

WU (Vienna University of Economics and Business)

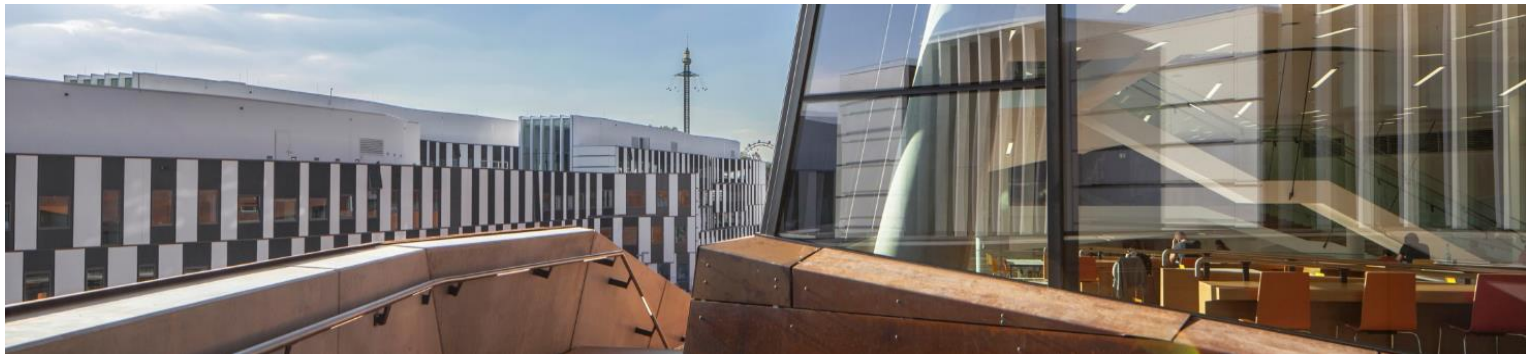


Introduction to WU



WU – a university with tradition

- Over 100 years of expertise – founded in 1898 as the Imperial Export Academy
- Today among the largest business and economics universities in Europe
- Key knowledge center in business and economics



WU's Student Body Fall 2021

Number of students

Total: 21,271

Women: 10,020 (47.1%)

International: 6,518 (30,6%)
(from 116 countries)

Students by degree program

Bachelor: 14,732

Master: 4,233

Doctoral/PhD: 814

First-semester students WS 2021/22

Bachelor: 3,532

Master: 1,625

Doctoral/PhD: 85

Graduates Year 2020/21

Bachelor: 2,186

Master: 1,090

Doktorat/PhD: 57



Research and Teaching Units

11 Departments

Private Law
Economics
Finance, Accounting and Statistics
Foreign Language Business Communication
Global Business and Trade
Information Systems and Operations
Management
Marketing
Public Law and Tax Law
Socioeconomics
Strategy and Innovation

7 Competence Centers

Center for Business Languages
Emerging Markets & Central and Eastern Europe (CEE)
Empirical Research Methods
Entrepreneurship Center
Experimental Research
Sustainability, Transformation and Responsibility
Nonprofit Organizations and Social Entrepreneurship



