

Bachelor of Science (BSc)

Business and Economics

THE + PLUS + EXPERIENCE
+ INTERNATIONAL PROGRAM
+ GLOBAL PERSPECTIVE



The + PLUS + Experience

+ + + + +

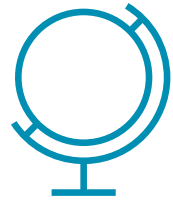
MORE THAN JUST A DEGREE

Studying at WU Vienna means studying at one of the top 1% of business and economics universities worldwide. In addition, you benefit from excellent job prospects, an award-winning campus, state-of-the-art teaching where theory meets practice, a wide selection of study programs, small cohort sizes, and one of the most livable cities in the world: Vienna.



ONE OF THE WORLD'S MOST LIVABLE CITIES

Almost 22,000 students from over 120 countries study at WU Vienna. The Austrian capital is very international and is not only considered one of the most livable cities in the world but also the greenest. This metropolis in the center of Europe combines tradition with progress and urbanity with nature like no other city in Europe.



A TOP 1% BUSINESS UNIVERSITY WORLDWIDE

WU is one of the best business and economics universities in the world, as has been regularly confirmed by three renowned international accreditation agencies since 2015: EQUIS¹, AACSB², and AMBA³ all certify WU's excellence. Fewer than one percent of all universities worldwide hold these three accreditations.



CAMPUS WU – MODERN, GREEN, INSPIRING

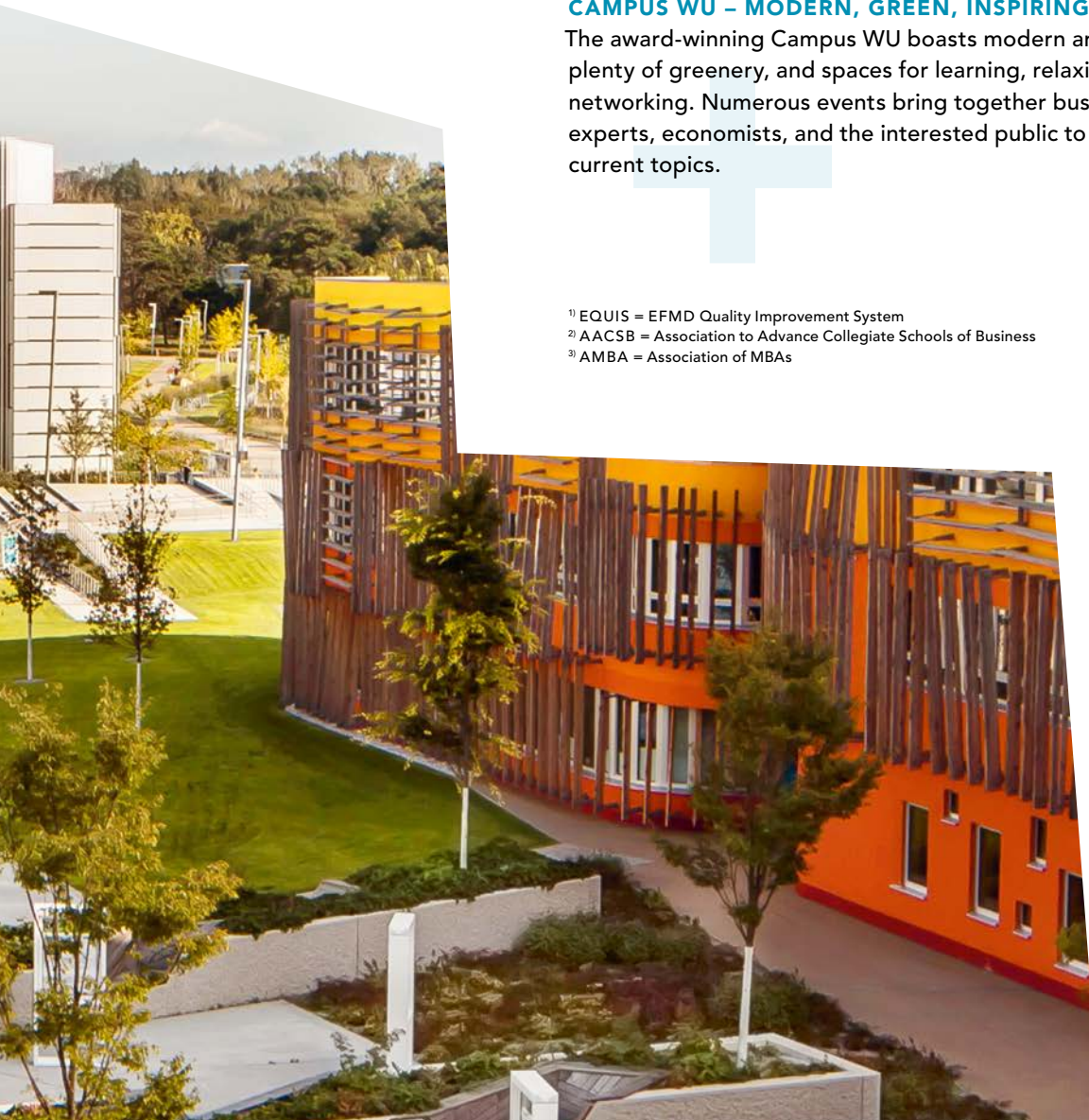
The award-winning Campus WU boasts modern architecture, plenty of greenery, and spaces for learning, relaxing, and networking. Numerous events bring together business experts, economists, and the interested public to discuss current topics.



