

ANNUAL REPORT

FACHHOCHSCHULE KUFSTEIN TIROL 2021/22



25
YEARS
FH KUFSTEIN TIROL

fh
KufsteinTirol
UNIVERSITY OF APPLIED SCIENCES

Academic Year 2021/22

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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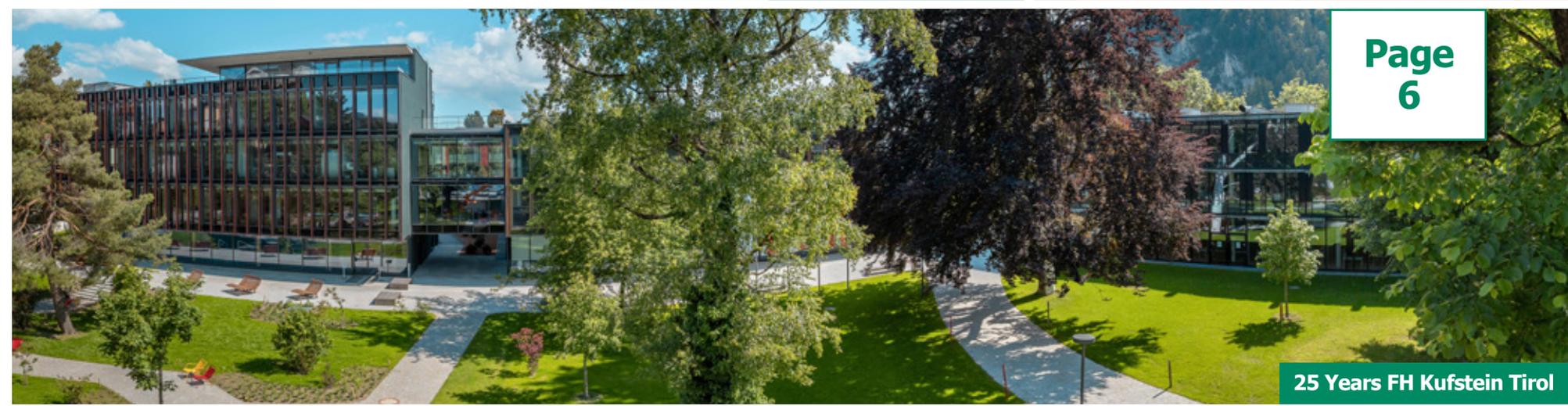
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Best employer in Tyrol



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Eye tracking analysis at the Nuremberg Airport



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25 Years FH Kufstein Tirol

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Photo Credit: Adobe Stock; FH Kufstein Tirol.



>> CEO Managing Director

Success story: 25-year anniversary of FH Kufstein Tirol!

The question may arise how our success should be defined? Is it defined by our meanwhile 8,800 graduates and their impressive careers, the expansion of our educational offer to 24 degree programs or our current student body comprising 2,200 students? Or is our greatest achievement perhaps the time spent with our students from all over the world, the cultural exchange and reciprocal learning? Probably a little bit of everything.

We are privileged to be able to accompany young people on their path of development and help them acquire the skills they need for the future. We live out our values and principles: knowledge & transfer, openness & diversity, trust & commitment as well as identification & community. At this point, I would like to express my gratitude to all our faculty and employees whose expertise has contributed so fundamentally to our success.

As a "learning organization", our desire is to consistently develop and further improve our service quality for students, employees and network partners. I am especially delighted that we have established a culture of togetherness and trust with our staff. We are thereby able to perceive challenges as opportunities and focus on the positive.

Our ranking as Best Employer in Tyrol and 20th among all companies in Austria and also our statewide 1st placement in education confirms the path we have pursued and motivates us to continue to improve our services even more. Only those who feel accepted and welcome will dedicate themselves wholeheartedly to FH Kufstein Tirol over the long-term and contribute to the institution's further development. We also accept our responsibility as a role model with regard to sustainability as we positively contribute to

environmental awareness and a sustainable mindset. We are the foundational member of Bündnis Nachhaltige Hochschulen [Alliance for Sustainable Higher Education Institutions] and have received the Sustainability Award 2021 within the context of this initiative. Our International Business School also received the Ö-Cert quality certificate, confirming the Austrian-wide recognition of its qualitative work and premium educational standard.

