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## Start of the Application Period at FHWien der WKW

**The university of applied sciences specializing in management and communication offers 18 Bachelor's and Master's study programs. Applications can be submitted until May 3.**

*Vienna, January 11, 2021* – 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 2021/22. Applications for university places at the university of applied sciences specializing in management and communication can be submitted until May 3, 2021.

### **18 Bachelor's and Master's study programs in 9 areas**

The range of study programs offered by FHWien der FHWien comprises 10 Bachelor's and 8 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 primary language of instruction in most study programs is German. However, three study programs are offered entirely in English.

### **Practice-oriented and focused on the needs of companies**

FHWien der WKW's study programs are characterized by their great practical relevance and orientation towards the needs of companies. "Two thirds of our lecturers come directly from the business world. This high practical relevance prepares our students optimally for their professional life. Companies also reward this," explains Michael Heritsch, CEO of FHWien der WKW. Many of the approximately 11,800 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. Details can be found on [www.fh-wien.ac.at/en/study/application](http://www.fh-wien.ac.at/en/study/application). Once the documents are complete, applicants can choose a date for the IT-based admissions test. For some study programs, applicants can expect another step in the admissions process after the IT-based test.

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## Tailor-made degree programs for working people

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

## New name and content for Master's program in tourism management

The established Master's program in tourism management will be relaunched in fall 2021 after a fundamental revision of the content. The name "Urban Tourism & Visitor Economy Management" is also new. This study program, the first of its kind, enables students to help shape the future of international city tourism destinations while paying attention to sustainability. The language of instruction in this Master's program is English.

## Online information events present study programs in more detail

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](http://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. An Online Info Day is also being planned.

## 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:

Until May 3, 2021, potential students can apply for a university place at FHWien der WKW. There are 18 Bachelor's and Master's study programs to choose from.

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"The high practical relevance of our study programs optimally prepares our students for their professional life. Companies also reward this," 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 more than 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 – more than 11,800 to date – for their future careers.*

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