¹⁾ EQUIS = EFMD Quality Improvement System

²⁾ AACSB = Association to Advance Collegiate Schools of Business

³⁾ AMBA = Association of MBAs



The picture outline shows the silhouette of the Teaching Center (TC) building on Campus WU.

Studying in Vienna – living and learning in a cosmopolitan city

An international student city, outstanding quality of life, green & bustling: Vienna combines culture, innovation, and nature – and is home to one of the world's best business and economics universities.

Vienna has been at the top of the world's most livable cities for years – a perfect combination of urbanity, nature, innovation, and cultural diversity. This is the home of WU, one of the best business and economics universities in the world (top 1%) with a 125-year tradition of excellence in teaching. "The Plus Experience" at WU means more than just studying: small study groups, international

networking, a modern, award-winning campus, and close cooperation with companies create optimal conditions for your personal and professional development. As a smart city and the economic center of Central Europe, Vienna offers space for progress, start-ups, and future leadership. Everything Vienna has to offer day and night makes the Danube metropolis an ideal place to live and study.

VIENNA HAS BEEN RANKED AMONG THE TOP TWO MOST LIVABLE CITIES IN THE WORLD 11 TIMES IN THE LAST 12 YEARS.

MORE THAN **193,000** STUDENTS IN VIENNA, 22,000 OF THEM AT WU

TOP 5 AMONG THE MOST INNOVATIVE CITIES IN EUROPE

NO. 1 AMONG THE WORLD'S BEST START-UP CITIES

+ PLUS +
+ PLUS +
+ PLUS +
+ PLUS +



Create the future you want to see

At WU, you become part of a dynamic international community at the heart of Europe, built on academic excellence, scientific rigor, and integrity. Embrace the challenges ahead, stay curious and eager to learn, seize every opportunity, and remember that your ideas and actions have the power to create a future built on responsibility and positive change.

Zehra Eksi-Altay

Sigrid Stagl

Academic Directors

Bachelor's Program in Business and Economics



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WU at a glance

WU ranks among the top 1% of business and economics universities worldwide. It offers excellent degree programs, outstanding research and teaching, and a unique campus – with award winning architecture, climate-neutral operations, and barrier-free accessibility.

CAMPUS WU



100,000 m²
surface area



~55,000 m²
open spaces



1,659 m²
lawn areas



1st
campus in Austria with
climate-neutral operations
(since 2019)



4,850
auditorium seats



720 m
cycle paths



A Unique Campus –
award winning architecture,
climate neutral and barrier-free



RESOURCES

2

library locations

~1,600

workstations in the Central Library

~10,000 m²

library surface area

~685,000 books

in the library collection

A LOCATION WITH IDEAL CONDITIONS

Campus WU is more than just a place to learn – it is part of the WU Plus Experience. With award-winning architecture by international star architects, modern learning spaces and an inspiring atmosphere, it offers a space for development, creativity, and meeting people. The well-thought-out design, green open spaces, attractive restaurants, and excellent public transportation connections create

ideal conditions for a balanced student life. Nestled Vienna's the dynamic second district and just a few minutes from the city center, our campus combines academic excellence with an urban lifestyle. Studying in one of the most livable cities in the world means not only quality of life but also plenty of fun and enjoyment. All this makes studying at WU an extraordinary experience – in the heart of Vienna, in the heart of Europe.

