

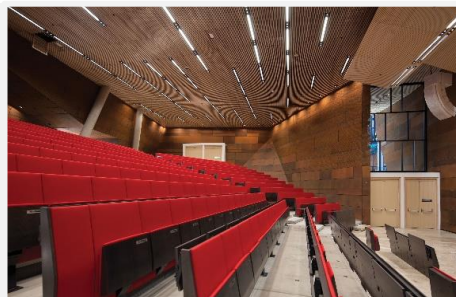
# WU@School

## Introducing WU

# WU

WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS





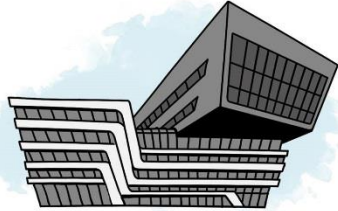
# We are WU



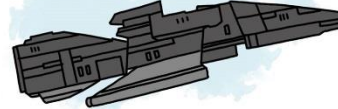
- 21,000 students from over 100 countries
- 2,800 employees (faculty and administrative staff)
- network of 55,000 alumni from 120 countries
- around 240 partner universities worldwide
- excellent quality in research & teaching
- Many course options to choose from (e.g. specializations, free electives)
- numerous events for the public
- modern campus: climate-neutral & barrier-free



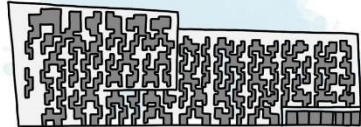
## WU BUILDINGS



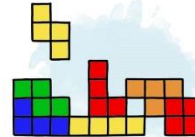
LC



SPACESHIP



D4



TETRIS



AD/D3



KINDERGARTEN

HOW VISITORS SEE THE WU CAMPUS

HOW STUDENTS SEE THE WU CAMPUS

# From School to University

## What to Expect

- freedom ≠ free time
- self-directed learning
- theory and practice
- large amounts of information
- multiple-choice exams
- eLearning
- specializations



# From School to University

## What You Will Need



Interest in economics, business & law



Curiosity, motivation, goal orientation and perseverance



Organizational skills



Good understanding of numbers and figures



Intercultural and social skills









Proactive attitude

# WU Programs

## Study Options

6 sem.	<b>Doctoral program</b> Business Law	<b>Doctoral /PhD programs</b> in the fields of business, economics, social sciences								
4-5 sem.	<b>Master's program</b> Business Law <i>(in German)</i>	<b>Master's programs</b> Various programs in the fields of business, economics, social sciences <i>(6 in German, 8 in English)</i>								
6 semesters	<b>Bachelor's program</b> Business Law (BL) <i>in German</i>	<b>Bachelor's program</b> Business, Economics and Social Sciences (BESS) <i>in German</i>  Choose 1 major: <table border="1" data-bbox="765 726 1203 895"> <tr> <td>Business Administration</td> <td>International Business Administration</td> <td>Economics</td> <td>Economy – Environment – Politics</td> <td>Information Systems</td> </tr> </table>			Business Administration	International Business Administration	Economics	Economy – Environment – Politics	Information Systems	<b>Bachelor's Program</b> Business and Economics (BBE) <i>in English</i>
	Business Administration	International Business Administration	Economics	Economy – Environment – Politics	Information Systems					
	CBK	Common Body of Knowledge (CBK)			Core Courses					
	STEOP	Introductory and Orientation Phase (STEOP)			Introductory and Orientation Phase					

# Our Bachelor's Programs

	 <b>BESS (WISO)</b> 	 <b>BL (WIRE)</b> 	 <b>BBE</b> 
Program	<ul style="list-style-type: none"> <li>solid knowledge in business and economics</li> <li>5 majors</li> <li>many specializations</li> </ul>	<ul style="list-style-type: none"> <li>law focus, supplemented by business skills</li> <li>specialization options</li> </ul>	<ul style="list-style-type: none"> <li>comprehensive, international program in business and economics with a strong analytical focus</li> <li>many specializations + free electives</li> </ul>
Places & Program Start	<ul style="list-style-type: none"> <li>2.703 places</li> <li>Program start: winter and summer semester</li> </ul>	<ul style="list-style-type: none"> <li>870 places</li> <li>Program start: winter and summer semester</li> </ul>	<ul style="list-style-type: none"> <li>240 places</li> <li>Program start: winter semester only</li> </ul>

