

Master of Science (MSc)

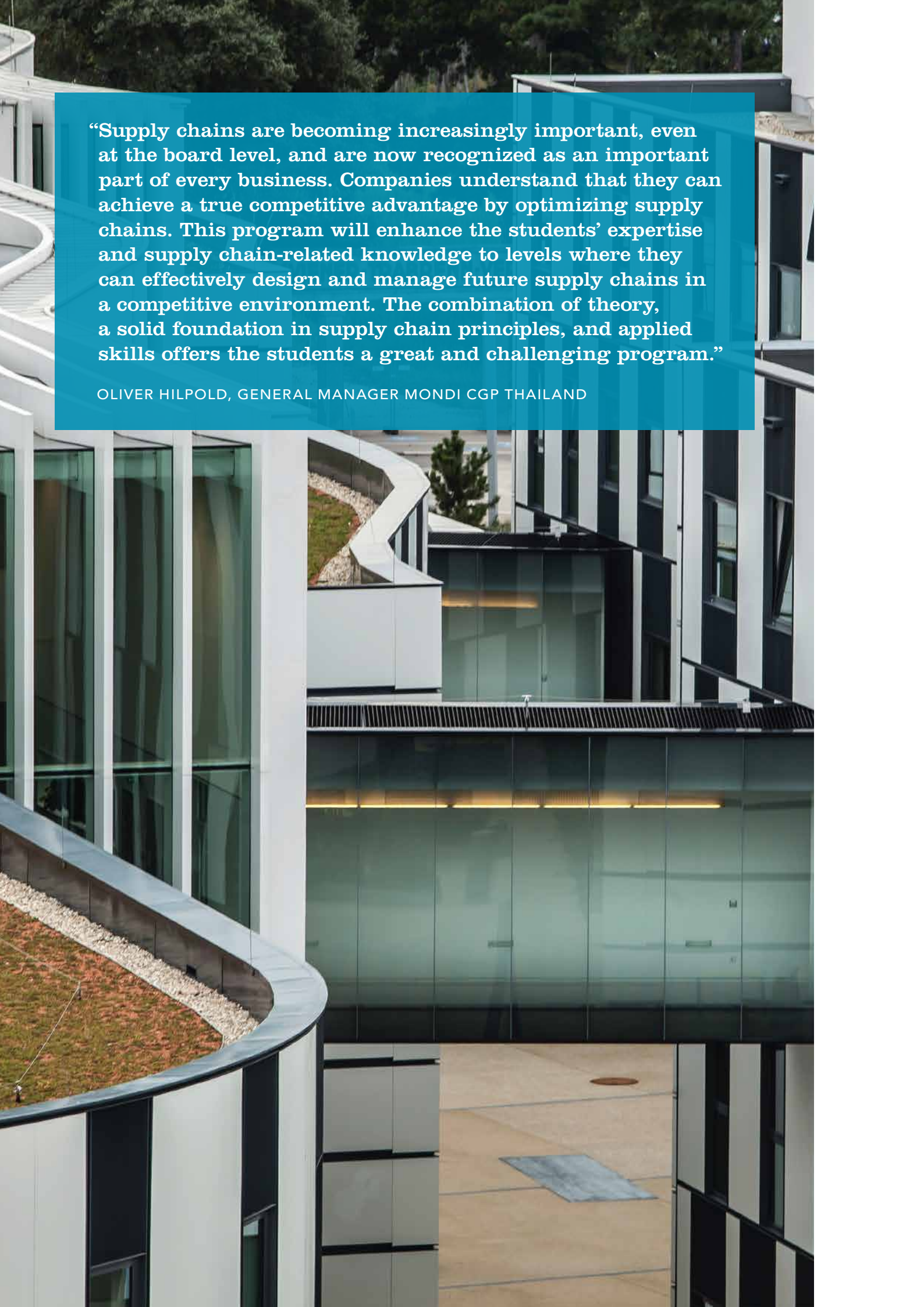
# Supply Chain Management



WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS





A photograph of a modern, multi-story building with a glass facade and a rooftop garden. The building has a curved, white exterior and large glass windows. A rooftop garden with green plants and a gravel border is visible in the foreground. The building is set against a background of trees.

“Supply chains are becoming increasingly important, even at the board level, and are now recognized as an important part of every business. Companies understand that they can achieve a true competitive advantage by optimizing supply chains. This program will enhance the students’ expertise and supply chain-related knowledge to levels where they can effectively design and manage future supply chains in a competitive environment. The combination of theory, a solid foundation in supply chain principles, and applied skills offers the students a great and challenging program.”

