

CURRICULUM

FOR THE MASTER'S DEGREE PROGRAM IN

BUSINESS COMMUNICATION



Pursuant to § 25 (1) item 10 of the Universities Act 2002 (*Universitätsgesetz* 2002), Federal Law Gazette (*Bundesgesetzblatt*, BGBl.) I no. 120/2002, last amended by the federal act promulgated in Federal Law Gazette I no. 93/2021, the following regulation is passed:

§ 1 Objectives

With the research-based, interdisciplinary Master's Degree Program in Business Communication, students with a previous educational background in business have the opportunity to gain an in-depth understanding of the role played by communication and the challenges and opportunities it presents for the long-term success of organizations. This includes both the importance of communication when organizations are initially founded as well as its role in building and maintaining social acceptance, legitimacy, and reputation.

The Master's Degree Program in Business Communication combines language, discourse and media, international and intercultural communication, and strategic communication management. The program's curriculum is based on current theories and research findings from the fields of business, linguistics, and communication and media studies.

Students learn in a variety of interactive learning situations. The program focuses mainly on the application of the acquired knowledge, in simulations and research projects as well as in projects conducted in cooperation with partners from the business community, the public sector, and civil society.

Graduates of this master's program will be able to analyze, reflect on, and implement the internal and external communication of organizations with all relevant stakeholders. The program also allows students to acquire the skills needed for developing communication strategies and for media production and gives them a broad understanding of the role of language in interpersonal and public communication, especially in international and intercultural contexts.

Thanks to the interdisciplinary nature of the Master's Degree Program in Business Communication and the numerous elective options available within the program, a variety of job profiles are open to graduates. The master's program prepares graduates for management and leadership roles in organizational and corporate communication. These include diverse roles in internal and external organizational communications, such as strategic communication management, content management in corporate newsrooms, community relationship management, online and social media management, event communications, media relations, or communications consulting. Graduates are suitable for a wide variety of roles, thanks to the program's broad educational spectrum, and can work in large, internationally oriented companies as well as in small and medium-sized enterprises, and in larger organizations such as NPOs, public authorities, cultural organizations, clubs, or associations.

After completing the Business Communication master's program, students have acquired the following skills:

- Systemic thinking: Analyzing the interfaces and interactions between language, organizations, and society and using them effectively for their own work
- Decision making: Critically evaluating a variety of potential courses of action and approaches to solutions and arguing persuasively for the approach of their choice
- Research: Following current research findings and independently developing and implementing research projects in compliance with discipline-specific academic standards
- Reflection: Critically reflecting not only on one's own actions but also on processes in organizations
- Lifelong learning: Continuously developing one's own skills and competencies
- Team working skills: Developing and implementing projects in international and intercultural teams

In addition, students have acquired the following subject-specific skills after completing this master's program:

- Analytical skills: Evaluating relevant environmental trends, target groups, and media design, picking up on changes and driving innovation; analyzing data on the impact of communications and using the results to find development options
- Communication management: Identifying and managing organizational needs and challenges; conceptualizing realistic communication goals; developing communication strategies; managing and coordinating the communication activities of diverse stakeholders
- Media production: Conceptualizing and producing media content for diverse audiences in a variety of formats (written, oral, nonverbal), also with technological support; interpreting and effectively using data from a variety of sources to create media
- Intercultural management: Communicating successfully in an international environment, with a particular focus on cultural and linguistic aspects; making appropriate decisions in intercultural situations and in intercultural management
- Methodological skills: Independently applying qualitative and quantitative research methods in linguistics and social sciences; analyzing and interpreting data
- Project management: Converting a problem into a project, executing the project, and managing clients' expectations; developing solutions based on project results; presenting results to clients in an understandable manner

§ 2 Admission Requirements

(1) The prerequisite for admission to the Master's Degree Program in Business Communication is the completion of a previous degree within the meaning of § 64 of the Universities Act 2002. Admission to the Master's Degree Program in Business Communication is regulated by a selection procedure pursuant to the Universities Act 2002.

(2) Dual application of examinations to the Master's Degree Program in Business Communication through credit transfer of examinations completed for the previous degree pursuant to (1) is not permissible.

§ 3 Classification, Structure, and ECTS Credits

- (1) The Master's Degree Program in Business Communication is a degree program in social and economic sciences within the meaning of § 54 (1) of the Universities Act 2002.
- (2) The four-semester Master's Degree Program in Business Communication is made up of 120 ECTS credits. The master's thesis is worth 20 ECTS credits, and the subjects of the Master's Degree Program in Business Communication account for the remaining 100 ECTS credits.
- (3) The Master's Degree Program in Business Communication will be held entirely in English.

