

Master of Science (MSc)

# Digital Economy

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



English-taught  
master's program

# Driving Digital Innovation

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## THE DIGITAL ECONOMY PROGRAM AT A GLANCE

WU stands for innovation and internationality. As a pioneer in the field of the digital economy, we teach the managers of tomorrow how to be digital innovators. The Master's Program on the Digital Economy is an interdisciplinary program, focusing on topics like artificial intelligence, big data, blockchain technology, digital business models, digital law, innovation management, and cryptoeconomics. Graduates are ideally prepared to start managing digital businesses, manage the digital transformation of traditional companies, or found their own innovative start-ups.

## CONTENT AND STRUCTURE

The Master's Program on the Digital Economy is a 2-year, full-time academic program aimed at graduate students with a background in business, economics, and technology. It combines aspects of economics, finance, information technology, law, management, marketing, and strategy with a focus on the digitalization of business and the economy. Working together with partners from the business community, the public sector, and civil society, it provides a practice-based education that prepares students for a digital career. 3 specializations – Information Systems, Digital Law and Economics, and Digital Strategy, Marketing, and Transformation – allow students to individualize the program according to their own interests.



## CAREER PROSPECTS

WU graduates are in great demand on the job market. Employers associate WU alumni with well-founded expertise, ambition, and drive. Students in the Digital Economy program gain a solid understanding of the challenges and opportunities that the digital transformation is creating for companies and society. They learn how businesses can profit from state-of-the-art digital developments and graduate as experts in the field of digitalization.

The job profile covers a variety of digital leadership roles, including positions in digital product management, digital entrepreneurship, (IT) consulting, enterprise architecture management, digital transformation management, business development, or digital marketing in both digital and traditional companies, the public sector, NGOs, NPOs, start-ups, and consulting firms.

**“We want to give our students the expertise and methodological skills they need to help steer the path of digitalization. The decision-makers of tomorrow need to be able to perform tasks like creating and maintaining digital ecosystems, designing new digital business areas in companies, and contributing to digitalization-driven social change.”**

Verena Dörner and  
Axel Polleres  
Academic Directors, Digital Economy

## PROGRAM STRUCTURE, 1ST YEAR

### 1st semester

Digital Markets and Strategies	IT Governance, Risk and Control	Marketing and Innovation	Business Process Management	Value Based System Engineering	System Development and Operations
8 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS

### 2nd semester

Business Project	Transformative Management	IT Law	Data Management and Analytics	Distributed Systems	Security and Privacy
12 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS	4 ECTS

## PROGRAM STRUCTURE, 2ND YEAR

### 3rd semester

Specialization part I: Elective courses (24 ECTS credits in total) can be chosen from a number of different subjects in one of the following specializations:	Master's Thesis Seminar
<ul style="list-style-type: none"> <li>› Information Systems</li> <li>› Digital Law and Economics</li> <li>› Digital Strategy, Marketing, and Transformation</li> </ul>	
12 ECTS	
Research or Industry Lab	
12 ECTS	4 ECTS

### 4th semester

Specialization part II	Master's Thesis
12 ECTS	20 ECTS

## DIGITAL ECONOMY STUDENTS – INTAKE 2022

64% female, 36% male

38% Austrians, 37% EU, 25% Non-EU; 25 different Nationalities



For further details see:  
[wu.at/digecon](https://www.wu.at/digecon)



## AT A GLANCE

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

### APPLICATION AND ADMISSIONS

Admission requirements for the Master's Program on the Digital Economy:

- › A relevant degree worth a minimum of 180 ECTS credits
  - › Examinations in economics or business administration worth at least 24 ECTS credits
  - › Examinations in information systems, computer sciences, mathematics, or statistics worth at least 16 ECTS credits
- › Sufficient proficiency in English (e.g. TOEFL, IELTS)
- › GMAT or, Graduate Record Examinations (GRE), or 2 academic letters of recommendation
- › CV in English
- › Motivation letter

All required documents must be submitted online to be eligible for the selection and admissions procedure. Incomplete applications will not be processed. A panel made up of academic directors and faculty members will

select the best candidates for admission. Candidates who have not completed their bachelor's program yet should supplement their application with a statement of their pending ECTS credits and course titles.

**Fast track – your chance of an early offer** Top-qualified applicants have the chance to be offered a spot ahead of the current priority deadline.

### 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)





**Innovation**  
is the order of the day,  
and right now the world needs bold  
innovators with game-changing ideas who don't  
just understand the digital transformation but are able to shape it.

# Information and contact

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

For further questions please contact:  
**Eveline Dietz** and **Rebecca Runge** (Program Managers)  
[digecon-master@wu.ac.at](mailto:digecon-master@wu.ac.at)

Academic Directors of the Master's Program in Digital Economy:  
**Verena Dorner**  
**Axel Polleres**



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[wu.ac.at](https://www.wu.ac.at)

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