We were also able to make progress in regard to opening up our Science Labs to schools and industry. It all started with a brief visit from Regional Minister Mag.a Leja, who was quite impressed after touring the Kufstein laboratories.



Regional Minister Mag.a Leja gives the eye tracking glasses in the human behavior lab a try.

As is commonly known, success has many parents – therefore, I want to again express my heartfelt gratitude to all trailblazers who contributed to shaping the University of Applied Sciences Kufstein Tirol into a foundational part of the knowledge and educational location of Tyrol and the Kufstein area.

Together, let us add more chapters to our success story!



CEO Managing Director Prof. (FH) Dr. Thomas Madritsch


Prof. (FH) Dr. Thomas Madritsch

FH AS BEST
EMPLOYER



>> Rector's Office

Academic Year 2022/23

In the winter semester, the academic year was still overshadowed by the lingering effects of the COVID-19 pandemic. After initially still being able to welcome students in person in the first weeks, most study programs had to transition to digital instruction again in November. It was only in the summer semester of '22 that a sense of normalcy and palpable recovery manifested itself as increasingly bigger in-person events were held. Thus, in addition to in-person teaching, both the Meet & Match Career Fair as well as the Long Night of Research, held in the spring of '22, were a tremendous success. The Long Night of Research especially attracted a lot of attention as visitors were parti-

cularly interested in innovations developed by our university and its contributing partners. Our new laboratories also caused much excitement among visitors as these were presented to the public for the first time since the move to the new building. In September, the renewed sense of academic normalcy culminated in wonderful graduation ceremonies, held by the University in honor of our well-deserving graduates.

One of the highlights was a visit by Minister of Education Dr. Martin Polaschek in August of this year. In addition to the guided tour of the campus and the presentation of individual innovations at our Science Labs, further discussions on the development of the university-of-applied-sciences sector

as well as specifically in regard to our University were also held.

Lifelong learning

Based on the motto of lifelong learning, our Business School established a new certificate course. Content Marketing Management focuses on the growing importance of media content presentations in communication. In line with this motto, the **FH Workshop Academy** was also established at our university. This initiative offers school classes content-related continuing education programs in the areas of economics, sustainability and digitization. Thus, students can become sustainability "ninjas", learn how Wall Street works or find out how (un)safe the WWW really is.

Innovations for the future

Despite adverse circumstances in economics due to COVID as well as the military confrontation in Ukraine and the resulting eminent energy crisis, we were nonetheless able to increase our research endeavors. Thus, the University received the approval for the establishment of the first five-year Josef Ressel Center for Multimedia Analysis in Mobility. Within this context, an **eye tracking study** for analyzing human information perception was also successfully performed at the Nuremberg Airport. At a communal level, the University also supported the spatial planning association Planungsverband 36 in establishing a resilient digital data space for generating added value by effectively utilizing the interconnectedness of communal data. The mentioned activities only represent a small sample of our comprehensive research endeavors.



Rector Prof. (FH) PD Dr. Mario Döllner (left) with the Minister of Education Dr. Martin Polaschek (middle) and CEO Managing Director Prof. (FH) Dr. Thomas Madritsch on the FH roof top terrace.

Prof. (FH) PD Dr. Mario Döllner

>> 25 Years FH Kufstein Tirol



The newly designed campus of FH Kufstein Tirol: four modern building sections, the integrated library and a separate laboratory wing in the middle of the beautiful city park.

1997: Start of degree programs at the University of Applied Sciences Kufstein Tirol

The concept of a university of applied sciences in Kufstein was based on demands from regional industry. Entrepreneur and Vice-Mayor Walter J. Mayr and a host of supporters from industry and politics had already petitioned the State of Tyrol for a university campus in the border town of Kufstein. The vision of an international and open higher education institution emerged. The first two diploma degree programs Facility Management and International Business Studies commenced on October 6, 1997 with 97 enrolled students.



