

# ANNUAL REPORT

FACHHOCHSCHULE KUFSTEIN TIROL 2024/25



# Academic Year 2024/25

This annual report has been prepared primarily for digital use and contains internal and external hyperlinks. These are designed to ease reading and at the same time provide further information. To access any additional information, please click on the text passages highlighted in green and the + symbols.

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# Chairs of the Board

The 2024/25 academic year at the University of Applied Sciences Kufstein Tirol was defined by optimism and a clear focus on the future. The campus continues to grow—both in physical space and in academic substance—through new study programs, innovative research initiatives, and a strong international orientation that further reinforces Kufstein as a leading educational hub.

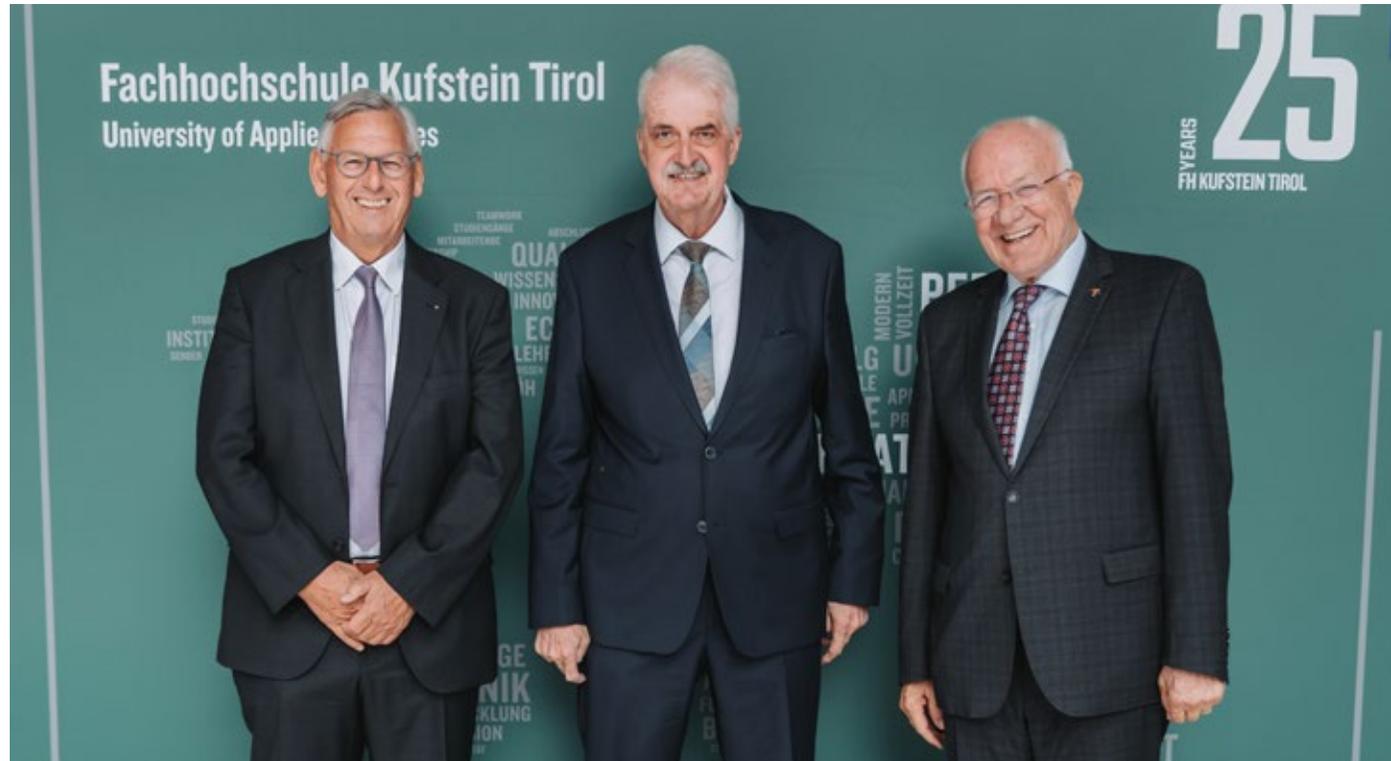
A central strategic priority is the expansion of our technological expertise. With the launch of the new AI Competence Center, the University is taking a major step forward. The Center will integrate artificial intelligence more deeply into research and teaching, working closely with regional industry partners to develop practical, business-ready applications. In doing so, AI becomes not just a future topic but a concrete driver of innovation, efficiency, and new business models.

We are also enhancing the conditions for a modern and supportive student experience. A key milestone is the construction of a new student residence by TIGEWOSI, offering 152 beds. The University will



**First visualization of the planned expansion of student accommodation in Kufstein.**

Image: Architekten Adamer Ramsauer ZT GmbH



**The Chairs of the Board of the University of Applied Sciences Kufstein Tirol** (from left to right): Franz Mayer, Dr. Herbert Marschitz, DDr. Herwig van Staa.

rent and operate the building, creating a significant boost to affordable, contemporary housing and strengthening Kufstein as an attractive place to study.