OLIVER HILPOLD, GENERAL MANAGER MONDI CGP THAILAND

# Welcome to WU

## DEAR PROSPECTIVE STUDENTS,

Supply chains are the basic foundations of the business world. They are global in nature: products consist of parts manufactured in different regions of the world, are assembled in yet other locations and then shipped across the globe to retailers and consumers. These complex networks include manufacturers and suppliers, their shippers and carriers with various modes of transportation, distribution or storage centers and eventually retailers, which ultimately supply the customers.

Our program is unique in Europe, because in addition to a thorough education in relevant theories, it offers state-of-the-art methods and techniques and a trans-disciplinary, integrated view of supply chain-related issues. Since every business is involved in one or more supply chains, employment opportunities in this field are numerous and promising, with demand exceeding the current supply of graduates. Our graduates are well prepared to design and manage the future's most effective supply chains. They are also well equipped to start a research career in supply chain management.

Besides motivation and aptitude for the program, you should have a background in business/economics, industrial engineering, informatics and/or geography, and be interested in operations, transportation and logistics, business information systems, geo-informatics, and operations research.

If the program matches your interests, we're looking forward to welcoming you!

**Gerald Reiner and Sebastian Kummer**

Program Directors MSc SCM



# Basic Information

**"Uncertainty is my business."**  
(Program slogan chosen by our SCM students)

## AT A GLANCE

Duration	Four semesters, full-time degree program
Credits	120 ECTS credits (incl. 20 ECTS credits for the Master's thesis)
Language of instruction	English
Degree awarded to graduates	Master of Science (WU), abbreviated as MSc (WU)
Start	Only in winter semester
Capacity	Up to 60 students per academic year
Application	Rolling admissions September until March
Exchange semester	Possible in second year
Contact	wu.at/scm facebook.com/MScSCM



**"The SCM Master's prepared me well for professional life by giving me the opportunity to learn how to deal with complex problems and high quantities of data, as well as to work with people from very diverse academic and cultural backgrounds. It also provides with a good basis for a professional network in this field, as the link between alumni and students is strongly maintained!"**

Agathe Zeller, SCM Graduate 2016, Danone

Further details and information  
can be found on our website:  
**wu.at/scm**

# Contents and Structure

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**Our MSc program offers a profound education in Supply Chain Management. Our full-time degree program combines the areas of operations, transportation and logistics, business information systems and geo-informatics, and operations research.**

The program focuses on the analysis, design, management, and operation of supply chains in manufacturing and professional service industries, in profit as well as nonprofit environments.

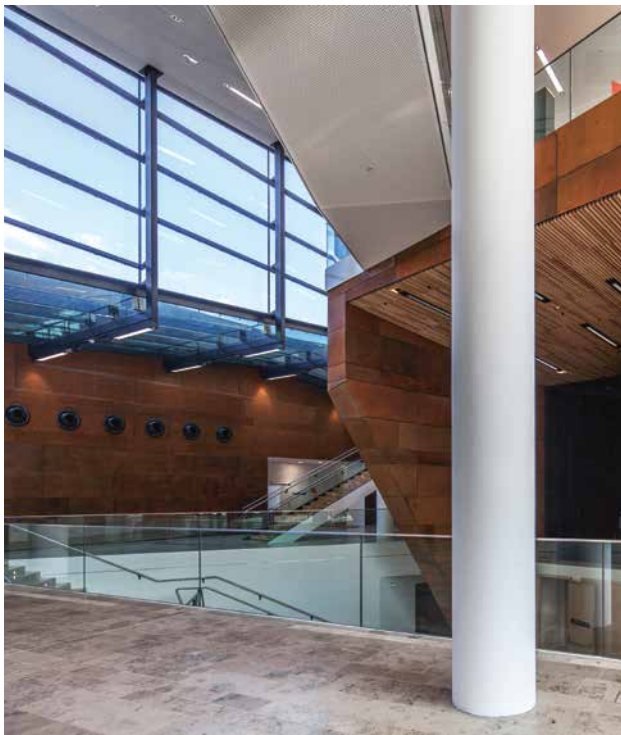
Students are presented with a mix of theoretical, methodological and empirical research for a basic understanding of the fundamental questions and problems in the field, both from a trans-disciplinary perspective as well as from the view of different types of focal companies (manufacturers and suppliers, shippers and carriers, retailers).

Advanced information systems are crucial for state-of-the-art supply chain management. Therefore, supply chain information and planning systems (e.g. production planning and control systems, warehouse, transportation management, etc.) are an important part of the

curriculum, as are relevant geographic information system tools. The appropriate methods and tools for the analysis and design of supply chain models and understanding complex decision-making processes in SCM are discussed in detail. The program takes both a micro-level and a meso-level approach to supply chains.

## **VISITING PROFESSORS & CORPORATE PARTNERS**

Students will have plenty of opportunities to be in touch with visiting professors and experts from industry to discuss recent issues in SCM. In addition, our corporate partners also provide current thesis topics.



