

Preliminary Double Degree Study Plan 2023/24–2024/25

123.5 ECTS credits

WU Vienna
BI Norwegian Business School

MSc Business Communication
MSc Digital Communication Management



FIRST YEAR – Coursework at WU (2023/24)			SECOND YEAR – Coursework at BI (2024/25)		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Module 1: Foundations of Business Communication (15 ECTS, 1 st Semester)			Compliance, Cybersecurity and Accountability	6	2 nd
Intercultural Business Communication	5	1 st	In Electives (choice of 5 electives from the following list)		
Business Communication in the Media Society	5	1 st	Human-Human Interaction	6	1 st
Business Communication and Language	5	1 st	The Digital Platform – Strategy, Structure and Content	6	1 st
Module 2: International Business Communication and Management (15 ECTS, 2 nd Semester)			Foundations of Strategy for Digital Communication	6	1 st
Intercultural Communication and Area Studies	5	2 nd	Research Methodology for Communication and Digitalization	6	1 st
Strategic Communication Management	5	2 nd	Media and Creative Industries Management	6	1 st
Language and Communication in Specific Business Settings	5	2 nd	Communicating Across Domains	6	1 st
Module 3: Skills and Competencies (20 ECTS, 1 st and 2 nd Semester)			AI Algorithm and society	6	1 st
Language for Specific Purposes	5	1 st	Total ECTS credits	36	
Language-specific, applied content production	2.5	1 st			
Introduction to Content Production	2.5	1 st			
Media and Communication	5	2 nd			
Writing for Academic and Business Purposes	5	2 nd			
Module 4: Applied Research Projects (choose one, 7.5 ECTS, 2 nd Semester)					
Research in Strategic Communication Management (7.5 ECTS) OR Intercultural Communication and Area Studies (7.5 ECTS) OR Language in Business Contexts (7.5 ECTS)	7.5	2 nd			
Module 5: Research Methods (10 ECTS, 1 st Semester)					
Qualitative and Quantitative Research Methods & Data Analysis	10	1 st			
Total ECTS credits	67.5				
Master Thesis (20 ECTS credits)					

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, WU students will be allowed to write an individual thesis. Students have to electronically submit their thesis at BI before July 1. The thesis must also be submitted to WU and will be approved and graded by both institutions individually.