14 Research Institutes

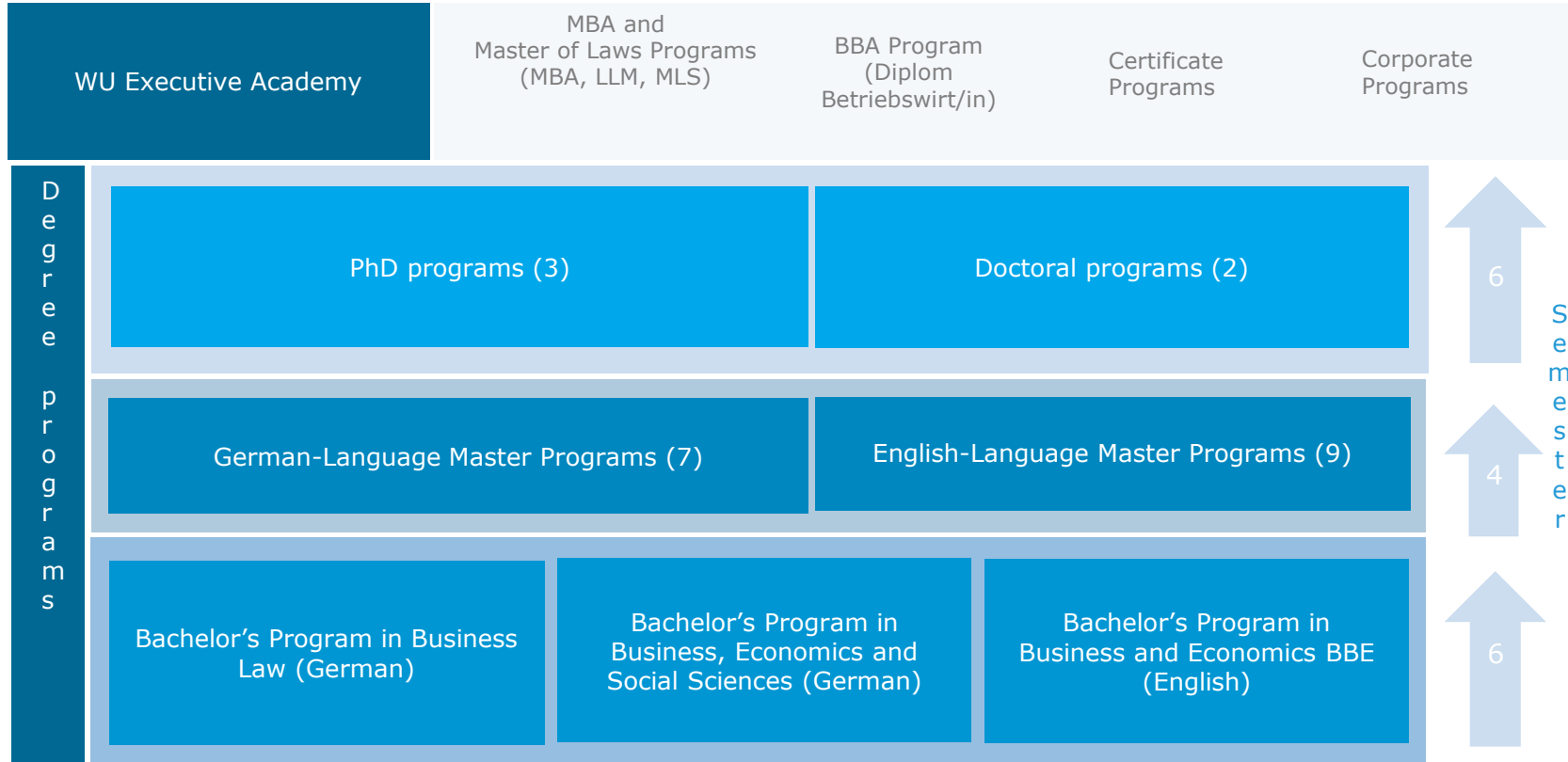
CEE Legal Studies
Computational Methods
Co-Operation and Co-Operatives
Cryptoeconomics
Economics of Aging
Economics of Inequality
European Affairs
Family Businesses
International Taxation
Regulatory Economics
Research on Capital Markets
Spatial and Real Estate Economics
Supply Chain Management
Urban Management and Governance