**“With the master program I gained a profound knowledge in the diverse field of supply chain management, logistics and planning which I could round up with an individual touch choosing the most suitable specialization for me. Equipped with theoretical and practical insights I had a successful start into the working world!”**

**Nina Hauser, SCM Graduate 2013, Coca-Cola HBC**





## PROGRAM STRUCTURE\*

### 1st semester

Geographic Information Systems for Transport and Logistics	Logistics Management	Operations Research	Advanced Operations Research	Operations Management	Supply Chain Operations
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

### 2nd semester

Advanced Geographic Information Systems for Transport and Logistics	Supply Chain Controlling	Supply Management	Enterprise Resource Planning Systems	Global Supply Chain Design	Supply Chain Planning
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

### 3rd semester

Seminar Course on Special Issues in Supply Chain Management (select one): › Decision Models and Analysis › IT › Transport and Logistics	Electives (choice of two): › Business Analytics in Supply Chains › Location Analytics and Geospatial Data › Retail Marketing › Supply Chain Finance and Risks › Sustainable and Humanitarian Supply Chains › Transport and Logistics
10 ECTS	10 ECTS
Opportunity to spend a semester abroad.	

### 4th semester

Research Seminar in Supply Chain Management	Master's Thesis
10 ECTS	20 ECTS

\* For details see: [wu.at/scm-structure](https://www.wu.at/scm-structure)



The curriculum – grounded in proven theory and methodology, best practices and emerging innovative techniques – enables students to chart the supply chain processes all the way from managing information technology to enabling logistics and designing supply chain strategies. The fine-tuned course and semester structure enables motivated, dedicated students to complete their studies in two years with a balanced workload.

#### FIRST YEAR

The first year introduces students to the basics of operations, transport, and logistics, and focuses on the relevant concepts of business information systems and geo-informatics as well as mathematics and statistics. Fundamental principles, methods, techniques and information tools – necessary for the analysis, management and operation of supply chains – are presented.

#### SECOND YEAR

In the second year, students select two in-depth electives from a choice of six subjects, according to their individual interests considering capacity constraints. In one group of electives, students learn to design, plan, and control a supply chain from the perspectives of a manufacturer/supplier, a logistics service provider, and a retailer as a focal company. The remaining electives deal with supply chain finance, outsourcing/off-shoring, supply chain risks, sustainable supply chains, disaster relief logistics, integrated information systems, and transportation geography and modeling. In the Seminar Course and the Research Seminar, participants learn to apply the concepts and methods learned to real world environments.

#### STUDENT EXCHANGE

Students also have the opportunity to spend a semester abroad at one of WU's renowned partner universities without extending the duration of their studies. For more information on the program's international and intercultural aspects, turn to page 9.

#### JOB OPPORTUNITIES WITHIN THE PROGRAM

For encompassing support in the elementary subjects, selected senior year students are involved in teaching and development of supporting materials as tutors. These positions also help students gain deeper insight into working in an academic setting and into the institutes' research areas.

**“Attract scarce talent. Managing today's levels of complexity often requires companies to attract new kinds of supply chain talent, which is usually in short supply. (...) The problem: demand for specific supply chain expertise is growing faster than talent development.”**

McKinsey&Company, Operations Extranet, March 2014

Further details about courses can be found on our website:  
**[wu.at/scm-structure](http://wu.at/scm-structure)**

# Program Faculty

Three different WU departments cooperate in this trans-disciplinary program, contributing to its leading position with their highly qualified researchers and lecturers. The distinguished SCM faculty covers a wide variety of teaching and research areas. They also work together within WU's Research Institute for Supply Chain Management.

## DEPARTMENT OF INFORMATION SYSTEMS & OPERATIONS

<b>Emel Arikan</b>	Supply Chain Risk Management, Supply Chain Planning
<b>Christian Fikar</b>	Computational Stochastic Optimization
<b>Alexander Prosser</b>	Business Intelligence and Data Mining, Analytical Information Systems
<b>Gerald Reiner</b>	Operations Management, Integrated Demand and Supply Management
<b>Lena Silbermayr</b>	Risk Management and Supply Chain Management
<b>Alfred Taudes</b>	Operations Strategy, Knowledge Management
<b>Stefan Treitl</b>	Sustainable Supply Chain and Operations Management
<b>Martin Waitz/Andreas Mild</b>	Retail & Marketing

## DEPARTMENT OF GLOBAL BUSINESS & TRADE

<b>Christian Burkart</b>	Humanitarian SCM & Logistics
<b>Elmar Wilhelm M. Fürst</b>	Sustainable Transport & Logistics
<b>Vera Hemmelmayr</b>	Operations Research
<b>Sebastian Kummer</b>	Transport, Logistics and Supply Chain Management
<b>Stefan Schönfelder</b>	Sustainable Transport & Logistics
<b>Hans-Joachim Schramm</b>	Supply Chain Operations, Controlling and Finance
<b>Clemens Schuhmayer</b>	Logistics and Supply Chain Management, Technologies in Logistics
<b>Miguel Suarez-Vasquez</b>	Supply Chain Finance and Strategy
<b>Tina Wakolbinger</b>	Quantitative Models for Supply Chain Management

