

Master of Science (MSc)

Business Communication

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



English-taught
master's program

Unlocking the Power of Communication

THE BIZCOMM PROGRAM AT A GLANCE

In the **Master's Program in Business Communication**, students with a background in business and economics learn how global corporations can use communication to achieve business success and live up to their social responsibility at the same time. In addition to management skills, language comprehension, intercultural skills, and media competence are also important factors which make communication a key part of a company's value creation process in a digitally connected world. In this master's program, students gain practical insights into the multifaceted world of communication and are equipped with the methodological skills they need to take on leading positions in strategic communication management after graduation.

CONTENTS AND STRUCTURE

The curriculum is diverse, interdisciplinary, and practice-based. During the program, an application-oriented approach is used to teach and test methods, theories, and concepts in research projects with international partner companies. Our students can either spend a semester abroad at a renowned partner university or apply for one of our double degree programs, in cooperation with Tilburg University and the BI Norwegian Business School in Oslo.

BizComm students learn the skills and expertise they need to excel in a digital work and business environment and to manage a successful dialog with critical prosumers. Based on practice-oriented case studies, they gain insights into the functions, potential, and implementation scenarios of effective communication. The students learn to build knowledge networks and use them to plan, design, and manage innovative approaches to professional content management.

The first semester serves as an introductory phase and familiarizes students with fundamental concepts. Building on this foundation, the students can specialize in the three main pillars of the program from the second semester on, exploring these areas in depth in hands-on research projects: Business Communication and Language, Intercultural Business Communication, and Strategic Communication Management. A wide range of electives allows students to customize their studies. In the fourth and last semester, students write their master's thesis to complete the program.

CAREER PROSPECTS

A good ear for trends and important social topics, an interest in language, empathy for the needs of a wide variety of communities, and a passion for content design are prerequisites for successful business and corporate communication. BizComm students acquire skills that qualify them to gain a holistic overview of a company's communications and to manage them from a communicative-strategic perspective – both in-house and externally. Graduates of the program can act as fundamental mediators in companies, managing the dialog between various target groups and stakeholders and providing key support in important decision-making processes.

BizComm graduates have excellent prospects when applying for key positions in corporate communications and in the communications industry in general, like for example strategic communications manager, content or social media manager, or positions in general management. A master's degree is also the prerequisite for attaining higher academic qualifications like a doctoral or PhD degree.



“In this master's program, we prepare students to become communication experts who can successfully guide companies with their communication strategies – because you have to reach people to be seen and understood.”

Axel Beer and Jens Seiffert-Brockmann
Academic Directors, Business Communication

RECOMMENDED PROGRAM STRUCTURE

1st semester

Foundations of Business Communication			Skills and Competencies			Research Methods
Intercultural Business Communication	Business Communication in the Media Society	Business Communication and Language	<ul style="list-style-type: none"> › Language for Specific Purposes › Introduction to Content Production › Language-Specific, Applied Content Production 			Qualitative and Quantitative Research Methods & Data Analysis
5 ECTS	5 ECTS	5 ECTS	5 ECTS	2.5 ECTS	2.5 ECTS	10 ECTS

2nd semester

International Business Communication and Management			Applied Research Projects (1/3)		
Intercultural Communication and Area Studies	Strategic Communication Management	Language and Communication in Specific Business Settings	Research Project in Intercultural Communication and Area Studies	Research Project in Strategic Communication Management	Research Project in Language in Business Contexts
5 ECTS	5 ECTS	5 ECTS	7.5 ECTS	7.5 ECTS	7.5 ECTS
Skills and Competencies					
Media and Communication			Writing for Academic and Business Purposes		
5 ECTS			5 ECTS		

3rd semester

Fields of Business, Communication, and Culture (Electives 4/8)									Master's Seminar
Marketing and Communication	Management and Communication	Digital Communication	Investor Relations	CSR and Sustainability	Selected Topics in Business Communication	Intercultural Marketing and Management	Simulations in Business Communication	Course Abroad	Master's Seminar
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

4th semester

Applied Research Projects (1/3)			Master's Thesis
Research in Intercultural Communication and Area Studies	Research in Strategic Communication Management	Research in Language in Business Contexts	Master's Thesis
7.5 ECTS	7.5 ECTS	7.5 ECTS	20 ECTS


 For further details see: wu.at/bizcomm



AT A GLANCE

Program type	Full-time degree program
Duration	4 semesters
Language of instruction	English
Credits	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
Degree awarded to graduates	Master of Science (WU), abbreviated MSc (WU)

APPLICATION AND ADMISSIONS

The admissions process is selective and ensures that only the best candidates enroll in the program.

Prerequisites for this master's program include:

- › A relevant prior degree worth a minimum of 180 ECTS credits
- › Examinations in business/economics worth at least 30 ECTS credits
- › Sufficient proficiency in English
- › Proof of aptitude

The best candidates will be invited for individual interviews and a group call session.

Please see the Application Guide for detailed information on the required documents and the application and selection procedures. The application process takes place online. It is possible to apply before completion of the relevant prior degree program.

APPLICATION DEADLINE

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: October, January, and March.



For detailed information on the admission requirements and the application procedures, please see:
[wu.at/applicationguide](https://www.wu.at/applicationguide)





In today's digital world, communication is key for business success. With BizComm, you will learn how to plan, design, and manage communications efficiently and effectively and how to use strategic communication to achieve business goals.

Information and contact

To find out more about the Master's Program in Business Communication, please visit [wu.at/bizcomm](https://www.wu.ac.at/bizcomm)

For further questions, please contact the BizComm team: bizcomm-master@wu.ac.at

Academic Directors of the Master's Program in Business Communication:
Jens Seiffert-Brockmann
Axel Beer



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Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop