

ÖH  
WU

# BBE

Everything you need to know about the Bachelor of Business and Economics - all in one brochure!



# Auf in den Job

WU ZBP Career Center

**WU**

ZBP  
CAREER CENTER

# How do I find a job in Austria?

[zbp.at](https://zbp.at)



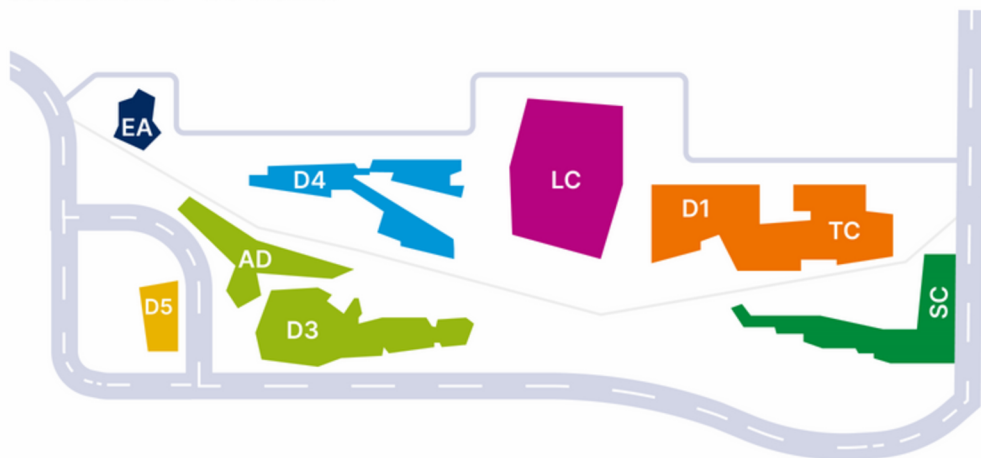


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## The Campus:

Welcome to Campus WU! With this brochure you will get to know your new second home – WU Vienna.



# Welcom to WU

It's great that you are studying at WU! As OH WU, we want to make your everyday life at WU easier and more enjoyable! With infomaterial, events and many different services we try to support you as good as possible in your studies!

me  
U!





# Welcome @ WU!

## Hi and welcome at your new home university!

My name is Basti and I am the president and co-founder of the BBE Club. The BBE Club's main role is to provide an intercultural, community-strengthening platform for all BBE students. It serves as the main and primary contact for BBE students to reach out to. With 240 people per BBE cohort, the program size gives us the unique opportunity to be the only bachelor's program at WU to have a club directed solely at BBE students' regards, concerns, or questions – a privilege that besides us only master's programs benefit from.

More specifically, the BBE Club organizes educational and fun events which are particularly targeted to profit BBE students. Our events break down barriers to aid BBE students connect across all cohorts and even further. The club's alumni network allows BBE graduates to stay in touch with the BBE community and pass on knowledge to younger generations.

Besides the BBE Club, there is also the ÖH WU as a contact point for you. 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 above).

I am glad that you are a part of our community and I am looking forward to seeing you at one of our events soon!

### **Basti Koren-Heuritsch**

BBE-Club President



## ÖH WU - Your 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.

### Introducing 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.

## The BBE Club

The BBE Club is an association of BBE students. Our goal is to support you as much as possible in your BBE studies and to provide a contact point in case you encounter questions, problems or hurdles. We work closely with the ÖH WU to provide you with the best services and representation!

We also offer our own events where you can get to know other BBE students and network with them. Of course, not all events are only educational – there has to be fun too! We announce all of our events on Instagram. The best thing to do is subscribe to us right now: @bbeclub

We look forward to hearing from you!

# Our Services for you



## Study Planner

In your studies, you no longer have a prescribed schedule. Instead, you have to plan your semester yourself. Our study planner helps you to avoid scheduling conflicts and to plan your semester perfectly in time for the first registration deadline!

## ProfCheck

At WU, the same lecture is often offered by several instructors. Our ProfCheck helps you to find the right lecturers for your courses! Just enter the name of the professor and read reviews & comments from other students!



