In today’s digital world, communication is key for business success. With BizComm, you will learn how to plan, design, and manage communications efficiently and effectively and how to use strategic communication to achieve business goals.
The BizComm program at a glance

**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 (MSc), abbreviated MSc (VWL)

**APPLICATION AND ADMISSIONS**

The admissions process is selective and ensures that only the best candidates enroll in the program.

**PREREQUISITES FOR THE MASTER'S PROGRAM INCLUDE:**

- A relevant prior degree worth a minimum of 180 ECTS credits
- Examinations in business/economics worth at least 45 ECTS credits
- Sufficient proficiency in English
- Proof of aptitude

The best candidates will be invited for individual interviews and a group call session.

For detailed information on the admission requirements and the application procedure, please see:

ws.at/applicationsguide

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**THE BIZCOMM PROGRAM AT A GLANCE**

The first semester serves as an introductory phase and Bella seniors with fundamental concepts. Building on this foundation, the second semester continues with students focused in a slightly more conventional course on the topic of business success and how to improve their social responsibility at the same time. In addition to the Introduction to Business Communication, Information Systems, and Media competence, the fields of Information Systems and Media competence are also important factors which make communication a key part of any company’s success process. A digital focus on digital and social media insights into the multifaceted world of communication and are equipped with the methodological skills they need to tackle as leading positions in strategic communication management after graduation.

**CAREER PROSPECTS**

A good ear for trends and important social topics, an interest in language, empathy for the needs of a wide variety of communities, and a passion for content design are prerequisites for successful business communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company’s communications and to manage them from a communication-strategic perspective – both in-house and externally. Graduates of the program can act as fundamental mediators in companies, managing the dialog between various target groups and stakeholders and providing key support in important decision-making processes.

BizComm graduates have excellent prospects when applying for key positions in corporate communications and for other important positions in the area of communication management. A wide range of electives allows students to choose the specializations that meet their needs and interests.

**CAREER SUPPORT**

After successfully completing all courses, students write their master’s thesis to complete the program. The best candidates will be invited for individual interviews and a group call session.

For further details see: ws.at/bizcomm

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**RECOMMENDED PROGRAM STRUCTURE**

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<tr>
<th>Semester</th>
<th>Foundations of Business Communication</th>
<th>Digital Communication in the Media Society</th>
<th>Language-Specific, Full-time degree program</th>
<th>Applied Research Projects (1/2)</th>
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<tbody>
<tr>
<td>1st semester</td>
<td>International Business Communication</td>
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**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 (MSc), abbreviated MSc (WUL)

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For further details see: ws.at/bizcomm

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“If this master’s program, we prepare students to become communication experts who can successfully guide companies with their communication strategies – because you have to reach people to be seen and understood.”

- Axel Herr and Jana Roitberg-Broemser, Academic Directors, Business Communication
Unlocking the Power of Communication

THE BIZCOMM PROGRAM AT A GLANCE
In the Master’s Program in Business Communication, students with a background in business and economics learn how global corporations can use communication to manage business success and link up on their social responsibility at the same time. In addition to the academic skills, language competence, intercultural skills, and media competence are also important factors which make communication a key part of company’s value creation process. A highly practical approach is used to teach and test methods, theories, and concepts in research projects with international partners and in the communications industry. The admissions process is selective and ensures that only the best candidates enroll in the program.

RECOMMENDED PROGRAM STRUCTURE

<table>
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<tr>
<th>Semester</th>
<th>Foundations of Business Communication</th>
<th>International Business Communication and Community</th>
<th>Skills and Competencies</th>
<th>Research Methods</th>
<th>Master’s Thesis</th>
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</thead>
</table>

DATA AT A GLANCE
- Program type: Full-time degree program
- Duration: 8 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 (MSc), abbreviated MSc (NL)

APPLICATION AND ADMISSIONS
The admission process is selective and ensures that only the best candidates will be invited to the program. Please see the Application Guide for further details on the admission requirements and the application procedures. The application process takes place online. It is possible to apply before completion of the relevant prior degree program.

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.

For further information on the admission requirements and the application procedures, please see: www.at.wu.ac.at/aps/eng

THE BEST CANDIDATES WILL BE INVITED FOR INDIVIDUAL INTERVIEWS AND A GROUP CALL SESSION.

