Master of Science (MSc)
Digital Economy
Innovation is the order of the day, and right now the world needs bold innovators with game-changing ideas who don’t just understand the digital transformation but are able to shape it.

Information and contact

To find out more about the Master’s Program in Digital Economy, please visit wu.at/digecon

For further questions please contact:
Rebecca Ranze, Program Manager
digecon-master@wu.ac.at

Academic Directors of the Master’s Program in Digital Economy:
Axel Polleres
Verena Dorner
Driving Digital Innovation

THE DIGITAL ECONOMY PROGRAM AT A GLANCE

The Master’s Program on the Digital Economy is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, digital law, management, and cryptoeconomics. Graduates are prepared to start creating digital business models, improving digital ecosystems, or transforming digital innovations of traditional companies, or found their own innovation start-ups.

CONTENT AND STRUCTURE

The Master’s Program on the Digital Economy is a 2-year, full-time degree program aimed at graduate students with a background in business, economics, and technology. It combines aspects of economics, finance, information technology, law, management, and strategy with a focus on the digitization of business and the economy. Working together with partners from the business community, the public sector, and society, it provides a practice-based education that prepares students for a digital career. 3 specializations – Information Systems, Digital Law and Economics, and Digital Strategy, Marketing, and Transformation – allow students to individualize the program according to their own interests.

CAREER PROSPECTS

WU graduates are in great demand on the job market. Employers associate WU graduates with well-founded expertise, education, and drive. Students in the Digital Economy program gain a solid understanding of the challenges and opportunities that the digital transformation is bringing for companies and society. They learn how businesses can profit from state-of-the-art digital developments and graduate as experts in the field of digitalization.

The job profile covers a variety of digital leadership roles, including positions in digital product management, digital entrepreneurship, IT consulting, enterprise architecture management, digital transformation management, business development, or digital marketing in both digital and traditional companies, the public sector, NGOs, NPOs, start-ups, and consulting firms.

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APPLYING AND ADMISSIONS

Admission requirements for the Master’s Program on the Digital Economy:

- Degree worth a minimum of 180 ECTS credits
- Examinations in economics or business administration worth at least 20 ECTS credits
- Examinations in information systems, computer sciences, mathematics, or statistics worth at least 16 ECTS credits
- Sufficient proficiency in English (e.g., TOEFL, IELTS)
- QNAR or Graduate Record Examinations (GRE), or 2 academic letters of recommendation
- CV in English
- Motivation letter
- At least 16 ECTS credits in mathematics, sciences, or statistics worth at least 24 ECTS credits
- A relevant degree worth a minimum

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

For further details see: wu.at/digecon

www.wu.ac.at/digecon

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Driving Digital Innovation

THE DIGITAL ECONOMY PROGRAM AT A GLANCE

WU stands for innovation and internationality. As a pioneer in the field of the digital economy, we teach the management of traditional brick-and-mortar and digital businesses. The Master’s Program on the Digital Economy is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, digital law, risk management, and cryptocurrencies. Graduates are carefully prepared to start navigating digital ecosystems, transforming the digital transformation of traditional companies, or found their own innovative start-ups.

CONTENT AND STRUCTURE

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APPLIQUATION AND ADMISSIONS

Admission requirements for the Master’s Program on the Digital Economy:
- A relevant degree worth a minimum of 180 ECTS credits
- Examinations in information systems, computer sciences, mathematics, or statistics worth at least 16 ECTS credits
- Fast track – your chance of an early offer Top-qualified applicants have the chance to be offered a spot ahead of the current priority deadline.

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.

AT A GLANCE

Program type: Full-time degree program
Duration: 2 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)

PROGRAM STRUCTURE, 1ST YEAR

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
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</thead>
<tbody>
<tr>
<td>Digital Markets and Strategies</td>
<td>Business Project</td>
</tr>
<tr>
<td>Information Systems</td>
<td>Transformation Management</td>
</tr>
<tr>
<td>Business Process Management</td>
<td>IT Law</td>
</tr>
<tr>
<td>Marketing and Innovation</td>
<td>Data Management and Analytics</td>
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<tr>
<td>Master’s Thesis Seminar</td>
<td>Distributed Systems</td>
</tr>
<tr>
<td>Research or Industry Lab</td>
<td>Security and Privacy</td>
</tr>
<tr>
<td>12 ECTS</td>
<td>12 ECTS</td>
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</table>

PROGRAM STRUCTURE, 2ND YEAR

<table>
<thead>
<tr>
<th>3rd semester</th>
<th>4th semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialization: Elective courses (14 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:</td>
<td>Specialization part II: Master’s Thesis</td>
</tr>
<tr>
<td>- Information Systems</td>
<td>- Master’s Thesis Seminar</td>
</tr>
<tr>
<td>- Digital Law and Economics</td>
<td>- Digital Strategy, Marketing, and Transformation</td>
</tr>
<tr>
<td>- Digital Strategy, Marketing, and Transformation</td>
<td>Total: 12 ECTS</td>
</tr>
<tr>
<td>Total: 12 ECTS</td>
<td>12 ECTS</td>
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</tbody>
</table>

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

“...we want to give our students the expertise and methodological skills they need to help steer the path of digitalization. The decision-makers of tomorrow need to be able to perform tasks like creating and maintaining digital ecosystems, designing new digital business areas in companies, and contributing to digitalization-driven social change.”