## Book Exchange

For many subjects you need to buy books to prepare well for the exam. At our book exchange you can buy used books and scripts at a reasonable price! (Tip: Often you can just borrow books from the library and don't have to buy them at all).

## ÖH Courses

Unfortunately, WU sometimes doesn't do such a good job of communicating the content of the subjects well. For example, we offer an ÖH course as preparation for the BBE entrance test. Experienced lecturers teach you the relevant topics in a simple and understandable way.







## Exam collection

Part of good preparation is to look at exams from previous semesters. Often the topics remain the same. Our exam collection in the counseling center offers you the possibility to look at and go through old exams for preparation!

## Plagiarism check

At the university, you are now often faced with seminar papers and other submissions. At the free plagiarism check at the OH WU Counseling Center, you can check whether your paper stands up to scrutiny.



All services are listed at [oeh-wu.at](http://oeh-wu.at)!



## Supporting you where WU stops? That's our job.

Through our services, we ensure more quality and fairness at our university. Do you have questions about studying, WU or campus life? Our counseling center will be happy to help you! Contact us at [beratung@oeh-wu.at](mailto:beratung@oeh-wu.at) or visit us at the SC!



# Application & Admission

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

Mid of February – Mid of March

## 1. Online Registration

Before you start with the admission process, you have to complete the **online registration** and pay the **application fee** (50€). You will then 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 in case of other incidents, you won't get your application fee back.

If you get accepted, you will receive a 50 € voucher for the WU merchandising shop, therefore indirectly getting back the application fee.

June – July

## 2. OSA

The **Online Self-Assessment (OSA)** helps you to make an informed decision whether this bachelor's program is the right one for you. The OSA will not be graded and takes into consideration soft and hard skills.

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

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.

Mid-July

## 3. Entry Exam

The entry exam will be in a **multiple-choice exam** and covers (1) **English language skills**, (2) **elementary economics and business knowledge**, and (3) basic **math skills** on Matura level (secondary school leaving certificate). The 240 highest scores are getting an admission offer from WU. This information is based on our experience from the last years, the selection procedure may change and be composed of new steps. Beginning mid-July, you will be informed whether you passed the final step within two weeks.

For foreign students, some special admission requirements apply: For in-depth information please find a copy of our „Foreign Students“ brochure or find the application guide on the WU website.

- A recognized international postsecondary school graduation from an educational institution 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: positive English grade on a secondary school graduation from the EU and Switzerland, TOEFL 85, IELTS 6.0, Cambridge English (FCE-B2, CAE, CPE, BEC Higher), successful completion of an English-taught bachelors or masters program of at least 2 years OR documentation proving that English is your first language.
- Documents in any different language than English or German have to be translated / authenticated.

## First Steps in Austria

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). We strongly recommend to adhere by these deadlines, otherwise you may be subject to hefty fines.

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 7,000 €, but if you're over 24 years old around 10,000 €) or a submitted pledge of a person living in Austria.
  - Police clearance certificate, not older than 3 months
  - Proof of cost covering health care insurance in Austria
  - 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.



**YOU HAVE A  
QUESTION?**

**WE HAVE THE  
ANSWER!**

Please don't hesitate to contact us, if you have any questions! You can find us in the building SC



# How 2 Study

Avoid scheduling conflicts and always hit the mark with the ÖH WU LV Planner!

Plan your semester now and start your studies with peace of mind!

[lvplaner.oeh-wu.at](http://lvplaner.oeh-wu.at)







## 1. Planning

Start the planning of your semester early! The faster you know which courses you want to take, the better your start into the new semester will be!

## 2. Learning

To make sure that you are prepared for the lectures, get your learning material in time!

## 3. Preparing

Go to the lectures, look for a nice learning spot in the library and practice with sample exams!

## 4. Examining

Be on time for your exam, take your ID with you, and: Good luck!

## 5. Partying

Toast to passed exams and celebrate with friends!

# Study overview

The Bachelor's degree in Business and Economics comprises 180 ECTS credits (ECTS) or 240 ECTS respectively (Double Degree). To access this program, one must pass the admission procedure. 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. When you finish a course successfully, the This is specified in the individual course descriptions.

