

# Welcome to WU – Vienna University of Economics and Business

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

FEBRUARY 2024



# Mission Statement



WU provides space for contemplation and creativity and is a pioneer in research and teaching, all with the goal of increasing economic capability and social prosperity.

WU's faculty, staff, students and alumni take social responsibility and are characterized by their expertise, open-mindedness, and eagerness to make a difference.

WU is a leading academic institution and one of Europe's most attractive universities in business and economics.

# WU's Student Body Fall 2023

## Number of students

Total: 21,456

Women: 10,013 (47%)

International: 7,043 (33%)  
(from 111 countries)

## Students by degree program

Bachelor: 14,516

Master: 4,370

Doctoral/PhD: 798

## First-semester students WS 2022/23

Bachelor: 3,589

Master: 1,619

Doctoral/PhD: 93

## Graduates Year 2021/22

Bachelor: 1,921

Master: 1,082

Doktorat/PhD: 91



# Research and Teaching Units

## 11 Departments

Business Communication  
Economics  
Finance, Accounting and Statistics  
Global Business and Trade  
Information Systems and Operations  
Management  
Marketing  
Private Law  
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

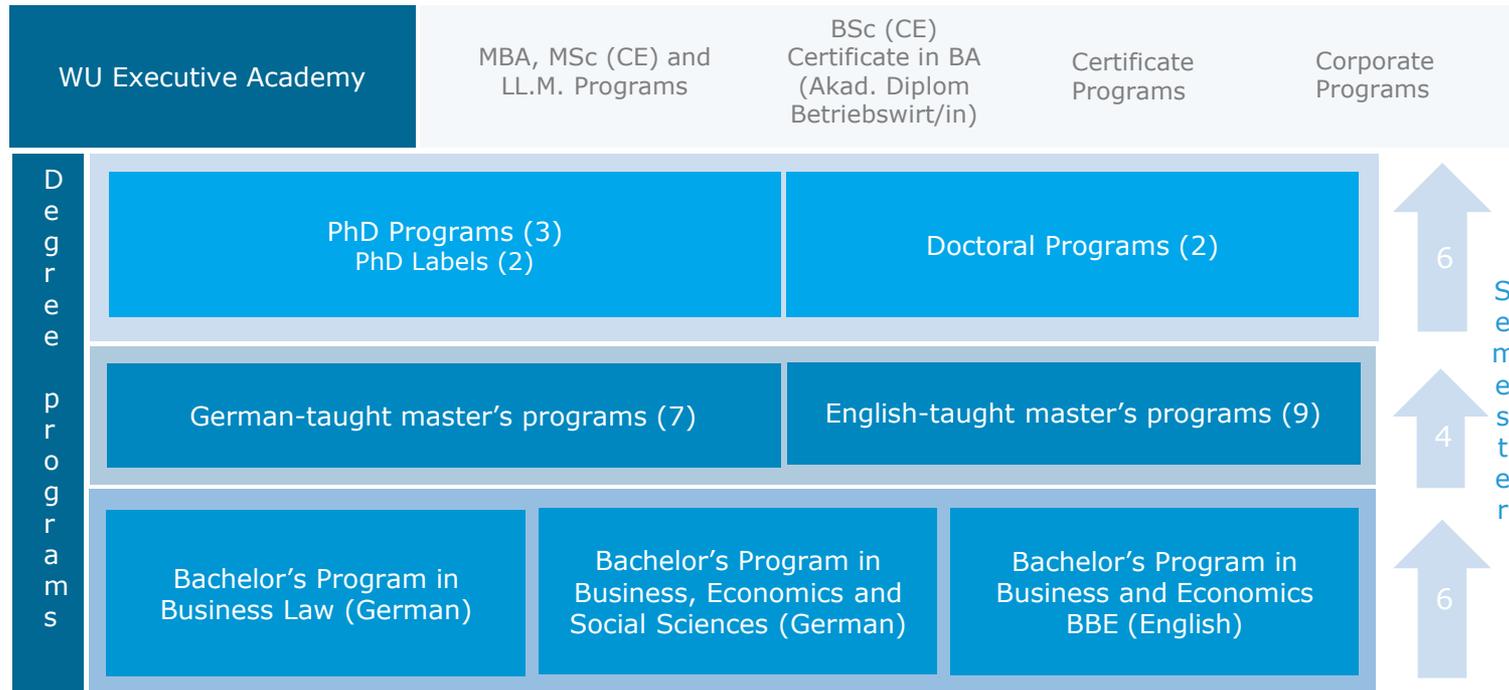
CEE Legal Studies  
Computational Methods  
Co-Operation and Co-Operatives  
Cryptoeconomics  
Economics of Aging  
Economics of Inequality  
European Affairs  
Family Businesses  
International Taxation  
Regulatory Economics  
Research on Capital Markets  
Spatial and Real Estate Economics  
Supply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