## DEPARTMENT OF SOCIOECONOMICS

<b>Jürgen Essletzbichler</b>	Spatial Economics and Analysis
<b>Petra Stauer-Steinnocher</b>	Spatial Business Intelligence and Location Analytics, GISystems and GIScience

**PROGRAM MANAGEMENT:** Julia Landgraf, Program Coordinator



# International Orientation

More than 50% of the students are international students. The program motivates students to study a semester abroad at one of the recommended partner universities. Furthermore, the MSc program Supply Chain Management involves visiting professors in teaching who present current research topics related to supply chain management.

Supply chains are global in nature and, thus, are permanently crossing borders. In this spirit we encourage international mobility. Therefore, we motivate students to study a semester abroad at one of our recommended partner universities. Further, we regularly invite and integrate renowned visiting professors, who come to WU to present their current research in supply chain-related areas.

## MULTICULTURAL MIX

Our student body is made up of a broad variety of nationalities. The students currently enrolled in the program come from 20 different countries. Integration in and outside the class room is encouraged and supported by a mentoring tutor, a senior year volunteer.

## VISITING PROFESSORS

Internationally esteemed visiting professors are involved in teaching the Research Seminar and other courses, and present current research topics related to supply chain management.

## EXCHANGE SEMESTER

The chart below gives an overview of our recommended partner universities in Europe and overseas, each offering a suitable program in supply chain management. All partner programs enable committed students to spend time abroad without extending their study duration. Usually, students go abroad during the third semester, choosing electives offered at the partner university. A special cooperation between the University of Cranfield and WU enables SCM students to write their master's thesis in the fourth semester abroad.

**“After having spent an extremely interesting and challenging exchange semester in Japan I can say that students from our MSc program can more than keep up with the latest supply chain trends. The solid background gained at WU in the fields of operations, logistics, statistics, and informatics is a valuable asset for your future career in both practice and academia.”**

Lukas Gisch, SCM graduate 2014, Accenture

## RENOWNED PARTNER UNIVERSITIES – RECOMMENDATIONS FOR SCM STUDENTS

USA	Europe	Asia
Indiana University	Aarhus University (DK)	City University of Hong Kong (HK)
University of Connecticut	Audencia Nantes (FR)	Kobe University (JP)
University of Texas at Dallas	Cranfield University (GB)	
	Kühne Logistics University (DE)	
	TU Eindhoven (NL)	

# Qualification Profile and Career Prospects

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**"The MSc Supply Chain Management lays a very solid foundation that everyone who aspires to work in supply chain management needs. The knowledge and skills I gathered over the two years help me to perform well in my professional life."**  
(Yvette Verlaan, Batch 2015, Logwin Solutions Austria)

After completion of the MSc program, graduates will be thoroughly familiar with the design and analysis of logistics processes, the related information and financial flows in supply chains and transportation networks in general, the design of supply chain strategies, as well as the management and optimization of global supply chains and their coordination.

This will include the necessary skills to

- › Solve complex supply chain-related problems in a globalized world by applying appropriate methods, techniques and software tools
- › Measure, evaluate and control the quality of supply chain processes with suitable performance management systems
- › Analyze and manage supply chains for different types of focal companies

Graduates of the program have gained not only immediate practical qualifications but also methodological and academic skills, qualifying them for specialist and management positions with strategic responsibilities in the fields of supply chain management, transport, production and logistics systems in industrial, retail, and service companies.

The program's graduates are qualified to be tomorrow's experts in the increasingly complex world of supply chains, in areas such as:

- › Supply chain strategy/controlling/planning
- › Business process excellence
- › Inventory management
- › Lean/green supply chain management
- › Manufacturing and logistics
- › Sourcing and purchasing
- › Sales and after-sales services
- › Advanced planning systems



# Program Application Criteria

Coordinating supply chains demands a broad variety of skills. Our program is aimed not only at business administration and economics students, but also at students from a wider range of SCM-relevant study fields. A team of experts thoroughly reviews all submitted applications inviting only the best students to enroll in the program.

Master of Science programs are designed as consecutive education to a Bachelor's degree. Therefore, work experience is not required for commencing the Supply Chain Management program. Candidates must meet the following minimum requirements to be eligible to apply. Only complete applications submitted online and within the specified priority deadlines can be considered.