## What are ECTS?

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.

## 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, Mathematics.

## Types of Courses and Exams

Before you can start with your study you have to register for the course via the LPIS system. There are different types of courses:

- **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.
- **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 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.
- **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.
- **Workshop-type Courses:** 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 proper 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.

# Programm 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.

## **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.

## Program Structure:

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 and should 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).

## Introductory and Orientation Phase (IOP/STEOP):

In the first half of 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 within half of 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.

In the Introductory and Orientation Phase you are allowed to retake the class 3 times (so, 4 times overall). For all other classes in the Main Program, you are allowed to retake the class 4 times (5 times overall). 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.

### **Contemporary Challenges in Business and Economics – CCBE (6 ECTS, 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, 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.

## **Main Program Phase**

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, ÖH WU holds the 3rd semester talk, helping you plan your exchange semester and your specializations.

### **Quantitative Methods I – QM1 (6 ECTS, 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 invested 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.

### **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.

### **Understanding Business/Business Planning (6 ECTS, 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.

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, 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, PI)**

The course builds upon methods and tools introduced in Business Analytics I. 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.

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.

### **Financial Reporting and Analysis – FRA (6 ECTS, 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, 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, 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, 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, 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.

### **Governance and Legal Environment – GLE (6 ECTS, 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, 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, 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, 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.

### **Logic and Methodology of Social Sciences (6 ECTS, 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.

### **Introduction to Academic Writing (2 ECTS, 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.

## **Specializations**

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 completed a minimum of 42 ECTS credits of the Main Phase (or 52 including IOP). This will usually be the case after 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.

For more detailed information on specializations, check out the separate brochure "Specializations" or visit the OH WU Specialization fair!

### **Specializations worth 20 ECTS:**

- Accounting and Taxation\*
- Business Information Systems
- Business Mathematics\*
- Data Science
- Decision Sciences: Game Theory, Psychology, and Data Analysis
- Digital Marketing
- Economics Core
- Economics Fields
- Economy, Climate Change and Sustainability\*
- Entrepreneurship and Innovation
- Ethics for Management, Organizations, and Society
- 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 Managerial Accounting
- Strategy and Organization
- Supply Chain and Operations Management
- Supply Networks and Service
- Urban and Regional Economics\*\*

### Specializations worth 10 ECTS:

- European and International Economic Law
- Mathematical Methods
- Philosophy: Logic and Ethics\*
- Topics in Economic and Social History

only starts in winter semester \*

only starts in summer semester \*\*

### Free electives

In your degree program you have to pass Free Electives amounting to 26 ECTS. 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.

To get the free electives accredited, you have to contact the study service center via [anerkennung@wu.ac.at](mailto:anerkennung@wu.ac.at). However, we recommend only recognizing your free electives at the end of your studies, as you might obstruct your semester abroad by recognizing too many courses too early! Credit transfers of exams completed before admission must be applied for by the end of the 2nd semester at the latest. After this period, an application is not allowed anymore. This regulation does not apply to exams you take during your studies at WU (e.g. during your semester abroad) and not to Self-Service Credit Transfer.

## 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. If you spend your internship abroad and fulfill certain requirements, you can apply for an Erasmus+ grant. For more details, you can ask the International Office.

## 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 36 ECTS (without free electives and academic skills). You have to apply two semesters in advance for an exchange in Europe or overseas. For the BBE Double Degree, you apply one and a half years in advance. You have to complete an online application process, including e.g. uploading a letter of motivation and your CV.

You can apply for 3 partner universities and rank these 3 according to your preferences. To be eligible for grants, you have to successfully recognize 16 ECTS from 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 intend to do that, make sure to check the eligibility on WU's Database.

Approximate deadlines:

	<b>Winter Semester</b>	<b>Summer Semester</b>
Double Degree	Aug. - Sept.	-
Overseas	November	March
Europe	December	April - May
Extended Period	January	June
ISU	Feb. - 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. -???

Most partner universities require proof of English proficiency. Since you are enrolled in BBE, you can provide a confirmation that you study in an English-taught program (see Online Services for Students under "Mobility" and "Outgoing - My exchange program").