1997

The years 1997 to 2007



2000

The first ten years of operational activities were wholly focused on product development. New degree programs were conceived, conceptualized, developed, often submitted and sometimes discarded again. Product marketing and communication developed and thrived in parallel. In further consequence, the institution was able to offer and fill more study places and also consistently develop its organizational structure. In 2006, the University was organizationally granted the status of a university of applied sciences and the University's first academic body – the Faculty Council – was formed.

As of November 2007, 1,136 students were already enrolled, and the number of partner universities had grown to 110. The first ten years also included structural work performed on building sections B and C in the Municipal Park as well as the construction of the International Student Residence dormitory.

The years 2007 to 2017

Throughout this time period from 2007 to 2012, FH Kufstein Tirol not only grew in size and personnel but also increasingly had to deal with issues related to quality assurance. While the Faculty Council was responsible for the quality of education, the quality management department was also established in order to satisfy entrepreneurial standards. These standards were optimized by systematically categorizing work steps into processes in order to ensure efficient growth. The vision of the University has not changed and remains focused on internationalism; this orientation was solidified and revised by a jointly developed mission statement. In this mission statement, values and principles such as innova- ▶

tive strength, uniqueness, openness, diversity and trust were prescribed.

Global digitization played an important role in the time period from 2012 to 2017, both at an operational level in teaching and service areas as well as in the development of new products. The inauguration of building section D was held in 2013. FH Kufstein Tirol takes on a pioneering role with the innovative **master degree program Smart Products & Solutions**. The **part-time bachelor degree program Marketing & Communication Management** was formed, which until today has grown into a whole family of products. Moreover, cooperation with regional as well as international companies – in research and practical projects – greatly intensified. In 2017, the number of students increased to 2,000.

The years 2018 to 2022

In 2018, the 200th partner agreement was concluded; meanwhile the number of partner universities has increased to 215. Construction work on the fourth building section (A) took place from 2018 onward and was ultimately completed and ready for occupancy in 2020. An entire floor was dedicated to science labs. The **science labs** at FH Kufstein



Tirol allow for experimentation, demonstrations and workshops for all teachers, learners and researchers at the university, industry and school level. All laboratories provide research capabilities and infrastructure for challenges in production, communication, mobility, finance and sustainability. Building A also accommodates the kubi – Library for Science & Lei-

sure, a unique cooperation between the Kufstein Municipal Library and the University's Science Library.



The pandemic that kept the world in suspense from 2020 onward was no longer able to adversely affect and impede study activities – a short-term transition to online teaching was made possible due to the high degree of digitized academic processes. Access to online knowledge platforms, conference systems and e-learning options multiplied, a development that continues to this day. This trend-setting development is manifested in higher online shares especially for part-time studies and is representative of an even greater work compatibility.

Sustainability is the new and comprehensive topic that now occupies all areas and processes of the University. The motto of the 25-year anniversary "Sustainability on Tour" says it all. Already firmly integrated in two fields of study, numerous projects, research areas, centralized event management and travel-related processes have already dedicated themselves to the University's conscientious handling of resources.

The student body continued to grow to 2,200 students; the number of graduates has increased to 8,800 alumni.

FACTS
& FIGURES



PICTURE
GALLERY



>> Study Trip to Lisbon



Students from the International Business Studies program explored Lisbon extensively – economically, academically and culturally.

In June of 2022, students from the **part-time bachelor degree program International Business Studies**, together with Director of Studies Prof. (UAS) Dr. Peter Dietrich embarked on a trip to Lisbon. Individual arrival days and self-organized accommodation allowed for a flexible framework program. Lisbon was selected by the students as their preferred destination. The student team in charge of organization put together an exciting and diverse program with various economic but also cultural travel destinations, which the students will not soon forget.

Ocean breeze, economic diversity and cultural highlights

The city of Lisbon is located directly on the Atlantic Ocean, separated by the Tagus river, the longest river on the Iberian Peninsula. Lisbon offers many cultural highlights. Students explored Lisbon via hop-on and hop-off buses and free walking tours and gained deep insights into the city and its varied backgrounds.

However, the focus of the study trip was economic.