## STEP 1 – PROOF OF FORMAL REQUIREMENTS

Please direct all inquiries regarding this step to **master.application@wu.ac.at**

- › Completion of/enrolment in a relevant Bachelor's program or other equivalent degree program (worth at least 180 ECTS credits). The program must meet **one** of the following criteria:
  - › Business administration and/or economics (min. 60 ECTS credits)
  - › Production engineering and/or logistics engineering and/or ICT (min. 40 ECTS credits)
  - › Computer science (min. 40 ECTS credits)
  - › Mathematics and/or statistics (min. 40 ECTS credits)
  - › Geography (min. 40 ECTS credits)
- › Sufficient proficiency in English (e.g. TOEFL, IELTS)

## STEP 2 – EVALUATION BY PANEL OF SCM EXPERTS

- › Skills and knowledge gained in the three main areas of the program:
  - › Production and/or transport and/or logistics
  - › Management information systems and/or geo-informatics
  - › Mathematics and/or statistics
- › Achievement potential: letter of recommendation from an academic advisor/supervisor or valid GMAT or GPA confirmation
- › Optional: letter of motivation

Applicants, who have not graduated from a Bachelor's program yet, should supplement the application with a statement of their pending ECTS credits/weekly hours and course titles.

### FAST TRACK – HAVE A SHOT AT AN EARLY OFFER

Application submission in advance of next priority deadline (exact dates on our website)

Mandatory inclusion of a GPA confirmation

The candidates' aptitude for the program will be assessed on basis of the written application. The most apt candidates of each priority deadline receive an admission offer for enrolment in upcoming October.

### SCM STUDENTS

54% male, 46% female

29% Austrians, 46% EU (excl. AUT), 25% non-EU

For further details on the application procedure (minimum requirements, admission policies, etc.), please visit our website:

**[wu.at/scm-admission](https://www.wu.at/scm-admission)**



# Application and Admission to WU

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Selection procedures apply for all English-taught MSc programs. WU employs a rolling admissions policy with three priority deadlines.

## APPLICATION

To keep quality standards high, all of WU's English-taught MSc programs have a limited number of places available and a comprehensive selection process is in place. The first step is an online application. WU's rolling admissions policy allows students to apply from the beginning of September until spring and gives students the opportunity to apply early and secure a place in the WU program of their choice. The three priority deadlines are October 8th, January 8th, and March 8th (March is not applicable for International Management/CEMS). The specific selection process varies by program.

## PROFICIENCY IN ENGLISH

Applicants must provide proof that they have a sufficient command of the English language, e.g. TOEFL 100, IELTS 7.0, CAE Certificate in Advanced English, English as a first language, or a full English-taught bachelor's program (at least 3 years) or master's program (at least 2 years).

## ADMISSIONS

Successful applicants who have received an admission offer must enroll in person at WU's Admissions Office.

Detailed information on the admission requirements and the application procedures for the English-taught master's programs is available online: [wu.at/application-guide](https://wu.at/application-guide)





## ACADEMIC CALENDAR

At WU, the academic year is divided into two semesters. The winter semester starts in October and ends in February. It is followed by the summer semester, which runs until the end of June. Summer break is in July, August, and September. All English-taught master's programs start in the winter semester.

Detailed information on enrollment deadlines and WU's academic calendar can be found on the WU website at [wu.at/academic-calendar](https://www.wu.ac.at/academic-calendar)

## TUITION FEES

No tuition fees apply for EU, EEA, and Swiss citizens during the standard duration of their program (plus two extra semesters). All those exceeding the standard duration, however, are required to pay a tuition fee of approximately €360 per semester. Non-EU students are required to pay €727. Under certain circumstances, the same regulations that apply to EU, EEA, and Swiss citizens may apply to other students as well.

To find out more, please see [wu.at/fees](https://www.wu.ac.at/fees)

## SCHOLARSHIPS

WU offers two financial aid programs that provide need-based and merit-based scholarship grants.

For further information, please contact WU's Study Regulations Office: [wu.at/study-service](https://www.wu.ac.at/study-service)

For other scholarship options, visit the Austrian Database for Scholarships and Research Grants (OeAD) at: [grants.at/en](https://grants.at/en)

## ORGANIZING YOUR STUDIES AT WU

### › Getting started

WU offers comprehensive information for international students on its website.

### › Housing

International students coming to Vienna can choose from various housing options.

### › Online services

A wide selection of online services is available to students on WU's website [wu.ac.at](https://www.wu.ac.at) and WU's learning and information portal **LEARN**.

### › The Austrian Students' Union at WU

The Austrian Students' Union (ÖH) represents the interests of all WU students and offers them a wide spectrum of services.

### › Student jobs at WU

WU students have many opportunities to actively participate in student and campus life. They may, for instance, choose to become course tutors, join one of our academic units as student staff members, or get involved with the Students' Union.

### › Centrally located

WU is easily accessible by public transportation, and only a few minutes away from the city center.