## WU Executive Academy

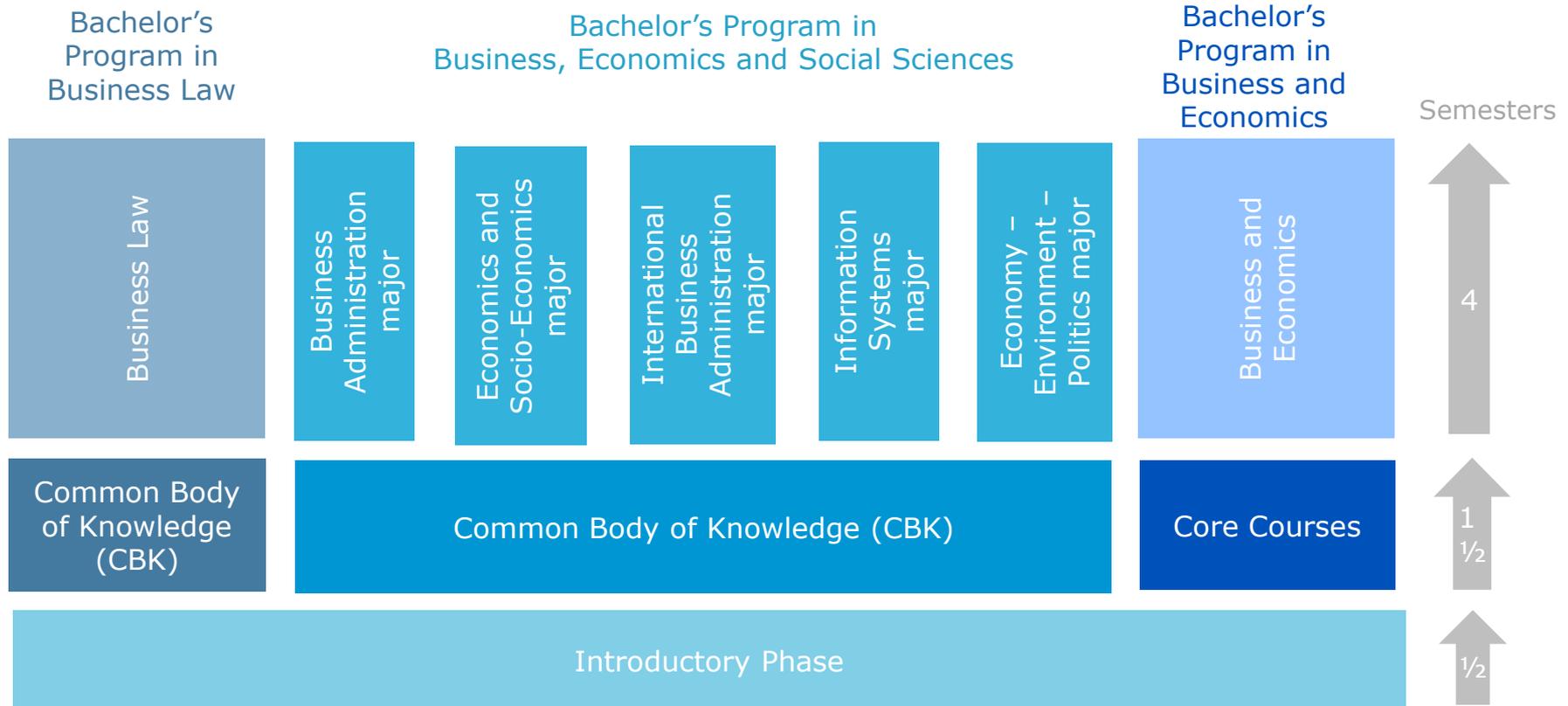
# Academic Programs



# 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

Digital Economy

Economics

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

PhD Programs

Doctoral Program  
in  
Social and  
Economic  
Sciences

Doctoral Program  
in  
Business Law

PhD in  
Economics  
and  
Social  
Sciences

PhD in  
Finance

PhD in  
International  
Business  
Taxation



# WU International

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# International University: Partnerships and Exchange Programs