The group visited a furniture factory and attended a presentation by the Austrian Federal Economic Chamber (WKO). The WKO represents Austrian companies in Portugal and also acts as a support agency for various industry contacts such as for outsourcing. A visit to the University Nova SBE Executive Education provided insights into university life in Portugal. A lecturer at this university also offered surf lessons. Thus, the students were unexpectedly given an opportunity to take private surf lessons on the Praia de São João beach. The program was rounded off with a visit to the castle Castelo de São Jorge as well as to the ceramics factory Fábrica Sant'Anna and the soccer stadium Estádio da Luz, home stadium to the soccer club S.L. Benfica.

A visit to the Austrian sausage restaurant Salsicharia Austríaca was a special treat. Both owners are originally from Austria and have combined both Austrian and Portuguese culture within their establishment. Of course, the delicacies also had to be tasted. Salsicharia Austríaca is a safe recommendation and an insider tip for anyone planning to travel to Lisbon.

The trip provided a successful conclusion to the degree program International Business Studies. The students agreed that the study trip made up for all the missed time due to COVID restrictions and social distancing.

All students gain valuable experiences abroad – students in full-time bachelor programs usually spend an entire semester abroad while part-time programs usually include one intensive week abroad.

VIDEO
STUDY TRIP



>> Renewed focus on internationalism



A visit from the Malaysian delegation led to an extension of the partner agreement.

After more than two years, the international education community was finally able to meet again in person at the education conferences NAFSA in the US and EAIE in Barcelona. FH Kufstein Tirol took advantage of this opportunity to again engage in person with numerous partners from all over the world and solidify its excellent cooperation with its partner universities both on a bilateral level as



IRO Team at the EAIE in Barcelona

well as in the European Higher Education Area. Both education conferences have resulted in new partnerships with select universities and thus also brought the University of Applied Sciences Kufstein a bit closer to achieving its medium-term goal of gaining 225 partner universities by the year 2025.

Outcome of the international exchange

Within the context of funding through Erasmus+KA131, a total of nearly 200 mobilities, i.e. stays for semesters and internships abroad as well as lecturer and staff mobilities, could be financed and implemented through FH Kufstein Tirol in the academic year ,21/^22. Moreover, an exchange of lecturers with Namibia was also funded through Erasmus+.

In the academic year ,21/^22, a total of 230 students were sent abroad and over 130 students

were received in Kufstein from 25 nations. International delegations from Malaysia, Japan and Finland were hosted at FH Kufstein Tirol in order to discuss existing student mobility and strategic immersions. The International Relations Office is responsible for handling, expanding and cultivating the relationships of the international network.



Cadi Ayyad University is the new partner university in Morocco.

International Scholarships

Two scholarships were awarded for the academic year for study trips to Georgia and Ecuador. For three years now, the development grant has provided funding for students. The English-language **master degree program International Business Studies** grants five people from Africa, Asia or South America a special scholarship that reduces the tuition fee to the EU tuition level. Thus, FH Kufstein Tirol also makes it possible for people from weaker economic backgrounds to gain access to high-quality and versatile education.

MORE ABOUT
SCHOLARSHIPS



PARTNER
UNIVERSITIES





Excitement at the University of Applied Sciences due to the Long Night of Research with 950 guests in attendance.

>> Inquisitive research and exploration

In May 2022, the Long Night of Research has now been held for the 6th time at FH Kufstein Tirol. At 50 exciting stations throughout the entire campus, about 950 guests marveled at presentations by the University and its partners. In addition to participation stations and exciting experiments for children, the University also presented numerous research projects. Specifically, the research areas



DIY Station.

digitization and sustainability were prepared in an interactive and engaging manner. Guests had the opportunity to fly above the Alps in a VR simulation, watch laser cutters and 3D printers in the Makers Lab and enhance their knowledge about the impacts of climate change, also specifically on

how it relates to Tyrol. The use of drones (at the station of the Kufstein Fire Brigade) and the coordination of swarms of drones also provided another focal point. The team from Campus Tirol Motorsport presented its Formula E racecar to interested motorsport enthusiasts. "This year, the goal of the Long Night of Research was to provide a broad spectrum of offers and make our research areas 'palpable', a goal, which, I think, has been achieved," as Mag. Thomas Petzold, project manager of events at FH Kufstein, summarized.

