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.
### Driving Digital Innovation

**THE DIGITAL ECONOMY PROGRAM AT A GLANCE**

WM stands for innovation and internationality. As a pioneer in the field of the digital economy, we teach the managers of tomorrow how to design innovation. 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 prepared to start designing digital ecosystems, shape the digital transformation 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, marketing, 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 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, Management and Transformation – allow students to individualize the program according to their own interests.

**CAREER PROSPECTS**

WM graduates are in great demand on the job market. Employers associate WM students 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 offering for companies and society. They learn how businesses can profit from state-of-the-art in 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-up, and consulting firms.

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**PROGRAM STRUCTURE, 1ST YEAR**

**1st semester**

- **Digital Markets and Strategies**
  - IT Governance, Risk and Control
  - Marketing and Innovation
  - Business Processes Management
  - Value Based Systems Engineering
  - System Development and Operations
  - Total: 12 ECTS

**2nd semester**

- **Business Project**
  - Transformation Management
  - IT Law
  - Data Management and Analytics
  - Distributed Systems
  - Security and Privacy
  - Total: 12 ECTS

**PROGRAM STRUCTURE, 2ND YEAR**

**3rd semester**

- **Specialization** (Elective courses (24 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:)
  - Information Systems
  - Digital Law and Economics
  - Digital Strategy, Marketing, and Transformation
  - Total: 12 ECTS

**4th semester**

- **Research or Industry Lab**
  - Total: 8 ECTS

**5th semester**

- **Specialization part II**
  - Master’s Thesis
  - Total: 24 ECTS

**DIGITAL ECONOMY STUDENTS – INTAKE 2021**

- 42% female, 58% male
- 37% Austrian, 31.5% EU, 20% Non-EU, 1% Other Nationalities

For further details see: [wu.at/digecon](http://wu.at/digecon)

### APPLICABLE COURSES

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>24 ECTS</td>
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<tr>
<td>Business Development</td>
<td>12 ECTS</td>
</tr>
<tr>
<td>Digital Law and Economics</td>
<td>12 ECTS</td>
</tr>
<tr>
<td>Digital Strategy, Marketing, and Transformation</td>
<td>12 ECTS</td>
</tr>
</tbody>
</table>

**AT A GLANCE**

**Program type:** Full-time degree program

**Duration:** 3 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:

- Bachelor’s degree with a minimum of 180 ECTS credits
- Examinations in economics or business administration worth at least 24 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)
- GMAT or Graduate Record Examinations (GRE), or 2 academic letters of recommendation
- CV
- Motivation letter

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.

**APPLICATION DEADLINE**

WM 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/applicationupgrade](http://wu.at/applicationupgrade)
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 managers of tomorrow how to be digital innovators. 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, insurance technology, and cryptoeconomics. Graduates are prepared to start shaping digital innovation – 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, marketing, 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 Technology, Law, and Management, focus on the digitalization of business and traditional companies, the public sector, NGOs, NPOs, start-up, and consulting firms.

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-up, and consulting firms.

CAREER PROSPECTS

WU graduates are in great demand on the job market. 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 bringing for companies and society. They learn how businesses can profit from state-of-the-art in digital developments and graduate as experts in the field of digitalization.

The Digital Economy program is part of WU’s Strategy 2030: WU stands for innovation and internationality. As a pioneer in the field of the digital economy, we teach the managers of tomorrow how to be digital innovators. 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, insurance technology, and cryptoeconomics. Graduates are prepared to start shaping digital innovation – the formation of traditional companies, or found their own innovation start-ups.

APPLICANTS AND ADMISSIONS

Admission requirements for the Master’s Program on the Digital Economy: 
- 120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)
- Full-time degree program
- Master of Science (WU), abbreviated MSc (WU)
- Elective courses (24 ECTS credits in total) can be chosen

Applications will be accepted on a rolling basis. Applicants should apply before the following deadlines:
- April 15, July 15, October 15

For further information see: wu.ac.at/digecon

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

Sufficient proficiency in English (e.g. TOEFL, IELTS)
- GMAT or Graduate Record Examinations (GRE),

The program is open to applicants who have not completed their bachelor’s program yet and should supplement their application with a statement of their pending ECTS credits and course titles.

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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.

