

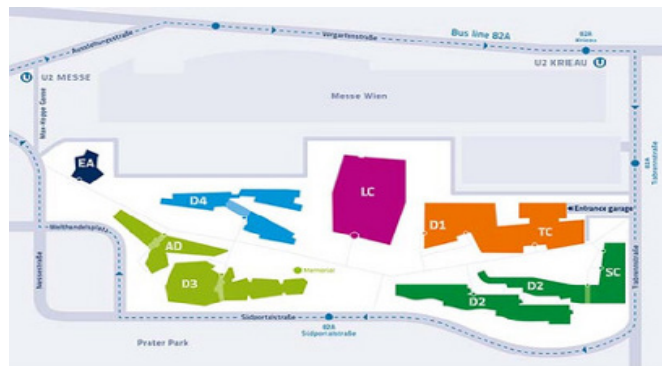
# Index

1   Welcome@WU	2	5   Program Overview	12
2   ÖH WU – Student's Union	2	5.1 Career Opportunities	12
2.1 We introduce ourselves!	3	5.2 Structure Overview	13
3   Application	5	5.3 Introductory and Orientation Phase (IOP or STEOP)	15
3.1 Online Registration	5	5.3.1 Foundations of Business and Economics (12 ECTS)	16
3.2 Online Self-Assessment, Proof of English Skills, Motivation letter	5	5.4 Main Program Phase (MPP)	17
3.3 Entry exam (Beginning of July)	6	5.4.1 Quantitative Methods (12 ECTS )	17
3.4 Admission requirements for foreign students (Overview)	7	5.4.2 Foundations of Business and Economics (48 ECTS)	18
4   Study Overview	8	5.4.3 Business and Economics in Context (24 ECTS)	20
4.1 Program Structure	8	5.4.4 Academic Skills (8 ECTS)	22
4.2 ECTS - European Credit Transfer System	9	5.5 Specializations (SBWLs)	22
4.3 Bridging Courses	9	5.5.1 Specializations orth 20 ECTS	23
4.4 Summer University	10	5.5.2 Specializations worth 10 ECTS	24
4.5 Different Types of Courses and Exams	10	5.6 Free Electives, Internship, Semester abroad	24
4.5.1 Continuous Assessment Courses (PI)	10	5.6.1 Free Electives	24
4.5.2 Lecture with interactive Elements (VUE)	10	5.6.2 Internship	24
4.5.3 Reserch Seminar (FS)	10	5.6.3 Semester Abroad	24
4.5.4 Workshop type Courses (AG)	10	5.6.4 Double Degree	26
4.5.5 Modulare Examinations (MP)	11	5.6.5 International Summer University (ISU)	26
4.5.6 Subject Examination	11	5.7 Bachelor Thesis	27
4.6 Grades	11	5.8 Graduation	27
		6   Master Studies	28
		7   Final Tipps	28
		7.1 Where can you find further Information?	28

# 1 | Welcome@WU

Welcome to the Vienna University of Economics and Business! We appreciate your interest in our educational institution and your decision to study in Austria. Internationalism is very important to us, as the WU is positioned not only in international top-rankings among the first, but is also the university with the highest number of foreign students in Austria (around 35%). The Program Business & Economics (BBE) even consists of approximately 50 % internationals. With us, you are in good hands!

Every beginning is challenging, so we have tried to summarize the most essential information for you in this brochure, aiming to make your entry as well as your stay as easy as possible. We, the Student's Union of the WU (ÖH WU) work in favour of your interests as a student every day. The Student's Union Counseling Center (ÖH WU Beratungszentrum) is your central place to go if you are in need of any advice regarding your studies, legal issues or experience of unfairness within a course. It is located in the ground floor of building SC on the campus (See map below).



Especially at the beginning of the semester, the ÖH WU provides vital information at its numerous events, particularly targeted towards first semester students. In addition to representing the student's voice on campus and in politics, we also encourage students to connect among each other. In order to support that, the ÖH hosts several events to bring the WU students closer together. Make sure to participate to experience student life at WU!

If you are interested in participating in our mission, connecting with others and helping students on their path through their student life, you are more than welcome to join us! Reach out to us via [mitarbeit@oeh-wu.at](mailto:mitarbeit@oeh-wu.at)

## 2 | ÖH WU – Students Union

The ÖH WU is the organization that represents the students' interests in terms of consulting, information events and leisure-events. To provide that, we are in daily contact with the various institutes, departments and, especially, the rectorate of the WU. Why do we do that? Because it is our utmost concern that you can enjoy your study the best way possible and that you face quality and fairness during each and every sequence of your study.



Lea Pressl  
AktionsGemeinschaft WU  
Chairwoman ÖH WU



### 2.1 | We introduce ourselves!

All of us at ÖH WU are still WU students, just like you, wanting to have a positive impact on student life – no matter if that means working to improve the quality of lectures, providing advice and guidance to fellow students or to host legendary events. With this aim in mind, we have established a framework for you to use, to be able to navigate the university better.

Should you have any questions or concerns during your study, feel free to come and visit us in the „ÖH WU Beratungszentrum“ (Counseling Center).

Should you have any questions or concerns during your study, feel free to come and visit us in the „ÖH WU Beratungszentrum“ (Counseling Center).

Our opening hours are:

Monday:	9:00-16:00
Tuesday:	9:00-16:00
Wednesday:	9:00-18:00
Thursday:	9:00-16:00
Friday:	9:00-16:00

For your perfect time studying, we also offer you various services, which are:

- ÖH WU ProfCheck, so you can find the perfect lecturer for your course.
- LV-Planer, to organize your study easily.
- ÖH WU QualityCheck to keep distance learning fair and with high quality.
- ÖH WU Plagiarism check for your theses.

- ÖH WU Bücherbörse - Secondhand Bookshop - because we know the scripts can be expensive.
- ÖH WU Bachelor Thesis Guide, an information platform about the bachelor thesis.
- Exam repository, where you can review previous exams and hand in your old exams for future students to use.

And if you ever need to take a break from studying, come to one of our events, especially during the beginning of the semester – the event series is called “Steiler Einstieg”. Typical events include a semester opening party, a “Heurigen”, a BBQ, a Beerpong/Flunkyball/Flipcup tournament, info events and many more.

Like our Facebook page to stay up to date when the next event will take place.



