





# MASTER STUDIES



## FEATURES OF THE MASTER DEGREE PROGRAMS

We support students with a sense of responsibility and ethics in realizing and developing their potential.

### Social skills

From perfecting your presentation skills to management qualities.

### Practical experience & projects

Obtaining experience in analytical and practical application of the skills and knowledge you have acquired, through case studies and projects commissioned by companies.

### International aspect

English-language specialist courses, international teaching staff and study trips abroad.

### Individual aspect

Personal and individual student support as well as personalization of the program through electives.

### Additional qualifications

Optional integrated specialist certification and postgraduate program.

## HIGHLIGHTS

- >> Develop smart products and use cutting-edge AI technology
- >> Participation in specialist conferences and diverse practical transfer through projects with clients and various competitions
- >> Freedom to specialise with a selection of elective modules
- >> Lectures take place Wednesday - Friday, giving students the possibility to work alongside their studies
- >> Personalized coaching in small groups



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## JOB OPPORTUNITIES

- >> Technical project management and development of smart products
- >> Product management for smart products
- >> Management of the digital transformation of companies
- >> Innovation and technology management in the field of digitalisation
- >> Technical consulting for the networking and control of systems and products (IoT)

"I chose this degree program because it allows me to expand my area of expertise and makes me even more attractive on the job market."

**Verena Schmidt, MSc - Graduate**



## SMART PRODUCTS & AI-DRIVEN DEVELOPMENT >> SPAI FULL-TIME



**Our full-time, English-language master's program equips you for the future of product development. Acquire the skills to create connected products and design cutting-edge business models. Take an active role in shaping the future of smart technologies!**

The Master's degree program Smart Products & AI-driven Development teaches you how companies can use AI to develop intelligent products. We combine technology, management, and soft skills in an interdisciplinary and practical way. Apply your knowledge through exciting projects and become a leader in AI-driven product development.

The program blends technical and business expertise to create intelligent, connected products. It emphasizes the practical use of cutting-edge AI technologies, including generative language models, edge computing, and machine learning, for system analysis and prediction. The curriculum, delivered entirely in English, equips students for global careers and is designed with a strong practical focus through project-based learning. Students gain hands-on experience with advanced technologies like additive manufacturing, fostering a practical approach. The program's interdisciplinary nature enhances students' skills in integrating AI into product development and crafting intelligent, service-oriented solutions.



More about the didactic concept and key qualifications under:  
[FH-KUFSTEIN.AC.AT/SPAI](http://FH-KUFSTEIN.AC.AT/SPAI)



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## FACTS

### ORGANIZATIONAL FORM

Full-time

### PLACES PER YEAR

30

### APPLICATION MODE

Online application, documents must be uploaded

### DURATION

4 semesters

### DEGREE OBTAINED

Master of Science in Engineering (MSc)

### LANGUAGE OF INSTRUCTION

100 % English

### STUDY ABROAD

Integrated international study trip in the 2<sup>nd</sup> semester

### FEES

Euro 363,36 per Semester (excl. [Student Union Fees](#))

Third country students: [www.fh-kufstein.ac.at/thirdcountrystudents](http://www.fh-kufstein.ac.at/thirdcountrystudents)

### ENTRANCE REQUIREMENTS

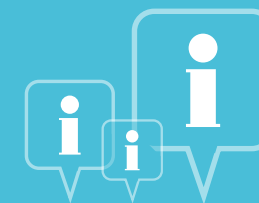
refer to [www.fh-kufstein.ac.at/admission](http://www.fh-kufstein.ac.at/admission)

„Companies can only be successful in the long term if they recognise and make use of the potential for digitalization in their products and systems. This is what the degree program prepares its graduates for.“

**Prof. (FH) Dipl. Ing. Dr. Martin Adam**  
Director of Studies



**ANY QUESTIONS?  
WE ARE HERE TO HELP YOU.**



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