

20 New University Places in the Field of Digital Innovation for FHWien der WKW

The Ministry of Education has approved funding for a practice-oriented Master's program that will focus on the use of digital technology in business.

Vienna, July 7, 2020 – FHWien der WKW is pleased to announce that the Ministry of Education has approved the funding for 20 new university places at the university of applied sciences. The commitment applies to a planned Master's program that will deal with the creative use of digital technology to realize innovations in the economy. Innovation projects in cooperation with partner companies will form the core of the practice-oriented study program. The Master's program is subject to accreditation by AQ Austria.

Second study program with IT focus at FHWien der WKW

The new Master's program will be organized on a part-time basis and will combine online teaching with on-campus teaching on weekends. It will be FHWien der WKW's second study program with an IT focus after the Bachelor's program in Digital Business that was successfully launched in the winter semester 2019/2020. With the planned study program, the Vienna-based university of applied sciences will in future also offer a practice-oriented academic education at the interface of digital technology and business applications at master level.

Students will learn in agile projects

“Digital technology is developing very dynamically. This challenges the economy as much as the universities”, explains Sebastian Eschenbach, Head of Department of Digital Economy at FHWien der WKW. “Should we rely on artificial intelligence, blockchain, big data or robotics? Who knows for sure which approaches will prevail? We have learned our answer to this challenge from practical experience: Students will learn in agile projects – just as innovations are developed in companies.”

Graduates will drive digitalization in companies

With the planned Master's program, FHWien der WKW is promoting the expansion of study programs for the training of managers and experts who have know-how in digital technology as well as business competence. “Digitalization is currently one of the greatest challenges for companies. As a business-oriented university, we always pay attention to their needs when introducing new study program”, emphasizes Michael Heritsch, CEO of FHWien der WKW. “With the existing Bachelor's program and the future Master's program, we are responding to the great demand of companies for highly trained specialists and managers who can shape and drive digitalization.”

Photos for press release:

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

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FH-Prof. Dr. Dr. Sebastian Eschenbach, Head of Department of Digital Economy, FHWien der WKW

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PRESS RELEASE



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 25 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 – more than 11,800 to date – for their future careers.

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