WU Executive Academy

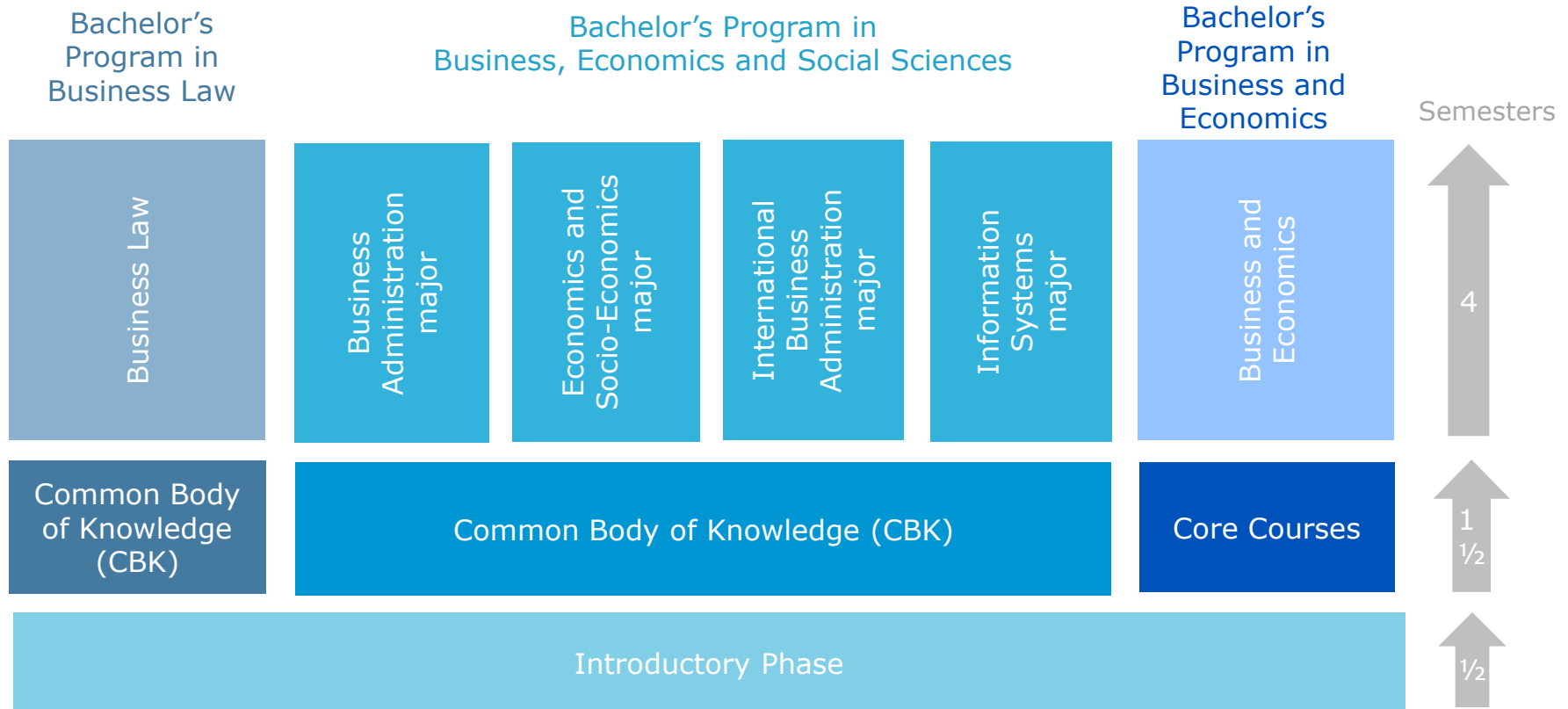
Academic Programs



Programs and Executive Education



3 Bachelor Programs



16 Master Programs

German-Taught Master Programs

Business Education

Business Law

Export and
Internationalization
Management

Finance and Accounting

Management

Socioeconomics

Taxation and Accounting

English-Taught Master Programs

Business
Communication

Economics

Digital Economy

International
Management/CEMS

Marketing

Quantitative Finance

Socio-Ecological Economics
and Policy

Strategy, Innovation and
Management Control

Supply Chain Management

5 Doctoral / PhD Programs

Doctoral Programs

Doctoral Program
in
Social and
Economic
Sciences

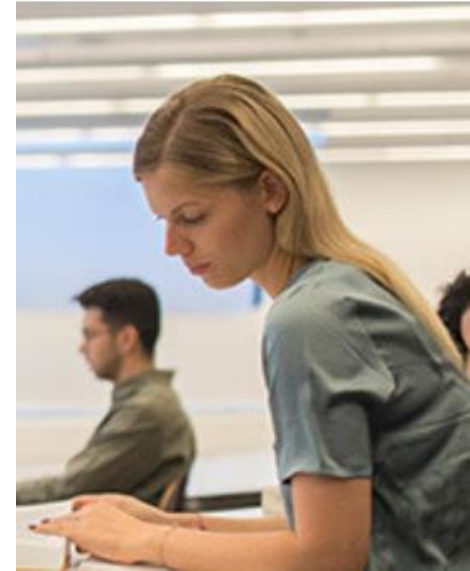
Doctoral Program
in
Business Law

PhD Programs

PhD in
Economics
and
Social
Sciences

PhD in
Finance

PhD in
International
Business
Taxation



WU International



International Student Mobility

Students

Over 50% of all WU graduates have international experience

Per year:

1,000 outgoing students

1,000 incoming students

Partner Universities

240 partner universities in over 50 countries around the world, e.g.