## Partner Universities

Partner universities for student exchange in over 50 countries around the world, like:

- Univ. of Chicago
- ESADE
- HEC Paris
- Hong Kong Uni. of Science and Technology (HKUST)
- FGV São Paulo
- Sydney University
- Tsinghua University

## International Short Programs

Programs at WU:

- International Summer University<sup>WU</sup>
- Vienna Innovation Program<sup>WU</sup>

Programs abroad in:

- Porto
- Bangkok
- Buenos Aires

## Variety of Exchange Programs

Opportunities for exchange:

- Exchange semester
- Double degree programs
- International Short Programs at WU and abroad
- Online exchange and similar initiatives



# International Reputation

## Triple Accreditation



About 110 business schools worldwide hold a [triple accreditation](#)

## International Memberships



## Rankings

### Financial Times Ranking 2022

Masters in Management Ranking > **Rank 28**  
(out of 100 universities)

Executive MBA Ranking > **Rank 39**

European Business Schools Ranking > **Rank 43**

### Handelsblatt Ranking 2021/22

BWL Ranking > **Rank 3**

VWL Ranking > **Rank 10**

### QS World University Ranking 2023

Social Sciences & Management > **Rank 164**

Business & Management Studies 2023 > **Rank 49**

Accounting & Finance > **Rank 101-150**

Economics & Econometrics > **Rank 103**

Law > **Group 251-300**

### The Economist Ranking 2019

Masters in Management 2019 > **Rank 5**

### QS Business Masters Ranking 2023

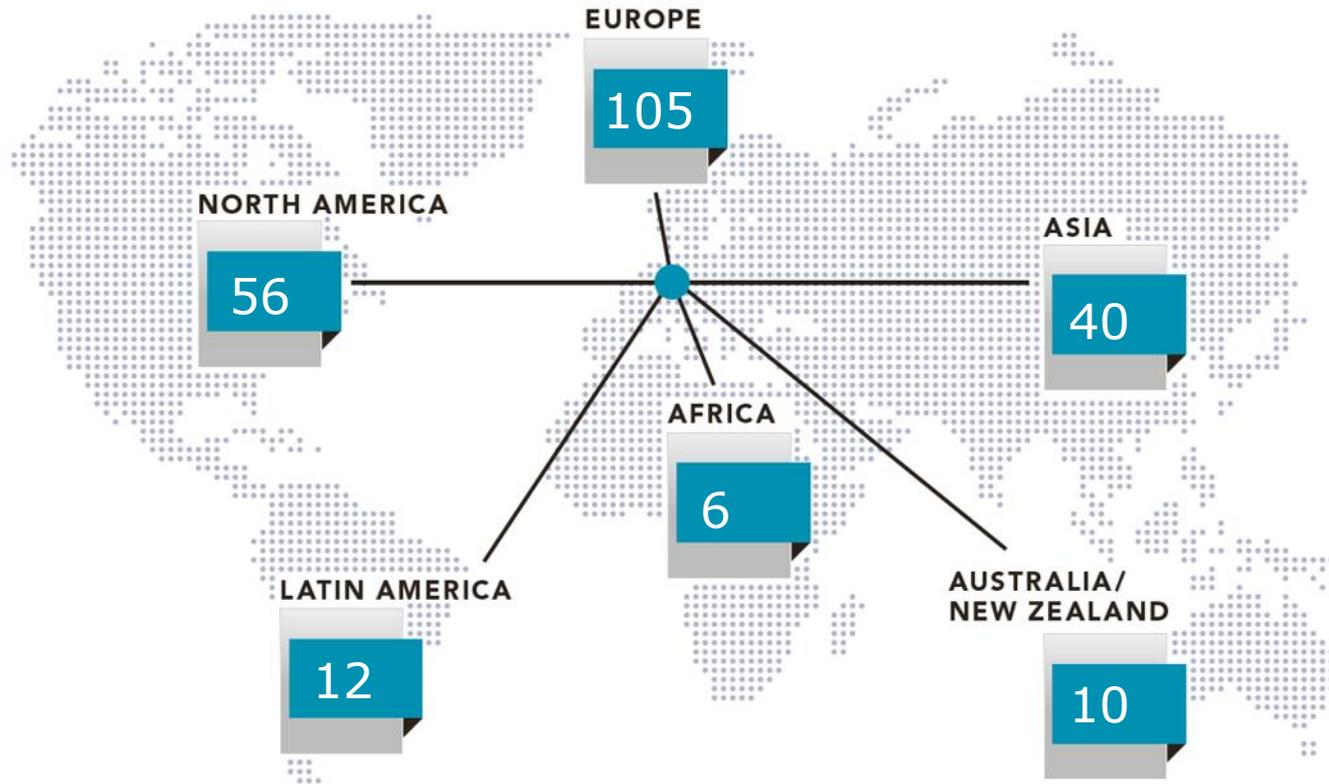
Masters in Marketing > **Rank 10**

Masters in Management > **Rank 10**

Masters in Finance > **Rank 16**

Masters in Supply Chain Management > **Rank 2**