APPLICATION DEADLINE

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PROGRAM STRUCTURE, 1ST YEAR

1st semester
- Digital Markets and Strategies
- IT Governance, Risk and Control
- Marketing and Innovation
- Business Process Management
- Value Based Systems Engineering
- System Development and Operations

2nd semester
- Business
- Project Management
- IT Law
- Data Management and Analytics
- Distributed Systems
- Security and Privacy

PROGRAM STRUCTURE, 2ND YEAR

3rd semester
- Specialization: Elective courses (24 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:
  - Information Systems
  - Digital Law and Economics
  - Digital Strategy, Marketing, and Transformation

4th semester
- Research or Industry Lab

5th semester
- Specialization part II

6th semester
- Master’s Thesis

PROGRAM STRUCTURE, 1ST YEAR

1st semester
- Digital Markets and Strategies
- IT Governance, Risk and Control
- Marketing and Innovation
- Business Process Management
- Value Based Systems Engineering
- System Development and Operations

2nd semester
- Business
- Project Management
- IT Law
- Data Management and Analytics
- Distributed Systems
- Security and Privacy

PROGRAM STRUCTURE, 2ND YEAR

3rd semester
- Specialization: Elective courses (24 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:
  - Information Systems
  - Digital Law and Economics
  - Digital Strategy, Marketing, and Transformation

4th semester
- Research or Industry Lab

5th semester
- Specialization part II

6th semester
- Master’s Thesis

DIGITAL ECONOMY STUDENTS – INTAKE 2021

- 42% female, 58% male
- 37% Austrians, 31% EU, 32% Non-EU; 17 different Nationalities

For further details see: wu.ac.at/digecon
**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, innovation management, and cybercriminology. Graduates are prepared to start shaping digital societies, lead the digital transformation 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. Students acquire academic skills in one of the following specializations: Information Systems, Digital Law and Economics, and Digital Strategy, Marketing, and Transformation. 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.

**CAREER PROSPECTS**

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**PROGRAM STRUCTURE, 1ST YEAR**

1st semester
- Digital Markets and Strategies
- IT Governance, Risk and Control
- Marketing and Innovation
- Business Process Management
- Value Based Systems Engineering
- System Development and Operations
- 4 ECTS
- 4 ECTS
- 4 ECTS
- 4 ECTS
- 4 ECTS
- 4 ECTS
- 8 ECTS
- 8 ECTS
- 8 ECTS

2nd semester
- Business Project
- Transformation Management
- IT Law
- Data Management and Analytics
- Distributed Systems
- Security and Privacy
- 12 ECTS
- 12 ECTS
- 8 ECTS
- 8 ECTS
- 8 ECTS
- 8 ECTS

**PROGRAM STRUCTURE, 2ND YEAR**

3rd semester
- Specialization (Elective courses [24 ECTS credits in total] can be chosen from a number of different subjects in one of the following specializations: Informatics Systems, Business Process Innovation, Marketing, and Transformation)
- 4 ECTS
- 4 ECTS
- 4 ECTS
- 12 ECTS
- 12 ECTS
- 8 ECTS

4th semester
- Specialization part II
- Master’s Thesis
- 8 ECTS
- 8 ECTS

**DIGITAL ECONOMY STUDENTS – INTAKE 2021**

- 42% female, 58% male
- 37% Austrian, 33% EU, 30% Non-EU, 17 different Nationalities

**APPLICATION AND ADMISSIONS**

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

- Overall degree with a minimum of 180 ECTS credits
- Graduates of all academic backgrounds are eligible for admission. Applicants must present a solid academic record and show a sufficient understanding of the English language (e.g., TOEFL, IELTS).
- Applicants are evaluated on their academic background, work experience, and personal statement. The selection process involves a combination of merit-based criteria and a personal interview.
- Successful candidates are notified of their acceptance status. Applicants can choose one of the three start dates:
  - October 2023
  - January 2024
  - March 2024

**CAREER PROSPECTS**

WU graduates are in great demand on the job market. Employers associate WU students 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 meaning for companies and society. They learn how businesses can profit from state-of-the-art in 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.

**的是 turn to digitalization-driven social change.”**

“...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.”

Thomas Horvath

Academic Director, Digital Economy

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

**Drving Digital Innovation**

**AT A GLANCE**

<table>
<thead>
<tr>
<th>Program type</th>
<th>Full-time degree program</th>
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<tbody>
<tr>
<td>Duration</td>
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<td>Language of instruction</td>
<td>English</td>
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<td>Credits</td>
<td>120 ECTS credits (incl. 20 ECTS credits for the master’s thesis)</td>
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<td>Degree awarded to graduates</td>
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**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: wu.ac.at/application
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.

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

For further questions please contact:
Eveline Dietz and Rebecca Runge (Program Managers)
digecon-master@wu.ac.at

Academic Directors of the Master’s Program in Digital Economy:
Verena Dörner and Axel Polleres

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