- Chicago Univ.
- HEC Paris
- ESADE
- HSG
- Stellenbosch U.
- Sydney Univ.
- Tsinghua Univ.

Summer Programs

International Summer University

International Short Programs

New:
Internationalization at Home

- ECOL Initiative
- ENGAGE.EU Online Exchange



International Reputation

Triple Accreditation



Memberships



Rankings

Financial Times Ranking 2020

Masters in Management Ranking > **placed 11th**

Executive MBA Ranking > **placed 32th**

European Business Schools Ranking > **placed 34st**

The Economist Ranking 2020

Master in Management > **placed 5th**

Handelsblatt/Wirtschaftswoche Ranking 2019/20

> **placed 3rd** (BWL)

> **placed 11th** (VWL)

QS Business Masters Ranking 2021

> Masters in Finance: **placed 18th**

> Masters in Management: **placed 10th**

> Masters in Marketing: **placed 10th**

> Master in Supply Chain Management: **placed 3th**

QS World University Ranking 2021

Social Sciences & Management > **Rank 110**

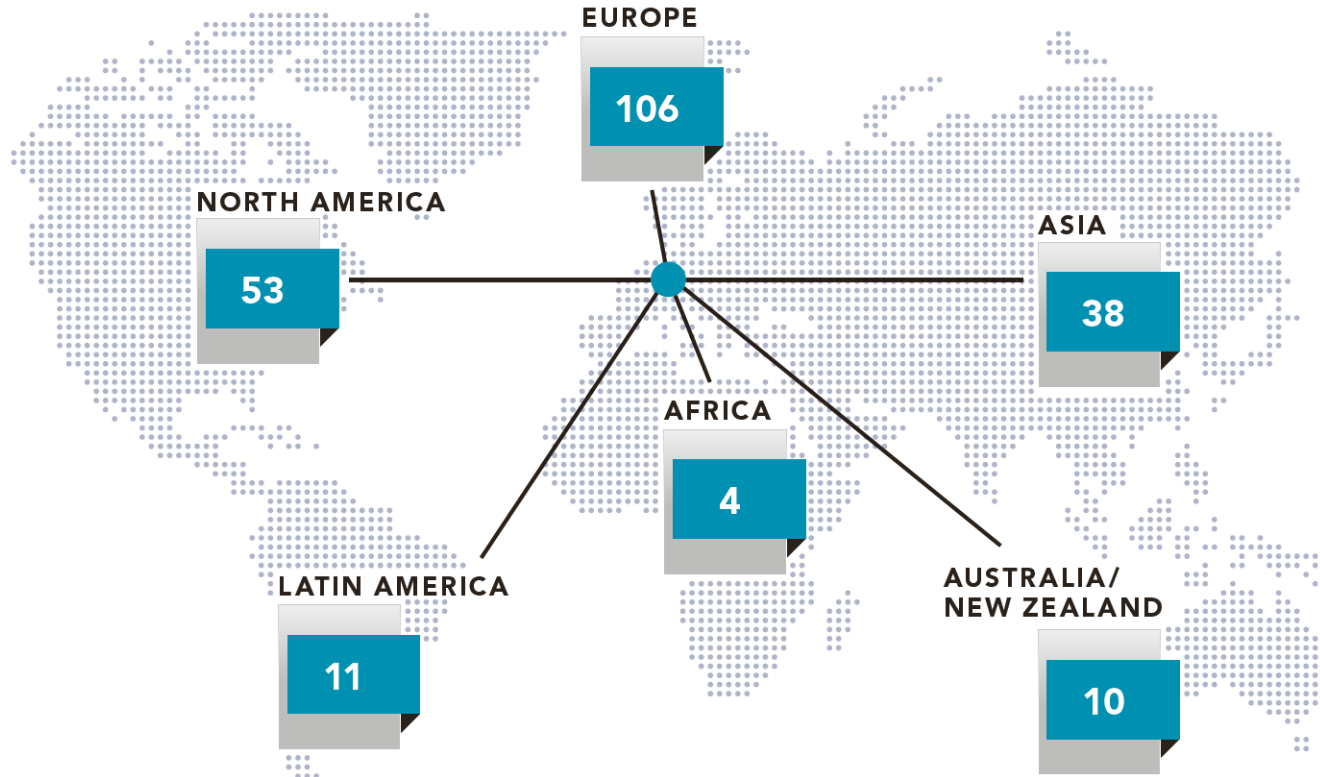
Business & Management Studies 2020 > **Rank 42**

