

Vienna University of Economics and Business Administration

[Wirtschaftsuniversität Wien (WU)]

The WU's predecessor, the Imperial Export Academy, was established on October 1, 1898, with the aim of imparting knowledge to businessmen engaged in foreign trade. Immediately following World War I, the Academy became a public World Trade University (Hochschule für Welthandel), offering a three-year degree program. The University was renamed again in 1975 as Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration or, more simply, WU-Wien).

The 1980s were a period of **enormous growth** at the WU – between 1981 and 1987 enrollment doubled, from 8,000 to 16,000 – and since 1982 the WU has been housed in its main Augasse facility. Throughout its history, the WU has turned out thousands of highly qualified graduates who have proceeded to excel in the business and policy world, both in Austria and abroad. Recent reforms, new degree programs with more flexible structures and revised course regulations will make education at the WU even more up to date and geared towards the needs of today's business world. The WU Complex has now grown to **20,000 students and more than 1,000 full-time and adjunct faculty** and staff members who thrive in a buzzing atmosphere of academic research and activity (full information and further links at <http://www.wu-wien.ac.at/english/about>). During the same time, Vienna has resumed its pivotal role in central European business and economic development by building upon historically important ties and pursuing its emerging role in global and European affairs.



WU-Augasse Facility



WU Complex-Vienna

Strengths

WU's close **cooperation with the business world** affords it an especially practical relevance, which is one of the reasons why the WU is consistently **ranked among the top institutions out of 120 in Austria, Germany and Switzerland** for international business education. The WU has over 175 partner universities throughout the world and acknowledged expertise in a number of fields, including that of **East-West business**. Its **wide range of courses** and the **international orientation** of its teaching and research have made the WU a renowned center of knowledge in many key fields of business and economics, including regional development and the environment.

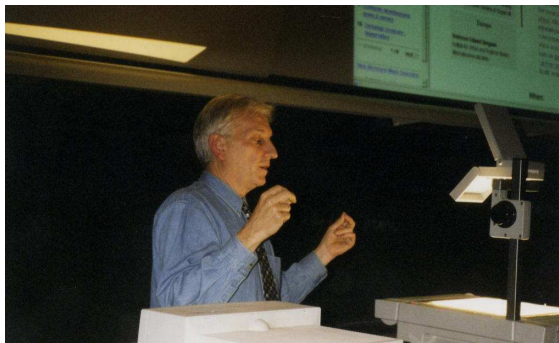
Exchange Students

Exchange students who come from one of WU's [partner universities](#) within an international exchange program receive support from the [International Studies Center](#). Those students who do not speak German can attend WU's [Courses in English](#).

Students planning to study at the WU without taking part in an exchange program ("free movers") can retrieve additional information [here](#).

Institute of Regional Development and Environmental Economics (RUW)

RUW combines two major foci of concern to city and regional development policy: *economic development (SRE) and the environment (IUW)*. English-language instruction is offered in each semester, details of which may be found in the WU English course catalog (<http://www.wu-wien.ac.at/english/studies/exchange/coine/index>) or **RUW** webpage (<http://www.wu-wien.ac.at/ruw>). A considerable number of exchange students from Europe and elsewhere pursue English-language courses, including NEURUS (<http://www.neurus.org>) research students from 3 U.S. research universities, who wish to study topics related to city and regional planning from a business and economics perspective in the historic capital of central Europe.



Professor Bergman SRE



Professor Schubert IUW

A key feature underlying all courses at **RUW** is a clear focus on research-based literatures and research-oriented skill-building for both professional and academic degree studies. This focus helps prepare students to enter challenging careers in either the public or private sectors that are expressly concerned with cities, regions and local business environments. For additional information concerning study opportunities at **RUW**, please refer to Summary of Program Details.