The best candidates will be invited for individual interviews and a group call session.

The first semester serves as an introductory phase and ten bullets with fundamental concepts. Building on this foundation, the students can specialize in the three main pillars of the program from the second semester on. Exploring these areas in depth, the focus on research projects at WU addresses a variety of communities, and a passion for content design – because you have to reach people to be seen and understood.

Axel Rees and Jörg Helfrich-Brockmann, Academic Directors, Business Communication

THE BIZCOMM PROGRAM AT A GLANCE
In the Master’s Program in Business Communication, students with a background in business and economics learn how global corporations can use communication to manage business success and link up on their social responsibility at the same time. In addition to the academic skills, language competence, intercultural skills, and media competence are also important factors which make communication a key part of company’s value creation process. A highly practical approach is used to teach and test methods, theories, and concepts in research projects with international partners and in the communications industry. The admissions process is selective and ensures that only the best candidates enroll in the program.

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DATA AT A GLANCE
- Program type: Full-time degree program
- Duration: 8 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 (MSc), abbreviated MSc (NL)

APPLICATION AND ADMISSIONS
The admission process is selective and ensures that only the best candidates will be invited to the program. Please see the Application Guide for further details on the admission requirements and the application procedures. The application process takes place online. It is possible to apply before completion of the relevant prior degree program.

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The best candidates will be invited for individual interviews and a group call session.
Unlocking the Power of Communication

THE BIZCOMM PROGRAM AT A GLANCE
In the Master’s Program in Business Communication, students will work with a background in business and economics from local and global corporations to communicate to new business success and line up their social responsibility at the same time. It adds the skills, language, tools, methodological skills, and media competence. The contents of the relevant prior degree program. The admissions process is selective and ensures that only the best candidates enroll in the program.

APPLICATION AND ADMISSIONS
VU employs a rolling admissions policy, allowing stu- dents to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.

For detailed information on the admission requirements and the application procedures, please see:

For further details see: wu.at/bizcomm

“Be this master’s program, we program students to become communications experts who can successfully guide companies with their communications strategies – because you have to reach people to be seen and understood.”

Axel Beer and Jens Seiffert-Brockmann
Academic Directors, Business Communication

The first semester serves as an introductory phase and focuses on subjects with fundamental concepts. Building on this foundation, the student can specialize in the three main pillars of the program from the second semester, exploring their roles in depth in research projects and case studies. This is then followed by the fourth- and fifth-semester, students write their master’s thesis to complete the program.

CAREER PROSPECTS
A good ear for trends and important social topics, an interest in language, empathy for the needs of a wide variety of stakeholders and a proactive mindset are prerequisites for successful business communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company’s communications and to manage them from a communications and strategy perspective – both in-house and externally. Graduates of the program act as fundamental mediators in companies, managing the dialog between various target groups and stakeholders and providing key support in important decision-making processes. BizComm graduates have excellent prospects when they seek a position in corporate communications and in the communications industry in general, like for example strategic communications manager, investor relations manager, or media competence manager. A master’s degree is also a prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.

For further details see: wu.at/bizcomm

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<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>FOUNDATIONS OF BUSINESS COMMUNICATION</th>
<th>SKILLS AND COMPETENCIES</th>
<th>RESEARCH PROJECTS</th>
<th>PROGRAM STRUCTURE</th>
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AT A GLANCE
Program type: Full-time degree program
Duration: 4 semesters
Language of instruction: English
Credits: 180 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
The admission process is selective and ensures that only the best candidates enroll in the program.

Prerequisites for this master’s program include:
- A relevant prior degree worth a minimum of 180 ECTS credits
- Examinations in business/economics worth at least 45 ECTS credits in English
- Proficiency in English

The best candidates will be invited for individual interviews and a group call session.

Please see the Application Guide for detailed information on the required documents and the application and selection procedures. The application process takes place online. It is possible to apply before completion of the relevant prior degree program.

APPLICATION DEADLINE
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WU (Vienna University of Economics and Business)
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

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

For further questions, please contact the BizComm team:
bizcomm-master@wu.ac.at

Academic Directors of the Master’s Program in Business Communication:
Jens Seiffert-Brockmann
Axel Beer

To find out more about the Master’s Program in Business Communication, please visit wu.at/bizcomm

Information and contact