Accounting & Finance > **Rank 91**

Economics & Econometrics > **Rank 108**

Law > **Group 151-200**

Global Network



Services for Exchange Students

- **Orientation and Cultural Program**

Two week program before the official start of the semester.
Offers exchange students the opportunity to gain insight into
Austrian cultural and business life.

- **Buddy Network**

WU students provide assistance during incoming students' stay at WU.
It organizes various activities for exchange students during the semester.

Services for Exchange Students

- **Housing Services**

Accommodation is guaranteed through WU's cooperation with the OeAD housing office. Rent usually ranges from €400 to €650 per month.



- **Academic advisor**

WU faculty member serve as academic advisors and support exchange students in academic matters.



Services for Exchange Students

Courses in English

- Approx. 500 courses taught in English in subjects such as:
 - Business Law
 - Business Skills
 - Economics and Trade Management
 - Finance, Investment and Accounting
 - Human Resources and Organisational Behaviour
 - Management in Organisations
 - Management Information Systems
 - Marketing and Commerce
 - Sustainable Business
- Undergraduate and graduate level courses

Services for Exchange Students

Courses in German

- Regular business courses in German
 - In various specializations i.e. Finance, Marketing, International Business and Management
 - Excellent knowledge of German required
 - Specific quotas for exchange students



German Language Courses

- Before the exchange semester:
 - **Pre-semester German language course**

- During the exchange semester:
 - **German language course**
 - **Tandem Language Learning**



ISPs – International Short Programs

ISPs refers to international short term programs that are organized by or in cooperation with WU. International Short Programs (ISPs) are offered at WU or abroad at partner universities.

ISPs at WU	ISPs abroad	ISPs online
International Summer University WU (ISU ^{WU}) <ul style="list-style-type: none">▪ Broad range of business courses▪ 3 week sessions in July or August	Short programs jointly organized with partner universities <ul style="list-style-type: none">▪ At a WU partner university abroad (Europe, Asia,...)▪ Short programs during summer or winter break	Short programs organized in a distance-learning format
Vienna Innovation Program <ul style="list-style-type: none">▪ Short program for master students		

ISU^{WU} Structure

- Courses taught in English in a broad range of business topics
- Students can choose a 3 week session in July or in August in Vienna
- Social and cultural program is organized for the participants and poses an integral part of the ISU^{WU}

Undergraduate Program

- 2 intensive courses;
each 1 ½ weeks long
- 4 ECTS credits each
(8 ECTS credits total)

Graduate Program

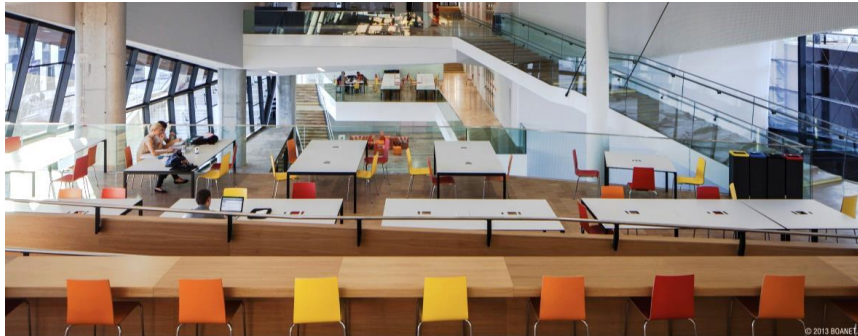
- 3 intensive courses;
each 1 week long
- 3 ECTS credits each
(9 ECTS credits total)

