



## BACHELOR DEGREE FACT SHEET

BSc in Business Administration

BA in International Relations

BA in Management (including emphasis in Marketing or International Business)

BA in Strategic Communication

BA in Psychology



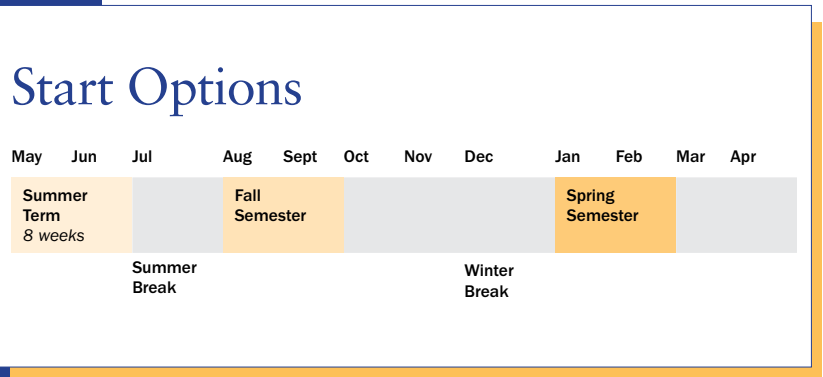
At Webster Vienna Private University, students are encouraged to have an immersive experience of studies, collaboration and discoveries that lead to lifelong relationships, and experience in preparation for a global mindset.

After completing their studies at Webster Vienna, graduates leave with values and knowledge that fuel them to find their passions and pursue meaningful careers.

Our Bachelor of Arts (BA) and Bachelor of Science (BSc) programs provide the educational foundation necessary to begin students’ individual paths to reaching purposeful goals in an intimate educational environment.

The average undergraduate degree takes four years to complete. Students may be eligible for advanced standing credits towards their bachelor’s degrees. Credits are awarded based on the grades obtained and the specific programs completed.

Webster Vienna offers rolling admissions, accepting applications year-round. Additionally, students do not need to wait until the high school diploma is received. Students requiring a visa for entry to Austria are strongly encouraged to apply at least six months prior to the entry term. The visa process may take from three to nine months depending on your country of citizenship. For more detailed information on the visa process or for assistance, we encourage you to visit our website: [webster.ac.at/admissions](http://webster.ac.at/admissions).



Applying in a Few, Easy Steps



Webster Vienna offers competitive programs that place students on their path to becoming global citizens.



Bachelor of Science (BSc) in Business Administration

The degree is designed for students seeking a strong foundation in overall business comprehension in today’s competitive, global markets. The program covers the span of business-related disciplines including accounting, international business law, economics, finance, management, international business, and information systems. The program concludes in a capstone strategy course requiring students to apply their knowledge of the various aspects of business in a market simulation.



Bachelor of Arts (BA) in International Relations

Whether working in the government, a global corporation, academia, or a non-governmental organization, a degree in International Relations opens many doors. Students learn how to complete rigorous and structured research, comprehend a range of international relations issues and develop scholarly analysis prior to applying the research. Students also specialize in fields such as European integration, Asian security studies, energy politics, terrorism and international law. Students and faculty from all around the world enhance the political and cultural discussions leading to expertise in the field of IR.



Bachelor of Arts (BA) in Management

*Emphasis Marketing or International Business*  
The program is highly focused on the core skillset of effectively managing people and resources to achieve the goals of any organization. The knowledge and skills acquired through the Bachelor of Arts in Management and the exploration of all aspects of managerial work and decision-making provide the student with the necessary insights and tools to direct the flow of information, people and materials in a company.

Emphasis in International Business (BA)

The Bachelor of Arts (BA) in Management with an emphasis in International Business degree covers all aspects of management with a special focus on the complexities of leading people and directing an organization’s resources in a global setting. Topics include the dynamics of globalization, the organization and strategic planning of multinational and transnational organizations, foreign subsidiary coordination and control, and special human resource issues such as cross-cultural management and expatriate employees. Special focus is given to all aspects of marketing to foreign markets. Students will also receive understanding of what economic forces drive international markets and the complexities of trade barriers, issues of standardization and adaptation, foreign exchange markets, and more.