~22,000

total students

3

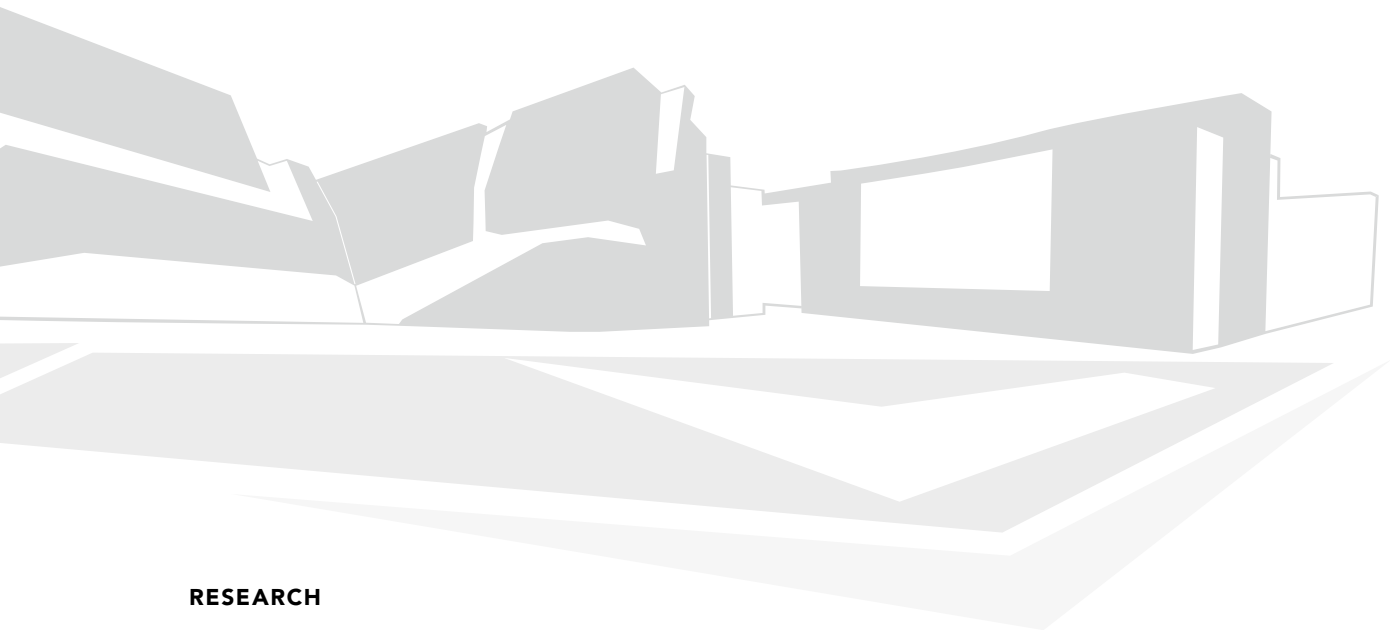
bachelor's programs

16

master's programs

3

PhD programs



RESEARCH



~1,800
researchers



12
departments



12
research institutes

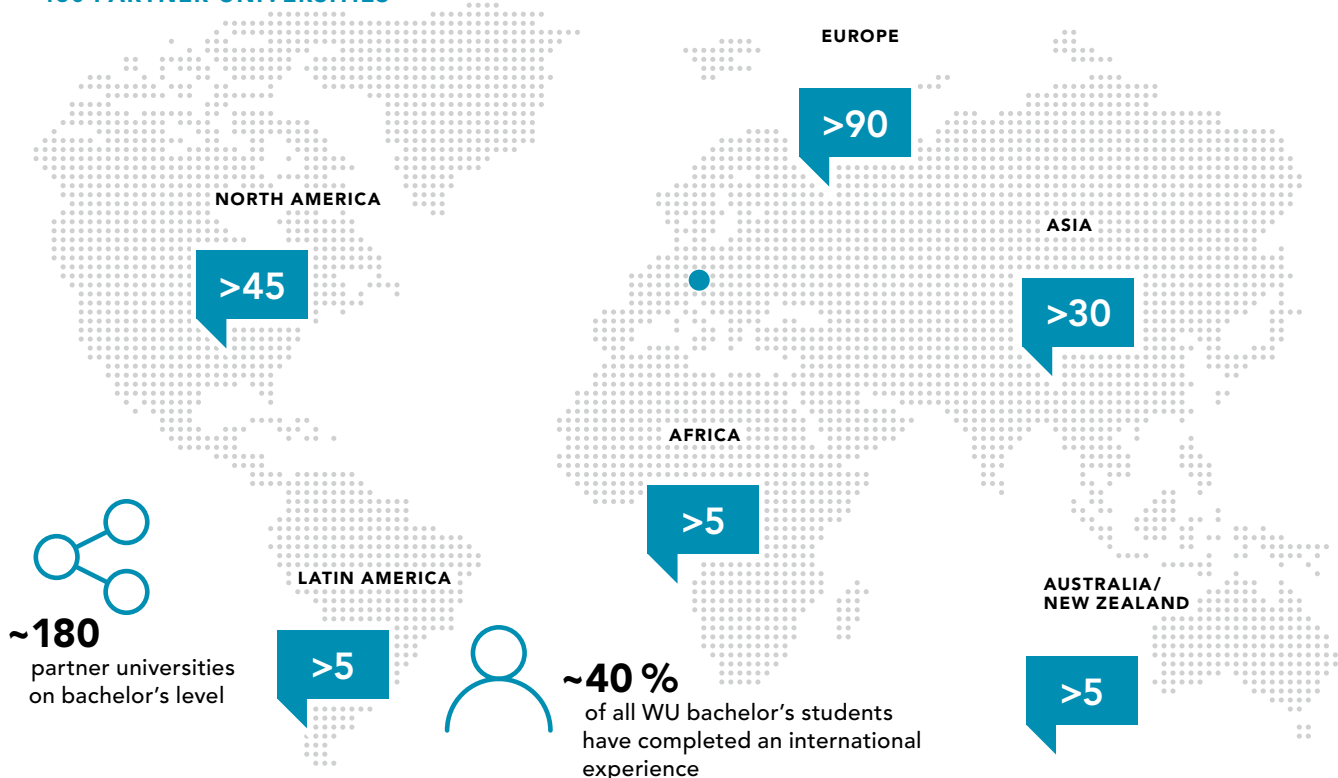


9
competence centers

Global Perspectives

A stay abroad at a WU partner university is a rewarding experience. You benefit from intercultural experiences, new encounters, expand your own network, and strengthen your career prospects.

~180 PARTNER UNIVERSITIES



INTERNATIONAL EXCHANGE THROUGH WU VIENNA

WU offers a wide range of exchange programs for bachelor's students. Find the international experience that matches your personal and academic interests.

- › Exchange semester
- › Double degree programs
- › International Short Programs (ISPs)
- › ENGAGE.EU Online Exchange Initiative
- › Erasmus+ internships abroad (subject to available funding)



Further information:
short.wu.ac.at/study_international

EXCHANGE REPORTS: AUTHENTIC INSIGHTS INTO A SEMESTER ABROAD

WU students who have completed an exchange semester share their experiences in detailed exchange reports. These reports provide insights into various aspects of student life abroad. Access these reports online to get first-hand information on exchange-related topics!



Further information:
wu.ac.at/en/students/study-internationally/exchange-reports

Your opportunities

As an English-taught program with a diverse student body, the Bachelor's program in Business and Economics (BBE) is ideally suited for international experiences and provides you with a global perspective.

INTERNATIONAL STUDENTS

WELCOME & SUPPORT

If you are an international student, a dedicated team is here to ensure a smooth transition into WU student life. Our team provides you with essential information on topics such as visas and residence permits, living in Vienna, and important considerations if you plan to go on exchange as an international student.



Further information:
**[wu.ac.at/en/programs/
international-students](https://wu.ac.at/en/programs/international-students)**

EXCHANGE SEMESTER

As a WU student, you can apply for an exchange semester at partner universities worldwide. In your application, you can even indicate up to seven preferences. WU's International Office will support you throughout the process – helping you apply, organize, and successfully complete your exchange experience.