Philipp Schöller  
AktionsGemeinschaft WU  
Vice-Chairman ÖH WU



Fabian Köppel  
AktionsGemeinschaft WU  
Director Economic Affairs  
ÖH WU



Konstantin Steiner  
AktionsGemeinschaft WU  
Vice-Chairman ÖH WU



Max Kilian  
AktionsGemeinschaft WU  
Student Representative BBE/  
BaWiso



Valeria Gloria Ledermaier  
AktionsGemeinschaft WU  
Head of Department for  
Education Policy

## 3 | Application

The Bachelor's program starts solely in October, at the beginning of the winter semester. There are three steps for a successful admission:

- Online Registration (1st March - 15th May)
- Online Self-Assessment, Proof of English Skills, Motivation letter (until 31st May)
- Entry exam (Beginning of July)

### 3.1 | Online Registration

Before you start with the admission process, you have to complete the online registration and pay the application fee (50€). By the 17th of May, you'll be notified whether the selection procedure takes place. If the number of applicants completing the online registration exceed the number of places available in the program, the selection procedure continues.

*„This application fee is non-refundable! Even if your application is rejected or other incidents happen, you don't get your application fee back. „*



Lea Pressl

### 3.2 | Online Self-Assessment, Proof of English Skills, Motivation letter

The Online Self-Assessment (OSA) helps you to make an informed decision whether this Bachelor's program is the right one for you. Therefore, the OSA will not be graded. Topics which will be covered in the OSA are soft skills, like your motivation, your interests, your expectations but also hard skills like logical thinking, mathematics, and language skills.

You have to be proof that your English skills are at least on a B2-level, while a C1-level is definitely recommended. You have to upload at least one of the following certificates to fulfil this criterium:

- A positive grade in English on a secondary school leaving certificate issued by a school in the EU, the EEA, or Switzerland
- Cambridge English: First (FCE – B2), Advanced (CAE), Proficiency (CPE), Business higher (BEC higher)
- IELTS (Academic or General) - overall score of minimum 6.0
- TOEFL (iBT) - overall score of minimum 85
- Proof that your first language is English

The motivation letter must not exceed the maximum number of characters. If so, you have to shorten your text. In order to pass this criterium, you have to answer three questions about your expectations of the BBE program and also about your skills, experiences, and interests.

After approx. 2 weeks, you'll be informed whether you passed the second step as well and whether you are invited to the entry exam.

### 3.3 | Entry Exam (Beginning of July)

The entry exam will be in a Multiple Choice format and cover the areas (1) English language skills (mostly grammar and reading comprehension), (2) elementary economics and business knowledge, and (3) basic math skills on Matura level (secondary school leaving certificate). For final admittance, only the exam result will be taken into consideration, with the 240 highest scores getting an admission offer from WU.

Within two weeks, you will be informed whether you passed the final step as well (latest 23th July).



Max Kilian

*„So far the entrance exam has always taken place, as there are only 240 students accepted each year.“*



Lea Pressl

*„The WU provides preparation material for free. All further information is available on <https://www.wu.ac.at/studium/bachelor/business-and-economics/selection-procedure>.*

*Tip: To study for the math part, <https://www.khanacademy.org/> can be quite useful.*

### 3.4 | Admission requirements for foreign students (Overview)

For in-depth information please find a copy of our „Foreign Students“ brochure in our offices or online.

Requirements for applicants from EU/EEA/CH or third countries:

- Submit a secondary school leaving certificate or degree certificate from a first-degree program of at least 3 years duration (if you're in the process of obtaining such a certificate you may register and take part in the selection procedure and hand it in by the end of the enrolment period)
- Complete the selection procedure
- Documents proving English skills at the level of B2. The following certificates are accepted by the admissions office:
  - \* A positive grade in English on a secondary school leaving certificate issued by a school in the EU, the EEA, or Switzerland
  - \* TOEFL 85
  - \* IELTS 6.0
  - \* Cambridge English: First (FCE-B2), CAE (Certificate in Advanced English), CPE (Certificate of Proficiency in English), BEC Higher (Business English Certificate Higher)
  - \* Documentation of the successful completion of a secondary school, a bachelor's program, or a master's program of at least two years duration taught in English, issued by the educational institution
  - \* Documentation proving that English is your first language
- Documents in a different language than English or German have to be translated/authenticated!

EU/EEA/CH nationals must enter with a valid travel document to Austria and don't need a residence permission for their stay in Austria. You have to apply for a „Registration certificate“ (Anmeldebescheinigung) within 4 months after your entry at the City Council MA 35. This is in addition to the residence application that everyone has to comply within 3 working days after taking residence. It also has to be repeated every time you move (MA 62 and all district branches that it has in Vienna).

- Third-country nationals must apply for „Residence Permit - Students“:
- The initial application must be made after receiving the approval notice from the university at the responsible Austrian representation authority (embassy, consulate) abroad (home country). Students, who are allowed to enter Austria without a visa, can make the initial application in Austria (Vienna's municipal authority MA35).

- In addition to the completed form, the following documents (original and copy) must also be submitted:
  - \* Recent photo (not older than 6 months)
  - \* Valid passport (copies of all pages that contain entries and stamps)
  - \* International birth certificate
  - \* Admission letter from the University
  - \* Details of the financing of the stay (in the form of a savings account or evidenced by recent bank statements amounts vary according to the representative authority amounts, often around 7000 Euros, but if you're over 24 years old around 10000 Euros) or a submitted pledge of a person living in Austria
  - \* Police clearance certificate, not older than 3 months
  - \* Proof of cost covering health insurance in Austria
  - \* Proof of health care insurance
  - \* Extracts from the credit protection association
  - \* Proof of secure accommodation (lease, dorm) for 1 year
- All foreign language documents require a certified translation. The authentication procedure varies by country of origin, is done by court-appointed interpreter, or at the Department of State of the home country.



Valeria Gloria  
Ledermaier

*„WARNING! The Bachelor Business and Economics has an entry exam and as such English proficiency (B2) is required (we recommend level C1). „*

## 4 | Study Overview

### 4.1 | Program Structure

The Bachelor's degree in Business and Economics comprises 180 ECTS credits (ECTS) or respectively 240 ECTS (Double Degree). To access this program, one must pass the admission procedure. This includes an online pre-registration, the payment of a 50 € registration fee, the upload of a letter of motivation and, if too many students apply, an entrance test. The positive completion of this admission procedure entitles the student to begin the course in the following academic year.