# Global Network



# Services for Exchange Students



## Orientation and Cultural Program

Two-week program before the official start of the semester. The program offers incoming exchange students the opportunity to gain insight into Austrian life and culture.



## Buddy Network

Together with the Erasmus Buddy Network, WU students provide assistance for incoming exchange students. The Buddy Network organizes various social and leisure activities during the semester.

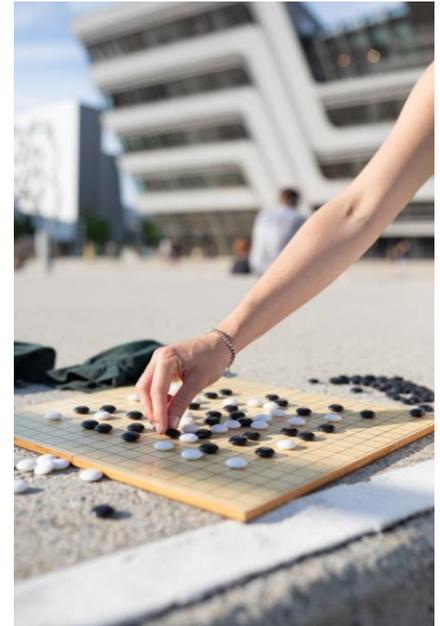


*"The thing that helped me the most with my social network in Vienna is the WU Orientation and Cultural program. This program was an amazing experience to learn about the culture of Austria and it helped me make so many new friends from all over the world."*

# Services for Exchange Students

## Courses in English

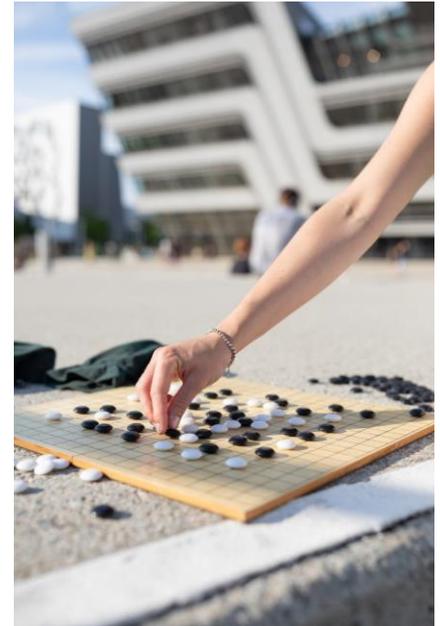
- Approx. 500 courses taught in English in subjects such as:
  - Business Law
  - Business Skills
  - Economics and Trade Management
  - Finance, Investment and Accounting
  - Human Resources and Organisational Behaviour
  - Management in Organisations
  - Management Information Systems
  - Marketing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



# Services for Exchange Students

## Courses in German

- Regular business courses in German
  - In various specializations (e.g. Finance, Marketing, International Business and Management, etc.)
  - 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**



# Services for Exchange Students

- **Housing Services**

Accommodation is guaranteed through WU's cooperation with the OeAD housing office. Rent usually ranges from €450 to €700 per month. Aside from OeAD housing, WU is in contact with other professional student housing providers.