High-level political visits further highlighted the importance of our institutions for the region. Governor Anton Mattle underscored the pivotal role of the University of Applied Sciences Kufstein Tirol and the International School Kufstein Tirol, while former Federal Minister Ao. Univ.-Prof. Dr. Martin Polaschek commended our strong international orientation and the intercultural competencies of our students and staff.

Together, these developments show that the University of Applied Sciences Kufstein Tirol and the International School Kufstein Tirol are powerful engines for innovation, knowledge, and future skills—firmly rooted in the region, globally connected, and reliable partners for business, society, and research.

The Chairs of the Board

Dr. Herbert Marschitz

DDr. Herwig van Staa

Franz Mayer

# CEO Managing Director

The past year has been a powerful reminder of what the University of Applied Sciences Kufstein Tirol can achieve when people with commitment, curiosity, and a sense of responsibility work together toward a shared vision. Our success rests on the daily dedication of our staff, the motivation and creativity of our students, and the trusted support of partners from business, politics, and society. Education thrives on exchange and confidence—on the courage to think anew while continuously refining what already works. This mindset shapes our campus, strengthens our community, and underpins the innovative spirit that defines our institution.

In the 2024/25 financial year, this momentum translated into tangible progress. As part of our internationalization strategy, we will introduce nine English-language degree programs starting in the 2026/27 academic year. **Several visits by high-**



**Head of the Makers Lab Markus Ehrlenbach, MSc; Vice-Rector Prof. (FH) Dr. Claudia Van der Vorst; CEO Managing Director of FH Kufstein Tirol Prof. (FH) Dr. Thomas Madritsch; State Secretary Alexander Pröll, LL.M.; State Councilor MMag.a Dr. Cornelia Hagele; International School Kufstein Advisory Board Member Sebastian Kolland (from left to right).**

Image: BKA/Dunker

**ranking political delegations** further highlighted the central role our university plays within the Austrian higher education landscape. This interest affirms our position as a future-oriented institution that combines regional responsibility with a clear international perspective.

We also reached important milestones in strengthening our technological and research profile. The All for One Group has appointed an Endowed Professorship to our **ERP Competence Center**, and our newly launched **AI Competence Center** is increasingly becoming a vital bridge between research and practice, developing solutions that advance both business and science while ensuring sustainable knowledge transfer.

Another highlight was our participation in **ORF Sommerfrische 2025**. The event showcased our university as an open and vibrant space for



**Looking ahead: CEO Managing Director Prof. (FH) Dr. Thomas Madritsch speaks with State Secretary Alexander Pröll, LL.M. (right), about future prospects and growth opportunities for Kufstein as an educational hub.** Image: BKA/Dunker

dialogue and encounter, and a visible symbol of the close connection between the campus, region, and society.

None of these developments would have been possible without the collective efforts of many. We extend our sincere thanks to all staff members, lecturers, researchers, students, and partner institutions whose commitment, knowledge, and enthusiasm strengthen the University of Applied Sciences Kufstein Tirol.

In a time of transformation, we see education as a key resource for shaping a responsible and sustainable future. With this conviction, we look ahead with confidence—certain that our university will remain a place where knowledge grows, ideas take root, and community actively shapes what comes next.

Prof. (FH) Dr. Thomas Madritsch

# Rector's Office

The past year was defined by innovation, internationalization, and a clear commitment to the future. Guided by a pioneering spirit, we continued to strengthen our role as a leading institution in the European Higher Education Area.

A standout achievement was the launch of Europe's first **Drone Engineering** degree program. This milestone attracted attention well beyond Austria and reflects what we stand for: combining cutting-edge technological expertise with creative application, and a strong sense of social responsibility. It is a vivid example of how we turn future-focused topics into real educational opportunities.

Our portfolio expanded further with the introduction of the new Bachelor's program in **Business Psychology & Management**. At the master's level, we expanded our international offerings through the new English-language programs **Energy & Sustainability Management** and **Data Science & Intelligent Analytics**. With this broad, future-oriented range of programs, we make a concrete contribution to Austria's economy through both teaching and research.

Another important highlight was **Girls Tech Up Day**. This initiative underscores our commitment to encouraging young women to pursue technical and scientific degrees. For us, diversity and equal opportunity are not abstract ideals—they are essential foundations for creativity, excellence, and social progress. They shape our academic community as well as our research and teaching culture.

With the **new dual degree program with Clausthal University of Technology**, set to commence in 2025, we are marking another milestone in the internationalization of our

university. This partnership expands our academic spectrum, strengthens intercultural exchange, and deepens scientific networking—key elements of a modern university with global responsibility.

