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Start of Applications for Bachelor's and Master's Programs at FHWien der WKW

Until April 4, 2022, it is possible to apply for a place to study at the university of applied sciences, which specializes in management and communication.

Vienna, January 11, 2022 – The application period at FHWien der WKW has started: As of now, it is possible to apply for one of the approximately 1,100 university places available for first-semester students in the winter semester 2022/23. Applications for places to study at the university of applied sciences specializing in management and communication can be submitted until April 4, 2022.

19 study programs to choose from

The range of study programs offered by FHWien der FHWien comprises 10 Bachelor's and 9 Master's programs. These are offered in 9 areas:

- Communication Management
- Digital Economy
- Financial Management
- Human Resources & Organization
- Journalism & Media Management
- Management & Entrepreneurship
- Marketing & Sales Management
- Real Estate Management
- Tourism & Hospitality Management

The language of instruction in most study programs is German. However, three study programs are offered entirely in English.

Practice-oriented training by lecturers from the business world

FHWien der WKW's study programs are characterized by their great practical relevance and geared toward the needs of companies. "Two thirds of our lecturers come from the business world. This high practical relevance prepares our students optimally for their professional life," explains Michael Heritsch, CEO of FHWien der WKW. Many of the approximately 12,700 graduates of the university of applied sciences now hold top jobs in Austria and abroad.

From online registration to the university place

The path to one of the coveted university places begins on the website of FHWien der WKW. Prospective students can register there and fill out the online application form. They then send the printed application form with all the necessary documents by post to FHWien der WKW's Service Point. Once the documents are complete, applicants can choose a date for the IT-based admissions test. Depending on the program chosen, the final step in the admissions process is an application interview or an assessment center.

New Master's program qualifies students for innovative use of digital technology

For the first time, students can apply for the Master's program in Digital Innovation Engineering. This is the second study program offered by FHWien der WKW with an IT focus. The new Master's

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program focuses on the creative use of digital technology in innovations such as the design of new products, services and business processes. This program is also suitable for non-technical graduates and prepares students for management tasks in the context of digital transformation. It will start in fall 2022 (subject to accreditation by AQ Austria).

Balancing studies and career

More and more professionals are choosing to study alongside their jobs. FHWien der WKW caters to their needs and offers numerous Bachelor's programs in both full-time and part-time formats. All Master's programs are exclusively part-time. "In this way, we also open up the opportunity for working people to complete a degree program," emphasizes FHWien CEO Michael Heritsch.

Online information events present study programs

FHWien der WKW's online information events which take place on an ongoing basis provide first-hand information on individual study programs. Anyone interested can gain an insight into the content and the course of study, learn about career prospects and ask questions. The website www.fh-wien.ac.at presents all academic programs offered by FHWien der WKW and provides information about the dates of the coming online info events. On March 18, 2022, the university of applied sciences invites prospective students to an Open House with campus tours, info lectures and taster lectures.

Academic continuing education programs in 15 fields of study

In addition to Bachelor's and Master's study programs, FHWien der WKW's portfolio includes academic continuing education programs in 15 fields of study for people with professional experience who have not yet completed a degree program. Among them is the International MBA in Management & Communications. After all, an academic degree is often the prerequisite for climbing the next rung on the career ladder. Applications for these programs are also open as of now.

Photos to download:

Until April 4, 2022, potential students can apply for a place to study at FHWien der WKW. There are 19 Bachelor's and Master's programs to choose from.

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"The high practical relevance of our study programs optimally prepares our students for their professional life," explains Michael Heritsch, CEO of FHWien der WKW.

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW has been Austria's leading university of applied sciences for management & communication for over 27 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's 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 12,700 to date – for their future careers.

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