

## PRESS RELEASE

### **Image Analysis Proves High Satisfaction of the Viennese with Universities of Applied Sciences**

**According to the IFES analysis, students and graduates of universities of applied sciences are significantly more satisfied with their studies than those of universities. Career opportunities are also better assessed.**

*Vienna, May 6, 2019* – 25 years after the foundation of the first universities of applied sciences (Fachhochschulen / FHs) in Austria, the Viennese assess the quality of the academic training offered at the FHs very positively. This is confirmed by an image analysis of various types of educational institutions by the market and opinion research institute IFES. Particularly noteworthy: In numerous points the FHs perform better than the universities.

#### **FHs score with high practical relevance, state-of-the-art contents and offers for employed persons**

83% of Viennese respondents found the organization of studies at universities of applied sciences with admissions procedure, a limited number of study places and completion in a given time to be very good or good. FH graduates and FH students much more often say that their studies have or had a high practical relevance than graduates and students from universities (67% vs. 29%). They also more often agree with the statement that their university teaches state-of-the-art content (70% vs. 52%). 61% find that universities of applied sciences respond to the needs of working people with innovative study models – only 30% attribute the same to universities.

#### **Universities of applied sciences have overtaken universities in many areas**

“Universities of applied sciences are a model of success that a quarter of a century after its introduction is well established in the Austrian educational landscape. The image study proves this impressively”, says Ing. Mag. (FH) Michael Heritsch, MSc, CEO of FHWien der WKW, who is delighted with the study. “A particularly valuable confirmation of our work is the positive evaluation by students and graduates.” As Michael Heritsch says, the study makes it clear that universities of applied sciences have long been regarded as equal to universities and are even better judged in many areas.

#### **Degree programs at universities of applied sciences open up the best career prospects**

According to the IFES survey, Austria’s universities of applied sciences also distinguish themselves with excellent opportunities on the labor market that their degree programs open up. 69% of those surveyed think that FHs offer good career prospects – only 55% say the same about universities. Universities of applied sciences are also perceived as considerably more modern, closer to business and more innovative than universities. “Graduates from universities of applied sciences have best occupational and career prospects”, stresses Michael Heritsch. “Managers and HR experts appreciate the practical relevance of our degree programs.” At FHWien der WKW, Austria’s leading university of applied sciences for management & communication, two thirds of the lecturers hail from the business world.



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## **The image study is based on 3,200 online surveys**

The image study commissioned by the Austrian Conference of Universities of Applied Sciences (FHK) is based on an online survey in which 3,200 people from all over Austria took part – 500 of them in Vienna. 685 respondents have a university degree or are currently studying, including 169 in Vienna. The participants were asked about their assessment of nine different types of educational institutions. The focus was on universities of applied sciences and universities. The survey took place in November and December 2018.

### **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 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master 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 – over 10,000 to date – for their future careers.*

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