With the establishment of the **AI Competence Center**, we are intensifying our engagement in one of today's most important future fields. The Center will support regional companies, public institutions, and other stakeholders in applying and implementing AI solutions, thereby actively contributing to the technological and economic development of our region.

For us, innovation does not end with research—it begins in education itself. The rapid progress in AI challenges us to rethink learning processes. We continuously adapt our programs and teaching methods to prepare students for a world where AI is an integral part of everyday life. This involves not only mastering new technologies but also understanding them, evaluating their impact, and using them responsibly.

Together with students, our lecturers are developing new learning formats, project ideas, and interdisciplinary approaches that keep people at the Center—because innovation only has value if it is understood and co-created.

We look back with pride on a year full of momentum and creative energy—a year that proves the future is not a coincidence, but the result of passion, collaboration, and courage.



Prof. (FH) PD Dr. Mario Döller



FH Rector Prof. (FH) Dr. Mario Döller also looked back on a year full of encounters and creative drive during the graduation ceremony.

INTERVIEW:  
CORNELIA HAGELE



# Sport as a Driver of Change and Community

## Long live sport!

Under the motto Study. Sport. Succeed., the past financial year highlighted the full spectrum of sport at the University of Applied Sciences Kufstein Tirol—from internationally impactful research projects to hands-on events and new funding programs. Sports have been getting people moving on campus, not only physically but also socially, strengthening community and shared purpose.

**The Institute for Sport & Sustainable Development** has further established itself as a key platform for linking sport with ecological and social responsibility. Led by Prof. (FH) Dr. Louis Moustakas, the institute pursued intensive research in the fields of sport & development, sport & health, and sport & environmental protection.

The emphasis was on practical projects and partnerships—from evaluating sustainable sporting events to creating concepts that promote exercise, participation, and inclusion. The message is clear: sport inspires, but it also drives meaningful social transformation.

## PASS: Making sport politically powerful

One of the institute's international flagship projects is PASS—Policy Advocacy for Sport and Society (2024–2026). The project strengthens the political voice of sports organizations in Europe and is developing both a toolkit and a digital learning course, scheduled for release in 2026. **In April 2025, the seven partner organizations met in Kufstein** to align content and implementation. PASS aims to empower sports stakeholders across

Europe to actively shape political frameworks and, through sport, promote education, equality, and sustainable participation.

## Knowledge that makes an impact

The University's contribution was also visible in academic publishing. A **specialist article on the compulsory use of helmets in urban cycling**, based on a master's thesis, was published in an international journal. In addition, the **book Sport for Social Cohesion—Theoretical and Practical Perspectives**, co-edited by Prof. (FH) Dr. Louis Moustakas, was released, offering critical and practical insights into the role of sports in fostering social cohesion.

## Sport in action: projects and events

Beyond research, the University stood out through practical student projects and sporting highlights:

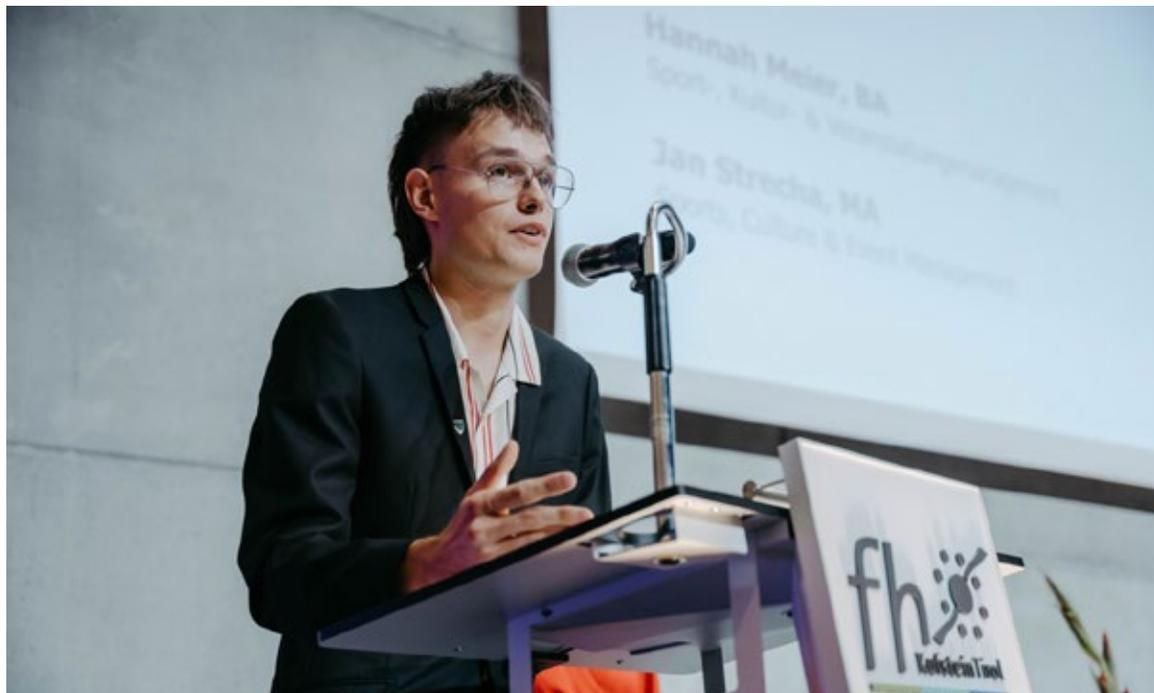
>> Students developed a **project handbook for the Kandahar Ski World Cup races in St. Anton**, providing a strategic tool to streamline future organization and processes.

