

# Double Degree Study Plan 2024/25 – 2025/26

122.5 ECTS credits

**BI Norwegian Business School**  
**WU Vienna**

*MSc Digital Communication Management*  
*MSc Business Communication*



FIRST YEAR – Coursework at BI (2024/25)			SECOND YEAR – Coursework at WU (2025/26)		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Human-Human Interaction	6	1 <sup>st</sup>	Master's Seminar	5	3 <sup>rd</sup>
The Digital Platform – Strategy, Structure and Content	6	1 <sup>st</sup>	In Electives (choice of 6 electives from the following list, subject to availability)		
Foundations of Strategy for Digital Communication	6	1 <sup>st</sup>	Marketing and Communication	5	3 <sup>rd</sup>
Financial Management	6	1 <sup>st</sup>	Management and Communication	5	3 <sup>rd</sup>
Research Methodology for Communication and Digitalization	6	1 <sup>st</sup>	Digital Communication	5	3 <sup>rd</sup>
Strategic Communication Management	6	2 <sup>nd</sup>	Investor Relations	5	3 <sup>rd</sup>
Corporate Branding and Storytelling	6	2 <sup>nd</sup>	CSR and Sustainability	5	3 <sup>rd</sup>
Digital Innovation Management	6	2 <sup>nd</sup>	Selected Topics in Business Communication	5	3 <sup>rd</sup>
Human-Technology Interaction	6	2 <sup>nd</sup>	Intercultural Marketing and Management	5	3 <sup>rd</sup>
Ethics and Sustainability in Organizations	6	2 <sup>nd</sup>	Simulations in Business Communication	5	3 <sup>rd</sup>
<b>Total ECTS credits</b>	<b>60</b>		In Applied Research Project (choice of 1 applied research project)		
			Research in Strategic Communication Management <b>OR</b> Research in Intercultural Communication and Area Studies <b>OR</b> Research in Language in Business Contexts	7.5	4 <sup>th</sup>
			<b>Total ECTS credits</b>	<b>42.5</b>	
			<b>Master Thesis (20 ECTS credits)</b>		

## Additional Information

In order to be awarded both degrees, the following requirements apply:



### Thesis

Students are required to write a thesis during the second year of their studies. BI students going to WU will have a thesis supervisor at WU.

It is up to the students to decide in which area they want to write their thesis. The thesis is supervised and graded by a member of the faculty of WU. Students have to take care of finding a supervisor at WU by December. Guidance on how to find a supervisor at WU is provided at the beginning of the semester.

The Master's Seminar provides students with all the necessary information on the thesis writing process.