

WU (Vienna University of Economics and Business)
International Short Programs
Spring and Summer 2026

Vienna Spring Programs 2026

Vienna Spring Program: Marketing for a Better World

- **Dates:** March 1 – 6, 2026
- **Target group:** undergraduate students of business and related fields
- **Estimated group size:** 25 – 35 students
- **Credits:** 3 ECTS credits

Vienna Spring Programs on graduate level

- **Dates:** May 11 - 22, 2026 (two tracks in parallel)
- **Topics:**
 - **Track 1:** Innovation
 - **Track 2:** Global Branding
- **Target group:** graduate students of business and related fields
- **Estimated group size:** 25 – 35 students per track
- **Credits:** 5 ECTS credits

Contact: springprograms@wu.ac.at

Website: <https://short.wu.ac.at/viennaspringprograms>

International Summer University WU (ISU^{WU})

- **Dates:** June 29, 2026 – July 17, 2026
- **Format:** students attend two courses, each worth 4 ECTS credits
- **Target group:** undergraduate and graduate students of business and related fields
- **Course offers:** see [website](#)
- **Group size per course:** 20 – 30 students

The International Summer University^{WU} (ISU^{WU}) **is an intensive short program for students from WU and WU partner institutions.** Taking place in Vienna, this program lasts for three weeks and features **business-related courses**. The ISU^{WU} offers an **undergraduate** as well as a **graduate track**. A rich **social and cultural program** complement the academic experience. The program consists of **two intensive courses**, which are taught consecutively over the course of 3 weeks. Each course lasts one and a half weeks. These intensive courses are held in the mornings and total **8 ECTS-Credits** (4 ECTS per course). Students are required to complete both courses.

Contact: isuwu@wu.ac.at

Website: <https://short.wu.ac.at/isuwu>