**duration: 6 semester, 180 ECTS-Credits**

academic degree: Bachelor of Science (WU) or Bachelor of Laws, LL.B. (WU)



# Business, Economics & Social Sciences BESS (WISO)

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# Business, Economics and Social Sciences: Structure

## INTRODUCTORY AND ORIENTATION PHASE (16 ECTS)

Perspectives on Economics

Business Administration and  
Digital Economy

Introduction to Economics & sustainable  
Economics and Business

European and  
public Business Law

## COMMON BODY OF KNOWLEDGE (47 ECTS)

Business Administration

Economics

Law

Mathematics and Statistics

Economy – Environment – Politics

Academic Research Technique

## MAIN PROGRAM PHASE (107 ECTS)

Business Administration

International Business Administration

Economics

Information Systems

Economy – Environment – Politics

**Bachelor thesis (10 ECTS)**

# Business, Economics and Social Sciences: Majors



# Business, Economics and Social Sciences: Job Opportunities



## Business Administration

- marketing
- human resources
- production
- controlling
- finance
- profit or nonprofit
- start-ups
- ...



## Int. Business Administration

- international & intercultural business
- controlling
- marketing
- supply chain management
- strategic consulting
- ...



## Economics

- economic research
- political consulting
- public administration
- banking
- international organizations
- ...



## Information Systems

- IT Management
- management Consulting
- software development
- innovative business process design
- project management
- ...