Aart Pijlman, Andreas Stifter, Digital Economy

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

120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)
Driving Digital Innovation

THE DIGITAL ECONOMY PROGRAM AT A GLANCE

WU stands for innovation and internationality. As a pioneer in the field of digital economy, we teach our students the managerial functions and habits of a digital world. The Master’s Program on the Digital Economy is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, digital law, innovation management, and cryptoeconomics. Graduates are trained to prepare students for many different digital career paths, whether they work as data science managers within the formation of traditional companies, or found their own innovation start-ups.

CONTENT AND STRUCTURE

The Master’s Program on the Digital Economy is a 2-year, full-time academic program aimed at graduate students with a background in business, economics, and technology. It combines aspects of economics, finance, information technology, law, management, and strategy with a focus on the digitalization of business and the economy. Working together with partners from the business community, the public sector, and civil society, it provides a practice-based education that prepares students for a digital career. 3 specializations – Information Systems, Digital Law and Economics, and Digital Strategy, – allow students to individualize the program according to their own interests.

CAREER PROSPECTS

WU graduates are in great demand on the job market. Employers associate WU graduates with well-founded expertise, ambition, and drive. Students in the Digital Economy program gain a solid understanding of the challenges and opportunities that the digital transformation is creating for companies and society. They learn how businesses can profit from state-of-the-art AI-driven developments and graduate as experts in the field of digitalization.

The job profile covers a variety of digital leadership roles, including positions in digital product management, digital entrepreneurship, IT consulting, enterprise architecture management, digital transformation management, business development, or digital marketing in both digital and traditional companies, the public sector, NGOs, NPOs, start-ups, and consulting firms.

Employers associate WU alumni with well-founded expertise, ambition, and drive. Students in the Digital Economy program gain a solid understanding of the challenges and opportunities that the digital transformation is creating for companies and society. They learn how businesses can profit from state-of-the-art AI-driven developments and graduate as experts in the field of digitalization.

“WU wants to give our students the expertise and methodological skills they need to help steer the path of digitalization. The decision-makers of tomorrow need to be able to perform tasks like creating and maintaining digital ecosystems, designing new digital business areas in companies, and contributing to digitalization-driven social change.”

Axel Polleres and Verena Dörner
Academic Directors, Digital Economy

PROGRAM STRUCTURE, 1ST YEAR

1st semester

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Digital Markets and Strategies</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>IT Governance and Risk Control</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Business Process Management</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Value Based Systems Engineering</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Master’s Thesis Seminar</td>
<td>8 ECTS</td>
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</table>

2nd semester

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Business Project</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Transformation Management</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>IT Law</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Data Management and Analytics</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Distributed Systems</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Security and Privacy</td>
<td>8 ECTS</td>
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PROGRAM STRUCTURE, 2ND YEAR

3rd semester

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Systems</td>
<td>12 ECTS</td>
</tr>
<tr>
<td>Digital Strategy, Marketing, and Transformation</td>
<td>12 ECTS</td>
</tr>
<tr>
<td>Total</td>
<td>24 ECTS</td>
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</table>

4th semester

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Research or Industry Lab</td>
<td>8 ECTS</td>
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<tr>
<td>Specialization part II</td>
<td>8 ECTS</td>
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</table>

5th semester

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialization part II</td>
<td>8 ECTS</td>
</tr>
<tr>
<td>Master’s Thesis</td>
<td>8 ECTS</td>
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</tbody>
</table>

For further details see: wu.at/digecon

AT A GLANCE

Program type: Full-time degree program
Duration: 2 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

Admission requirements for the Master’s Program on the Digital Economy

- A relevant degree worth a minimum of 120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)
- GMAT or Graduate Record Examinations (GRE), or at least 500 in TOEFL or 6.5 in IELTS
- CV in English
- Motivation letter
- A relevant degree worth a minimum of 4 ECTS
- 120 ECTS credits
- Sufficient proficiency in English (e.g. TOEFL, IELTS)
- Examinations in economics or business

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APPLICATION DEADLINE

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All required documents must be submitted online to be eligible for the selection and admissions procedure. Incomplete applications will not be processed. A panel made up of academic directors and faculty members will select the best candidates for admission. Candidates who have not completed their bachelor’s program yet should supplement their application with a statement of their pending ECTS credits and course titles.

Fast track – your chance of an early offer Top-qualified applicants who have the chance to be offered a spot ahead of the current priority deadline.

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Innovation is the order of the day, and right now the world needs bold innovators with game-changing ideas who don’t just understand the digital transformation but are able to shape it.