Summary of Program Details

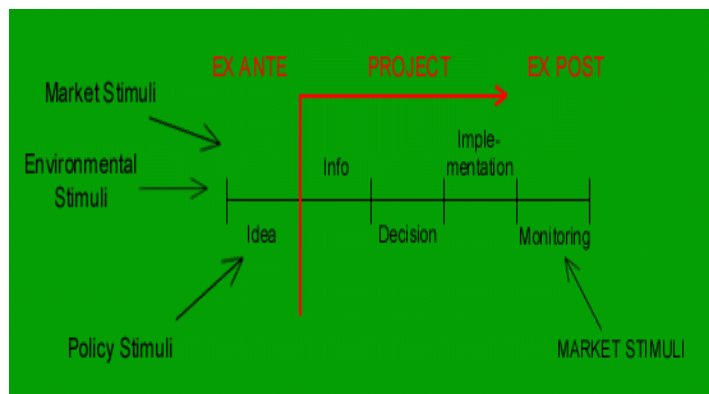
Curriculum

The **RUW** offers a strong research-based curriculum that stresses active seminar participation, joint research projects and independent papers to develop policy analytic skills. In addition to the classic seminar and workshop formats, the SRE Group offers case-based instruction using materials developed by Professor Michael Porter at the Harvard Business School to provide a firm grasp of the practical relationships between various market and public agents in development processes (http://www.isc.hbs.edu/MOC_universities.htm). SRE initiated and has served since 1999 as European coordinator of NEURUS student research exchange program with 3 U.S. university departments of planning: University of North Carolina at Chapel Hill,

University of Illinois-Urbana Champaign, and University of California-Irvine (<http://www.neurus.org>); SRE also co-sponsors the Fulbright Regional Research Seminar. Together, these components embed a rigorous research orientation, an economics/business perspective and comparative-development framework in our curriculum. The IUW Group emphasizes the following aspects in its teaching program:

- Inter-disciplinary research on environmental economics and sustainable development
- Theoretical work of practical relevance and applicability
- Policy-relevant concepts, analyses and evaluations
- International connections and contacts

Topics and results of research conducted by the institute as well as by the IUW partner research institute for “Managing Sustainability” are reflected in the curriculum.



RUW-Nordbergstrasse 15 (UZA 4) with view to Historic 1st District/Ringstrasse

Professional Degrees

Institutes at WU such as **RUW** do not offer specific degrees; students may elect major or minor fields of study, e.g. City and Regional Development, in partial satisfaction of requirements for a university-awarded Magister degree (Business Administration or Economics). The Vienna University of Economics and Business Administration is presently moving from the traditional 2-tier to the 3-tier “Bologna system” of Bachelor, Master and Doctorate degree structure.

Major Diploma Fields

The three major fields (SRE and IUW Wahlfächer) are titled "Standort- und Regionalentwicklung", "Globalisierung- und Regionalentwicklung", and „Umweltökonomik“ which translate roughly as "Location and Regional Development," "Globalisation and Regional Development," and “Environmental Economics”. In addition to serving as major diploma fields for WU business and economics students, these major fields are also very popular with international exchange students and with so-called "free-mover" students who may enroll only for specific courses by paying the relatively low tuition costs (<http://www.wu-wien.ac.at/english/studies/exchange/coine/index>).

Minor Joint Fields

There are also four minor joint-fields titled "[Tourismusanalyse, Freizeitmarketing und Regionalmanagement](#)", "[Internationale Wirtschaft und Entwicklung](#)", "Umwelt, Wirtschaft und Gesellschaft", and “Umweltmanagement”; these translate roughly as "Tourism, Leisure-time Marketing, and Regional Management", "International Business and Development", “Environment, Economy and Society”, and “Environmental Management” and are offered

jointly with other departments.

Professional Careers

The study options discussed above prepare students professional positions in policy and management positions within businesses, governments and related organizations in Europe and North America where knowledge of environmental management and sustainable development and city and regional development is essential, particularly how development affects the competitiveness of the local business environment and its attractiveness to qualified labour and a vital civil society.

Doctoral Studies

RUW supports doctoral studies relevant to city and regional development or planning as well as environmental economics and sustainable development, based on a combined program of prescribed course sequences, independent research, and supervised writing (http://www.wu-wien.ac.at/lehre/guide_doktorat). Occasionally, temporary research assistantships are available on research projects that overlap dissertation research, but the majority of dissertations are conducted independently. Externally-financed post-doctoral scholars with compatible interests are frequent and welcome guests, although positions are limited by space and resource constraints. Faculty, assistants and students often collaborate on research projects and joint publications (see co-author network and attached list of research/publications).