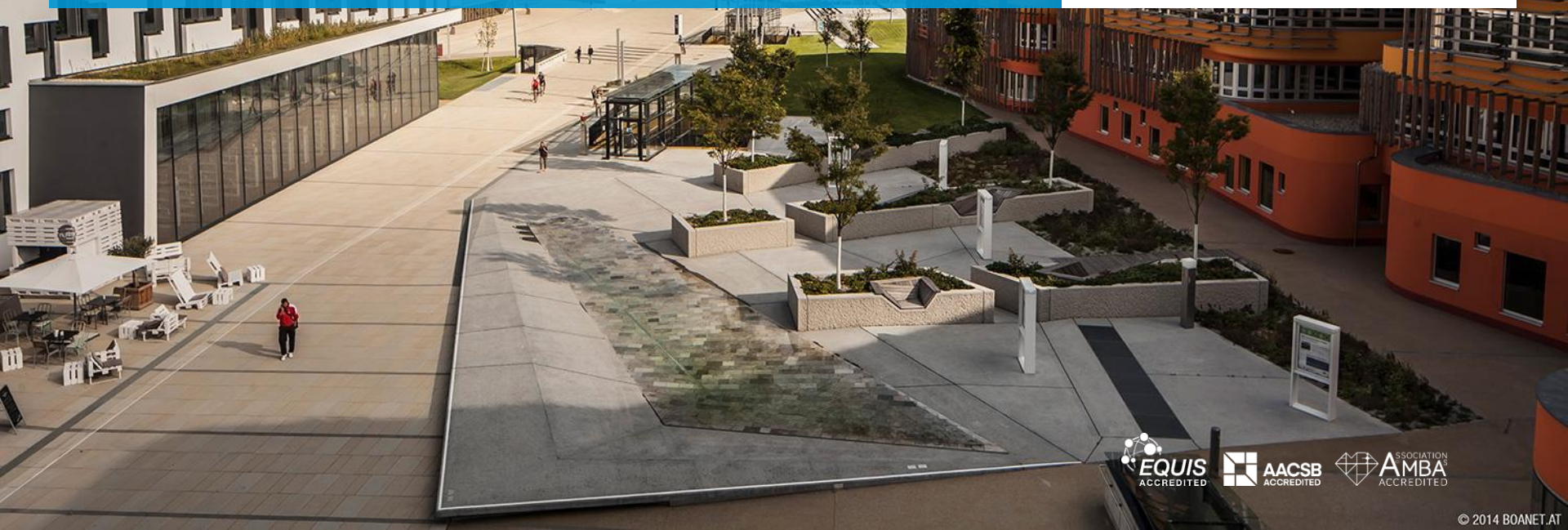
## Economy, Environment, Politics

- science
- business
- NGO's
- public institutions
- sustainability consulting
- CSR
- ...

# Business Law BL (WIRE)

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# Business Law: Structure

## INTRODUCTORY AND ORIENTATION PHASE (20 ECTS)

Perspectives on Economics		Law
Business Administration and Digital Economy	Introduction to Economics & sustainable Economics and Business	Introduction to Law

## COMMON BODY OF KNOWLEDGE (32 ECTS)

Business Administration	Economics	Law	Statistics
Annual Financial Statements & Company Reports 2 courses from Business Administration, Economics or Mathematics	Microeconomics for Business Law	Fundamentals of Public Law Fundamentals of Civil Law	Statistics

## MAIN PROGRAM PHASE (118 ECTS)

Private Law	Public Law	Tax Law	Criminal Law	Specialization
European Law	Labor and social security Law	Academic legal Research Techniques	Law Elective	

## Bachelor thesis (10 ECTS)

# Business Law:

## Career Prospects

### Typical career paths of Bachelor graduates



Legal or Human Resources  
departments of large corporations



Consulting



Banks, insurance companies



Tax consulting and auditing

### Master graduates have unrestricted access to core legal professions



Magistracy



Lawyer



Notary

# Business and Economics BBE

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# Business & Economics: Structure

## INTRODUCTORY AND ORIENTATION PHASE (12 ECTS)

Foundation of Business and Economics

Contemporary Challenges in Business and Economics

Business and Society

## MAIN PROGRAM PHASE (158 ECTS)

Quantitative Methods

Foundations of Business and  
Economics

Business and Economics in  
Context

Academic Skills

Specializations (40 ECTS)

