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.
**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 cryptoeconomics. Graduates are prepared to start shaping digital ecosystems, from the formation of traditional companies, or found their own innovation start-ups.

**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 society. Working together with partners from the business community, the public sector, and civil society, students 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 in digital developments and graduate as experts in the field of digitalization.

**CAREER PROSPECTS**

**MSc 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 creating 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, startup, 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 in digital developments and graduate as experts in the field of digitalization.

**“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 businesses in companies, and contributing to digitalization-driven social change.”**

Verena Dorner and Axel Polleres, Academic Directors, Digital Economy

**Program Structure, 1st Year**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd semester</td>
<td>Business Project, Transformation Management, IT Law, Data Management and Analytics, Distributed Systems, Security and Privacy</td>
</tr>
</tbody>
</table>

**Program Structure, 2nd Year**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd semester</td>
<td>Specialization part I: Core courses (24 ECTS credits in total) can be chosen from a number of different subjects.</td>
</tr>
<tr>
<td>4th semester</td>
<td>Specialization part II: Master’s Thesis</td>
</tr>
</tbody>
</table>

**Digital Economy Students – Intake 2022**

- 64% female, 36% male
- 38% Austrians, 37% EU, 25% Non-EU; 25 different Nationalities
- 64% female, 36% male
- 38% Austrians, 37% EU, 25% Non-EU; 25 different Nationalities

**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:

- A relevant degree worth a minimum of 180 ECTS credits
- Examinations in economics or business administration worth at least 28 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 in English
- 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. 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.

**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 procedure, please see: wu.ac.at/application/upgrade
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, innovation management, and cryptoeconomics. Graduates are well-prepared to start shaping digital business areas in companies, the public sector, or found their own innovation start-up.

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, NGOs, NPOs, start-ups, and consulting firms, 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.

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 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-up, and consulting firms.

“...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 task like creating and maintaining digital ecosystems, designing new digital business areas in companies, and contributing to digitalization-driven social change.”

Thomas Werner and Axel Polleres, Academic Directors, Digital Economy

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

PROGRAM STRUCTURE, 2ND YEAR

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

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

4th semester
- Research or Industry Lab
- Master’s Thesis Seminar
- Master’s Thesis

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

DIGITAL ECONOMY STUDENTS – INTAKE 2022

- 64% female, 36% male
- 30% Austrians, 35 EU, 25% Non-EU, 25% different nationalities

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

AT A GLANCE

Program type
Full-time degree program

Duration
3 semesters

Language of instruction
English

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

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

APPLICATION AND ADMISSIONS

Admission requirements for the Master’s Program on the Digital Economy:
- Degree awarded to graduates of at least 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 in English
- Motivation letter

All required documents must be submitted online to be eligible for the selective 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 the 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.

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.ac.at/applicationguide

PROGRAM结构, 1年

1学期
- 数字市场与策略
- IT治理、风险与控制
- 市场营销与创新
- 业务流程管理
- 价值基于的系统工程
- 系统开发与运营

2学期
- 商业项目
- 转型管理
- IT法律
- 数据管理与分析
- 分布式系统
- 安全与隐私

3学期
- 专案部分 I: 课程工作（24 ECTS 信用总计）可以从以下科目中选择：
  - 信息系统
  - 数字法律与经济学
  - 数字策略、营销与转型

4学期
- 研究或行业实验室
- 学士论文研讨会
- 学士论文

4学期
- 专案部分 II
- 学士论文

数字经济学生 – 入学2022

- 64% 女性，36% 男性
- 30% 奥地利人，35% 欧盟，25% 非欧盟，25% 不同国籍

更多信息见：wu.ac.at/diagenom

概览

- 程序类型
  全日制学位课程

- 持续时间
  3个学期

- 语言
  英语

- 学分
  120 ECTS 学分（包括20 ECTS 学分的硕士论文）

- 学位授予
  理学硕士学位（MSc），简称MSc（WU）

申请和招生

硕士项目在数字经济的入学要求：
- 须有至少180 ECTS 学分的学位
- 经济或商业管理学科至少24 ECTS 学分的考试
- 信息技术系统、计算机科学、数学或统计至少16 ECTS 学分的考试
- 英语足够流利（如：TOEFL，IELTS）
- GMAT或研究生考试（GRE），或2份学术推荐信
- 英语简历
- 动机信

所有相关文件必须在线提交，才能申请选择性与招生程序。不完整申请将被不予考虑。学术主任和教员组成的小组将选拔最适合的候选人。

快速通道 – 你早的申请机会

顶级合格的申请者有机会获得早的提供机会，早于当前的优先截止日期。

申请截止日期

WU采用滚动招生政策，允许学生从9月开始申请，与以下三个优先截止日期：10月，1月，3月。

欲了解详细信息，请参阅：wu.ac.at/applicationguide
Driving Digital Innovation

THE DIGITAL ECONOMY PROGRAM AT A GLANCE

With its focus on innovation and internationality, 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 shaping digital business, 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 that combines aspects of economics, finance, information technology, law, management, marketing, and methodology. It provides a practical and professional education for future leaders in the field of the digital economy. With the aim of preparing students to be digital innovators, the program teaches the necessary skills and knowledge to drive digital change in companies and society.

CAREER PROSPECTS

Graduates are in high 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 creating 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.

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 digital developments and graduate as experts in the field of digitalization.

THE DIGITAL ECONOMY PROGRAM AT A GLANCE

WU awards 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, innovation management, and cryptoeconomics. Graduates are prepared to start shaping digital business, 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 that combines aspects of economics, finance, information technology, law, management, marketing, and methodology. It provides a practical and professional education for future leaders in the field of the digital economy. With the aim of preparing students to be digital innovators, the program teaches the necessary skills and knowledge to drive digital change in companies and society.

CAREER PROSPECTS

Graduates are in high 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 creating 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.

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 digital developments and graduate as experts in the field of digitalization.

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

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

- A relevant degree worth at least 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)
- 2 academic letters of recommendation
- Motivation letter

All required documents must be submitted online to be eligible for the selective 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

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/applytograduate
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 Dorner
Axel Polleres

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