DOUBLE DEGREE PROGRAM WITH QUEENSLAND UNIVERSITY OF TECHNOLOGY

As an exclusive opportunity, students in the BBE program can apply for a double degree with Queensland University of Technology (QUT) in Brisbane, Australia. Upon completion, you will graduate with two degrees – one from WU Vienna and one from QUT.

CREDIT TRANSFER POSSIBILITIES

The BBE curriculum is designed for flexibility, making it easy to have your international experiences recognized. Through the free electives, credit transfer is smooth and straightforward, allowing you to choose exchange programs that align with your personal and academic goals.

INTERNATIONAL SHORT PROGRAMS (ISPs)

ISPs give you the chance to join a 2–5 week program abroad, usually during lecture-free time. Together with students from partner universities, you will work on exciting academic topics such as sustainable business, marketing, or business development. WU offers ISPs at locations worldwide – in Europe as well as in overseas – making it easy to combine learning with intercultural exchange. Short programs are offered with partner universities and within networks, such as ENGAGE.EU.

ONLINE COURSES

As part of an online exchange initiative, you can join a virtual classroom and benefit from the international learning environment. Since WU is a member of ENGAGE.EU, you also can apply for the ENGAGE.EU Online Exchange Initiative.

FINANCIAL SUPPORT AND MOBILITY GRANTS

WU Vienna offers financial support for all exchange formats. There are mobility grants for exchange semesters, the double degree program, International Short Programs (ISPs), Erasmus+ internships abroad (subject to available funding), and international scientific events.

Get in touch!



“Our information events offer ideal opportunities to find out more about our bachelor’s programs at WU, ask questions, and talk to experts and other students.”

OPEN DAY

The Vienna University of Economics and Business (WU) warmly invites you to visit the WU campus every spring.

Learn about the three Bachelor’s degree programs offered at WU: Business and Social Sciences (WISO), Business Law (WIRE), and Business and Economics (BBE).

You can expect presentations by our professors, a variety of information booths, introductory lectures, campus tours, and much more.



Further information:
short.wu.ac.at/opensday

ONLINE INFOSESSIONS FOR PROSPECTIVE STUDENTS

Are you interested in studying at WU? Would you like to get an overview of our programs and the selection procedures? Do you have general questions on studying at WU and want to discuss them with a student? Join our online info or chat sessions! No registration required and free of charge.



Further information:
short.wu.ac.at/sessions

BBE CLUB

The BBE Club is your go-to place for everything student-related – from voicing your concerns to joining fun community events. They are here to make your students life better.



Further information:
short.wu.ac.at/bbe_club



Application & Admission

THE ADMISSION PROCESS FROM START TO FINISH



THE SELECTION PROCEDURE

The program starts in the winter semester only.

In spring, a selection procedure is held for the Bachelor's Program in Business and Economics. Students who successfully complete the selection procedure can start the degree program in the subsequent winter semester. Please note that the formal criteria for enrollment have to be met too.

APPLICATION REQUIREMENTS

For detailed information, including all dates and requirements, please see our WU Application Guide.

short.wu.ac.at/Applicationguide



Students' Union (ÖH) dues:
short.wu.ac.at/tuition_fees

About the BBE Program

The WU Bachelor's Program in Business and Economics (BBE) will enable you to comprehend the complex interrelations of global business and economics. You will learn to assess how global trends and developments such as digitalization and the developments in AI affect business and economics around the world.

100%

GLOBAL
PERSPECTIVE

Current topics in business and economics

The BBE program deals with more than just business and economics. It highlights a global view on major challenges, such as ageing, poverty, migration and climate change, and integrates related fields such as business law and history. You will develop multidisciplinary skills.

>60

NATIONALITIES

Study in an international environment

The BBE program attracts students from all over the world. Hone your communication, teamwork, and other interpersonal skills in an international environment.

>30

SPECIALIZATIONS

Follow your interests

After you have learned the fundamentals of the fields of business, economics, and law, the program allows you to choose from a vast array of specializations. Create your own profile by customizing your program to reflect your interests.

1

COMMUNITY
SPIRIT

A strong community

Right from the start, networking is encouraged by the interactive design of the courses. You will build long-lasting contacts and get support from your peers, even those from different years. The BBE Club is here to foster this spirit and support the students as they settle in at WU and in Vienna.

What Sets the Program Apart?

