

# PRESS RELEASE



## FHWien der WKW Is Vienna's Best University of Applied Sciences

**Top positions nationwide for FHWien der WKW in this year's ranking of Austria's universities of applied sciences by *Industriemagazin*.**

Vienna, March 8, 2018 – FHWien der WKW is the best university of applied sciences in Vienna according to the ranking published by *Industriemagazin* on March 6, 2018. Besides listing entire universities, the ranking shows which degree programs received the highest ratings per sector.

### **Best degree program in communication and marketing**

FHWien der WKW excelled in the field of communication and marketing: Two of the university's Bachelor's degree programs as well as one Master's degree program made it into the five best degree programs in this category with the Bachelor's degree program "Kommunikation-swirtschaft" (Corporate Communication) ranked first.

### **Top ratings for study programs in real estate management and tourism**

FHWien der WKW also came in first in the category "Facility Management and Real Estate", as well with its Bachelor's degree program "Immobilienwirtschaft" (Real Estate). The Bachelor's degree program "Tourismus-Management" (Tourism Management) also received excellent grades as the second best degree program in the category "Economy and more" and best degree program related to tourism.

### **Tailoring degree programs to the needs of companies pays off**

FHWien der WKW seeks to meet businesses' demand for highly qualified graduates from a practice-oriented degree program. "Two thirds of our teaching staff have a background in business. This helps to prepare our graduates optimally for their careers", says Michael Heritsch, CEO of FHWien der WKW. The excellent ratings in this year's ranking of Austria's universities of applied sciences show that this strategic orientation is both recognized and appreciated in the business world.

### **560 executives rated 335 degree programs**

For 2018's ranking of Austria's universities of applied sciences, 560 executives from Austrian companies – most of them HR managers – were asked about their experiences with in total 335 degree programs offered by 18 universities of applied sciences.

### **Photo:**

Portrait of Ing. Mag. (FH) Michael Heritsch, CEO of FHWien der WKW

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### **FHWien der WKW**

#### **University of Applied Sciences for Management and Communication**

*FHWien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,700 students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 9,200 to date – for their future careers.*



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