>> In June 2025, the **practical project Girls Move the World** transformed the Tyrol State Sports Center in Innsbruck into a playful exercise space for girls aged 8 to 14, providing them with the opportunity to try out various sports and connect with local clubs.

>> With the premiere of the **Kufstrail UAM 2025**, Kufstein hosted a Unisport Austria trail running championship for the first time, implemented as a Green Event with a strong sustainability focus.

Together, these initiatives show how sport at the University of Applied Sciences Kufstein Tirol combines academic excellence with real-world relevance and social impact.

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Jan Střecha delivered the commencement speech at the 2024 graduation ceremony. His master's thesis later formed the basis for an article published in the journal *Future Transportation*.



**Aleksi Airaksinen is taking off—on the ice and in the lecture hall.** Image: Mikko Taipale

<< Continuation from page 6

### Promoting talent: Scholarship programs

Another highlight was the award of our first ice hockey scholarship in cooperation with HC Kufstein Dragons. Since autumn 2025, Finnish player Aleksi Airaksinen has been combining his studies in **Drone Engineering** at the University of Applied Sciences Kufstein Tirol with a competitive career on the ice—opening a new chapter in our dual support of academic and athletic excellence.

Alongside the ice hockey scholarship, we also selected students for scholarships in basketball and baseball. Jakub Hussain (Austria) and Diego

Martinez Lopez (Spain) were nominated for the Pirlo Kufstein Towers basketball scholarship, while Garret Wilfrid Gagnon (USA) will receive support through the BSC Kufstein Vikings baseball scholarship.

### Study. Sport. Succeed.

The strong link between degree programs and sports at the University of Applied Sciences Kufstein Tirol is captured in our new motto: Study. Sport. Succeed. In line with this mission, students have published videos on the **FH Kufstein Tirol YouTube channel** that demonstrate

how academic education, sporting passion, and personal achievement can go hand in hand.

The past year has clearly demonstrated that sport at our university is more than physical activity. It is a field of research, an educational tool, a practical laboratory, and a stage for talent. Projects such as PASS, publications, hands-on events, and our growing scholarship programs underline sport's role as a driver of change, community, and sustainable development.

# Unforgettable Moments for Exchange Students

The International Relations Office (IRO) at the University of Applied Sciences Kufstein Tirol supports exchange students far beyond the classroom. Its mission is to ensure that international guests feel academically integrated, culturally welcomed, and socially connected. Throughout the 2024/25 academic year, the IRO organized a wide range of activities—from information sessions and cultural encounters to festive farewell events. These offerings benefit both incoming students in Kufstein and Kufstein students preparing for a semester abroad.

## Erasmus Days 2024

In October, #ErasmusDays celebrated cultural diversity and European mobility. An exhibition, an information stand, and a story competition showcased students' international experiences. Quizzes and photo spots invited participants, while interested students received guidance on Erasmus+ opportunities and the mandatory semester abroad, which constitutes an integral part of the full-time bachelor's programs.



The IRO team with two visitors at the #ErasmusDays exhibition.

## Exchange Fair

Held in mid-November 2024, the Exchange Fair became a vibrant hub of cultural exchange.

Students introduced their home countries, shared stories, and treated visitors to traditional foods and drinks. The mix of culinary variety and personal conversations created a warm, relaxed atmosphere and strengthened community on campus.



Local and exchange students meeting in the auditorium to discuss cultural differences and similarities.

## National Celebration Days

During the winter semester of 2024/25, the IRO hosted National Celebration Days, where exchange students presented their customs and traditions in small, friendly gatherings. Shared cafeteria visits—supported by vouchers—encouraged informal



International Relations Office staff with exchange students from Taiwan.

dialogue. A highlight was the photo campaign: each nation took a group picture that was later sent to partner universities as a keepsake and greeting.

## Farewell Days: A Goodbye with Appreciation

At the end of the semester, the IRO bid farewell to around 60 exchange students. In an interactive presentation, students reflected on their time in Kufstein—from navigating culture shock to the moments and people they will miss most. Their feedback provides valuable input for the continued development of IRO programs.



A special souvenir photo of our exchange students.

These initiatives show how the IRO fosters integration, networking, and overall well-being. The focus is not only academic success, but also meaningful cultural and social experiences. Whether at Erasmus Days, the Exchange Fair, or National Celebration Days, the events promote openness, connection, and belonging—making a semester in Kufstein an unforgettable personal journey.



