Master of Science (MSc)
Business Communication
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.

Information and contact

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

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

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”
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 companies can communicate to achieve business success and live up to their social responsibility. In the same time, in addition to management skills, language comprehension, interpersonal skills, and media competence are also important, in which students can make communication a key part of a company’s value creation process in all business areas. In this master’s program, students gain practical insights into the multifaceted world of communication and are equipped with the methodological skills they need to take on leading positions in strategic communication management after graduation.

CONTENTS AND STRUCTURE

The curriculum is diverse, interdisciplinary, and practice-based. During the program, an application-oriented approach is used to teach and test methods, theories, and concepts in research projects with international partner companies.

BizzComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage successful dialogues with various target groups and stakeholders. In BizzComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage successful dialogues with various target groups and stakeholders.

The first semester serves as an introductory phase and familiarizes students with foundational concepts. Building on this foundation, the students can specialize in the three major pillars of the program from the second semester onwards.

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 specific for content design and strategic communication – these are the key skills that BizComm students acquire.

BizzComm graduates are qualified for positions like:

- Strategic communications manager
- Content or social media manager
- Communication consultant
- Diversity manager
- A master’s degree is the prerequisite for obtaining higher academic qualifications like a doctorate or PhD degree.

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

Acad. Meinl and Jose Maria Breton-Diekman: Academic Directors, Business Communication

RECOMMENDED PROGRAM STRUCTURE

1st semester

<table>
<thead>
<tr>
<th>Foundations of Business Communication</th>
<th>Skills and Competencies</th>
<th>Research Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Business Communication</td>
<td>Business Communication</td>
<td>Business Communication and Language</td>
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<td>in the Media Society</td>
<td>in the Media Society</td>
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<tr>
<th>2nd semester</th>
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<tbody>
<tr>
<td>International Business Communication and Area Studies</td>
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<tr>
<td>Strategic Communication Management</td>
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<tr>
<th>3rd semester</th>
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<tbody>
<tr>
<td>International Business Communication</td>
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<tr>
<th>4th semester</th>
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<tbody>
<tr>
<td>International Business Communication</td>
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<tr>
<td>Strategic Communication Management</td>
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<td>5 ECTS</td>
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</tbody>
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For further details see: wu.at/bizcomm

APPLICATION AND ADMISSIONS

The admissions process consists of two main phases:

- Preparation for the master’s program:
  - A relevant prior degree program
  - At least 45 ECTS credits

- The admissions process:
  - A relevant prior degree worth a minimum of 50 ECTS credits
  - A relevant prior degree worth a minimum of 180 ECTS credits
  - A relevant prior degree worth a minimum of 45 ECTS credits

The best candidates will be invited for interviews.

For further details on the admission requirements and the application procedures, please see: wu.at/applicationguide

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

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
- March

Students are strongly encouraged to apply prior to the priority deadlines in order to be considered for the selection procedure.

Please see the Application Guide for detailed information on the required documents and the application and selection procedures. Please note that the application process takes place online.

Full-time degree program

Duration: 4 semesters

Language of instruction: English

Credits: 120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)

Degrees awarded to graduates: Master of Science (MSc), abbreviated MSc (M)

Bitte siehe die Anwendungsanleitung für detaillierte Informationen zu den erforderlichen Unterlagen und die Anwendung und Auswahlverfahren. Der Anwendungsprozess kann im Zurückhalten gelten. Es ist möglich, Anwendungen vor Beginn der Vorlieferung aufzuwenden.

Bitte siehe die Anwendungsanleitung für detaillierte Informationen zu den erforderlichen Unterlagen und die Anwendung und Auswahlverfahren. Der Anwendungsprozess kann im Zurückhalten gelten.
## THE BIZCOMM PROGRAM AT A GLANCE

The first semester serves as an introductory phase to familiarize students with fundamental concepts. Building on this foundation, the students can specialize in the three main pillars of the program from the second semester onwards. This, of course, demandsPrevious education and experience are an important asset for the successful and responsible management of a complex world. In this master’s program, students gain practical insights into the multifaceted world of communication and are equipped with the methodological skills they need to take on leading positions in strategic communication management after graduation.