# WU Key Data

2018/19

## Students

Total students (2018/19 winter semester)	22,016 (48% women)
International students (2018/19 winter semester)	6,023 (49% women)
Incoming exchange students	~1,000 per year
Outgoing exchange students	~1,000 per year

## Faculty and Staff<sup>1</sup>

Total faculty <sup>2</sup>	497 (50% women)
Administrative staff	513 (85% women)
Total	1,147 (64% women)

## Campus Resources

Premises Campus WU	100,000 m <sup>2</sup>
Premises Library	
Total floor space	7,200 m <sup>2</sup>
Volumes	~658,400

## International

Partner universities	~240
Courses in English	~450/Semester

## Graduate-Programs

### German-taught master's programs

- › Business Education
- › Business Law (LL.M.)
- › Export and Internationalization Management
- › Finance and Accounting
- › Management
- › Socioeconomics
- › Taxation and Accounting

### German-taught doctoral/PhD programs

- › Doctoral Program in Business Law (Dr. iur.)
- › Doctoral Program in Social and Economic Sciences<sup>3</sup>
- › PhD in Economic and Social Sciences<sup>3</sup>

### English-taught master's programs

- › Economics
- › Information Systems
- › International Management/CEMS
- › Marketing
- › Quantitative Finance
- › Socio-Ecological Economics and Policy
- › Strategy, Innovation, and Management Control
- › Supply Chain Management

### English-taught doctoral/PhD programs

- › PhD in International Business Taxation
- › PhD in Finance

<sup>1)</sup> full-time equivalents in 2018

<sup>2)</sup> not including personnel funded by third parties

<sup>3)</sup> English track available



# English-Taught Master's Programs

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Duration: 4 semesters; full-time programs;  
120 ECTS credits; degree awarded: MSc (WU)

## PROGRAM DETAILS

### Economics

- › Focus on analyzing economic policy and business problems with state-of-the-art theories and methods
- › Applied Track and Science Track
- › 11 areas of specialization, many attractive international partner programs.

### Information Systems

- › Focus on IT-related knowledge with a particular emphasis on management and research topics
- › Students acquire skills ranging from system analysis to system implementation
- › Based on state-of-the-art research

### International Management/CEMS

- › Joint program: MSc (WU) and CEMS MIM degrees
- › Focus on international strategy and cross-cultural management
- › Internship abroad, business project, and exchange semester

### Marketing

- › Focus on customer-oriented management concepts, marketing research, and decision tools
- › Qualifications for marketing specialist/executive positions, academic careers & advanced management consulting with a wide choice of marketing electives
- › Double degree with University Bocconi (5 slots)

### Quantitative Finance

- › Focus on building strong quantitative skills coupled with a solid knowledge base of the underlying theory of finance
- › Students can choose between an Industry Track or a Science Track
- › Strong networks and links to the finance industry

### Socio-Ecological Economics and Policy

- › Focus on socioeconomic analysis of sustainability issues
- › Students choose two of four concentration areas in the fields of Environment, Population, Multi-Level Policy, and Social Policy

### Strategy, Innovation, and Management Control

- › Optional double degree in cooperation with selected partner schools
- › Focus on all major aspects of organizational leadership, as well as corporate development and strategic management
- › Case studies, business projects, and exchange semester

### Supply Chain Management

- › Focus on design and analysis of supply chains for focal companies
- › Management and coordination of global supply chains
- › Learn to measure, evaluate, and control the quality of supply chain processes
- › Discussions of recent issues in SCM with industry experts

For further details see:  
[wu.at/master-en](https://www.wu.at/master-en)

# WU International

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WU is a truly international university. It has recognized the necessity of thinking beyond Austria's borders early on. The international outlook of WU's teaching and research activities is a number one priority.

## CONFIRMED QUALITY

Becoming one of the world's top business and economics universities has always been a high priority at WU. With its prestigious international accreditations, WU has achieved this goal. Fewer than 1% of universities worldwide can claim triple accreditation by EQUIS, AACSB, and AMBA, the three most well-respected accreditation agencies. WU is one of only six universities in the German-speaking world to belong to this exclusive group of schools.

WU is also a member of respected associations like CEMS (Global Alliance in Management Education), an alliance of 32 top business schools and more than 70 of the world's leading multinational companies ([cemso.org](https://cemso.org)), and PIM (Partnership in International Management), a network of 65 highly renowned business schools and universities around the globe ([pimnetwork.org](https://pimnetwork.org)).

## RANKINGS

International ratings like the Financial Times Ranking have repeatedly positioned WU and its programs among the top universities in its field, and document WU's continuous progress each year ([rankings.ft.com](https://rankings.ft.com)).