# International Study Trips Broaden Horizons

Over the past year, a wide range of international study trips has enriched academic life at the University of Applied Sciences Kufstein Tirol. These excursions provided students with firsthand insights into business, culture, and society, strengthened team spirit, and expanded their perspectives far beyond national borders.



**Students of the master's program Smart Products & Solutions in Helsinki.**

Students in the part-time master's degree program Smart Products & Solutions (now: **Smart Products & AI-driven Development**) traveled to Helsinki to experience Finland's innovation ecosystem up close. Company visits, an exchange at the Maria 01 startup campus, and discussions with the Austrian embassy provided valuable impulses on digitalization and emerging technologies.



**ERP students visit the IT Competence Center of Tridonic/Zumtobel in Porto.**

Students from the part-time master's program **ERP Systems & Business Process Management** also focused on practical learning abroad. In Lisbon and Porto, they explored IT processes, production workflows, and ERP applications at leading organizations, including KPMG, Tridonic/Zumtobel, and Polisport.

Oslo was the destination for the part-time bachelor's program in International Business Studies (now: **International Business Management**). The trip centered on economic, political, and social



**The IBS students at Holmenkollen with a view over the Oslo Fjord.**

developments, brought to life through urban development projects and exchanges with local institutions.

A cultural and community-driven perspective shaped the Porto study trip organized by students of the part-time master's program **Sports, Culture & Event Management**. Visits to the Parque de Serralves Museum and the Casa da Música, combined with sporting activities such as paddle tennis, created an intensive shared experience and deepened group cohesion.

In Bilbao, the focus shifted to sustainability and architecture as drivers of urban transformation.



**In great spirits: SCEM students exploring Porto on a street art tour.**

Students from the part-time program **Facility & Real Estate Management** and **Energy & Sustainability Management** examined how a formerly industrial city has evolved into a modern, future-oriented location.



**Students at the Guggenheim Museum in Bilbao.**

Together, these study trips highlighted the value of practice-based learning, intercultural exchange, and shared international experiences. They left lasting impressions, strengthened professional competence, and broadened personal networks—helping students not only acquire knowledge, but also develop the confidence to apply it in a global context.

# Mini Bikes, Big Impact: The Tiny Torquer Initiative



A Tiny Torquer member tests his homemade mini bike on the track in Vogtareuth.

From workshop to racetrack: Tiny Torquer brings together low-threshold motorsport, sustainability, and hands-on engineering education. What began as a simple idea is now growing into a lively community with a clear vision.

The initiative began with a single goal: to make motorsport accessible to everyone—affordable, practical, and sustainable. This vision led to the **Tiny Torquer association**, which operates as a **working group at the University of Applied Sciences Kufstein Tirol**. Participation is open to all, including not only students but also anyone interested, from curious beginners to experienced mechanics. The association was founded by Prof. (FH) Dr. Christian Schmid, professor (FH) of product development in the **Industrial Engineering & Management** program. “The project thrives on

creativity and initiative—and that’s exactly what we want to encourage,” says Schmid, who has been active in motorsports for more than 30 years.



Tiny Torquer chairman Prof. (FH) Dr. Christian Schmid and treasurer Bernhard Mandl, MSc.

## Bikes for under €1,000

Tiny Torquer mini bikes are built from straightforward industrial engines and largely recyclable materials. With parts costing around €600 to €1,000, the result is a ready-to-ride racing machine capable of speeds up to 120 km/h on short drag racing tracks.

A distinctive feature is the design process: frames are first built in wood rather than on a screen. Only once the geometry and fit are proven in practice do students move to welding the final version. This approach provides participants with direct insight into what works and what doesn’t, and why—transforming engineering theory into real-world learning. Tiny Torquer stands for more than speed. It connects technical skill, teamwork, and responsibility, while making engineering education tangible and inclusive.

Continuation on page 11 >>

### Sustainability on two wheels

Even with combustion engines, sustainability is a core principle of the Tiny Torquer initiative. The mini bikes run on methanol rather than fossil fuels, and their durable steel frames are fully recyclable and designed for reuse after the project ends. Tiny Torquer is proving that motorsports can be both affordable and resource-efficient.

### Milestone sponsorship agreement

A decisive step forward was the signing of a **sponsorship agreement** with the University of Applied Sciences Kufstein Tirol. The University provides not only financial support, but also workshop space, marketing assistance, and organizational backing. This institutional partnership gave the initiative a solid foundation and enabled professionally planned appearances at races, trade fairs, and public events.

### First test drives and race appearances

In summer, the team left the workshop for the racetrack: the self-built bikes were tested under real conditions for the first time at Vogtareuth airfield. For many students, it was their first-ever motorcycle ride—an unforgettable blend of adrenaline, learning, and team spirit.