## 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

Please note that you have to communicate your choice for a major in the letter of motivation. If you decide for a major at QUT, you cannot attend certain specializations at WU. The reason for that is overlap in course contents.

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.

## International Short Programs (ISPs)

Besides a semester abroad, you can also participate in an International Short Program (ISP). You can choose between ISPs that take place abroad or on Campus WU. Usually, a program has a duration of 3-5 weeks and you can earn up to 8 ECTS credits (you can use these credits as Free Electives). The International Summer University WU (ISU WU) takes place on campus. ISPs include destinations, such as Bangkok, Buenos Aires, Porto, or Singapore.

## ENGAGE.EU

WU and its students are part of ENGAGE.EU, an alliance of European universities which address societal and future challenges. As WU student, you can participate in various formats and gain an international perspective. Formats include offerings, such as an Online Exchange Initiative, Shared Modules, Summer Schools, Expedition Weeks, and much more (see [engageuniversity.eu/students/](http://engageuniversity.eu/students/)).

## Bachelor Thesis

As a requirement for the conferment of the academic degree 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 completion 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 supervised by a lecturer with a doctoral degree. Many students write their thesis on a topic related to one of their Specializations.

### ÖH WU Services for Your Bachelor Thesis

In the consulting center of your ÖH WU you can have your bachelor thesis bind up cheaply. We also offer you a plagiarism check for any of your scientific papers, like your bachelor's or master's thesis.

## 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.



# Master Studies

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

German Master studies:

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

English Master studies:

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

These master-studies require a positive degree and deepen your knowledge. The duration of the studies is usually 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 OH-WU-Team. After graduation of the Master-Studies, you are able to apply for the doctorate or a PhD-program.



## Final Tips:

**More Info:** Find further information in our ÖH WU brochures to many different topics, like specializations, info for foreign students or financial support!

**Join the ÖH WU BBE Club:** Come visit us at nice events - exclusively for BBE students!

**Save Money:** Buy and sell your books at the ÖH WU book exchange!

**Read the STEIL Magazine:** Every month, there comes a new issue of our students magazine - for our international students as an english online version!

**Free Permanent Locker:** Instead of carrying all your books, just rent a free locker for all your stuff at [dauerspind@wu.ac.at](mailto:dauerspind@wu.ac.at)

**Ask Questions:** We're here to help! If you have any questions, just get in touch with us:

- General questions: [beratung@oeh-wu.at](mailto:beratung@oeh-wu.at)
- Social Affairs and Subsidies: [soziales@oeh-wu.at](mailto:soziales@oeh-wu.at)
- Unfair exams: [wuchek@oeh-wu.at](mailto:wuchek@oeh-wu.at)
- Discrimination: [gleichbehandlung@oeh-wu.at](mailto:gleichbehandlung@oeh-wu.at)

or get in touch with our counselling center **in person:**

Building SC

- Monday: 9.00 a.m. - 4.00 p.m.
- Tuesday: 9.00 a.m. - 4.00 p.m.
- Wednesday: 9.00 a.m. - 6.00 p.m.
- Thursday: 9.00 a.m. - 4.00 p.m.
- Friday: 9.00 a.m. - 2.00 p.m.



## Places to visit:

- **OH WU Counselling Center:**  
Your contact point for any question:

Building SC

opening hours:

Monday: 9.00 a.m. - 4.00 p.m.

Tuesday: 9.00 a.m. - 4.00 p.m.

Wednesday: 9.00 a.m. - 6.00 p.m.

Thursday: 9.00 a.m. - 4.00 p.m.

Friday: 9.00 a.m. - 2.00 p.m.

- **OH WU Book Exchange:**  
Give your books a second life - and get new ones for a good price!