- **Academic advisor**

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



# International Short Programs at WU

WU offers different short-term programs available for international students.

## All programs are characterized by:

- high-quality academic content taught by WU lecturers as well as international guest lecturers
- business-related topics
- networking opportunities with students, lecturers and businesses from different countries
- diverse extra-curricular activities, such as social and cultural events



## ISU<sup>WU</sup> Highlights

- Courses taught in English in a **broad range of business topics** (offer at bachelor's and master's level)
- Students can choose a **3 week session** in July or in August in Vienna
- Social and cultural program
- Company visits
- Guest speaker sessions
- Each year, **150-200 participants from all over the world**

### Program Structure:

- Total duration: 3 weeks
- Students choose 2 intensive courses; each 1 ½ weeks long
- 4 ECTS credits each, 8 ECTS credits total



# Campus WU

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# Campus WU

- 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
- Conveniently located near two subway stations (“Messe-Prater” and “Krieau”)



# Campus WU – an Overview

## Key Statistics

€492,000,000 total construction costs

100,000 m<sup>2</sup> floor space

90,000 m<sup>2</sup> lot size

55,000 m<sup>2</sup> public grounds

35,000 m<sup>2</sup> built-up area

3,000 student workstations

90 auditoriums and classrooms

88 project rooms

25 urban gardening plots

9 building complexes, including:

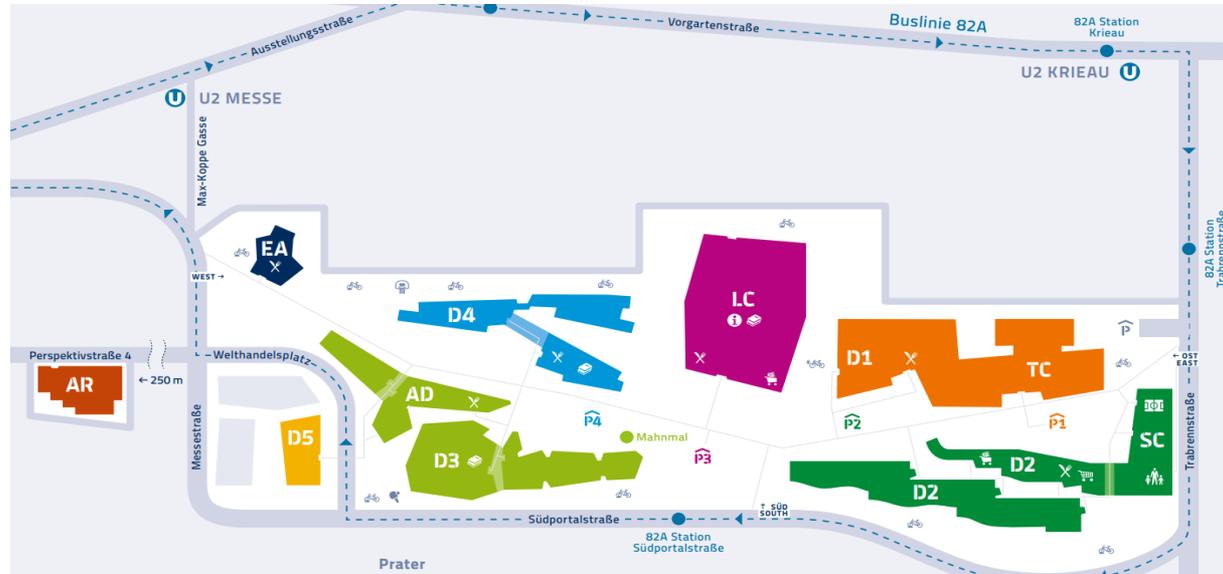
5 department buildings

3 libraries

1 Teaching Center

1 Library & Learning Center

1<sup>st</sup> green campus



## Address

Welthandelsplatz 1

A-1020 Wien

## Key

AD Administration & Departments  
D1 D2 D3 D4 D5 Departments 1-5  
LC Library & Learning Center  
TC Teaching Center