Emphasis in Marketing (BA)

The Management program combines the latest trends and insights in business and management with other relevant disciplines. Using creative methods such as design thinking, this program provides graduates with the necessary skills to be prepared for a dynamic and evolving environment. Digital technology is changing the marketing landscape. The objective of this program is for students to understand the dynamic impact of the business environment and human behavior on marketing endeavors.



Bachelor of Arts (BA) in Strategic Communication

The Strategic Communication (BA) degree program emphasizes workforce readiness skills necessary for leadership positions in advertising, public relations, promotions, campaigns, corporate communication, and more. Graduates will use strategic writing and message creation, research, audience analysis, persuasion, and new/social media skills as they undertake careers in almost any industry in which organizations have a need to create communication strategies for their constituents. Graduates can expect to work in organizational and corporate communication, promotional campaigns, public relations, media consultation, digital messaging, social media, and more (*courses began in Fall 2020*).



Bachelor of Arts (BA) in Psychology

Approaches in the BA program range from the scientific to the philosophical, from the experimental to the theoretical. Students learn how to access the unconscious mind, while being led through all fundamental psychology sub-disciplines during their studies. Degree majors also have access to the CanBeLab (Cognitive & Affective Neuroscience and Behavior), allowing students to record brain and muscle activity, skin conductance, code and analyze facial expressions. Students develop and apply problem-solving skills that help inspire persuasive, analytical thinking and clear communication. WVPU’s expert faculty specialize in a variety of areas that allow students to approach psychology from varied perspectives, including biological and evolutionary, clinical and counseling, lifespan development, learning and cognitive, social and crosscultural perspectives. Students also learn advanced research methods, such as the advanced analysis of statistical techniques, research methodology, and psychological testing.





The student journey begins in the classroom and extends into student-led organizations on campus, internships at top international organizations and friendships that evolve in one of Europe’s culturally richest capitals, Vienna.

Students have access to a multitude of inspirational museums, festivals, parks, and restaurants within one of Europe’s safest capitals. Equally, travel and access to many neighboring city capitals is easy when wanting to explore beyond the Viennese city borders.

Webster Vienna offers a unique college experience that is equal parts American and Austrian in heritage and academic structure. Students are encouraged to get involved in a number of ways during their time at WVPU.

The University’s Student Resource Center (SRC) engages students with an eventful calendar of activities and resources throughout the school year:

**LEADS Program** Students gain insight to leadership theory and practice through an extracurricular certificate program that prioritizes altruism, volunteerism, and leadership.

**Study Abroad** Students of Webster Vienna have access to study at any of Webster University’s many campuses on four continents and receive degree credits.

**The Language Center** Through one-on-one tutoring sessions, students improve writing, reading, and speaking skills.

**Learning Support Services** Academic accommodation for students with physical, psychological, and learning disabilities such as dyslexia, ADD/ADHD.

**Student Counseling Services** Complimentary Individual or Group Sessions—covering all areas. For instance, struggling to adjust to a new environment.

**Alumni Network** More than 3,300 Webster Vienna Alumni and 180,000 Webster Worldwide Alumni.

**Career Placement Services** Complimentary assistance in creating a CV, connecting students to potential employers and charting their future career.



Webster Vienna Facts

- Studies require 3 to 4 years, depending on program
- Top programs in Business and Social Sciences
- Small class sizes (average 15 per class)
- Scholarships options
- Great transfer possibilities & Advanced Standing Credit for AP, IB, GCE
- Strong collaboration with top local companies for internships and job placement



Application Requirements

- High School Diploma and up to three years of transcribed grades
- Minimum GPA of 2.5 on a 4.0 scale
- English Proficiency certification (IELTS 6.0; TOEFL 80)
- Letter of recommendation
- Valid passport
- Short essay or personal statement



Vienna Facts

- Consistently ranked the most liveable city in the world (top of the “Quality Living” survey for the 10th year)
- Has 1,700 acres of vineyards; the only capital city in the world to produce significant quantities of wine within city limits
- City of Music: more famous composers have lived here than in any other city in the world
- One of the most important global hubs of International Organizations, with over 40 International Organizations, diplomatic representations and NGOs
- Home of the Wiener Riesenrad, the oldest operating ferris wheel in the world

