

Double Degree Study Plan 2023/24 – 2024/25

129 ECTS credits

WU Vienna
BI Norwegian Business School

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



FIRST YEAR - Coursework at WU (2023/24)			SECOND YEAR - Coursework at BI (2024/25)		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Fundamentals of Strategic Management	7	1 st	Research Methodology for Entrepreneurship and Innovation	6	3 rd
Fundamentals of Entrepreneurship and Innovation Management	7	1 st	Master's Thesis part one	6	3 rd
Fundamentals of Entrepreneurial Finance	7	1 st	Start up Project	18	3 rd
Fundamentals of Management Control	7	1 st	Ethics and Sustainability in Organizations	6	4 th
Thesis Seminar: How to Write a Thesis	2	1 st	Negotiation and International Networks	6	4 th
Managerial Economics	5	2 nd	<i>In Electives (choice of 1 elective from the following list)*</i>		
Strategic Business Analytics	5	2 nd	International Entrepreneurship	6	3 rd
Professional Development Workshop	5	2 nd	Pitching, Persuasion and Communication Skills		
Business Planning and Performance Management	10	2 nd	Economic & Organisational Foundations of Strategic Management		
Digital Transformation	5	2 nd	Behavioural Foundations of Strategic Management		
Total ECTS credits	60		Business Development & Innovation Management		
			Total ECTS credits	48	

*Subject to availability. In case one elective is not available, a suitable alternative will be provided.

Master Thesis (20 ECTS credits) & Thesis Defense (1 ECTS credit at WU)

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.

Although the general practice at BI is that students write a thesis in pairs, it is recommended that WU students write an individual thesis. If students would like to write a thesis in pairs, students have to contact SIMC Program Management beforehand.

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 by sending it to SIMC Program Management. 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 at WU must be completed after the 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.