Building TC, 3.22

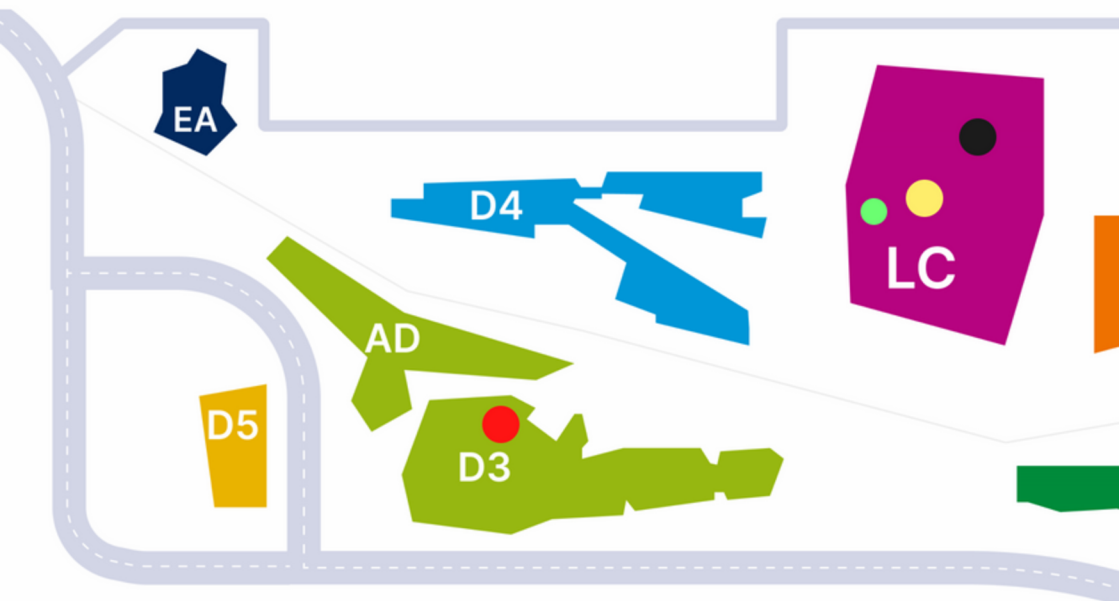
- **Central Library:**  
The central library is probably the most popular place to study. Here you will find quiet study spaces, a communicative zone on the first floor and of course lots of books.

Gebäude LC, 2. Stock

- **Study Service Center:**  
The SSC is your contact point for everything that has to do with student admission, exam organization, student law and recognition.

Gebäude LC, 4. Stock

- **International Office**  
At the IO you can get information about your semester abroad.



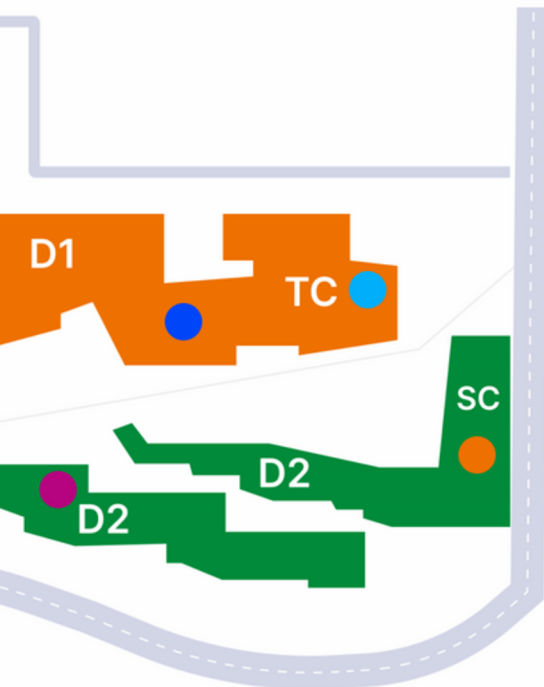
## CAMPUS

- Gebäude TC

**Mensa:**  
At the Mensa, you can get full-value lunch menus quickly and easily.
- Gebäude D3

**ReWi Bib:**  
In the law library you will find specialist literature on all legal matters.
- Gebäude D2, 0.005

**Studierenden-Küche**  
Here you can heat up the food you brought with you in microwaves and can eat together with your friends.



# Stay connected:

Instagram: @bbeclub

Follow us on Instagram to stay Up2Date about all the new stuff in BBE!



Whatsapp:

Join our Whatsapp community to connect and get to know other BBE students!



BBE Community



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