SC Students Center  
EA Executive Academy  
AR Administration & Research

# 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

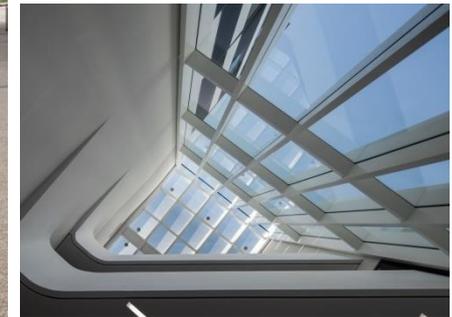
DP Information Systems and Operations  
DP Marketing  
DP Management  
DP Foreign Language Business Communication  
Room of silence



### 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



### 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)



D3  
Department  
building 3  
CRABstudio, London

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

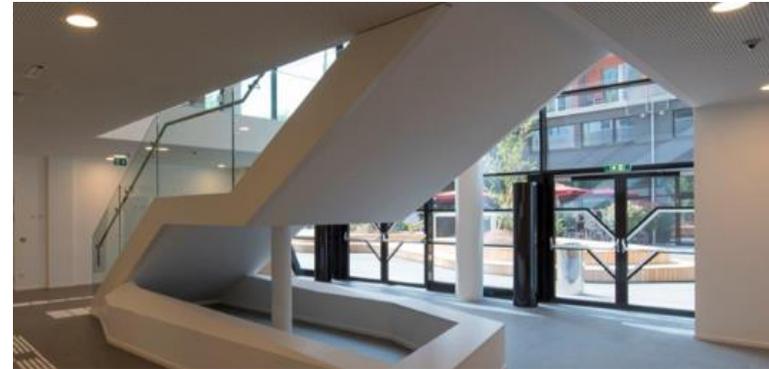


DP Strategy & Innovation

Institute for Ecological Economics

Vienna Institute of Demography (VID)

Wittgenstein Centre for Demography and Global  
Human Capital

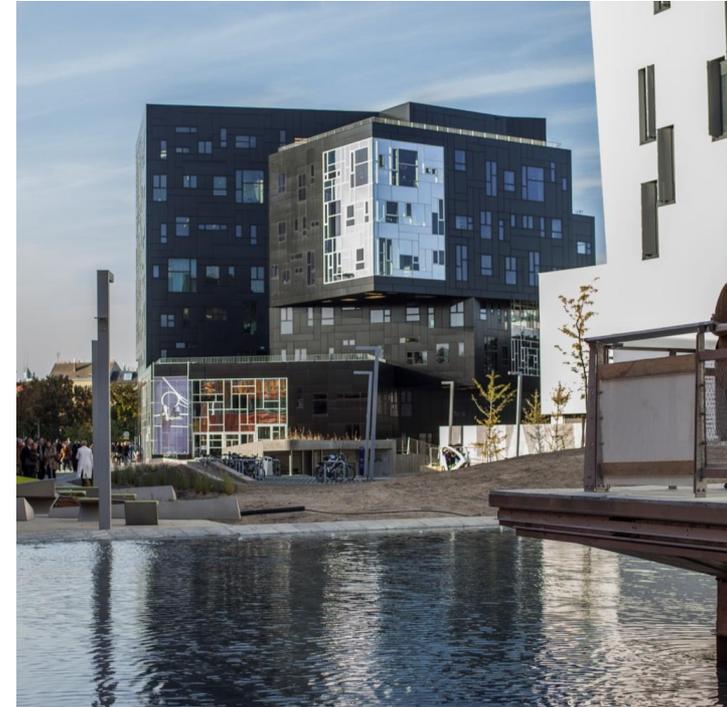


# EA – Executive Academy



EA „Executive Academy“  
NO.MAD Arquitectos, Madrid

WU Executive Academy  
Corporate Relations and Alumni  
Services  
Research Service Center



© Photos by BOANET, Stephan Huger, WU

# AR – Administration and Research



## AR – Administration and Research

Architects: Franz & Sue  
Floor space: 4,300 m<sup>2</sup>  
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 m<sup>2</sup> 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

# Welcome to Vienna – Where Tradition Meets Innovation



- **Academic Prestige:** City of academic excellence and innovation.
- **Cultural Capital:** Museums, theaters, and concert halls enriching your experience.
- **International Community:** Cosmopolitan atmosphere for global connections.  
Diverse communities enriching your academic and personal growth.
- **Quality of Life:** Safe, vibrant, and student-friendly city.
- **Geographic Location:** Positioned at the intersection of Eastern and Western Europe, serving as your gateway for academic exploration and travel.



VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

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