The program provides you with profound economic and business knowledge and enables you to understand and explain economic relationships and interdependencies.

Today's world is characterized by increasing complexity and highly interconnected networks. International trade is subject to complex regulations, the financial systems follow their own special rules, and digitalization and the developments in artificial intelligence are creating serious challenges for organizations, governments, and companies. Political, economic, ecological, and social questions are closely interrelated. The key players of the future need to be able to understand and explain these complex interrelationships. This is the main focus of the Bachelor's Program in Business and Economics.

SOLID BASICS

In the BBE bachelor's program, you will learn about global business trends and economic challenges and how organizations can deal with them, taking a multidisciplinary approach. We offer a comprehensive, international education in business and economics with a strong analytical focus. You will deal with key business concepts, legal aspects, financial and data analyses, as well as economic models and contextual subjects. This will give you a solid foundation for individual specializations and electives.

MAKING RESPONSIBLE CONTRIBUTIONS TO BUSINESS AND SOCIETY

WU's goal is to prepare its students to take on important positions of responsibility in business and society. To qualify for such key positions, the BBE program encourages you to develop your personal skills and abilities. This includes managing individual and group projects, reflecting on your activities in a professional context, and honing your communication skills.

Within the scope of the curriculum, you will deepen your expertise and broaden your horizon through learning from researchers in the field and discussing and working together with your peers in an international environment.



The program in detail

The program begins with an introductory phase. After gaining a solid foundation in business and economics in the core courses, the program allows you to choose from a wide selection of specializations. This flexible approach allows you to focus on the subjects you would like to know more about.

1. INTRODUCTORY PHASE

In the introduction phase, you will deal with current topics in global business and economics. You will learn how to assess and solve contemporary economic, social, and environmental problems from an interdisciplinary perspective.

2. THE CORE COURSES

In this phase, you will gain fundamental knowledge in business, economics, data analysis, analytical thinking, and academic writing. Additionally, you will enhance your communication, teamwork, and social skills.

3. SPECIALIZATIONS AND ELECTIVES

We want you to create your own unique profile and therefore, we offer you many specializations and free electives. If you want to go the extramile, you might go on a semester abroad at one of our partner universities or take an internship in the company and country of your choice to complete your studies.

Choose from a variety of specializations to follow your interests. From business and economics to business law and social sciences, you decide on which fields you want to focus. Here, you can see some examples:

- › Digital Marketing
- › Finance: Market, Institutions, and Instruments
- › International Business
- › Responsibility and Sustainability in Global Business
- › Supply Networks and Services
- › Entrepreneurship and Innovation

The curriculum contains the flexibility of a wide range of free electives. Courses for free electives can be taken at any recognized university in Austria or abroad and recognized at WU.

Moreover, we want you to gain practical experience. Therefore, it is possible to do an **internship in a company and country of your choice.**

4. BACHELOR'S THESIS

By the time you start writing your bachelor's thesis you will have almost completed your bachelor's program!

It is possible for you to choose your own topic, related to the content of the bachelor's program or you can choose one of the many topics our bachelor's theses supervisors suggest. We prepare you for this final milestone and train you in academic writing and research methods.

CAREER PROFILES

The program's flexible structure with various individual specializations allows you to become familiar with a professional field of your choice, be it in companies or other international organizations (both profit and nonprofit/NGOs).

Business & Economics prepares you for an international career in fields such as consulting or economic analysis where capable all-rounders are sought-after. WU alumni currently work in multinational companies, consulting firms, marketing and human resource departments, accounting firms, financial institutions or founded their own start-ups and businesses.

Moreover, the program is an excellent basis if you plan to continue your academic journey by enrolling in an international master's program at WU or in a related field at another university.

AT A GLANCE

Duration	6 semesters
Language	English
Credits	180 ECTS
Academic Degree	Bachelor of Science (WU), abbreviated as BSc (WU)

INTRODUCTORY AND ORIENTATION PHASE

ECTS CREDITS

Phase 1	12
Contemporary Challenges in Business and Economics	6
Business and Society	6



