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”
Bus: 82A, “Südportalstraße” stop

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Unlocking the Power of Communication

The BizComm Program at a Glance
In the BizComm Program in Business Communication, students with a background in business and economics learn how global corporations can communicate to thrive in a business world and bring up their social responsibility at the same time. It adds to them the skills, language competencies, interpersonal skills, and media competencies that are also important factors which make communication a key part of a company’s value creation process in a digitally transformed world.

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. Our students can either spend a semester abroad at a renowned partner university or apply for one of our double degree programs, in cooperation with TBI Burgholzli University and the BI Norwegian Business School in Oslo.

BizComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage a successful dialog with critical prosumers. Based on a practice-oriented curriculum, they gain 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. Our students can either spend a semester abroad at a renowned partner university or apply for one of our double degree programs, in cooperation with TBI Burgholzli University and the BI Norwegian Business School in Oslo. BizComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage a successful dialog with critical prosumers. Based on a practice-oriented curriculum, they gain 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.

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 strategic thinking all play a part in making you a successful communication manager. BizComm students acquire skills that qualify them to take 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 dialogue 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 in the communications industry in general, like for example strategic communications manager, content or social media manager, or position in general management. A master’s degree is also the prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.

THE RECOMMENDED PROGRAM STRUCTURE
The first semester serves as an introductory phase and prepares students with foundational concepts. Building on this foundation, the students can specialize in the three main pillars of the program from the second semester on. To explore these areas in depth, in research projects and application-oriented case studies, they gain insights into the communications industry in general, like for example strategic communications manager, content or social media manager, or position in general management. A master’s degree is also the prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.

In the fourth and last semester, students write their master’s thesis to complete the program.

APPLICATION AND ADMISSIONS
The admission process is selective and only those who meet the requirements will be invited for individual interviews and a group call session. Please consult 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, and March. Please consult the Application Guide for detailed information on the admission requirements and the application process.

For further details see: wu.ac.at/bizcomm
The BizComm Program at a Glance

The BizComm Program in Business Communication teaches students to build knowledge and skills in communication strategies – because you successfully guide companies with their communication strategies. Despite all the noise and stress, language, empathy for the needs of a wide variety of stakeholders, and ability to translate knowledge into action are prerequisites for successful business and corporate communication. BizComm graduates have excellent prospects when applying for key positions in corporate communications and in strategic communications after graduation. 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 good ear for trends and important social topics are important factors which make communication a key part of a company’s value creation process in a digitally connected world. In this master’s program, we prepare students to become communication experts who can successfully guide companies with their communication strategies. As a result, the first semester serves as an introductory phase and focuses on business students 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 those areas in-depth in research projects and case studies. In the fourth and last semester, students write their master’s thesis to complete the program.

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

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. Our students can either spend a semester abroad at a renowned partner university or apply for one of our double degree programs, in cooperation with TBI Burgh, University of the BNI Norwegian Business School in Oslo.

Communication Skills and Competencies
- Navigation in the Media
- Writing for Academic and Business Purposes
- Research Project in Business Communication

Fields of Business, Communication, and Culture (Electives 4/8)
- Specialized Topics in Business Communication
- Strategic Communication in Business Contexts
- Seminar Topics in Business Communication
- Inter-cultural Communication and Management
- Media and Communication Writing for Academic and Business Purposes
- Research Project in Language and Communication

In-Depth Topics in Business Communication
- Digital Communication
- Mediated Concepts
- Language-Specific Content Creation

Prerequisites for this master’s program include:
- Examinations in business/economics worth at least 30 ECTS credits
- Further proficiency in English
- Proof of aptitude
- A relevant prior degree worth a minimum of 180 ECTS credits

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

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

APPLICATION AND ADMISSIONS
The admission process is selective and ensures that only the best candidates enter the program.

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, and March.

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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 manage business success and line up their social responsibility at the same time. It adds to their existing skills, language, and cultural competencies, strategic skills, and media competence are also important factors which make communication a key part of a company’s value creation process in a digitally connected 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. Our students can either spend semester abroad at a renowned partner university or apply for one of our double degree programs, in cooperation with Tilburg University and the BI Norwegian Business School in Oslo.

BizComm 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 practice-oriented case studies, they gain insights into the functions, potential, and implementation scenarios of effective communication. The curriculum is built around study tracks and combines theory and practice to develop skills and competencies in communication. BizComm students acquire skills that qualify them to take on 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 dialogue between various target groups and stakeholders and providing key support in important decision-making processes.

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 present for current digital trends and platforms are prerequisites for successful business and corporate 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 dialogue between various target groups and stakeholders and providing key support in important decision-making processes.

BizComm graduates have excellent prospects when applying for top positions in corporate communications and in the communications industry in general. For example, strategic communications managers, content or social media managers, or project managers in general management. A master’s degree is also the prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.

To this master’s program, we propose students to become communication experts who can successfully engage their communications strategies, to become those you have to reach people to be seen and understood."

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

RECOMMENDED PROGRAM STRUCTURE

1st semester

| Foundations of Business Communication | 5 ECTS |
| International Business Communication | 5 ECTS |
| Strategic Communication and Business Settings | 5 ECTS |
| Research Project and Area Studies | 5 ECTS |
| Media and Communication Skills | 5 ECTS |
| Skills and Competencies | 5 ECTS |
| Production | 5 ECTS |
| Exercises in Business Communication | 5 ECTS |

2nd semester

| International Business Communication and Management | 5 ECTS |
| Strategic Communication and Business Settings | 5 ECTS |
| Research Project and Area Studies | 5 ECTS |
| Managing the Media and Communication in Strategic Business | 5 ECTS |
| Media and Communication Skills | 5 ECTS |
| Writing for Academic and Business Purposes | 5 ECTS |

3rd semester

| Foundations of Business, Communication, and Culture (Electives 4/8) | 7.5 ECTS |
| Selected Topics in Business Communication and Language | 5 ECTS |
| Internship | 5 ECTS |
| Research Project and Area Studies | 5 ECTS |
| Master Seminar | 5 ECTS |

4th semester

| Applied Research Projects (1/3) | 5 ECTS |
| Research Project and Area Studies | 5 ECTS |
| Master’s Thesis | 20 ECTS |

Recommended Program Structure

APPLICATION AND ADMISSIONS
The admission process is selective and awards only the best candidates those enrolled in the program.

Eligibility for this master’s program include:
- A relevant prior degree with a minimum of 180 ECTS credits
- Examinations in business/economics worth at least 30 ECTS credits
- Sufficient proficiency in English
- Proof of aptitude

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

For further details see: wu.ac.at/bizcomm

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

For detailed information see: wu.ac.at/bizcomm
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