There are no diploma examinations, but performance certificates for the individual courses. Occasionally, there are so-called subject examinations, which are explained below. When planning your studies,



keep in mind that some teaching events require other courses that have to be successfully completed before. This is specified in the individual course descriptions.

## 4.2 | ECTS – European Credit Transfer System

The ECTS credits are awarded for each successfully completed course. They are designed to compare the lectures on a national and international base. ECTS express the average workload of a course for students. The more ECTS credits a course has, the more time-consuming it usually is (1 ECTS equals approx. 25 working hours incl. lecture times). The ECTS points also serve to measure the academic progress and enable a better comparability between positive test achievements.

*„In BBE most courses are worth 6 ECTS-Points.“*

Furthermore, exams that were taken at other universities can be approved faster and more easily. You always get all ECTS points of the course (Example: Quantitative Methods 1 – 6 ECTS) as proof of achievement. Also, it does not matter which grade you receive on your exam; you will always get all ECTS points of the course as a proof of achievement.

## 4.3 | Bridging Courses

If you feel you have a lack of knowledge in some areas, you can attend so-called bridging courses („preparatory lectures“).

These are offered in the following fields:

- IT
- Spanish
- Russian
- French
- Italian
- Math

*„If you are interested in learning a new language or improving it, check out the Raiffeisen Language Center“*



Lea Pressl



Philipp Schöller

#### 4.4 | “Summer University”

The “WU Summer University” or Sommeruni is an initiative established by the Student’s Union. Courses are held in September and January to accelerate the progress of studies. Normally, courses, which do not have enough capacity for all students in the regular semester are offered. Therefore, this program is mainly accessible for “WISO” students, and is not available for BBE.

#### 4.5 | Different Types of Courses and Exams

##### 4.5.1 | Continuous Assessment Courses (PI)

In continuous assessment courses you will be graded based on several performance components. One component can be homework, a presentation, attendance, a mid-term or a final exam. In a PI, attendance is required. The courses will be held in small groups. If there is a final exam, you will not have to sign up for it separately.

##### 4.5.2 | Lecture with interactive Elements (VUE)

This type of course provides a greater flexibility due to the interactive elements that are incorporated in the lectures. The course will not only consist of a lecture part but also of an interactive lab part which requires active participation. Decisive for the final grade are at least two performance components. If you missed one performance component you will have the possibility to compensate for it. However, this is only possible if you have a justifiable reason and excused yourself beforehand. If you were graded negatively, you can also repeat the performance in case you have achieved at least 10% of the total points.

##### 4.5.3 | Research Seminar (FS)

Here, the focus is on a “research-led teaching” concept and consequently, you will have the opportunity to carry out your own research projects as well as practically oriented projects outside of the classroom. This is why there is a reduced student attendance requirement. You will be graded based on at least two performance components. This can either be in form of essays, seminar papers, project presentations or project reports.

##### 4.5.4 | Workshop-type Courses (AG)

In Workshop-type courses attendance is mandatory as group works and

the joint elaboration of topics are the focus of this type of courses. Therefore, active participation during the courses is required to be graded. However, you will only be graded on a pass/fail basis instead of receiving real grades (1-5). You also have to keep in mind that when calculating subject grades workshop-type courses will not be considered, as only courses that are graded on a numerical scale will count for the subject grade.

#### 4.5.5 | Module Examinations (MP)

Knowledge and skills that you have acquired in at least two or more preparatory lectures will be assessed on the basis of module examinations. It is necessary to attend all seminars that are required for the enrolment for the module examination. You will not be graded separately for the preparatory courses and the obligation to attend the courses will vary between 50-70%. The examinations will either take place in form of a written or an oral exam. Furthermore, you will not receive your ECTS credits for the preparatory lectures until you have received a positive assessment of your module examination.

#### 4.5.6 | Subject Examination (FP)

An FP comprises the content of more than one course and consists mostly of a written and an oral part. Most FPs are integrated in the program „Business Law“ and in some specializations. In contrast to the MP, you will be graded separately for the preparatory courses which are necessary to be allowed to pass the FP.

You have to register separately for the FPs via LPIS!

*„LVs and LVPs are additional lecture types, however as they are not part of the BBE curriculum, they are not described here. They are mostly used in the German-taught bachelor programs. During your studies, you will most of the time encounter only PIs and VUEs.“*



Lea Pressl

#### 4.6 | Grades

You receive a grade for each completed class, which will appear on your accumulated university certificate. You can print your certificates anytime if you already have your student's ID. The printers are located in the second floor of the Library & Learning Center (LC), near to where you have picked up your ID in the beginning. Generally, all of the grades have to be registered by the professors within 4 weeks after you took the exam. At the end of your studies, you receive a

For each specialized field you get a separate grade. This grade is the average grade over all of the courses of this specialized field. This grade is weighted and rounded according to ECTS, rounded to 0.5 inclusive (so you get the better grade). For example, in the specialized field (Quantitative Methods) you have to take two courses, QM1 and QM2. If you have the grade 2 in QM1 and grade 3 in QM2, you have 2.5 in average. So, you will receive the grade 2 in this fields because a x.5 will be rounded to the better grade.

## 5 | Program Overview

The Bachelor's degree in Business and Economics qualifies for demanding business, economic and social science activities in the private and public sector as well as in non-profit organizations. As part of your studies, you will be taught the basics of business administration, business analytics, economics, law, socio-economics and foreign-language business communication. Particularly noteworthy in the Bachelor's program is the important role of social skills. Communicating, modernizing and negotiating are core skills that are taught in the Business and Economics degree program and that enable graduates to assert themselves in key positions in different areas of economic life. You can also deepen your communication and negotiation skills attending multiple workshops. After completing your Bachelor's degree, you will be able to quickly familiarize yourself with a variety of business-related activities and to follow the development and innovation of the practice with its economic background. The Bachelor's program qualifies not only for the professional level, but also for continuing academic degrees such as a business-related Master's degree.

