

Double Degree Study Plan 2023/24 – 2024/25

126 ECTS credits/50.4 NCCU credits

WU Vienna
National Chengchi University, College of
Commerce (NCCU)

MSc Strategy, Innovation, and Management Control (SIMC)
International Master of Business Administration (IMBA)



FIRST YEAR - Coursework at WU (2023/24)				SECOND YEAR - Coursework at NCCU (2024/25)			
Course title	ECTS credits	NCCU credits	Semester	Course title	ECTS credits	NCCU credits	Semester
Fundamentals of Strategic Management	7	2.8	1 st	Strategic Management	7.5	3	3 rd
Fundamentals of Entrepreneurship and Innovation Management	7	2.8	1 st	Leadership and Team Building	5	2	3 rd
Fundamentals of Entrepreneurial Finance	7	2.8	1 st	Business Ethics and Sustainable Development	2.5	1	3 rd
Fundamentals of Management Control	7	2.8	1 st	<i>In Electives</i>			
Thesis Seminar: How to Write a Thesis	2	0.8	1 st	Electives are to be selected from the courses offered in the IMBA program (except general marketing courses) and must require a grade.	30	12	3 rd /4 th
Business Planning and Performance Management (10 ECTS) & Digital Transformation (5 ECTS) OR Business Project (15 ECTS)	15	6	2 nd	Total ECTS/NCCU credits	45	18	
Professional Development Workshop	5	2	2 nd				
Managerial Economics	5	2	2 nd				
Strategic Business Analytics	5	2	2 nd				
Total ECTS/NCCU credits	60	24					
Community Service (25 hours)							
Master Thesis (20 ECTS credits/8 NCCU credits) & Thesis Defense (1 ECTS credit/0.4 NCCU credits)							

Additional Information

In order to be awarded both degrees, the following requirements apply:



Thesis

Students are required to write a thesis during the second year of their studies. WU students going to NCCU will have a thesis supervisor at NCCU.

At NCCU, WU students should find their supervisor at the earliest possible time, in order to finish the process at WU together with their cohort in the summer of their second year.

Students have to defend their thesis at both institutions. All courses must be completed in order to schedule the Thesis Defense at NCCU, which should take place in June or July. WU students who want to finish the double degree program within four semesters and who want to take part in the optional graduation ceremony (Sponsion) at WU in October/November have to defend their thesis at NCCU by July 20 at the latest. After the oral defense at NCCU, students have to correct their thesis and get an approval from their advisor. Optional graduation ceremonies at NCCU usually take place before mid-June.

After submitting their final thesis at NCCU, students have to submit their thesis at WU as well by sending it to SIMC Program Management. The thesis will be approved and graded by both institutions individually.

The Thesis Defense at WU must be completed after the thesis has been submitted. It is not necessary that students are in Vienna for the Thesis Defense because it will be completed online.

The "Thesis Seminar: How to Write a Thesis" and the "Thesis Defense" are graded with "Pass" or "Fail" at WU.