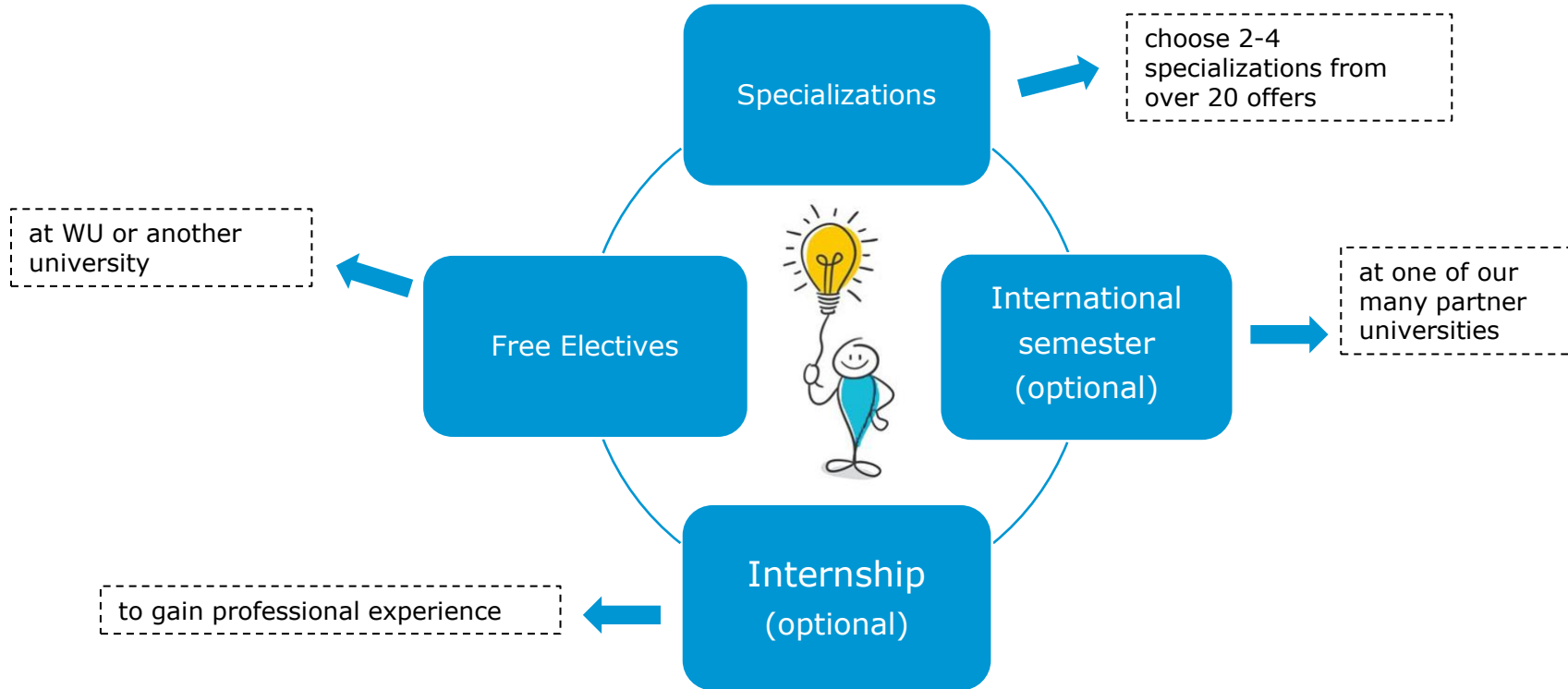
Free Electives + Internship (26 ECTS)

Study Abroad Opportunities (optional)

**Bachelor Thesis (10 ECTS)**



# Business & Economics: Sharpen Your Profile



# Business & Economics:

## Career Prospects

BBE graduates have access to the same occupational fields as BESS (WISO) graduates.

Business & Economics has only been offered since **2018**. Therefore there are only a few graduates.

Most BBE graduates continue their studies with a master's program - either at WU or at a renowned university abroad.



# We Are Looking for Prospective Students Who ...

- are motivated and enthusiastic
- enjoy to work autonomously and responsibly
- have very good English skills
- are interested to analyze and interpret data to understand real-world findings
- are pro-active and like to participate in in-classroom discussions and group assignments
- are interested in what's happening globally in business and economics
- are active members of the BBE community
- are aiming at an international master's program
- are seeking a position in an international environment
- are ready to go the extra mile



# Find your specialization!

1. Business Information Systems
2. Change Management & Management Development
3. Data Science
4. Decision Sciences: Game Theory, Psychology, and Data Analysis
5. Digital Marketing
6. Diversitätsmanagement
7. Entrepreneurship & Innovation
8. Ethics for Management, Organizations, and Society
9. Finance: Markets, Institutions & Instruments
10. Handel und Marketing
11. Information Management and Control
12. International Accounting & Controlling
13. International Business
14. International Marketing Management
15. Knowledge Management
16. Marketing
17. Marketing and Consumer Research
18. Organisation
19. Personalmanagement
20. Produktionsmanagement
21. Public und Nonprofit Management
22. Rechnungslegung & Steuerlehre
23. Strategy and Organization
24. Supply Networks and Services
25. Transportwirtschaft und Logistik
26. Unternehmensführung und Controlling
27. Verhaltenswissenschaftlich orientiertes Management
28. Wirtschaftstraining und Bildungsmanagement
29. Health and Social Policy
30. International Business Communication
31. Wirtschaftsmathematik
32. Health and Social Policy
33. International Business Communication
34. Wirtschaftsmathematik
35. Accounting and Taxation
36. Economic Core
37. Economics Fields
38. Economy, Climate Change and Sustainability
39. European and International Economic Law
40. Interactions of Economy and Society
41. International and European Tax Law
42. Mathematical Methods
43. Philosophy: Logics and Ethics
44. Strategy and Managerial Accounting
45. Supply Chain and Operations Management
46. Topics in Economic and Social History
47. Urban and Regional Economics