### 5.1 | Career Opportunities

When choosing to study Business and Economics, you will be qualified as a generalist in the economic life. In addition to the well-founded basic knowledge about various fields, you can deepen your education in a targeted economic direction through specialization opportunities. Depending on the chosen specialization, you qualify for a wide range of tasks in companies of all sizes, as well as in the public sector and in non-profit organizations. For graduates of bachelor degrees, it is common to work in project management as well as organization and planning in the areas of: Controlling, Finance, Personnel Development, Entrepreneurship, Marketing / Advertising, Sales, Logistics, Research and Development and Production. Especially as a graduate of the BBE study program at

WU Vienna, you will be able to choose the field of work according to your personal abilities and interests. If you plan to work in the top management field it will be an advantage to deepen your specialist knowledge and other personal competences in a master's program.

## 5.2 | Structure Overview

The Program consists of 180 ECTS overall. 12 ECTS in the Introductory phase, 92 ECTS in the Main Phase, 40 ECTS through the Specializations, 26 through free electives and 10 ECTS for the Bachelor thesis. Most of the courses are worth 6 ECTS each.

To be allowed to take main phase courses, both IOP courses have to be completed successfully (an exception here is the course Quantitative Methods 1, as it can already be taken in your first semester).

To be allowed to apply and register for Specializations, 42 ECTS of the main phase have to be completed (Excluding Academic Skills ).

Name of the course	ECTS	CH	Type of course
In Foundations of Business and Economics (12 ECTS) (STEOP)			
Contemporary Challenges in Business and Economics	6	2	VUE
Business and Society	6	2	PI
In Foundations of Business and Economics (48 ECTS) (Main Program Phase)			
Business Analytics I	6	2	PI
Business Analytics II	6	2	PI
Decision Making and Behaviour in Business	6	2	PI
Financial Reporting and Analysis	6	2	PI
Foundations in Macroeconomics	6	2	PI
Foundations in Microeconomics	6	2	PI
Foundations in Socioeconomics	6	2	VUE
Understanding Business/Business Planning	6	2	PI
In Quantitative Methods (12 ECTS)			
Quantitative Methods 1	6	2	VUE
Quantitative Methods 2	6	2	VUE
In Business and Economics in Context (24 ECTS)			
Governance and Legal Environment	6	2	VUE
History of Economics and the Economy	6	2	VUE
Law, Economics, and Business	6	2	VUE
Managing Organizations and People	6	2	PI
In Academic Skills (8 ECTS)			
Logic and Methodology of Social Sciences	6	2	VUE
Bachelor Thesis Coaching and Presentation	2	1	AG

Year 1		Year 2				Year 3					
Semester 1 (WS: Oct – Jan)		Semester 2 (SS: March – June)		Semester 3 (WS)		Semester 4 (SS)		Semester 5 (WS)		Semester 6 (SS)	
Half semester 1	Half semester 2	HS 1	HS 2	HS 1	HS 2	HS 1	HS 2	HS 1	HS 2	HS 1	HS 2
Introductory course Orientation Phase	Core courses	Core courses		• Core courses • Specializations • Free electives		• Core courses • Specializations • Free electives		• Specializations • Free electives		• Specializations • Free electives • Bachelor's Thesis Coaching and Presentation • Bachelor's Thesis	

Phase 1

Phase 2

Phase 3

Year 1		Year 2		Year 3	
Semester 1 (WS19/20)	Semester 2 (SS20)	Semester 3 (WS20/21)	Semester 4 (SS21)	Semester 5 (WS21/22)	Semester 6 (SS22)
• Contemporary Challenges in Business and Economics • Business and Society? Quantitative Methods I Governance and Legal Environment Understanding Business/ Business Planning	Financial Reporting and Analysis	Business Analytics I	Managing Organizations and People	Bachelor's Thesis Coaching and Presentation	
	Quantitative Methods II	Business Analytics II	Log and Methodology of Social Sciences	Bachelor's Thesis	
	Law, Economics and Business	Decision Making and Behavior in Business	Specializations	Exchange Semester (Optional)	
	Foundations in Microeconomics	History of Economics and the Economy	Free Electives		
	Foundations in Social Economics		ISU (Optional)		
	Internship (Optional)		Internship (Optional)		

ISU=International Summer University

\*Remember that Quantitative methods I is a prerequisite to Quantitative methods II, which in turn is a prerequisite to Business Analytics I & II

\*This chart only serves as an illustration.  
\*Courses will be offered in the outlined semesters. Many courses will only be offered once a year.

### 5.3 | Introductory and Orientation Phase (IOP or STEOP)

The Bachelor's program Business and Economics at WU consists of:

- Introductory and Orientation Phase (2 classes à 6 ECTS)
- Main Program Phase (15 classes à 6 ECTS and 1 class of 2 ECTS)
- Specializations - 40 ECTS
- Free Electives - 26 ECTS
- Bachelor's Thesis - 10 ECTS.

In the first semester, you have to complete 12 credit points (2 á 6 ECTS) to be allowed to take courses from the main program phase. These are “Contemporary Challenges in Business and Economics” and “Business and Society”. Of course, the completion of these 12 credits in one semester is only necessary, if you want to stay within the minimum period of study. However, in BBE, introductory courses are usually only offered during the winter semester, so if you do not pass them, you might have to wait an entire year for another chance. It’s no big deal if you need more time but you have to be careful because of the deadlines of scholarships and subsidies. For further information, please use the “ÖH WU Social Brochure” or write an e-mail to the office for Social Policy of ÖH WU (soziales@oeh-wu.at).



Max Kilian

*„In the Introductory and Orientation Phase you are allowed to retake the class 3 times (so, 4 times all in all). For all other classes in the Main Program, you are allowed to retake the class 4 times (5 times all in all). Additionally, you have to be careful about some sequences within the studies. Which means that you have to pass QM 2 to be able to register for BA 1 and BA 2. „*

### 5.3.1 | Foundations of Business and Economics (12 ECTS):

#### **Contemporary Challenges in Business and Economics – CCBE (6 ECTS, 2 CH, PI)**

This course illustrates the complexity of global and local business, economic, social and environmental relationships that can be addressed through the variety of theoretical frameworks and methodological tools available in the social sciences and practiced at WU. The course demonstrates the centrality of social science research to understand and offer solutions to some of the contemporary challenges we face including globalization, climate change, inequality and poverty. The course focuses on students critically engaging with the topics and working out how different theoretical lenses result in different research questions, which may yield potentially conflicting, yet scientifically valid explanations and solutions to those challenges.