Participation of external partners

The stations of external partners also contributed to the success of the Long Night of Research. HLWFW Kufstein [Secondary School for Economic Professions Kufstein] captivated the audience with fire-breathing shows and produced slime together with students from the Kufstein Secondary School. Those who were interested could attend the exciting presentation "Are We All Star Dust?", presented by the International School Kufstein Tirol (ISK), and at the participation station of Stihl, guests

remotely controlled a mowing robot and learned about the involved technology. Sparkasse Kufstein was the sponsor.

Utilization of the science labs

The build-up and expansion of nine Science Labs at the University mostly occurred during the pandemic so that the public did not have access to these. The Long Night of Research now provided the first opportunity to open up the state-of-the-art infrastructure to visitors and thereby give them some insight into the University's research topics.



Makers Lab encouraging the youth of today.

SCIENCE
LABS



>> Eye tracking analysis at Nuremberg Airport

In cooperation with Nuremberg Airport, advertising surfaces at the airport were examined in a practical project by means of state-of-the-art eye tracking glasses. The aim was to specifically examine the ideal positioning of advertisement surfaces by analyzing the gaze of test subjects as well as to provide updated pricing recommendations.

New technology in use

Five students from the bachelor degree program Marketing & Communication Management worked closely with the client within the context of the innovative project. Advertising surfaces were evaluated



Based on state-of-the-art analysis technology, the practical project team was able to evaluate advertisement surfaces at the airport.

uated by deploying organized test subjects who wore the eye tracking glasses TOBII PRO 2. The directional gazes of test subjects were ascertained in real time as these people, for example, moved to their respective gates.

The technology thereby visualized human behavior and made it possible to analyze gazes and perceptions. After collecting the research data, the students analyzed the results and derived optimization measures for deployment, placement and



Premium visibility and brand presence for advertising surfaces are important commercial factors for airports.

pricing of advertising surfaces. "Advertising surfaces at airports have a special appeal and offer brands or companies premium visibility. From a commercial viewpoint, it is exciting for us to see which locations especially catch the eye – in the literal sense of the word.

Digital eye tracking has now made it possible to visualize which advertising surfaces are especially favorably positioned and which have greater potential and could potentially be given a special graphic design," as Tindara Koslowski, head of Airport Media Sales, summarized it.

"Projects such as these are a valuable exercise for our students in order to prepare them for the professional world. It gives them initial contact with potential employees and teaches them to apply their expert knowledge under real conditions with the latest technology," as head of the project Prof.



(UAS) Dr. André Haller, who was also extensively involved in the establishment of the Human Behavior Laboratory at FH Kufstein Tirol, explained.



Eye tracking glasses made it possible to capture the direction of human gazes in the building. A perception profile was created based on this.

>> Best Employer 2022



The goal at FH Kufstein Tirol is to optimally balance work and family life.

Together with kununu, Statista and XING, the economics magazine trend has once again determined the 300 best employers in Austria. This year, FH Kufstein Tirol was awarded first place in Tyrol, across industries and in the Austria-wide university comparison.

"We are delighted to have already been included among the top employers for the 6th time. Now we are Number 1 in Tyrol and also achieved the top position in the university segment. Our success is based on our culture of trust: we emphasize that people are at the center of our efforts and personal relationships are the most important element of management, which is appreciated. We are a

strong team that jointly strives towards the same goal," as Managing Director Prof. (UAS) Dr. Thomas Madritsch said visibly delighted.

Culture of personal relationships

FH Kufstein Tirol was able to significantly improve its ranking among employers compared to previous years and proved that modern management leads to success. Based on flexible time models, an open culture and an intensive exchange, FH Kufstein Tirol promotes a pleasant and creative work environment. Varied tasks, the promotion of performance and family friendliness are at the center.