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Palais Wenkheim  
Praterstrasse 23  
1020 Vienna, Austria

+43 1269 9293-0  
admissions@webster.ac.at



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Webster Vienna Facts

- Duration approx. 2 years, depending on your course load
- Top programs in Business and Social Sciences
- Small class size-student faculty ratio 25:1
- Scholarships available
- Strong partnerships and access to top companies for experiential learning (UN, IBM, Erste)



Application Requirements

- Bachelors degree transcripts and diploma
- Minimum GPA of 2.5 on a 4.0 scale
- English Proficiency certification (IELTS 6.5; TOEFL 80)
- Essay on a required topic
- CV/Resume
- Valid passport
- Letter of Recommendation
- Interview with department head
- 2 years relevant work experience (*MBA only*)



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+43 1269 9293-0  
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Vienna  
Private University



MASTER DEGREE FACT SHEET

- MSc in Finance
- MA in International Relations
- MSc in Marketing
- Master of Business Administration
- MA in Psychology



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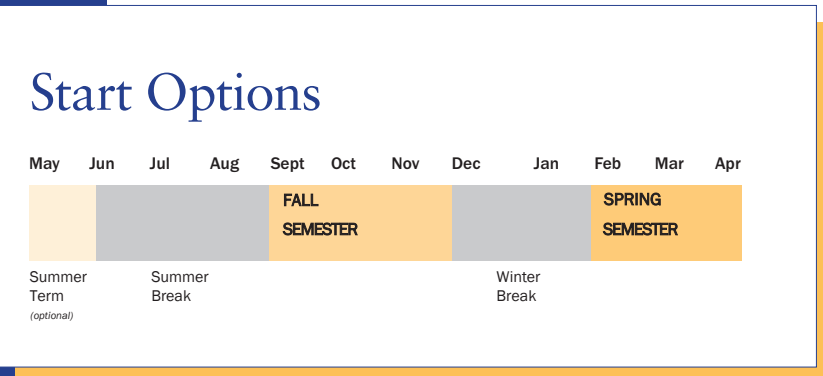
After completing their studies at Webster Vienna, graduates leave with the values and knowledge that fuel them to continue meaningful careers.

Webster Vienna’s Master of Arts (MA), Master of Science (MSc) and Master of Business Administration programs provide the educational foundations necessary to propel students towards purposeful goals, all while learning in an intimate academic environment.

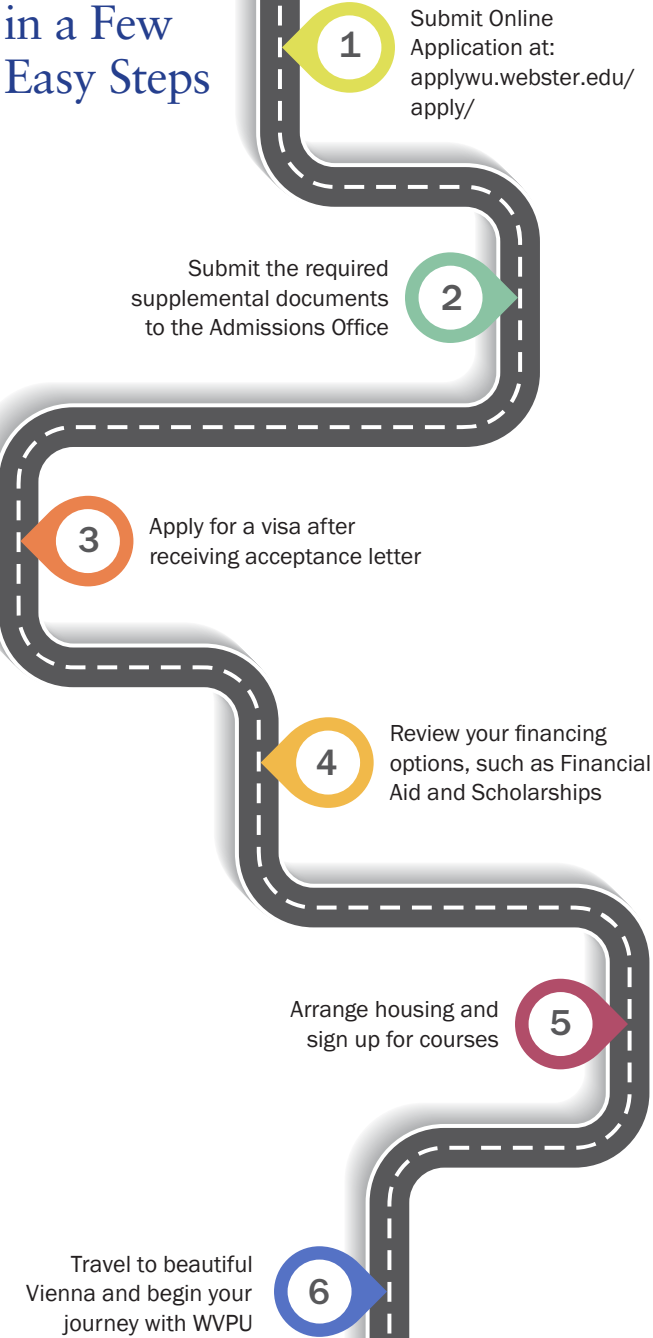
The average graduate degree takes 2 years to complete. Students who have begun graduate studies at an accredited institution may have official documentation of this work evaluated for transfer credits applicable towards their degree requirements.