#### **Business and Society – B&S (6 ECTS, 2 CH, PI)**

This course is divided into 2 parts. In the first part, you learn the key business concepts, major types of business decisions and how they affect the firm’s value. You will understand basic financial concepts such as income and cash flow statement, balance sheet, financial ratios, etc. You will also get in contact with Entrepreneurship, Finance/Accounting,



Marketing, Management/HR, and Operations Management. In part 2, you understand more about the grand challenges facing business and how management can deal with them. Additionally, the high value of diversity management is a major topic as well as alternative business models that focus on the grand challenges.

*„You have to pass the two courses Contemporary Challenges in Business and Economics and Business and Society to be allowed to enroll for courses of the main program’s phase.“*



Lea Pressl

## 5.4 | Main Program Phase (MPP)

Most courses of the program are part of this phase. Of these some are only offered in the Winter semester, and some only in the summer semester.

*„During your 2nd Semester, the ÖH holds the „3rd semester talk“, helping you plan your exchange semester and your Specialisations“*



Fabian Köppel

### 5.4.1 | Quantitative Methods (12 ECTS)

#### **Quantitative Methods I - QM1 (6 ECTS, 2 CH, VUE)**

In QM1, you get in touch with basic concepts, methods and tools in mathematics and computing that are necessary for the quantitative analysis of problems in today's world of business and economics. You learn basic skills in programming and the open-source computer language R. After this course, you will be able to conduct simple mathematical analysis.

In QM 1 a lot of time has to be used to learn R and it might not seem useful at the beginning, but in the later courses you will build on that knowledge and learn to apply it.

*„You are allowed to enroll for this course even when you are still in the IOP-phase, to be able to progress faster through your studies.“*



Valeria Gloria Ledermaier

### **Quantitative Methods II – QM2(6 ECTS, 2 CH, VUE)**

The course deepens the understanding of concepts, methods and tools from mathematics, statistics and computing for the quantitative analysis of problems in modern business and economics. Mathematical concepts introduced include optimization for functions of several variables, optimization under constraints and further topics in probability theory, together with suitable examples from business and economics.

#### 5.4.2 | Foundations of Business & Economics (48 ECTS)

### **Understanding Business/Business Planning (6 ECTS, 2 CH, PI)**

You will dive into the very core of the entrepreneurial and managerial DNA. Learning from best and worst cases, you will explore the foundations needed by any successful businessman and experience the enigma of success from manifold perspectives. With a deep understanding of what a „business“ really is in the 21st century, you will learn to outline key points for success, from a business plan and planning for the future to risk management and other concepts.



Lea Pressl

*„Depending on the professor, the course will either lean more towards entrepreneurship or management – either way, both courses are of top quality, so choose what suits you better.“*

### **Business Analytics I – BA1 (6 ECTS, 2 CH, PI)**

The course provides an introduction to methods and tools that support data-driven decision making in business. Beginning with basic data handling skills and progressing through statistical and operations research methods, students learn business analytics through real-life examples. A special emphasis will be put on visualization and interpretation of results.

### **Business Analytics II – BA2 (6 ECTS, 2 CH, PI)**

The course builds upon methods and tools introduced in Business Analytics 1. It deepens the skills of students by applying tools to practical problems in a variety of areas, depending on which focus is chosen from one of the following:

- Data Management
- Finance
- Marketing
- Supply Chain Management

Building on the acquired skills from the previous courses (QM 1, QM 2, BA 1), you will learn quantitative analysis, data handling and a variety of

other tools you will be able to apply in practice.

*„If you follow the recommended study plan, you will usually take BA1 and BA2 at the same time.“*



Konstantin Steiner

*„When signing up for BA2, make sure to check the syllabus in the eVVZ to see which focus each BA2 course has, and choose the one that suits you best.“*



Philipp Schöller

### **Financial Reporting and Analysis - FRA (6 ECTS, 2 CH, PI)**

The course focuses on accounting and financial statements, however not from the view of a bookkeeper, but rather that of a manager. Instead of specific rules of accounting which might differ from nation to nation, the focus lies on understanding the principles through:

- Introduction to Financial Reporting according to IFRS
- Items and Structure of Financial Statements
- Discussion of an Annual Report of a Multinational Enterprise
- Financial Statement Analysis and Ratios
- Introduction to Financial Statement Data

### **Foundations in Microeconomics (6 ECTS, 2 CH, PI)**

Foundations in Microeconomics is an introductory undergraduate course that teaches the fundamentals of microeconomics. The course starts with an introduction to individual decision-making under scarcity, then turn to social interactions and game theory, continuing with an analysis of how institutions and power determine allocations. Next, a closer look how firms operate is taken and the implications of profit maximization are taught. We continue with key concepts of competitive markets and perfect competition, and a closer look at the labor market is taken. Finally, at market phenomena like market equilibration, asset price bubbles, non-clearing markets, external effects and market failures are addressed.

### **Foundations in Socioeconomics (6 ECTS, 2 CH, VUE)**

In this course you will get an introduction into key concepts, theories and methods from socioeconomics. In the first part of the course, we will deal with the main economic actors and how their interactions are governed. Markets are seen as sets of social institutions. Institutions shape how consumers, firms and other economic actors behave. While it is difficult to understand how novelty emerges, we can study the conditions that are conducive to innovation. We will review how economic performance, social progress and human wellbeing are measured and what progress has been made. In the second part of the course, we will study a specific macroeconomic model that accounts for biophysical boundaries and inequality.

### **Foundations in Macroeconomics (6 ECTS, 2 CH, PI)**

This course covers fundamental macroeconomic concepts of the 3 markets for goods, finance and labor, discussing inflation and deflation and its correlation to unemployment, and the balance of payments and current account deficits. Based on these concepts, the impact and options of economic policy are discussed, like monetary and fiscal policy and exchange rates. Lastly, the different types and underlying issues, triggers and symptoms are considered, like shocks to demand and supply, exchange rate crises, and financial crises.

### **Decision Making and Behavior in Business – DMBB (6 ECTS, 2 CH, PI)**

Knowing the drivers of corporate value is essential for long-term and short-term decision making. The course starts discussing important long-term value drivers (like technological change, competition or customer preferences) and derives the need for more specific information for short-term decision making. We focus on the decision-facilitating role of management accounting and discuss widely accepted tools and techniques of generating and using information for decision making. Additionally, the course illustrates the decision-influencing role of information in the context of delegated decision-making.