§ 4 Types of Examinations

The examination types indicated in this curriculum are defined in the Examination Regulations of WU (Vienna University of Economics and Business). This curriculum, together with the Examination Regulations, forms a curriculum pursuant to § 25 (1) item 10 of the Universities Act 2002.

Abbreviation key:

AG - <i>Arbeitsgemeinschaft</i> , workshop-type course
FP - <i>Fachprüfung</i> , subject examination
FS - <i>Forschungsseminar</i> , research seminar
LVP - <i>Lehrveranstaltungsprüfung</i> , course examination
MP - <i>Modulprüfung</i> , module examination
PI - <i>prüfungsimmanent</i> , course with continuous assessment of student performance
VUE - <i>Vorlesungsübung</i> , lecture with interactive elements

§ 5 Courses and Examinations

(1) The following courses and examinations are compulsory subjects in the Master's Degree Program in Business Communication:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Foundations of Business Communication (15 ECTS credits):</i>			
Intercultural Business Communication	5	2	VUE
Business Communication in the Media Society	5	2	VUE
Business Communication and Language	5	2	VUE
<i>In International Business Communication and Management (15 ECTS credits):</i>			
Intercultural Communication and Area Studies	5	2	PI
Strategic Communication Management	5	2	PI
Language and Communication in Specific Business Settings	5	2	PI

<i>In Skills and Competencies (20 ECTS credits):</i>			
Language for Specific Purposes	5	2	PI
Media and Communication	5	2	PI
Introduction to Content Production	2.5	1	PI
Applied Content Production	2.5	1	PI
Writing for Academic and Business Purposes	5	2	PI
<i>In Applied Research Project (20 ECTS credits):</i>			
Master's Seminar	5	2	PI
<i>The student's choice of two of the following courses:</i>			
Intercultural Communication and Area Studies	7.5	3	PI
or Strategic Communication Management	7.5	3	PI
or Language in Business Contexts	7.5	3	PI
<i>In Research Methods (10 ECTS credits):</i>			
Research Methods: Qualitative and Quantitative Research Methods / Data Analysis	10	4	PI

(2) In the subject "Fields of Business, Communication and Culture," students must complete 20 ECTS credits and 8 credit hours worth of courses selected from the following:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
Marketing and Communication	5	2	PI
Management and Communication	5	2	PI
Digital Communication	5	2	PI
Investor Relations	5	2	PI
CSR and Sustainability	5	2	PI
Selected Topics in Business Communication	5	2	PI
Intercultural Marketing and Management	5	2	PI
Simulations in Business Communication	5	2	PI
Course Abroad	5	2	LVP

(3) The Course Abroad is not offered at WU; credits must be transferred from a foreign university. Courses Abroad must be at master's level and must relate to business or communication, must be completed during studies outside of Austria and outside of the student's home country at a recognized post-secondary educational institution, must include an examination and must be of a comparable scope to equivalent WU courses.

§ 6 Specific Requirements for Admission to Examinations

The successful completion of at least 40 ECTS credits worth of examinations is the prerequisite for admission to the course "Master's Seminar." These 40 ECTS credits must include the subjects "Foundations of Business Communication" and "Research Methods."

§ 7 Master's Thesis

- (1) Each student is obliged to submit a master's thesis worth 20 ECTS credits.
- (2) The successful completion of the course "Master's Seminar" is the prerequisite for the evaluation of the master's thesis.
- (3) In their master's theses, the students have to demonstrate their ability to independently handle a topic with the help of academic research methods.
- (4) The topic of the master's thesis is to be chosen from one of the subjects of the Master's Degree Program in Business Communication. The students are entitled to propose a topic themselves or to select one from a number of suggestions made by the available supervisors. Apart from that, § 33 of the By-Laws of WU (Vienna University of Economics and Business) applies.

§ 8 Completion of the Master's Degree Program

After a student has successfully completed all required examinations and the master's thesis, a certificate will be issued evidencing the successful completion of the Master's Degree Program in Business Communication.

§ 9 Academic Degree

Graduates of the Master's Degree Program in Business Communication will be awarded the academic degree Master of Science (WU), abbreviated as MSc (WU).

§ 10 Effective Date

- (1) This regulation shall enter into force on October 1, 2022.
- (2) The amendments to this regulation as published in WU Bulletin no. 44 of June 30, 2021, shall enter into force on October 1, 2021.