CORE COURSES

ECTS CREDITS

Phase 2	93
Foundations of Business and Economics	
Business Analytics Foundations	6
Business Analytics Applications	6
Decision Making and Behavior in Business	6
Financial Reporting and Analysis	6
Foundations in Macroeconomics	6
Foundations in Microeconomics	6
Foundations in Socioeconomics	6
Understanding Business/Business Planning	6
Quantitative Methods	
Quantitative Methods I – Foundations of Mathematics and R Programming	6
Quantitative Methods II – Statistics and R Programming for Data Analysis	6
Business and Economics in Context	
Governance and Legal Environment	6
History of Economics and the Economy	6
Law, Economics, and Business	6
Managing Organizations and People	6
Academic Skills	
Logic and Methodology of Social Science	6
Introduction to Academic Writing	3

SPECIALIZATIONS, ELECTIVES AND BACHELOR'S THESIS

ECTS CREDITS

Phase 3+4	75
Specializations	40
Free Electives/Internship	25
Bachelor's Thesis	10

ECTS = European Credit Transfer and Accumulation System

Your career starts here

~95%

of graduates
start their first job
within 6 months



Ø 20%

salary increase
during the first 3 years

START YOUR CAREER STRONG

94.79% of our graduates start their first job within six months of graduation. In the first three years, their salary increases by an average of 20%.

Our programs create the ideal conditions for a successful career start and long-term career development.

PROMOTING ENTREPRENEURSHIP, TURNING IDEAS INTO REALITY

The WU Entrepreneurship Center supports students and alumni in developing their own business ideas – from the initial concept to market entry. With workshops, coaching, networks, and start-up programs, it offers the perfect platform for entrepreneurial thinking and action at WU.

30

Skills Academy workshops
with over 500 participants



14

founding teams received
Startup League support
in 2024

Ø 2,000

jobs posted by the
WU Career Center
every year

FROM THE AUDITORIUM TO PROFESSIONAL LIFE

The WU Career Center is the central point of contact for students and graduates looking to start their careers. With individual counseling, workshops, career events, and an exclusive job platform, it supports students on their way to finding the right position and brings together young talent and top employers.

Journeys in BBE



"BBE gave me a solid basis for an international pathway. On top of this, I can gain with the Double Degree Program with QUT in Australia international insights and expand my network across continents while staying on track academically. Earning two degrees doesn't just teach me about global markets, it lets me experience them firsthand."

ANNA MARIA

BBE student



"After graduating from the BBE program, I was well prepared to pursue one of WU's top international master's programs – MSc International Management/CEMS. The bachelor's degree shaped my analytical, quantitative, scientific, and social skills, broadened my global perspective, and equipped me for a world class academic environment and an international career."

TEODOR

BBE graduate



"Coming to Vienna from Mongolia, I started BBE in a completely new academic and cultural environment. Thanks to the program's welcoming and highly international community, I quickly felt at home, built a strong academic foundation, and gained confidence in shaping my future academic and professional path."

BOLORMAA

BBE student



"Studying BBE has given me the confidence to thrive in a competitive, international academic environment. The program helped me specialize early and clarify what I genuinely want to pursue, while also giving me valuable experience abroad, close contact with professors, and my first real taste of research through my thesis. Altogether, BBE has provided the ideal foundation for my graduate school applications abroad."

CAROLINE

BBE graduate

"The BBE program brings together international students who grow during their studies into sharp-minded, responsible graduates, driven to create meaningful impact in the world."

Vincent Delaplace
BBE Program Coordinator



Personalized student support

WU offers support programs and scholarships tailored to the diverse and highly individual needs of students.

WU actively promotes diversity, equal opportunities, and cosmopolitanism. In addition to merit-based scholarships and support programs, there are numerous other forms of assistance available, such as the WU emergency fund for students in financial need.

BEABLE – STUDY WITHOUT BARRIERS

This support program helps students with disabilities and/or chronic illnesses to study independently and without barriers – with personalized services that make everyday student life easier and promote equal opportunities.

WU CENTER OF EXCELLENCE

This program is aimed at particularly high-performing master's students from all programs. In project groups with companies, NGOs, and WU supervisors, they generate new ideas, solutions, and networks.

MERIT-BASED SCHOLARSHIPS

Every year, WU awards merit-based scholarships to students with outstanding academic performance. Applications are submitted online.

YOUR WELLBEING MATTERS

Mental, emotional, and physical balance is crucial for your academic performance. WU's student counseling Program supports you with talks, workshops, coaching and peer-group sessions, and a DIY toolbox to help you overcome challenges and develop your strengths.