#### 5.4.3 | Business and Economics in Context (24 ECTS)

### **Governance and Legal Environment – GLE (6 ECTS, 2 CH, VUE)**

The purpose of this course is to introduce students early to key aspects of the legal framework that will be most relevant for their studies in business and economics. Additionally, the legal context of financing a business will be explained (debt vs equity financing, capital markets). Further, students will be made familiar with the legal framework of international business

activities, e.g. how to gain access to foreign markets through economic freedom (as established by the European Union and international agreements) or how to obtain legal protection against violations of economic fundamental rights.

### **Law, Economics, and Business – LEB (6 ECTS, 2 CH, VUE)**

This course aims at demonstrating the impact of law on business and society. To this end, specific areas of law are presented to make students understand the effects of legal regulation on individuals, businesses and society as a whole. This will include tax law (and the impact of taxation on business, public finance and society), the legal aspects of intellectual property (the concept of intellectual property rights and their protection) and the legal regulation of competition (regulatory rules and their economic effects)

### **History of Economics and the Economy – HEE (6 ECTS, 2 CH, VUE)**

The course explores the historical process leading to the present. It combines the (material) history of economic development and crises since the early modern period with the sense-making process reflected in the evolution of economic thought and the formation of the scientific discipline we today know as economics since the eighteenth century. Its main aim is to understand path dependencies in economic development and the development of economic thought and therefore to provide students with a contextualization of the current state of the world economy and economic theory.

### **Managing Organizations and People – MOP (6 ECTS, 2 CH, PI)**

The course is designed to expose students to the contemporary challenges facing organizations and managers. The course combines perspectives from organization theory, organizational behavior, and international business to examine how organizations are structured and people are managed across diverse contexts. The topics covered include: organizational structure and design, strategic management, leadership and motivation, organizational culture, and cross-cultural management.

The course is structured in two sections:

Individuals, teams, and organizations (micro and meso): This section focuses on the strategic and managerial context of organizational behaviour. It examines organizational structure and design, individual

behaviours and processes in organizations, and how to integrate business strategy and organizational behaviour. A particular emphasis in this section is to understand the factors that influence external (organization-environment) and internal (individual-organization) fit/misfit.

Organizations and environments (meso and macro): This section focuses on the embeddedness of organizations in diverse institutional and cultural environments, the resulting strategic challenges and opportunities, and the requirements for effectively managing people, talent, and a diverse workforce. A particular emphasis is on international and multinational organizations that cross national and cultural borders.

#### 5.4.4 | Academic Skills (8 ECTS)

##### **Logic and Methodology of Social Sciences (6 ECTS, 2 CH, PI)**

This is an introductory course into the philosophy of science and the philosophy of the social sciences. It deals with questions concerning the aims of scientific inquiries, the differences between science and non-science, the potential validity of reasoning based on empirical data in distinction to deductive reasoning, and the presuppositions of all empirical inquiries.

The questions pursued are (i) questions in the philosophy of science and the history of the philosophy of science, (ii) epistemological and (iii) metaphysical or ontological questions.

##### **Bachelor Thesis Coaching and Presentation (2 ECTS, 1 CH, AG)**

The AG Introduction to Academic Writing will focus on academic writing in various disciplines and therefore serve as preparation for students who will write their Bachelor's thesis in the current or following semester. Students will be encouraged to critically engage with original research and recognize quality criteria for academic texts. They will also be introduced to the importance of good academic practice and the consequences of academic fraud within and outside of WU.

#### 5.5 | Specializations (SBWLs)

In your studies, you have to complete specializations with an amount of 40 ECTS. You can either select two specializations à 20 ECTS, or 4 specializations à 10 ECTS. You can also choose one specialization with 20 ECTS and two specializations à 10 ECTS. It's all up to you! When applying for specializations, you have to have complete a minimum of 42 ECTS credits of the Main Phase (or 52 including IOP). This will usually be

the case during your 2nd or 3rd semester. You can apply for up to 4 SBWLS the first time you apply (the amount of SBWLS you still need to get in + 2 extra), so your studies do not get delayed, if you do not get into your first choice.

*„Note that not all specializations start every semester. Detailed information can be found on each of the specializations' websites or on the ÖH WU SBWL-List.“*



Max Kilian

For more detailed information on specializations, check out the separate brochure “SBWLS” or visit the ÖH WU Specialization fair!

#### 5.5.1 | Specializations worth 20 ECTS:

- Accounting and Taxation (only starts in winter semester)
- Business Mathematics (only starts in winter semester)
- Business Information Systems
- Data Science
- Economics Core
- Economics Fields
- Economy, Climate Change and Sustainability (only starts in winter semester)
- Entrepreneurship and Innovation
- Finance: Markets, Institutions and Instruments
- Health and Social Policy
- Information Management and Control
- International Accounting and Controlling
- International and European Tax Law
- International Business
- International Business Communication
- International Marketing Management
- Interactions of Economy and Society
- Marketing and Consumer Research
- Strategy and Data
- Strategy and Managerial Accounting
- Strategy and Organization
- Supply Chain and Operations Management
- Supply Networks and Service
- Urban and Regional Economics (only starts in summer semester)

### 5.5.2 | Specializations worth 10 ECTS:

- European and International Economic Law
- Mathematical Methods (only starts in summer semester)
- Philosophy: Logic and Ethics (only starts in winter semester)
- Specializations abroad

### 5.6 | Free Electives, Internships, Semester abroad

#### 5.6.1 | Free Electives

In your study, you have to pass Free Electives amounting to 26 credits. These free electives can be passed at all nationally and internationally recognized universities, in any language or field. Furthermore, you have to be assessed by taking an exam in this subject, so for example “AGs” are not acceptable as they are based on a pass/fail system.



Fabian Köppel

*„To get the free electives accredited, you have to contact the study service center. However, we recommend only recognizing your free electives at the end of your studies, as you might obstruct your semester abroad by recognizing to many too early!“*

#### 5.6.2 | Internship

Likewise, you are able to have an internship with a duration of six to eight weeks that requires full-time employment and has a substantial reference to the study. These internships will be supervised and graded by the course internship seminar amounting to 4 credits. For each week of internship, you receive 1 credit and you are maximally able to receive 8 credits for your internship. So, even if you work 10 weeks, you only receive 12 ECTS (8 ECTS for the internship + 4 ECTS for the seminar). You have to be graded positively on the course Internship Seminar in order to receive the credits.

