry bookkeeping

LIBRARY SERVICES

- Special collections
- Research data management
- Outstanding equipment with databases and specialist information systems
- Institutional repository
- Campus delivery service
- Ordering rights for the departments

RESEARCH SUPPORT

- › PURE research management system
- › Research Institute for Computational Methods
- › Third-party funding for financing the advancement of women, assistants, and translations
- › IT infrastructure for analyzing large amounts of data: FIRM cluster high performance computing, FIRM Cloud, Deep Learning Platform, Big Data
- › Specialist software (e.g. Qualtrix, Mathematica)
- › Microsoft Azure

WU LABS

The Competence Center for Experimental Research at WU operates four labs. The modern infrastructure in the research labs can be used to tackle a wide range of questions and consists of:

- › Computer cubicles with headsets and webcams
- › Individual test booths
- › Observation room with one-way glass window
- › Eye tracker
- › Biometric device

think:responsibility

At WU, we are working hard to have a positive impact on society that goes beyond research and teaching – that is what we call our “third mission.” Here are some examples:

RESEARCH WITH AN IMPACT (EXAMPLES)



STaR

The Competence Center for Sustainability Transformation and Responsibility is a hub for faculty, staff, and students who want to promote sustainability in society.



NPO Competence Center

This competence center carries out practice-oriented research with a focus on social added value. The center shares its research findings with interested organizations and the public.

STRENGTHENING THE AFRICAN ECONOMY THROUGH FAIR TAXATION

Jeffrey Owens, Institute for Austrian and International Tax Law

What was the focus of the research?

- › Every year, billions in tax revenues flow out of African countries and end up in tax havens or opaque accounts.
- › Since 2015, WU's Global Tax Policy Center has been working with international organizations such as ATAF, ATI, UNCTAD, and UNODC to improve tax transparency and support the fight against corruption in African countries.
- › International cooperation and modern technologies are being explored to stop illicit financial flows and make funds available for education, healthcare, and infrastructure.

What is the impact of this research on politics or society?

- › A model memorandum facilitates cooperation between tax administrations, financial supervisory authorities, and the judiciary, and new technologies such as artificial intelligence improve the detection and tracking of illicit financial flows.
- › The project has influenced the political agenda to combat illicit financial flows in Africa and established WU as a leading partner for innovative and fair solutions.
- › Africa is regaining confidence and resources, with almost \$40 million in additional revenue from better information sharing in 2023.

VALUE-BASED ENGINEERING – THE METHOD FOR MAKING DIGITAL HUMANISM WORK IN PRACTICE

Sarah Spiekermann-Hoff, Institute for Information Systems & Society

What was the focus of the research?

- › Development of the world's first standard for ethical system design (ISO/IEC/IEEE 24748-7000) under the leadership of Sarah Spiekermann-Hoff.
- › A model process to provide developers with clear instructions for anchoring ethical values in the design stages.
- › The basics of the approach are summarized in the book “Value-Based Engineering – A Guide to Building Ethical Technology for Humanity” by Sarah Spiekermann-Hoff.

What is the impact of this research on politics or society?

- › The ISO/IEC/IEEE 24748-7000 standard has global validity and has been developed and verified by over 130 international experts.
- › Organizations such as BMW and UNICEF have successfully tested the standard, and over 250 WU students have been trained in this method since 2021.
- › Under the VBE Ambassador certification program from Austrian Standards, 43 experts have been certified within nine months, and the program is changing the culture of innovation in the long term.

SCP-HAT: DEVELOPING A WEB TOOL TO SUPPORT SCIENCE-BASED POLICY DEVELOPMENT ON SUSTAINABLE CONSUMPTION AND PRODUCTION

Global Resource Use Group at WU Vienna

What was the focus of the research?

- › The crisis of unsustainable consumption and production patterns is contributing to the global climate crisis, nature loss, and pollution.
- › Many countries lack the resources and expertise to carry out comprehensive assessments and identify hotspots of unsustainable production and consumption.
- › In 2018, three UNEP organizations launched an initiative for developing a tool to ensure sustainable consumption and production patterns worldwide. WU Vienna's Global Resource Use Group was commissioned to work with CSIRO (the Commonwealth Scientific and Industrial Research Organization) and the University of Sydney to create a user-friendly online tool based on a scientifically sound methodology and high-quality global data.

What is the impact of this research on politics or society?

- › The SCP-HAT tool supports countries in developing SCP (sustainable consumption and production) strategies and revising their nationally determined contributions (NDCs) under the UNFCCC.
- › SCP-HAT covers numerous environmental categories, in particular short- and long-term climate change, and makes it possible to analyze the production perspective as well as impacts along international supply chains.
- › UNEP promotes the SCP-HAT to enable informed policy decisions, especially in countries that would otherwise not have the means to collect and analyze data.

ENGAGING FOR THE FUTURE



CHANGEMAKER PROGRAM

Each year, **more than 800 enthusiastic kids from elementary school**, accompanied by WU students, immerse themselves in the world of business and gain practical experience on Changemaker Market Day.



WU4JUNIORS – ECONOMIC KNOWLEDGE FOR YOUNG PEOPLE

WU4JUNIORS currently **offers 65 learning modules** that are available online. As part of the School Challenge 2024, **participants completed a total of 1,739 modules.**



FINANCIAL EDUCATION

WU provides schools with students as **financial education coaches and teaching materials.** WU and the OeNB present the Research Talent Award for the best theses at secondary schools on economic topics.

NextGen Buddies: Students give back to the community

Students help disadvantaged children and young people with their schoolwork and spend quality time with them.

~**120** socially-minded WU students/semester

~**240** children and young people get support every semester



think:impact

Join the minds that shape the future

