

Over 100 Campuses in 7 Countries

Webster University is an American University with a global perspective. The university was founded in St. Louis, Missouri, USA in 1915. Since then, Webster has grown to become an international university with more than 100 campuses in 7 countries on 3 continents, serving over 20,000 students worldwide. Our alumni network has more than 150,000 members all around the world.



Our international network of campuses offers you a world of opportunity. You can study at one of our campuses in the United States, Europe or Asia, or travel across our network as a study abroad or transfer student.

The Vienna campus was established in 1981.
Webster Vienna is accredited in the US and Austria.

Undergraduate/Bachelor Programs

- Art/Visual Culture
- Business and Management
- International Relations
- Media Communications
- Psychology

Visit www.webster.ac.at for more information about these programs, as well as information about our Graduate Programs (MA, MS and MBA) and Certificate Programs.

Austria • China • Switzerland • Thailand • The Netherlands • United Kingdom • USA



VIA Consultants is a business venture that started in the classrooms of Webster University, Vienna, where a man from Germany and a man from Iran met for the first time. Since their graduation in 2009, Marlon Jünemann and Hossein Nabavi's business has grown and VIA is now working on business developing and consulting projects throughout Europe and the Middle East.

We have people at Webster University Vienna like Dr. Arthur Hirsh and Professor Christian Newman who really listen to our ideas. With the support of the university we were able to start our own business. Hossein, myself and the whole team at VIA see ourselves as global citizens. We can see how the years at Webster have prepared us for doing business in different markets, with diverse people from various cultures.

Marlon Jünemann, Managing Partner

Webster UNIVERSITY

Accredited in the US and Austria



Business and Management

Get ready to learn, lead, and succeed in today's global economy



VIENNA CAMPUS

Business and Management



To succeed in business, you will have to be able to effectively communicate, negotiate, innovate, and compete in an increasingly global business climate. A Webster Business and Management education will provide you with the necessary skills. Our curriculum and international network will prepare you for a successful career in either the private or public sector.

In addition to mastering a competitive program of business and management courses, Webster business students focus on strengthening their **leadership competencies**, with an emphasis on communication and negotiations, corporate ethics, and sustainability.

Moreover, our business graduates leave with a CV that already includes world-class, actual work experience gained through internships, research projects, and hands-on learning at leading companies. This gives them a competitive edge as they seek work opportunities both during and after their college career. With assistance from Webster's **Career Development Center**, numerous businesses have successfully recruited our students for years.

Students come to Webster Vienna from across the continent and beyond to enjoy our distinctively interactive and **highly prized style of American education**: small class size, individual and team assignments, cutting edge technology, and the chance to challenge themselves with fresh ideas and initiatives. The curricula at Webster are highly interconnected, and many students seize the opportunity to refine their business knowledge by taking courses from other departments, such as International Relations, Media Communications, and Psychology.

All of our professors and distinguished guest lecturers are seasoned professionals with a passion for teaching, sharing, and inspiring **future business leaders**. They personally mentor and actively encourage students to pursue their own projects. Over the years the department has played a significant role in helping students start their own businesses.

The **multinational** composition of the Webster community helps students develop cultural sensitivity and collaborative skills that will help them succeed in any business, anywhere in the world, and position them attractively to prospective employers. In the process, they develop lifelong personal relationships as well as a crucial network of contacts throughout the world.

Career Opportunities

Whether a student plans a career in banking, finance, consulting, IT, telecommunications, manufacturing, or nonprofit organizations such as the United Nations, the knowledge gained in the Business and Management program can be applied universally.

Our business students have gone on to successful careers in companies such as Bank Austria, Baxter, Dell, Erste Group, Hewlett Packard, Honeywell, IBM, Microsoft, NIKE, Oracle, Philips, Siemens, and many more. Webster also nurtures a strong entrepreneurial spirit, and several of our business graduates have started and are running their own thriving businesses.

Graduate Programs & Certificate Programs

Master of Arts (MA), Master of Science (MS) and MBA (incl. a Global MBA) programs

More information at www.webster.ac.at

Program Description

Undergraduate Programs/Majors

1. BS in Business Administration
2. BA in Management
3. BA in Management, Human Resource Management Emphasis
4. BA in Management, International Business Emphasis
5. BA in Management, Marketing Emphasis

Business students who graduate with academic honors can join Delta Mu Delta, an international honor society open for ACBSP accredited schools.

Undergraduate Minors

Business, Economics, Management, Computer Applications, Computer Science, Web Site Design



Degree Requirements

Required Courses for all degrees:

- Financial Accounting
- Managerial Accounting
- Principles of Microeconomics
- Principles of Macroeconomics
- Management Theory and Practices
- Business Law: International

1. Bachelor of Science (BS) in Business Administration (128 Credit Hours)

This program provides the most comprehensive and rigorous portfolio of essential business and management skills. **Additional required courses include:**

- College Algebra
- Introduction to Statistics
- Information Analysis
- Principles of Finance
- Principles of Org. Behavior
- Marketing
- Operations Management
- Business Policy

2. Bachelor of Arts (BA) in Management (128 Credit Hours)

By obtaining a BA in Management, students will possess a broad mix of management skills preparing them for future leadership roles. **Additional required courses include:**

- Human Res. Management
- Marketing
- Managerial Policies and Strategies

3. Bachelor of Arts (BA) in Management, Human Resource Management Emphasis (128 Credit Hours)

Building on a solid overview of management skills, our HR program refines its focus on HR-related tools and techniques. **Additional required courses include:**

- Human Res. Management
- Labor-Management Relations
- Principles of Org. Behavior
- Personnel Law
- Compensation Management
- Contemporary HR Strategies

4. Bachelor of Arts (BA) in Management, International Business Emphasis (128 Credit Hours)

The International Business program is geared towards students aiming for a career in the international environment. **Additional required courses include:**

- Human Res. Management
- Marketing
- International Management
- International Marketing
- International Trade and Finance
- Global Competitive Strategies

5. Bachelor of Arts (BA) in Management, Marketing Emphasis (128 Credit Hours)

Our Marketing program equips students with the right tools and insights to effectively meet the challenges of a competitive global market place. **Additional required courses include:**

- HR Management
- Marketing
- Advertising
- International Marketing
- Marketing Research
- Marketing Strategies (Overview)