Shortly afterward, Tiny Torquer made its first official appearances at major sports events such as Nitrolympx and Glemseck101. The team presented multiple self-developed bikes and engaged in countless conversations with visitors, organizers, and motorsport clubs. The response was overwhelmingly positive—especially because the concept shows that racing does not have to be expensive.

### Technology, teamwork, and enthusiasm

The Tiny Torquer club now counts more than 25 members, comprising students from various degree programs, university staff, and external participants. Alongside technical skills, teamwork is at the heart of the initiative: tinkering together,



**Each mini bike is one of a kind.** Image: Alexander Wohlfart

learning from one another, and taking shared responsibility. The project is also attracting growing interest from companies exploring opportunities to involve their apprentices.

### Outlook: an in-house racing series

Tiny Torquers is only getting started. Initial talks with motorsport associations are already underway, and a low-budget drag racing league is planned for 2026. Several categories are envisioned, ranging from classic combustion mini bikes to outlaw variants and electric models. Finding suitable tracks in Tyrol remains a challenge, but the team is optimistic: discussions with local authorities and event organizers are ongoing. In the long term, the aim is to host their own events and bring an

affordable, sustainable motorsport movement to life.

### Conclusion

What began as a workshop has quickly grown into a project with real momentum. Tiny Torquer uniquely combines motorsport, sustainability, and hands-on learning—and shows how technical enthusiasm can become a community movement. With strong institutional support, successful first race appearances, and clear plans for the future, Tiny Torquer is already far more than a student project. It stands for creativity, team spirit, and a vision that continues to accelerate—open to everyone who wants to experience motorsport, technology, and innovation.

# Pow(h)er Academy—Women Lead the Future



**Prof. (FH) Dr. Kristina Kampfer, Project Manager of the Pow(h)er Academy and Vice Director of Studies for Leadership & Business Management.**

How is artificial intelligence changing leadership—and how can women confidently shape their role in this new world of work? These are guiding questions of the **Pow(h)er Academy**, a research project at the University of Applied Sciences Kufstein Tirol. The initiative strengthens female leadership skills while promoting the responsible use of generative AI in leadership development.

The project brings two complementary strands together in one forward-looking concept: HER Lead equips participants with practical leadership tools,

supporting self-efficacy, strong communication skills, and strategic thinking. HER GenAI introduces the opportunities of generative AI—ranging from intelligent knowledge management to creative decision support.

By linking these areas, Pow(h)er Academy creates a learning space where leadership and future technologies are developed together, not in isolation.

## Cross-border cooperation

A special highlight is the cross-border cooperation within the Euregio Inntal. Together with the Technical University of Applied Sciences Rosenheim and partners from Tyrol and Bavaria, the project is developing new forms of leadership training that combine regional innovative strength with an international outlook.

For the University of Applied Sciences Kufstein Tirol, Pow(h)er Academy is more than a research project. It is science in practice—where leadership development and AI research go hand in hand. With academic depth and clear social relevance, the program empowers women, rethinks leadership, and demonstrates how responsible AI can actively shape the future of work.

## Three questions for Prof. (FH) Dr. Kristina Kampfer

### Why is now the right time to combine female leadership development with artificial intelligence?

We are living through a shift in which technology is redefining not only processes, but also values. AI challenges us to rethink leadership—more human, more reflective, and more courageous. Women often bring precisely these qualities: empathy, vision, and a sense of responsibility. The Pow(h)er

Academy was created to highlight these strengths and connect them with digital competence.

### Pow(h)er Academy is an Euregio project between Tyrol and Bavaria. What opportunities does this cross-border collaboration open up?

Crossing borders is part of our identity—geographically and mentally. Tyrol and Bavaria are two complementary economic regions: innovative, shaped by small and medium-sized enterprises, and open to new ideas. Together, we are creating a shared learning space where women can learn from one another, connect across regions, and contribute to a sustainable economy.

### What long-term impact should Pow(h)er Academy have on women, the region, and leadership in an increasingly digital world?

Our goal is to empower women as multipliers for sustainable leadership: networked, technologically competent, and self-confident. That will have lasting effects on individual careers, on businesses, and on the region as a whole—while also shaping a more future-ready understanding of leadership.



**Prof. (FH) Dr. Kristina Kampfer (left), Professor of Marketing at the University of Applied Sciences Kufstein Tirol, and Tatjana Gerst, marketing expert and founder, co-founded the Empow(h)er network.**

INTERVIEW



# Focus on Laboratory Management

Science thrives on curiosity, experimentation, and collaboration. Our laboratories offer the ideal setting for exchange among lecturers, students, and researchers from diverse disciplines. They are the foundation for innovative research and development, delivering practical solutions to challenges in construction, production, communication, mobility, finance, and education. Here, we introduce the people who bring these labs to life.