Campus WU

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



- Libraries with a total of 800,000 books and journals
- Teaching and learning space for up to 5,000 students simultaneously
- Project rooms for teachers and students
- Language Resource Center
- Diverse selection of restaurants, cafes, bakery, supermarket, and book store



Campus WU – an Overview

Key figures

492,000,000 EUR total building costs
construction period 4 years
100,000 m² floor space
90,000 m² property acreage
55,000 m² publicly accessible grounds
22,000 students
3,000 student workstations
2,500 employees
90 auditoriums and classrooms
6 international architects
7 building complexes around the LC
2 subway stations
1 Campus WU



Location

Welthandelsplatz 1
1020 Vienna
Austria

Legende

AD Administration & Departments
EA Executive Academy
LC Library & Learning Center
TC Teaching Center
AR Administration & Research

SC Students Center
D1 Departments 1-5
D2
D3
D4
D5

LC – Library & Learning Center

LC – Library & Learning Center

Zaha Hadid Architects, Hamburg

The Library & Learning Center is at the heart of Campus WU, both physically and symbolically.



International Office (IO)

Club lounge

Ceremonial halls

Central Library

Library management

PC labs

Raiffeisen Language Resource Center

Student Services

WU ZBP Career Center

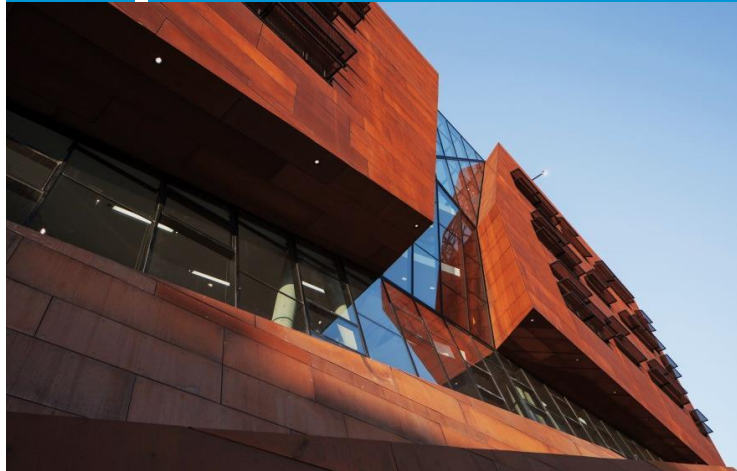


D1 – Department Building 1

TC – Teaching Center

TC
Teaching Center
BUSarchitektur, Vienna

Auditorium Maximum
ÖH Book Exchange
Auditoriums, seminar rooms, project rooms
Teachers' lounge and coaching lounge
Self-study areas and student lounges
WU Entrepreneurship Center



D1 – Department building 1
BUSarchitektur, Vienna

Department of (DP) Global
Business and Trade
Research Institutes
Competence Centers



D2 – Department Building 2

SC – Student Center

D2 – Department building 2

Atelier Hitoshi Abe, Sendai

DP Information Systems and Operations
DP Marketing
DP Management
DP Foreign Language Business Communication
Room of silence



SC – Student Center

Atelier Hitoshi Abe, Sendai

Austrian Students' Union (ÖH)
AIESEC
ELSA
Kindergarten "Kinder in Wien"
Sports center "USI Wien"
WU LABS



D3 – Department Building 3

AD – Administration



D3
Department
building 3
CRABstudio, London

AD – Administration

CRABstudio, London

Occupational Health Service
Staff Council
Senate Office
Campus Management
Finance & Accounting
Marketing & Communications
Rector's Council
Institute for Accounting and
Auditing (FAS)

DP Public Law and Tax Law
DP Business, Employment and Social
Security Law
Research Institutes
Library for Law