Webster Vienna offers rolling admissions, accepting applications year-round. Additionally, students do not need to wait until their bachelor’s degree diplomas are received.

Students requiring a visa for entry to Austria are strongly encouraged to apply at least six months prior to the term start date. The visa process may take from three to nine months depending on the country of citizenship. For more detailed information on the visa process or for assistance, we encourage you to visit Webster Vienna Admission website: [webster.ac.at/admissions](http://webster.ac.at/admissions).



### Applying in a Few Easy Steps



## Webster Vienna offers competitive programs that set students on their path to becoming global citizens.



### Master of Business Administration (MBA)

The MBA program provides training to students interested in understanding the working nature of the business field in a competitive environment. Courses in the program integrate information and theories from various disciplines, including accounting, economics, finance, marketing, production, operations, and strategic management. The overall objective of this program is to develop students into broadly educated business executives who understand the nature of the field as a whole, with the tools and techniques applicable to a wide variety of business situations.

*Start Fall*



### Master of Arts in International Relations (MA)

This program prepares students for leadership and service in the international diplomatic and academic communities. Led by a team of internationally recognized researchers, lecturers, and scholar-practitioners, students examine power politics, humanitarian issues, and the dynamics of the international political economy, learning how to employ competing theories, methods, and approaches. Coursework provides exposure to the key subfields of the discipline and relevant issues such as International Security, European Integration, EU-Asia Relations, Terrorism and Energy Security. The program prepares students for work in governmental, nongovernmental, intergovernmental and multinational corporations. This program is also recommended for students planning to pursue a PhD.

*Start Fall or Spring*



### Master of Science in Finance (MSc)

The Finance program provides students with a comprehensive introduction to accounting and financial analysis. It combines rigorous research with a practical mathematical foundation. By studying finance, students become part of an evolving field that can profoundly impact the way we live. Graduate students in this program attain practical experience aligned to professional qualifications, as Webster Vienna is a recognized educational institution in the University Affiliation Program (UAP) of the CFA Institute.

*Start Fall*



### Master of Arts in Psychology with an emphasis in Counseling Psychology (MA)

This program provides students with the knowledge and skills necessary to become competent in counseling psychology through academic and experiential learning. The program aims at educating future psychologists who have sound knowledge of the theory and practice of counseling psychology. These students are also competent consumers and creative producers of social science and psychological research, competent in counseling practice, and ethical when it comes to the values and worlds of various clients. Viewing research and practice as interdependent and mutually supporting, this program is based on the scientist-practitioner training model.

*Start Fall or Spring*



### Master of Science in Marketing (MSc)

The objective of this degree is to provide an opportunity for students to study the dynamic impact of the business environment and human behavior on marketing endeavors. The program focuses on examination of effective marketing practices and analytics required to produce impactful marketing decisions. Graduates leave the program with the knowledge of relevant field terminology, facts, concepts, principles, analytical techniques, and theories used in the marketing industry.

*Start Fall*