

Master of Science (MSc) Business Communication



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English-taught
master's program

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 achieve business success and live up to their social responsibility at the same time. In addition to management skills, language comprehension, intercultural 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 partner companies. Our students can either spend a semester abroad at a renowned partner university or apply for one of two double degree programs in cooperation with Tilburg University or BI Norwegian Business School.

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 practice-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 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 on, exploring these areas in depth in hands-on research projects: Business Communication and Language, Intercultural Business Communication, and Strategic Communication Management. A wide range of electives allows students to customize their studies. In the fourth and last 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 communities, and a passion for content design are prerequisites for successful business and corporate communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company's communications and to manage them from a communicative-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 in the communications industry in general, like for example strategic communications manager, content or social media manager, or positions in general management. A master's degree is also the prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.

WHY BUSINESS COMMUNICATION?

Business Communication students acquire important skills for tackling the communication challenges of the future. And all this while studying in the world's most livable city and having the opportunity to complete a double degree in cooperation with another university.

“In 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 Beer and Jens Seiffert-Brockmann
Academic Directors, Business Communication

RECOMMENDED PROGRAM STRUCTURE

1st semester

| Foundations of Business Communication | | | Skills and Competencies | | | Research Methods |
|---------------------------------------|---|-------------------------------------|---|----------|----------|---|
| Intercultural Business Communication | Business Communication in the Media Society | Business Communication and Language | <ul style="list-style-type: none"> › Language for Specific Purposes › Introduction to Content Production › Language-Specific, Applied Content Production | | | Qualitative and Quantitative Research Methods & Data Analysis |
| 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 2.5 ECTS | 2.5 ECTS | 10 ECTS |

2nd semester

| International Business Communication and Management | | | Applied Research Projects (1/3) | | |
|---|------------------------------------|--|--|--|---|
| Intercultural Communication and Area Studies | Strategic Communication Management | Language and Communication in Specific Business Settings | Research Project in Intercultural Communication and Area Studies | Research Project in Strategic Communication Management | Research Project in Language in Business Contexts |
| 5 ECTS | 5 ECTS | 5 ECTS | 7.5 ECTS | 7.5 ECTS | 7.5 ECTS |
| Skills and Competencies | | | | | |
| Media and Communication | | | Writing for Academic and Business Purposes | | |
| 5 ECTS | | | 5 ECTS | | |

3rd semester

| Fields of Business, Communication, and Culture (Electives 4/8) | | | | | | | | | Master's Seminar |
|--|------------------------------|-----------------------|--------------------|------------------------|---|--|---------------------------------------|---------------|------------------|
| Marketing and Communication | Management and Communication | Digital Communication | Investor Relations | CSR and Sustainability | Selected Topics in Business Communication | Intercultural Marketing and Management | Simulations in Business Communication | Course Abroad | Master's Seminar |
| 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS | 5 ECTS |

4th semester

| Applied Research Projects (1/3) | | | Master's Thesis |
|--|--|---|-----------------|
| Research in Intercultural Communication and Area Studies | Research in Strategic Communication Management | Research in Language in Business Contexts | Master's Thesis |
| 7.5 ECTS | 7.5 ECTS | 7.5 ECTS | 20 ECTS |



For further details see:
wu.at/bizcomm



AT A GLANCE

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| 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 AND ADMISSIONS

The admissions 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 30 ECTS credits
- › Sufficient proficiency in English
- › Proof of aptitude

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

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 detailed information on the admission requirements and the application procedures, please see:
[wu.at/applicationguide](https://www.wu.at/applicationguide)



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TOP 1% BUSINESS UNIVERSITY

THE PLUS EXPERIENCE

If you decide to complete your Master's degree at the WU Vienna University of Economics and Business, you will receive one of the best business educations in the world. But that's not all: You are guaranteed to experience excellent job prospects, an awardwinning campus, state-of-the-art teaching, a diverse range of degree programs and, on top of it all, life in the world's most livable city.



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Information and contact

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

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