A welcoming culture at FH Kufstein Tirol

The quality of life in Kufstein is characterized by its central location in the heart of Europe, its special flair as a fortified city, and countless recreational opportunities in one of the most beautiful regions of the Alps. The conscientious and service-oriented personnel department is dedicated to providing the best-possible support for employees. We introduce new arrivals to departments, people and processes with our own induction programs. "International applicants are supported in the integration process as they look for accommodations; moreover, we can also help their respective partners with job searches, childcare and schooling for children," as Maximilian Hörfarer, manager of the human resource department said.



Easy integration – a separate induction program to ensure an optimal integration.

The Ranking

A total of 1,400 Austrian companies were selected for the survey (companies of >200 employees) and compared and evaluated against the best in the sector. Over 200,000 opinions were collected via four different evaluation channels. Additionally, more than 11,000 employer evaluations on the kununu platform were taken into account.

**WORKING
AT THE FH**



>> Close personal contact with experts



Axel Brosch convinced with expertise, personality and value-based company management.

Within the context of the event series Management Forum Kufstein, FH Kufstein Tirol had the privilege of welcoming first-rate figures from the sports industry. The managing director of the Oberalp Group for the DACH region, Axel Brosch, is well-known on account of the group's top brands Dynafit and Salewa, among others. The excellent branding work and management insights into the Oberalp Group made the presentation one of the most attended events of the series.

The focus of the Management Forum was on the personality and expertise of entrepreneurial leading figures as they introduce themselves and their work. These events always also provide students with an opportunity to meet someone exceptional and establish direct personal contact in order to learn as much as possible.

Sustainability & ethical principles

The family company Oberalp Group from South Tyrol has positioned itself with clear, ethical guidelines; specifically, the topic of sustainability is omnipresent within the Oberalp Group. Axel Brosch



Leading industry figures in personal contact with students

emphasized that the sustainability mindset is not based on any marketing concept. Rather, it is an ethical obligation as a company. All brands under the umbrella of the Oberalp Group must follow the sustainability concept, regardless of where production takes place.



Axel Brosch, the sports article guru.

Adherence to company values is also consistently enforced since the brands Salewa and Dynafit aim to convince customers of their products solely based on functionality. Innovations as well must always represent a significant improvement for customers. The company's high quality requirement manifests itself as the basis of its branding policy. The brands are jointly focused on the sports sector but remain quite different from each other. Dynafit follows the motto "from athletes for athletes" and is geared toward professionals while Salewa provides interesting options for all who enjoy mountain sports as a hobby.

Completely new headquarters are being built in 2023 for the brand Dynafit on the border to Kufstein. Since many students are potentially suitable for a position within the Oberalp Group, Brosch revealed what is important when it comes to his employees: passion and love for mountain sports as well as the right mindset. Numerous benefits such as flexible work times, a close family-run company and optimal future perspectives await prospective employees.



14

Postgraduate Programs

- 8 Certificate Courses
- 2 Academic Courses
- 2 MBA Programs, 1 with 5 specializations
- 1 Qualification Measure
- 1 Management Training

24

Degree Programs

- 12 Bachelor
- 12 Master
- 2 of which are taught in English

215

Partner Universities

- 51 % Europe, 23 % Asia,
- 17 % America, 4 % Oceania,
- 4 % Africa

450

Lecturers

- Internal
- External
- Academics
- Professionals

2,213

Students

- 50 Nations
- 1,739 Bachelor and Master Students
- 218 Incomings from 32 Nations
- 256 Postgraduate Students

8,772

Graduates

- 4,328 Bachelor
- 2,166 Master
- 1,092 Diploma
- 1,186 Postgraduate

MORE FACTS & FIGURES



fh Kufstein Tirol – University o... 9,015 followers
6mo · 🌐

Wir gratulieren unserer Alumni **Lisa Hörbinger**, MA ganz herzlich zum ersten Platz bei den Österreichischen Staatsmeisterschaften der Fachhochschulen! 🏆🎉👏
Lisa hat am Samstag im Rahmen des Linztriathlons bei den Fachhochschul-Staatsmeisterschaften teilgenommen und unsere Fachhochschule als Alumni vertreten. 🏃‍♀️👏

Lisa studierte bei uns im Bachelor Sport-, Kultur- & Veranstaltungsmanagement (SKVM.vzB.10) und im Master Digital Marketing (DIM.bbM.17). 📖👏



fhkufstein.tirol Basketball-Karriere und Studium. 🏀

🎓 Dusan erzählt wie er beides unter einen Hut bekommt..

