

# Preliminary Double Degree Study Plan 2023/24

129 ECTS credits

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

*MSc Strategy, Innovation, and Management Control (SIMC)*  
*Master of Science Entrepreneurship and Innovation*



| FIRST YEAR  |              |                 | SECOND YEAR   |              |                 |
|---|--------------|-----------------|---|--------------|-----------------|
| Coursework at WU for WU SIMC students pursuing the Double Degree program with BI: |              |                 | Coursework at BI for WU SIMC students pursuing the Double Degree program with BI:   |              |                 |
| Course title  | ECTS credits | Semester        | Course title  | ECTS credits | Semester        |
| Fundamentals of Strategic Management  | 7            | 1 <sup>st</sup> | Ethics and Sustainability in Organizations  | 6            | 3 <sup>rd</sup> |
| Fundamentals of Entrepreneurship and Innovation Management                        | 7            | 1 <sup>st</sup> | Research Methodology  | 6            | 3 <sup>rd</sup> |
| Fundamentals of Entrepreneurial Finance   | 7            | 1 <sup>st</sup> | Master's Thesis part one  | 6            | 3 <sup>rd</sup> |
| Fundamentals of Management Control  | 7            | 1 <sup>st</sup> | Start up Project  | 18           | 3 <sup>rd</sup> |
| Thesis Seminar: How to Write a Thesis   | 2            | 1 <sup>st</sup> | Negotiation and International Networks  | 6            | 4 <sup>th</sup> |
| Managerial Economics  | 5            | 2 <sup>nd</sup> | <i>In Electives</i>   |              |                 |
| Strategic Business Analytics  | 5            | 2 <sup>nd</sup> | One elective (6 ECTS credits per course) is to be selected from the courses offered in this master's program and must be management-related and must require a grade. | 6            | 4 <sup>th</sup> |
| Professional Development Workshop   | 5            | 2 <sup>nd</sup> | <b>Total ECTS credits</b>   |              |                 |
| Business Planning and Performance Management                                      | 10           | 2 <sup>nd</sup> | <b>48</b>   |              |                 |
| Digital Transformation  | 5            | 2 <sup>nd</sup> |   |              |                 |
| <b>Total ECTS credits</b>   | <b>60</b>    |                 |   |              |                 |
| <b>Master Thesis (20 ECTS credits) &amp; Thesis Defense (1 ECTS credit at WU)</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. WU students going to BI will have a thesis supervisor at BI and a co-supervisor at WU.

Students have to submit their thesis at BI before July 1. After submitting their thesis at BI, students have to submit their thesis at WU as well. The thesis will be approved and graded by both institutions individually.

There is no Thesis Defense at BI. Students will have to defend their thesis at WU. The Thesis Defense must be completed at WU after the Master Thesis has been submitted. It is not necessary that students are in Vienna for the Thesis Defense because it will be completed online.

The "Thesis Seminar: How to Write a Thesis" and the "Thesis Defense" are graded with "Pass" or "Fail" at WU.