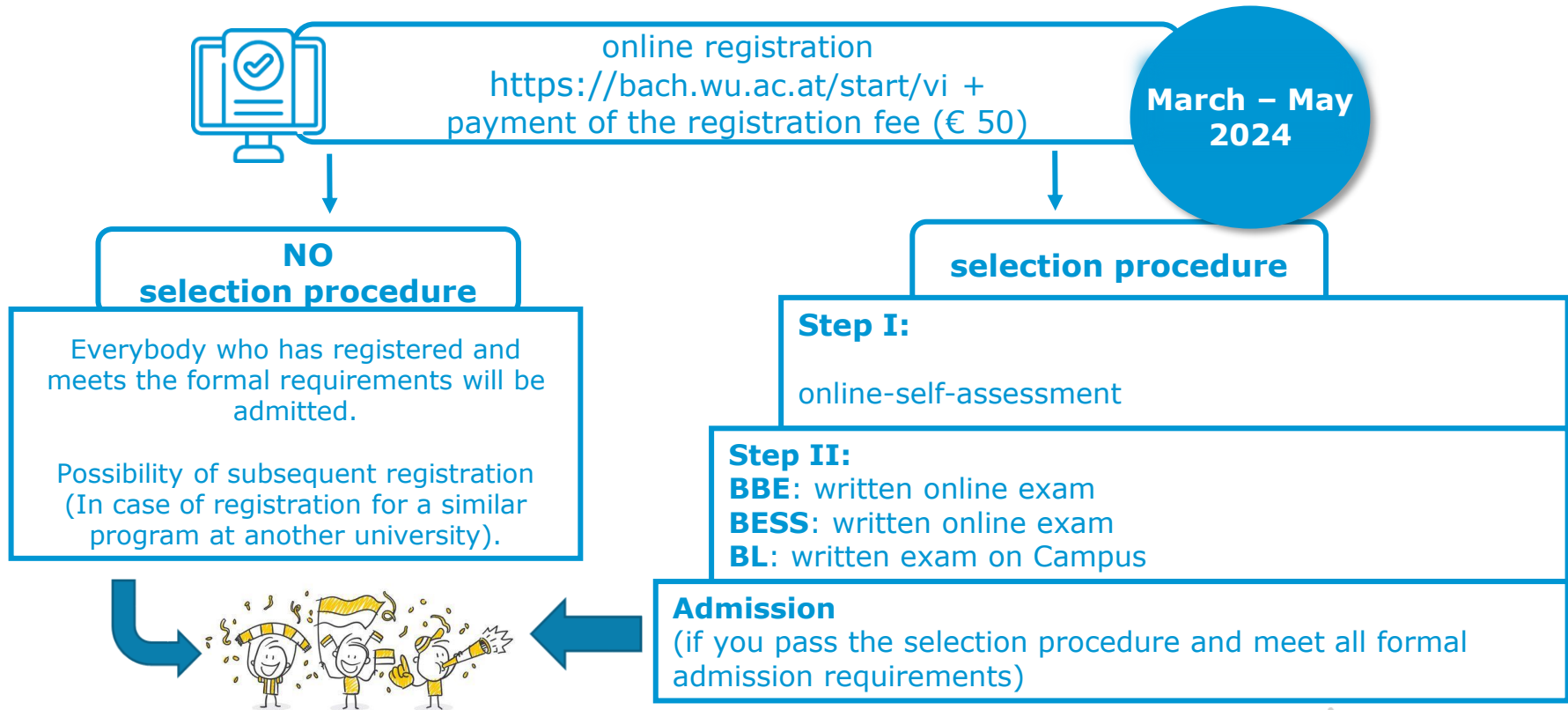
# Selection Procedure

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# Selection procedure



# Studying at WU

Completing the Admissions Process After Having Passed the Entrance Exam

1. Admission appointment during enrollment period & payment of tuition fees/ÖH Student Union dues
2. Attend our „Welcome Days“ – orientation for new students  
BESS+BL (WISO+WIRE): beginning of September 2024  
BBE: end of September 2024