## STUDY AROUND THE GLOBE

WU has successfully integrated many international aspects in its research and teaching over the past few years. WU maintains a strong international network with around 240 partner universities all over the world, 130 of them offering exchange places for master students. Today WU is involved in numerous externally funded international research projects and has increased the number of its faculty members with international backgrounds, especially over the last few years.

## INTERNATIONAL STUDENTS

As a result of these efforts, WU has a high percentage of international students: Today, more than one out of every four WU students comes from outside of Austria (not including exchange students). More than 110 nations are represented in WU's student population, with the majority of international students coming from countries in Europe. Together with around 1,000 exchange students, they contribute to the international and diverse atmosphere at WU.



# Living in Vienna

Vienna is consistently ranked the city with the world's highest quality of living according to Mercer's Quality of Living Ranking.

## HOUSING

WU has no on-campus dormitories or housing services. Still, international students can choose from various housing options:

### › Student dormitories:

WU cooperates with the OeAD Housing Office to guarantee a limited number of places in student dormitories ([housing.oead.at/en](https://housing.oead.at/en)). Other providers include: [stuwo.at](https://www.stuwo.at), [wihast.at](https://www.wihast.at), [akademikerhilfe.at](https://www.akademikerhilfe.at), [milestone.net](https://www.milestone.net), [linked-living.com](https://www.linked-living.com)

### › Private accommodation:

WU recommends [housinganywhere.com](https://www.housinganywhere.com), a peer-to-peer platform for finding private student apartments.

## WORKING IN VIENNA

WU's ZBP Career Center is the first place to go for any questions regarding working in Austria ([zbp.at](https://www.zbp.at)).

- › Job openings for students, graduates and young professionals
- › Approx. 3,000 job vacancies per year
- › Approx. 1,800 CV checks, coachings and career advice

Please note that good German language skills are often required for jobs or internship positions in Vienna, both at local and international companies.

## LIVING COSTS

Life in Vienna is quite affordable, especially for a capital city

Housing  
approx. €400–600 per month

Health insurance  
approx. €60 per month

Essentials (food, personal expenses)  
approx. €300 per month

Public transportation  
approx. €150 per semester

Books  
approx. €75–150 per semester

Communications  
approx. €15–30 per month

Entertainment  
approx. €50–150 per month





# University of the Future

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Internationalism, innovation, diversity – Campus WU is the concrete realization of WU's vision for a modern university. The fundamental principles of the architecture reflect the values and ideas we cherish at WU.

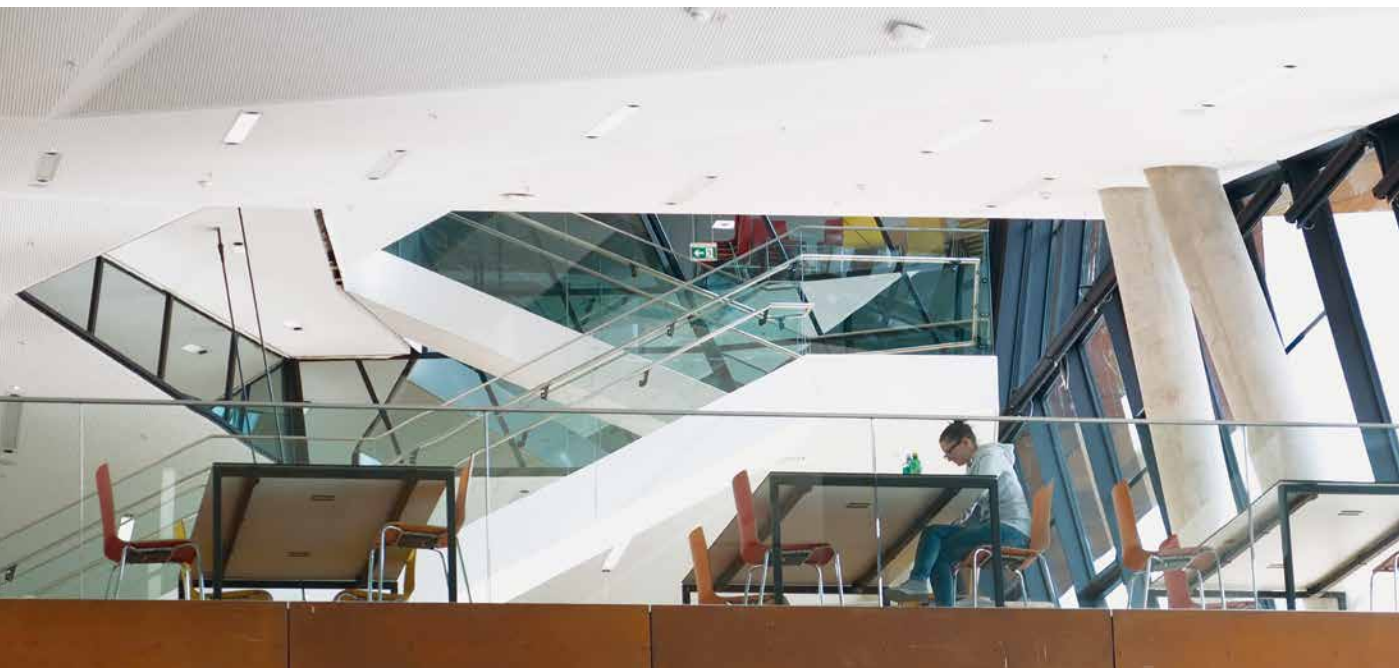
In October 2013, WU relocated to an impressive new campus in Vienna's 2nd district. As a public institution, WU is aware of its responsibility, and built its campus in an economical, ecological, and socially sustainable manner. We have not only constructed new buildings, but in the process we have also given concrete realization to our ideas of what the university of the future should look like. The campus is more than just a place for academic research and teaching and learning practical skills; it is also designed to create a new space for social, cultural, and political life.