#### 5.6.3 | Semester abroad

If you intend to take a semester abroad, WU offers about 240 partner universities across the world. To apply, you will have to have completed 38 ECTS (without free electives and academic skills). You have to apply a semester in advance (Europe), a year in advance (overseas) or one and a half years in advance (Double Degree). You have to complete an online



application process, including e.g. uploading a letter of motivation. You can apply for 3 partner universities and these 3 according to your preferences. To be eligible for grants, you have to successfully complete 16 ECTS at the partner university. Most people take free electives there, however there is also the possibility to take courses equivalent to courses in your main program phase and have them recognized. If you intent to do that, make sure to check the eligibility on WU's Database.

The deadlines are approximately:

<i>Intended semester abroad:</i>	<i>Winter Semester</i>	<i>Summer Semester</i>
Double Degree	August-September	-
Overseas	November	March
Europe	December	April-May
Extended Period	January	June
ISU	February-March	-

*„When following the recommended study plan, you will have gathered the required ECTS by the end of the 2nd semester, start applying in your 3rd/4th semester to be able to go abroad in your 5th/6th semester.“*



Max Kilian

*„Many Universities require you to provide an English certificate to apply, however as you are studying in an English bachelor program, WU will automatically waive this requirement for you.“*



Valeria Gloria Ledermaier

#### 5.6.4 | Double Degree

The Double Degree is a unique possibility to obtain two bachelor degrees in only 8 (instead of 6) semesters – the Bsc (WU) and the BBus (QUT). Thus, the Double Degree Program comprises 240 ECTS (instead of 180). If you are one of the 5 lucky people to get accepted, you will attend the Queensland University of Technology in Brisbane, Australia during your 6th and 7th semester, then return to Vienna for your 8th and finish your bachelor thesis. During the program you will be able to choose one of the following six majors, each worth 60 ECTS:

- Finance
- International business
- Management
- Marketing
- Human Resource Management
- Economics



Konstantin  
Steiner

*„Be careful when choosing your Specializations, as some majors are incompatible with certain SBWLs!“*

The application period starts at the end of September/beginning of October one and a half year before the start of the Double Degree program (so at the beginning of your 3rd Semester) and works similar to an exchange semester – you will have to write a letter of motivation and have an interview.

#### 5.6.5 | International Summer University (ISU)

Besides a semester abroad, you can also take part in an ISU program. For that, you go abroad for approximately 2-3 weeks, and can complete courses in the extent of 8 ECTS. You can accredit these ECTS as Free Electives. The possible universities change every year, some examples are Singapore, Adelaide or Lisbon. Similar to the semester abroad application process, you have to rank the available program offers according to your preferences.

## 5.7 | Bachelor Thesis

As a requirement for the conferment of the academic grade Bachelor of Science (WU), shortened BSc (WU), it is necessary to write a Bachelor Thesis, beside the positive completion of all lectures. Through the independent processing of topics from the examination subjects specified in the curriculum, you have to prove the success of the scientific vocational education. You can suggest topics by yourself or choose a topic from an existing offer. For the assessment of the bachelor thesis, the positive graduation of "Academic skills" is required. The bachelor thesis is a mandatory part of the bachelor program BBE and is worth 10 ECTS Points. The bachelor thesis has to be maintained by a lecturer with a doctoral degree.

Many students write their thesis on a topic related to one of their Specializations!

*„Tip: In the consulting center of your ÖH WU you can have your bachelor thesis bind up cheaply.“*



Fabian Köppel

*„Tip: ÖH WU offers you a „Plagiatscheck“ for any of your scientific papers, like your bachelor’s thesis.“*



Lea Pressl

## 5.8 | Graduation

If the degree course scheme is completed and the bachelor thesis is evaluated positively, you have completed your studies. All Alumni finish their studies with the degree "Bachelor of Science (WU)", abbreviated "BSc (WU)". After graduation of the bachelor-studies, alumni have many different job opportunities. On the one hand, you could enter the work life and on the other hand, you can deepen your knowledge, by applying for a related Master program.

## 6 | Master studies

Up until now, you can apply for the following Master studies at WU:

### **German Master studies**

- Finanzwirtschaft und Rechnungswesen
- Management
- Sozioökonomie
- Steuern und Rechnungslegung
- Wirtschaftspädagogik
- Wirtschaftsrecht
- Export- und Internationalisierungsmanagement

### **English Master studies**

- Digital Economy
- International Management/CEMS
- Marketing
- Quantitative Finance
- Socio-Ecological Economics and Policy
- Strategy, Innovation, and Management Control
- Business Communication

These master-studies require a positive degree and deepen your knowledge. The duration of the studies is 4 semesters (Exception: Wirtschaftspädagogik 5 semesters) and includes 120 ECTS-Points (Wirtschaftspädagogik: 150 ECTS-Points). Further Information can be found on the WU-Wien website [www.wu.ac.at/programs](http://www.wu.ac.at/programs).

Of course, you will receive up-to-date information about potential changes within the Master-Studies from your ÖH-WU-Team. After graduation of the Master-Studies, you are able to apply for the doctorate or a PhD-program.

## 7 | Final Tipps

### 7.1 | Where can you find further Information?

If you have any problems regarding your studies, we are here to help you in the best way possible. With our mission of „Quality and Fairness“ in your studies, ÖH WU offers a comprehensive guide. Here are some of the ways, to find what you need to know:

## ÖH WU media

- ÖH WU Website | [www.oeh-wu.at](http://www.oeh-wu.at)  
All important information and tools in one location
- STEIL | The newspaper of your ÖH WU  
Every month we inform you about the events at WU through our newspaper.  
Available online [www.oeh-wu.at/steil](http://www.oeh-wu.at/steil).
- WUflash | The newsletter of your ÖH WU  
We will inform you about updates at the WU and at your ÖH WU.  
You can log in at [www.oeh-wu.at/wuflash](http://www.oeh-wu.at/wuflash).
- ÖH WU Instagram page
- ÖH WU Facebook page | [www.facebook.com/oehwu](http://www.facebook.com/oehwu)  
Of course, we are also represented on Facebook to inform you about news or our events, etc.
- ÖH WU facebook groups for first-year students.  
The primary function of this group is to network with students but also to provide you with information.