Support programs:
wu.at/honors-programs-and-volunteering



Scholarships:
wu.at/grants-and-scholarships

Student life

Student life at WU means more than just studying: You get to experience one of Europe's most modern universities – on Austria's first climate-neutral campus – with plenty of space for meeting people, experiencing diversity, and creating new ideas.



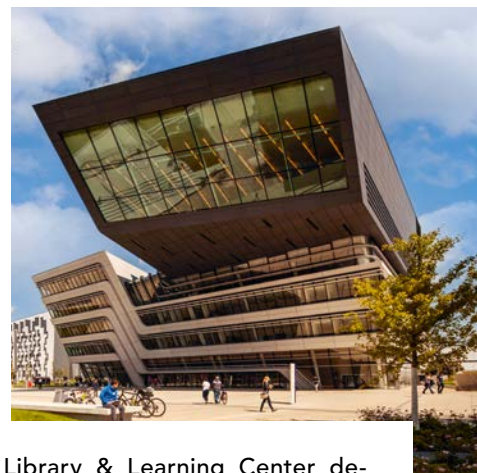
From the Mensa cafeteria to cafés and take-away streetfood – when it comes to food, Campus WU has something for everyone. There is also a supermarket where you can grab a quick snack. The next tasty treat is always within short reach!

GOOD TO KNOW

- ▶ Around 3,000 workstations for students
- ▶ Around 4,000 rooms
- ▶ Around 55,000m² of publicly accessible open spaces
- ▶ Six cafés and restaurants
- ▶ WU Shop

STUDYING ON CAMPUS

No matter the weather, Campus WU offers plenty of places to relax: green spaces, water features, roof gardens, and creative seating invite you to linger outdoors. Inside the buildings, cozy lounges provide a place to retreat, chat, or take a quick break. A spacious lounge area with comfortable seating and reclining chairs is available for study breaks in the library.



The Library & Learning Center designed by Zaha Hadid is at the heart of the campus. With 685,000 books, 1,500 study areas, and over a million visitors annually, it is Austria's largest business and economics library and one of the largest of its kind in the German-speaking world.

ATHLETICS

Whether you prefer the gym, ball sports, or aerobics, the USI Sports Center on Campus WU offers plenty of opportunities to get active. With over 100 courses per semester, winter sports activities, and summer camps, the University Sports Center offers the right sports program for everyone. But there are also outdoor sports facilities and table tennis tables on campus, and the green Prater park is right next to WU.

WELCOME DAYS

Starting university is an exciting new chapter. To help you get started, we're organizing the BBE Welcome Days before the semester begins. This is a great opportunity to meet your peers, explore the campus, and start feeling at home in Vienna. We look forward to seeing you there!





WU TIGERS – MORE THAN JUST SPORTS. IT'S A SPIRIT!

Experience real college spirit out of the auditoriums! The WU Tigers stand for team spirit, passion, and unforgettable moments – on the field and in the stands. Whether it's American football or basketball, the WU Tigers represent WU in front of thousands of fans and celebrate the spirit of a unique community. With a cheer team, marching band, and the best fan base in the country, every game is a true spectacle.

EVENTS FOR EVERYONE

From public lectures in our "WU matters. WU talks." series to the Long Night of Research, the WUndermarkt winter market, and the WU Ball at the Hofburg palace, WU offers a diverse program of events. Highlights such as the WU Summer Celebration attract over 10,000 visitors.



HIGHLIGHTS

Summer Celebration

WU Ball

WU matters. WU talks.

WUndermarkt winter market

WU Tigers





"Thank you for your interest in studying at WU, one of the best economics and business universities, distinguished by a high degree of international visibility and an excellent reputation. At WU, students from over 120 countries acquire key skills and expertise that will enable them to shape the course of society, business, and the economy. Become a part of this inspiring, international community! We'd be happy to have you here!"

Rupert Sausgruber, Rector



THE

+ PLUS +
+ PLUS +
+ PLUS +
+ PLUS +
+ PLUS +
+ PLUS +
+ PLUS +

EXPERIENCE

Information and contact

Study Service Center

Library & Learning Center, level 2

studieninfo@wu.ac.at

wu.at/study-service

To find out more about the Bachelor's Program
in Business and Economics, please visit

wu.at/bbe



WU Vienna University of Economics and Business
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

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

02/2026