

Kick-off for the Application Phase at FHWien der WKW

19 Bachelor's and Master's programs are available at the university of applied sciences for management and communication. Applications are open until March 27.

Vienna, January 10, 2023 – The admissions procedure at FHWien der WKW has started: From today, it is possible to apply for one of the approximately 1,100 university places that will be available for first-semester students in the winter semester 2023/24. Applications can be submitted to the university of applied sciences for management and communication until March 27, 2023.

Bachelor's and Master's programs in 9 areas

FHWien der WKW offers 10 Bachelor's and 9 Master's programs 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, with individual modules taught in English. Three study programs are conducted entirely in English.

Learning from business experts and managers

FHWien der WKW's study programs stand out for their practical relevance. "Two thirds of our lecturers are experts and managers from the business world with a wealth of professional experience. Our practice-oriented Bachelor's and Master's programs optimally prepare our students for professional life," explains Michael Heritsch, CEO of FHWien der WKW. "In 2020, the renowned university ranking U-Multirank confirmed that we are delivering on our promise of great practical relevance. According to the ranking, FHWien der WKW is among the top 25 universities in the category 'Contact to work environment' – out of around 1,800 worldwide," Heritsch continues.

How to get a place to study at FHWien der WKW

The path to one of the coveted university places begins on the website of FHWien der WKW. Candidates 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. This test will take place online in April 2023; applicants do not have to come to FHWien der WKW for it. Once this hurdle has been overcome, the final step in the admissions process is an application interview, in some cases combined with a presentation, or an assessment center – depending on the program chosen.

PRESS RELEASE



Study programs for working professionals

More and more working professionals are starting a degree program alongside their job because a university degree improves career prospects. FHWien der WKW caters to the needs of this growing group and offers some Bachelor's programs both full-time and part-time. Other Bachelor's programs and all Master's programs are only offered on a part-time basis. "In this way, we also open up the opportunity for working people to complete a degree program," emphasizes FHWien CEO Michael Heritsch.

From fall 2023, the Bachelor's program in Tourism Management will be conducted for the first time either as a full-time program or as a dual program (subject to accreditation by AQ Austria). In the dual version, theory phases at FHWien alternate with practical phases in the company.

Information about the study programs – online and on campus

Anyone interested in studying at FHWien der WKW can take advantage of a wide range of information services:

- **Information Events** of individual study programs are held on an ongoing basis – both online and on the campus of the university of applied sciences. They provide insight into the respective curriculum, the course of studies and career prospects.
- The **Online Info Day** on February 17, 2023, offers lots of facts about studying at FHWien der WKW in general as well as about the admissions process. In addition, students will answer questions from participants.
- On March 17, 2023, FHWien der WKW hosts the **Open House** on its campus at Währinger Gürtel. On this day, anyone interested and applicants can take part in guided campus tours, take the trial admissions test, and attend info events about the study programs.

A lot of information on FHWien der WKW's study programs can be found on the website:

[To FHWien der WKW's website](#)

Photos:

Until March 27, 2023, candidates 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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"Two thirds of our lecturers are experts and managers from the business world with a wealth of professional experience," says CEO Michael Heritsch, emphasizing the practical relevance of a study program at FHWien der WKW.

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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 & communication. 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 students for their future careers. Since its foundation in 1994, FHWien der WKW has already produced over 13,600 graduates.

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