🗣️ „Man kann sagen, dass es wie ein richtiger Job ist, aber so habe ich es nie gesehen. Basketball ist etwas, dass ich wirklich genieße und gerne mache. Der Sport ist aus meinem Alltag nicht mehr wegzudenken. Im Studium beschäftigen wir uns mit sehr interessanten und aktuellen Themen rund um die Nachhaltigkeit. Meine Studienkolleg:innen ...“

fh Fachhochschule Kufstein Tirol 27 Jan · 🌐

So facettenreich ist Nachhaltigkeit 🌱🚗👨🏫📖
Christian Huber ist Studiengangsleiter von **#ENM** & **#FMI** und zeigt wo wir an der FH Nachhaltigkeit fokussieren. 📍

Les mehr dazu in unserer News "Nachhaltigkeit als Gebot der Stunde": <https://bit.ly/3FZBQxG>

P.S. ! bis 06. März kannst Du Dich noch auf einen Bachelorstudienplatz bewerben.
Masterinteressierte haben noch bis 03. Mai die Chance sich online zu bewerben.



>> Follow Us!

There are plenty of ways you can easily and conveniently keep up with news from the University of Applied Sciences Kufstein Tirol and its campus. These range from our social media channels to thematic newsletters.

The FH Kufstein is looking forward to connecting with you, hear your feedback and/or receive your subscription! Use the icons to choose your favorite channel and always remain up to date from now on. You are also welcome to get in touch with us directly:

Telephone: +43 5372 71819
E-Mail: info@fh-kufstein.ac.at

fh Fachhochschule Kufstein Tirol 27 Jan · 🌐

#OMG 🎓

👤 Name: Martin Islitzer, BSc
🎓 Studiengang: Web Business & Technology
👤 Aktueller Job: IT Spezialist bei **EBS Smart Solutions Software GmbH**

💬 "Die Fachhochschule bildet die Studierenden nicht nur zu technischen Spezialisten aus, sondern vermittelt auch die notwendigen Social Skills. Hier findet man eine ganzheitliche Ausbildung im IT-Bereich"



fh Fachhochschule Kufstein Tirol 23 Mar · 🌐

Wissensdurst?
Von der Lehre ins Studium - auch ohne Matura/Abi!



FH NEWSLETTER SUBSCRIPTION



Bachelor

- >> Business Management ft
- >> Energy & Sustainability Management ft
- >> Facility & Real Estate Management ft, pt
- >> Industrial Engineering & Management ft
- >> International Business Studies ft, pt
- >> Marketing & Communication Management ft, pt
- >> Sports, Culture & Event Management ft, pt
- >> Web Business & Technology ft

Master

- >> Corporate Transformation Management pt
- >> Data Science & Intelligent Analytics pt
- >> Digital Marketing ft, pt
- >> Energy & Sustainability Management pt
- >> ERP Systems & Business Process Management pt
- >> Facility & Real Estate Management pt
- >> International Business Studies ft
- >> Smart Products & Solutions pt
- >> Sports, Culture & Event Management ft, pt
- >> Web Communication & Information Systems pt

Postgraduate Programs

MBA Programs

- >> General Management MBA
Specializations: Automotive / Real Estate / Leadership / Marketing 4.0 / Social Work
- >> Business Psychologie 4.0

Certificate Courses & Further Education

- >> Automotive Sales
- >> Automotive Management
- >> B2B Jungunternehmer:in Automotive
- >> Change Management
- >> Content Marketing Management
- >> Dual Course in Automotive Sales or Service Sales
- >> Facility Management
- >> Certified International Turnaround Professional
- >> IT Process Management
- >> Preparatory course for the expert examination CIS ImmoZert and Gerichts-SV
- >> Certification IPMA Level D

ft = full-time; pt = part-time