### CONTENTS AND STRUCTURE

The curriculum is diverse, interdisciplinary, and practice-based. During the program, an application-oriented approach is used to teach and test methods, theories, and concepts in research projects with international partner companies. BComComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage a successful dialogue with critical prosumers. Based on project-oriented case studies, they gain insights into the functions, potential, and implementation scenarios of effective communication. The students learn to build knowledge networks and use them to plan, design, and manage innovative approaches to professional content management.

The kiART Best of Communication includes an academic director and an international advisory board. The program is designed to meet the needs of students from a variety of academic backgrounds and professional experiences.

### 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 and management are prerequisites for a successful career in communication. BComComm students acquire skills that qualify them to gain a holistic overview of a company’s communication 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 dialogue between various target groups and stakeholders and providing key support in important decision-making processes.

BComComm graduates are qualified for positions such as:
- Strategic communications manager
- Content or social media manager
- Communication consultant
- Diversity manager
- A master’s degree is the prerequisite for obtaining higher academic qualifications like a doctoral or PhD degree

### 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 (WU), abbreviated MSc (WU)

**APPLICATION AND ADMISSIONS**

The admission process is selective and guarantees that only the best candidates enroll in the program.

**Prerequisites for the master’s program include**:
- A relevant prior degree program
  - A relevant prior degree worth a minimum of 150 ECTS credits
  - Examination in business/economics worth at least 45 ECTS credits
  - Sufficient proficiency in English

**Fort of application**: 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**

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
- March

**For detailed information on the admission requirements and the application procedures, please see**: wa.ac.at/applicationguide

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### RECOMMENDED PROGRAM STRUCTURE

<table>
<thead>
<tr>
<th>Semester</th>
<th>Foundations of Business Communication</th>
<th>Skills and Competencies</th>
<th>Research Methods</th>
<th>Degree awarded to graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st semester</td>
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<td>ITC Business Communication in the Media Society</td>
<td>ITC Business Communication in the Media Society</td>
<td>Master of Science (WU), abbreviated MSc (WU)</td>
</tr>
<tr>
<td>2nd semester</td>
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<td>ITC Business Communication and Area Studies</td>
<td>ITC Business Communication and Area Studies</td>
<td>Master of Science (WU), abbreviated MSc (WU)</td>
</tr>
<tr>
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For further details see: wa.ac.at/bizcomm

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Unlocking the Power of 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 communicate to achieve business success and live up to their social responsibility. In the same time, in addition to management skills, language comprehension, intercultural skills, and media competences are also important in the context which make communication a key part of a company’s value creation in the “360-degree world.” In this master’s program, students gain practical insights into the multifaceted world of communication and are equipped with the methodological skills they need to take on leading positions in strategic communication management after graduation.

CONTENTS AND STRUCTURE
The curriculum is diverse, interdisciplinary, and practice-based. During the program, an application-oriented approach is used to teach and test methods, theories, and concepts in research projects with international partners.

BizComm students learn the skills and expertise they need to work in a digital world and business environment and to manage a successful dialog with critical prosumers. Based on project-oriented case studies, they gain insights into the functions, potential, and implementation scenarios of effective communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company’s communication 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 are qualified for positions like: Strategic communications manager, Content or social media manager, Diversity manager, Communication consultant, or PhD degree.

The first semester serves as an introductory phase and familiarizes students with fundamental concepts. Building on this foundation, the students can specialize in the three main pillars of the program from the second semester onward: exploring these areas in depth in research projects (1/3), language and linguistic skills, and methods of Business Communication and Strategic Communication Management. At the end of the semester, students are required to 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 communities, and a specific content design approach are prerequisites to successfully manage communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company’s communication and to manage them from a communication strategic perspective – both in house and externally.

The admissions process is selective and ensures that only the best candidates are invited for interviews. The best candidates will be invited for interviews.

For detailed information on the admission requirements and the application procedures, please see: wu.at/applicationsguide

AT A GLANCE
Program type Fulltime degree programs
Duration 4 semesters
Language of instruction English
Credits 120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)

Degree earned to graduate Master of Science (WU), abbreviated MSc (WU)

APPLICATION AND ADMISSIONS
The admission process is selective and ensures that only the best candidates are invited to participate.

Requirements for the master’s program include:
- A relevant prior degree worth at least 45 ECTS credits
- High GPA

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 details see wu.at/bizcomm
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.

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

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Master of Science (MSc) Business Communication

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Bus: 82A, “Südportalstraße” stop