

## **FHWien der WKW Launches Specialization “AI for Business” in the Bachelor Digital Business**

**The university of applied sciences for management and communication is responding to the increasing demand for professionals who can use AI productively in business.**

*Vienna, February 15, 2024* – Starting in the winter semester 2024/25, FHWien der WKW will offer “AI for Business” as a new specialization option in the Bachelor’s program in Digital Business. In doing so, the university of applied sciences for management and communication is responding to the increasing need specialists who can productively use artificial intelligence (AI) in companies and other organizations.

### **AI skills for careers in the digital age**

“AI is the most important driver of digital transformation in the coming years. We want to optimally prepare our students for this challenge and provide them with the skills they need for a successful career in the digital age,” explains Sebastian Eschenbach, Head of Department of Digital Economy at FHWien der WKW.

### **Learn how to select and implement AI solutions**

The specialization “AI for Business” comprises three modules that deal with the theoretical and practical aspects of AI-based information systems. Students learn how to analyze data, understand and apply AI functions and select and implement AI-based software solutions. They will also consider the technical, economic and social aspects of the use of AI. The new specialization is based on programs at the interface of technology and business offered by leading international business schools.

### **“Swiss Army knife for digital transformation”**

The Bachelor’s program in Digital Business provides a broad, application-oriented education in the fields of computer science, business informatics and management. It is aimed at people who are interested in the optimization of business processes, the management of digitalization projects and the selection of IT systems. “Figuratively speaking, the degree program is the Swiss Army knife for digital transformation,” says Sebastian Eschenbach, Head of Department at FHWien der WKW. “It equips you perfectly for all digital challenges: Graduates master the necessary cross-sectional subject matter. They understand technology developers just as well as business experts and marketing professionals.”

The six-semester degree program is organized on a part-time basis: 60 percent of the teaching takes place online and 40 percent on campus at FHWien der WKW. It concludes with the academic degree “Bachelor of Arts in Business” (BA).

### **High proportion of women in the Bachelor’s program in Digital Business**

FHWien der WKW attaches great importance to appealing to women with its interdisciplinary and technical degree programs. The Bachelor’s program in Digital Business proves that this plan is working: Around 45 percent of students on this program are women. The drop-out rate of female students is lower than that of their male colleagues. “We are delighted that our degree programs are also getting many women interested in the exciting topics of digitalization. And we hope that

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the new specialization 'AI for Business' will further strengthen this trend," says Sebastian Eschenbach.

FHWien der WKW's website offers more [information on the Bachelor's program in Digital Business](#).

## Photos:

With "AI for Business", FHWien der WKW is offering a new specialization in the Bachelor's program in Digital Business. The university of applied sciences is thus responding to the increasing demand for professionals who can use artificial intelligence productively in business.

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"AI is the most important driver of digital transformation in the coming years. We want to prepare our students optimally for this challenge," explains Sebastian Eschenbach, Head of Department of Digital Economy 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. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.*

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