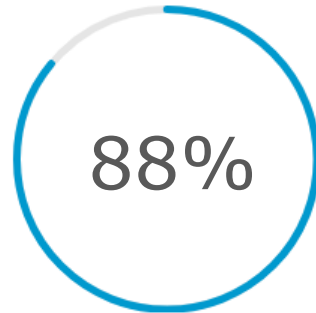
# Good to Know

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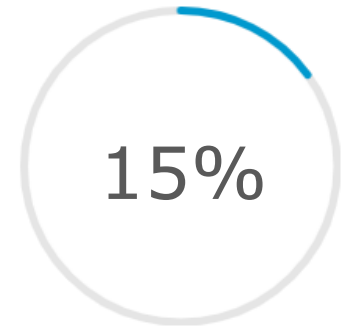


# Hard Work in the First Year Pays Off!



**More than 30 ECTS credits  
in the first year of study**

Only about 12 out of 100 students drop out, 88 successfully complete their studies!



**Less than 30 ECTS credits  
in the first year of study**

Approximately 85 students drop out, only 15 graduate!



# Decision-Making Aids

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**3**

**International  
accreditations**



**240**

**Partner universities  
worldwide**

**~21k**

**Students from  
more than 100  
countries**

**High-quality  
courses &  
excellent teaching**



**Modern and  
innovative  
campus**



**Numerous  
elective and  
specialization  
options**



**Excellent career  
opportunities**



# Support Programs



[Starting@WU](#)



[WU Top League](#)



[Student Counselling](#)



[BeAble](#)

# Additional offers



ZBP Career Center



Language Ressource Center



Entrepreneurship Center



International Office



Canvas Learning Management System



Volunteering@WU



# WU Bachelor's Day



**March 8, 2024**

**more information:  
[wu.ac.at/events](https://www.wu.ac.at/events)**





VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

## WU Study Information

Welthandelsplatz 1, 1020 Vienna, Austria  
Library & Learning Center/Study Service Center

Phone +43-1-313 36-3500  
studieninfo@wu.ac.at  
www.wu.ac.at/ssc



# Study Service Center

Important Departments

**For questions concerning the following topics please contact:**

## Study Information

[studieninfo@wu.ac.at](mailto:studieninfo@wu.ac.at) | +43-1-31336-3500 | [Website](#)

## Admissions

[studienzulassung@wu.ac.at](mailto:studienzulassung@wu.ac.at) | +43-1-31336-3501 | [Website](#)

## Examination Office

[pruefungsorganisation@wu.ac.at](mailto:pruefungsorganisation@wu.ac.at) | +43-1-31336-3502 | [Website](#)

## Study Regulations

[studienrecht@wu.ac.at](mailto:studienrecht@wu.ac.at) | +43-1-31336-3506 | [Website](#)

## Credit Transfer

[anerkennung@wu.ac.at](mailto:anerkennung@wu.ac.at) | +43-1-31336-3504 | [Website](#)

## Opening hours + availability via phone

vom Jan 8,2024 – July 5, 2024

	9-12 a.m.	2-5 p.m.	Phone
<b>Mo.</b>	Credit Transfer, Admissions, Study Information		9-12 a.m.
<b>Di.</b>		Examination Office, Study Information	9-12 a.m.
<b>Mi.</b>		Admissions, Study Information	9-12 a.m. 14-17 p.m.
<b>Do.</b>	Examination Office, Study Information		9-12 a.m.