

## Two New Digitalization Masters Successfully Launched at FH Wien der WKW

**The part-time Digital Innovation and Digital Technology & Innovation degree programs qualify students for management positions at the interface of technology and innovation.**

*Vienna, February 12, 2025* – FH Wien der WKW is looking back on a successful start to its new Master's degree programs in the field of digital transformation. The two degree programs Digital Innovation and Digital Technology & Innovation were accredited in September 2024 and started for the first time in the same month. Students completed the first semester at the end of January 2025.

### **Strong demand for both degree programs**

Many applications had already been received for both programs prior to accreditation, meaning that all places could be allocated straight away. The fact that the new degree programs are organized on a part-time basis contributes to their popularity. Their high proportion of around 60 percent flexible online teaching makes it easier for students to combine their studies, career and private life. Attendance times are limited to eight weekends per semester, during which students and lecturers meet on the FH Wien der WKW campus on Friday afternoons and Saturdays.

### **Managing digital innovation projects professionally**

The Master's degree program in Digital Innovation qualifies students for management roles in the development of innovative products and services using the latest digital technology. "This postgraduate program is ideal for people who want to supplement their business expertise from their first degree with technical know-how and manage complex innovation projects professionally," explains Sebastian Eschenbach, Head of the Department of Digital Economy at FH Wien der WKW. The program concludes after four semesters with the academic degree "Master of Arts in Business" (MA).

### **Acquire in-depth expertise in digital technology**

The Master's degree program in Digital Technology & Innovation is an interdisciplinary technical degree program for people with previous technical knowledge. It provides in-depth expertise in digital technology. "This degree program enables students to make well-founded technology decisions and to design and implement complex information systems," explains Sebastian Eschenbach. They use generative AI, machine learning, data science and robotics, for example. Students who successfully complete the four-semester program are awarded the academic degree "Master of Science" (MSc).

### **Understanding of technology plus expertise in business and management**

"Graduates of both programs will have a unique skills profile: a sound understanding of technology, combined with business thinking, management skills, innovative spirit and creativity," continues Head of Department Eschenbach. Thanks to these skills, they will be able to help companies answer the question of how they can use the latest digitalization trends to achieve their goals.

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## Learning through real projects from the business world

Both Master's degree programs include a "Technology Lab" in which students deal with practical aspects of digital technology such as AI, data science and machine learning and independently design and implement projects. Students on the two programs mainly study in joint modules. In this way, they practice the interdisciplinary collaboration that characterizes many IT projects in companies during their studies.

## Applications for a place to study are possible until March 31

FHWien der WKW is hosting online information sessions on the new Master's programs in Digital Innovation and Digital Technology & Innovation on the first Monday of every month from 6 pm. Applications can be submitted online until March 31, 2025. Women whose main place of residence is in Vienna can benefit from a scholarship from the waff (Wiener ArbeitnehmerInnen Förderungsfonds) totaling 7,500 euros when completing their studies.

Details on the two Master's programs can be found on FHWien der WKW's website:

[Master's program in Digital Innovation](#)

[Master's program in Digital Technology & Innovation](#)

## Photos:

Two new Master's degree programs at FHWien der WKW prepare students for leadership roles at the interface of economic innovation and digital technology.

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"Graduates of both degree programs will have a sound understanding of technology, combined with economic thinking, management skills, innovative spirit and creativity," says Head of Department Sebastian Eschenbach.

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

*FHWien der WKW is Austria's leading university of applied sciences for management and communication. Its Bachelor's and Master's degree programs offer over 2,800 students a practical academic education. Around 900 people complete a continuing education program at the university. Two thirds of the teaching staff come directly from industry. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 15,100 graduates.*

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