If you have specific questions, send a mail to one of our departments, they are always happy to help you.

[beratung@oeh-wu.at](mailto:beratung@oeh-wu.at)  
[soziales@oeh-wu.at](mailto:soziales@oeh-wu.at)  
[wucheck@oeh-wu.at](mailto:wucheck@oeh-wu.at)  
[gleichbehandlung@oeh-wu.at](mailto:gleichbehandlung@oeh-wu.at)

## ÖH WU brochures

- First Year
- Bawiso
- WiRe
- SBWL
- Master
- Social+Job
- Foreign students (Englisch)
- BBE (Englisch)

You can also download all our brochures from the ÖH website.

Another important contact point at the beginning of your studies is the ÖH WU Beratungszentrum (Consulting Center). You can find it on the ground floor of the Student Center (Building SC) which is best reached from the subway station Wien "Krieau". There, we, the ÖH WU is happy to answer any questions you may have about studying. We also have our numerous brochures here, which contain valuable tips and tricks on how to organize your studies efficiently and successfully.

Opening hours:

Monday:	9:00-14:00
Tuesday:	9:00-14:00
Wednesday:	9:00-18:00
Thursday:	9:00-14:00
Friday:	9:00-14:00

Of course, we also provide a lot of information on the ÖH WU website!



ÖH WU website QR code

## General Tips!



Check your WU-Mails regularly.



Remember to re-register every semester.

Make the most of your studies by joining extra-curricular activities, but within reason.

You can book rooms for group work or studying at WU.

Do the little assignments well, they will make a big difference on your grade.

Tell the Prof or us if you think the online format does not fit you.

For courses in which you have regular reading assignments (like CCBE or sometimes the law courses), make sure you read it once and review it before the lecture! There might be quizzes, and if not it helps understanding the subject.



VISIT OH WU or EBN Events to have a great time and meet new people.  
Follow us on Social Media to stay updated.

Enjoy your Studies. You only study once!

Connect with your fellow BBE Students.  
Don't miss opportunities to meet others.

Sign up for your courses with the "Atomuhr". Its not necessary, since everyone will get a spot, only the course time will differ, but it is a tradition at WU. :)

Don't underestimate the workload, the assignments accumulate a lot faster than in high school. Check your MyLearn!

# Bachelor Program in Business and Economics

## Academic Degree: Bachelor of Science

### Introductory and Core Courses

#### Foundations of Business and Economics

#### Contemporary Challenges in Business and Economics (VUE)

3 ECTS

2 Cr

13 ECTS

Prerequisite for admission to all other courses

### Main Program

Quantitative Methods	Foundations of Business and Economics		
Quantitative Methods I (VUE)	The successful completion of "Quantitative Methods I" is a prerequisite for admission to the course "Business Analytics I + II"	Decision Making and Behavior in Business (DB)	Total Microeconomics
6 ECTS   2 Cr	↓ ↓	6 ECTS   2 Cr	6 ECTS
Quantitative Methods II (VUE)	Business Analytics I (BI)	Financial Reporting and Analysis (FA)	Four Semesters of Business
6 ECTS   2 Cr	6 ECTS   2 Cr	6 ECTS   2 Cr	6 ECTS
	Business Analytics II (BII)	Foundations in Macroeconomics (ME)	Understand Business
	6 ECTS   2 Cr	6 ECTS   2 Cr	6 ECTS
12 ECTS	4 Cr	48 ECTS	16 Cr

Prerequisite for admission to courses from the Specializations is the receipt of 42 ECTS Credits of the main program phase except the "ACE"

#### Specializations

Specializations must be selected (each Specialization is 20 credits) and the Specializations are mentioned in the Curricula

40 ECTS

### Bachelor Thesis: 10 ECTS

Prerequisite for the grading of the Bachelor Thesis is the receipt of 40 ECTS

ECTS = ECTS Credits ; Cr = Credit hours



and Orientation Phase

Business and Economics		12 ECTS
Business and Society (PS)		
6 ECTS	2 Cr	
4 Cr		

of courses (except the subject "Quantitative Methods") +

Program Phase

	Business and Economics in Context	Academic Skills	
Foundations in Microeconomics (PI)	Microeconomics and Legal Environment (MUE)	Logic and Methodology of Social Sciences (PUE)	
6 ECTS   2 Cr	6 ECTS   2 Cr	6 ECTS   2 Cr	
Foundations in Macroeconomics (MUE)	History of Economics and the Economy (HUE)	Bachelor's Thesis Coaching and Presentation (AG)	
6 ECTS   2 Cr	6 ECTS   2 Cr	2 ECTS   1 Cr	
Expanding Business/ Business Planning (PE)	Law, Economics, and Business (LEB)		
6 ECTS   2 Cr	6 ECTS   2 Cr		
	Managing Organizations and People (PO)		
	6 ECTS   2 Cr		
Cr	24 ECTS   8 Cr	8 ECTS   3 Cr	92 ECTS

Successful completion of at least "Academic Skills".

	Free Electives and Internship	
20 or 18 ECTS (Italian)	Free Electives (mind the specifications mentioned in the Curriculum)	
	optional: Internship 8 ECTS (consisting of a full-time occupation of at least 6 weeks duration + Internship seminar)	
	28 ECTS	68 ECTS

0 ECTS Credits

with the completion of the subject "Academic Skills".

10 ECTS

Impressum:

Verleger, Medieninhaber und Herausgeber: Hochschülerinnenschaft und Hochschülerschaft an der Wirtschaftsuniversität Wien (ÖH WU), Welthandelsplatz 1 (Gebäude SC), 1020 Wien (Lea Pressl, Vorsitzende) | Tel. 01/31 336 - 4861 | [www.oeh-wu.at](http://www.oeh-wu.at) | Redaktion: Lea Pressl | Haftungsausschluss: Trotz sorgfältiger Bearbeitung und Überprüfung sind alle Angaben ohne Gewähr. | Anzeigenleitung: Fabian Köppel | Tel. 01/31 336 - 4874 | Druck: Gerin Druck | Gestaltung, Layout, Satz: Konstantin Steiner | § 1 Abs. 4 Gleichbehandlungsgesetz: „Bei allen personenbezogenen Bezeichnungen [...] gilt die gewählte Form für beide Geschlechter!“