## Prof. (FH) Dr. Martin Adam

Together with Markus Ehrlenbach, MSc, Martin Adam heads the Lean Lab at the University of Applied Sciences Kufstein Tirol, where learning becomes a hands-on experience. „We focus on learning by doing,“ Adam emphasizes. Founded more than ten years ago in cooperation with industry partners, the lab offers a realistic production environment in which students and managers can design efficient processes, reduce waste, and experience the principles of continuous improvement in practice.



## Prof. (FH) Lukas Demetz, PhD

A member of the University since 2017 and laboratory manager since 2024, Lukas Demetz supports the ongoing development of the Web Lab with deep technical expertise. He is essentially inspired when students work with the Icaros simulator. His goal is to create more visual material and concrete use cases for artificial intelligence, making the potential of data-driven technologies easier to understand and apply.



## Markus Ehrlenbach, MSc

Markus Ehrlenbach has shaped the laboratory

landscape at the University of Applied Sciences Kufstein Tirol for many years. He heads several labs with a strong focus on practical learning and innovation. The Automation Lab combines technical expertise with economic process thinking. The Lean Lab, which he co-leads with Martin Adam, teaches applied process optimization and production logic. In the Makers Lab, he fosters creativity by guiding students in prototyping and additive manufacturing. Through collaborations with schools and regional initiatives, the Makers Lab functions as an open learning space. The Drone Lab, currently under construction, will bring together expertise in flight and sensor technology, and logistics applications.



## Prof. (FH) Dr.-Ing. Robert Fröhler

Robert Fröhler has been part of the University since 2011 and has led the Sustain & Estate Lab since 2021. The lab connects the degree programs in Energy & Sustainability Management and Facility Management & Real Estate Management, offering space for real-world projects with strong practical relevance. His vision is for a lab to serve as a shared workspace for students, research staff, and the broader university team.



## Prof. (FH) Dr. Dominika Galkiewicz

A financial expert, Dominika Galkiewicz has been at the University of Applied Sciences Kufstein Tirol since 2015. Together with Prof. (FH) Dr. Mario Situm, MBA, she heads the Finance Lab, which conveys financial knowledge in a clear,



accessible, and independent manner. Beyond teaching, the lab hosts public workshops that build financial literacy across age groups and encourage responsible decision-making.

## Lukas Hartleif, MA

Lukas Hartleif joined the University in 2019 and became head of the Digital Experience Lab in 2024. He values the close exchange with students and external experts, turning the lab into a creative workspace. His focus areas include the responsible use of generative AI and immersive technologies.



## Prof. (FH) Dr. Mario Situm, MBA

With more than 13 years at the University of Applied Sciences Kufstein Tirol, Mario Situm co-leads the Finance Lab alongside Prof. (FH) Dr. Dominika Galkiewicz. He is particularly motivated by the lab's modern infrastructure, especially the three-screen setup, which enables interactive teaching and workshop formats. A personal highlight for him is giving talks at schools on „How does Wall Street work?“



## Asc. Prof. (FH) Mag. (FH) Hans-Peter Steinbacher, MA

Hans-Peter Steinbacher has been at FH Kufstein Tirol since 2005 and has led the Media Lab since 2019. He is driven by the constant discovery of new technical approaches for designing multimedia content. He aims to further develop the lab and make it as accessible as possible for students across all programs.





19

**Postgraduate Programs**

- 12 Certificate Courses
- 1 Academic Course
- 1 MBA Program with 6 specializations
- 1 Qualification Measure
- 4 Management Trainings with approx. 200 participants

28

**Current Degree Programs**

- 14 Bachelor's
- 14 Master's
- 9 of which are taught in English

250

**Partner Universities**

- 56 % Europe, 20 % Asia,
- 16 % America, 4 % Oceania,
- 4 % Africa

350

**Lecturers**

- Internal
- External
- Academics
- Professionals

2,400

**Students**

- 60 Nations
- Bachelor's and Master's Students
- International Incoming Students
- Postgraduate Students