The imposing Library & Learning Center (LC), designed by the Iraqi-British architect Zaha Hadid, is a testament to the central importance of research and teaching at WU. The Library & Learning Center is surrounded by six building complexes, including the Teaching Center, which houses most of WU's auditoriums. The Teaching Center is intended mainly for bachelor's degree students, while

the master's degree programs are taught primarily in the individual department buildings. The Executive Academy building is the home of continuing education and life-long learning programs. In this way, the various buildings and their functions reflect the three tiers of teaching and learning represented by the Bologna Process.

WU's department-based organizational structure was also a contributing factor. In its former location, various academic units were scattered across the district. Now they have been brought together in five department buildings, making life much easier for both students and faculty.

The campus infrastructure features auditoriums with state-of-the-art teaching equipment, including digital whiteboards. There are 3,000 student workplaces, located not only in areas intended for individual study, but also in project rooms that can be booked by teaching staff and





students alike. They cater to different needs by providing quiet spots for focused academic work as well as opportunities for work on group projects in communication-friendly study areas.

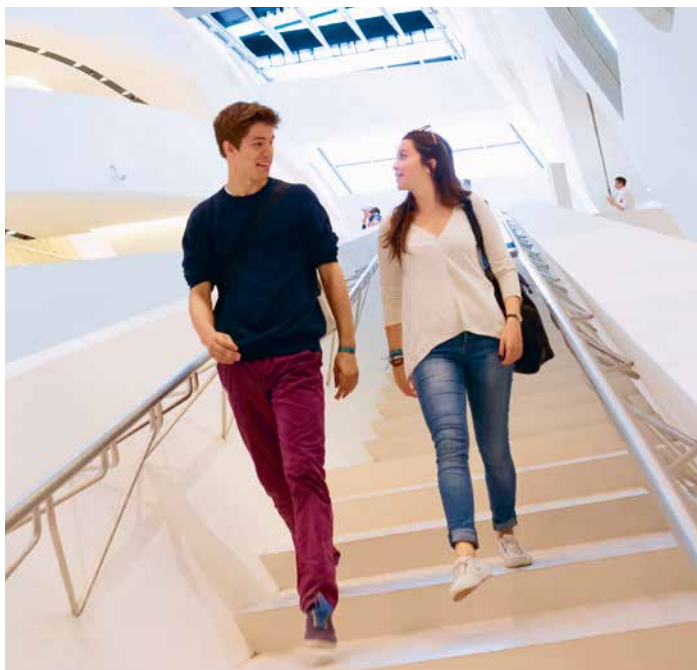
The campus provides an environment for WU students and staff that encourages productive work and communication. Not only the buildings themselves, but also the surrounding grounds offer plenty of opportunities for communication and meeting people. 55,000 m<sup>2</sup> of Campus WU's total surface area of 90,000 m<sup>2</sup> is open, publicly accessible space. Fences or barriers would contradict our vision of an open campus.

Visitors and area residents are more than welcome on Campus WU. The campus offers not only food for thought, but also restaurants, cafés, and shops, all in a stimulating architectural environment.

The campus is not only architecturally outstanding, the entire complex was also designed in accordance with "green building" principles. Much of the required energy is obtained using geothermal energy from groundwater, and "green IT" systems capture the heat from server facilities and recycle it back into the buildings' energy supply.

Another key feature of Campus WU is barrier-free accessibility. All auditoriums are specially equipped for people with disabilities, all areas are designed to be wheelchair accessible, and the campus also features a tactile guidance system for the visually impaired.

We have not only made sure to comply with all relevant legal guidelines, but we have also drawn on experience gained from best practice examples. WU aims to play a pioneering role – in all respects.



## Information and contact

To find out more about the Master's Program in Supply Chain Management, please visit:

**wu.at/scm**

For further questions please contact:

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