D4 – Department Building 4



D4 – Department building 4

Estudio Carme Pinós S.L., Barcelona

DP Finance, Accounting and Statistics (FAS)

DP Socioeconomics

DP Economics

Research Institutes

Library for Social Sciences



D5 – Department Building 5

D5 – Department Building 5



DP Strategy & Innovation

Institute for Ecological Economics

Vienna Institute of Demography (VID)

Wittgenstein Centre for Demography and Global
Human Capital

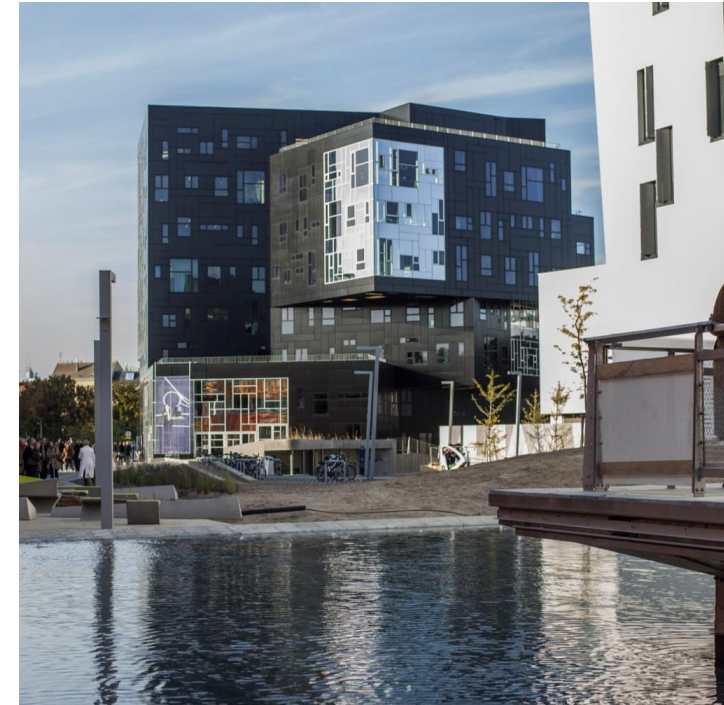


EA – Executive Academy



EA „Executive Academy”
NO.MAD Arquitectos, Madrid

WU Executive Academy
Corporate Relations and Alumni
Services
Research Service Center



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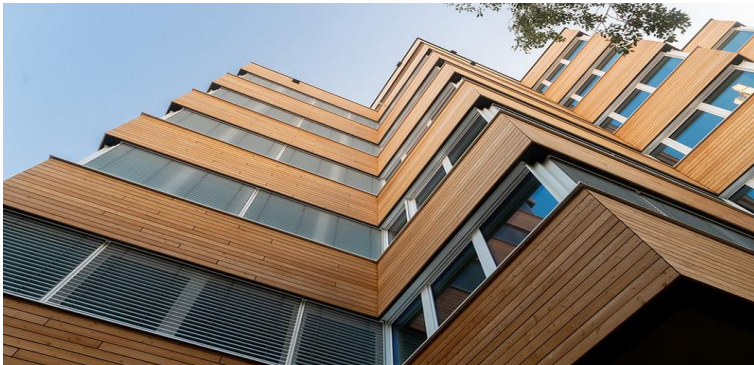
AR – Administration and Research



AR – Administration and Research

Architects: Franz & Sue
Floor space: 4,300 m²
Innovative wooden façade

The sustainable office building with its innovative wooden façade is almost entirely energy self-sufficient. For this, it was awarded pre-certification in gold from the German Sustainable Building Council.



- 4,300 m² of usable floor space
- 90 offices and 146 work stations
- Provides space for administrative units, the Research Institute for Cryptoeconomics, and the Competence Center for Nonprofit Organizations and Social Entrepreneurship

Wien - The City of Vienna

In the Heart of Europe

- Important hub for international organizations: UNI, OPEC, OSCE
- CEE headquarters of international companies

A city with many faces

- Tradition combined with modern architecture
- Cultural offer: museums, theaters, opera, music festivals
- Quality of life and safety
- Excellent public transportation system





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