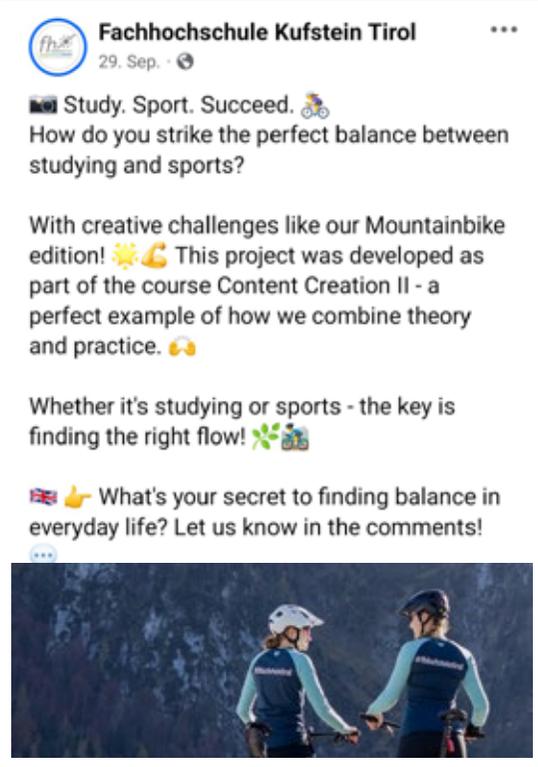
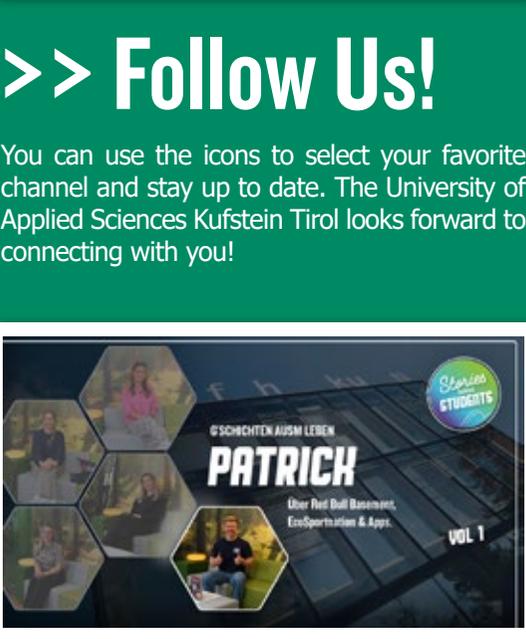
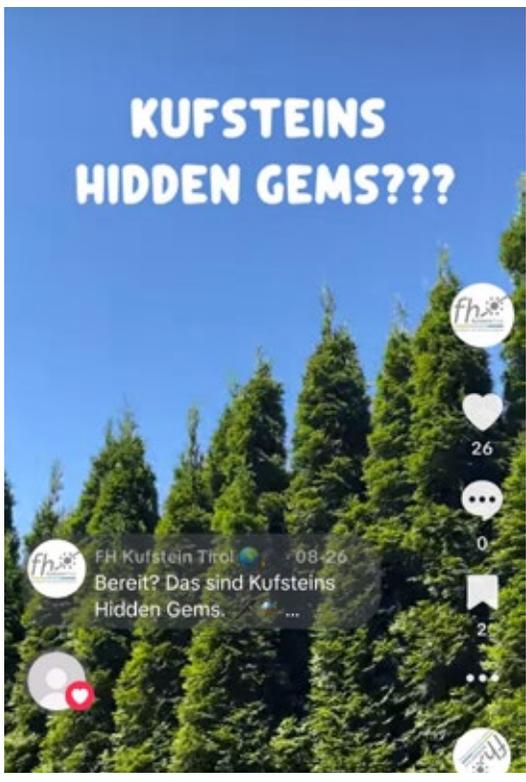
10,600

**Graduates**

- Bachelor's
- Master's
- Diploma
- Postgraduate

MORE FACTS & FIGURES





## Bachelor`s Degree Programs

- >> Business Psychology & Management ft
- >> Coding & Digital Design ft
- >> Drone Engineering ft-EN
- >> Energy & Sustainability Management ft-EN
- >> Facility & Real Estate Management ft-EN, pt
- >> Industrial Engineering ft
- >> International Business Management ft, pt
- >> Leadership & Business Management ft
- >> Marketing & Communication Management ft, pt
- >> Sports, Culture & Event Management ft, pt

## Master`s Degree Programs

- >> Corporate Transformation Management pt
- >> Data Science & Intelligent Analytics ft-EN, pt
- >> Digital Marketing ft-EN, pt
- >> Energy & Sustainability Management ft-EN, pt
- >> ERP Systems & Business Process Management pt
- >> Facility & Real Estate Management pt
- >> International Business Management ft-EN
- >> Smart Products & AI-driven Development ft
- >> Sports, Culture & Event Management ft-EN, pt
- >> Web Engineering & IT Solutions pt

## Postgraduate Programs

### MBA Programs

- >> General Management MBA  
Automotive / Real Estate Management / Leadership / Marketing 4.0 / Social Work / Business Psychology 4.0

### Certificate Courses & Further Education

- >> Applied Generative Artificial Intelligence
- >> Automotive & Mobility Consultant
- >> Automotive & Mobility Management
- >> B2B Young Entrepreneur Automotive
- >> Basics in Generative AI
- >> Change Management
- >> Circular Economy Manager
- >> Content-Marketing Manager:in Tourism & Hospitality
- >> IT Process Management
- >> Resilience Manager in Tourism
- >> Restructuring & Reorganization Professional
- >> Seminar Management of Family Businesses
- >> Strategic HR Leadership\*\*
- >> Preparatory Course for the CIS ImmoZert und Gerichts-SV Examination

vz = Vollzeit; bb = berufsbegleitend | EN = Unterrichtssprache 100 % Englisch

