

New Master's Program in Digital Technology & Innovation at FH Wien der WKW

Acquire sound technical expertise and become fit for managing innovation projects: This is made possible by the part-time degree program with 60 percent online teaching.

Vienna, December 4, 2023 – FH Wien der WKW is expanding its portfolio with a technical-interdisciplinary degree program: In the Master's program Digital Technology & Innovation, students acquire the competence to take responsibility for the use of future-oriented digital technology in complex innovation projects. After graduating, they will be able to make technology decisions, design information systems and implement them as prototypes in agile teams. To do this, they use machine learning, generative artificial intelligence, intelligent assistance and data science, the Internet of Things, robotics, assistance systems and augmented reality, for example. At the same time, they develop their ability to lead innovation projects. Thanks to its high online component, the practice-oriented MSc program is easily compatible with professional and social commitments. It starts in September 2024*.

Learning based on real projects from the business world

“The Master's program in Digital Technology & Innovation is a technology degree program at a business school,” says Sebastian Eschenbach, Head of Department of Digital Economy, emphasizing what makes the new program at FH Wien der WKW so special. “This degree program is ideal for people who are fascinated by digital technology and want to deepen their technical know-how with the aim of linking technology and business.” The degree program teaches skills through problem-based learning: “Students learn by solving real-world tasks,” explains Eschenbach. “They work in small teams on projects from areas such as health, mobility, energy or education. They also train their creativity and resilience in the process.”

Fit for jobs at the interface of technology and business

The Master's program in Digital Technology & Innovation comprises 120 ECTS credits and leads to the academic degree of Master of Science (MSc). It is aimed at graduates with a Bachelor's degree in digital business, business informatics, digital transformation, IT project management, industrial engineering, innovation management or related disciplines. After graduation, they will have sought-after qualifications to be successful in demanding jobs at the interface of digital technology and economic innovation - especially in consulting and project management.

Focusing on user needs

“The new Master's program enables students to create added value for people through the innovative use of digital technology,” says Tilia Stingl de Vasconcelos Guedes. She co-founded a tech start-up herself and will teach on the new degree program. “Successful innovation begins when we focus on the needs of the users of digital technology. This is precisely the approach we are pursuing in the new Master's program,” continues Stingl de Vasconcelos Guedes.

Online teaching supplemented by campus weekends

The four-semester degree program is designed for part-time study: Around 60 percent of teaching takes place online. This gives students flexibility in terms of location and time. Around 40 percent of the program consists of on-campus weekends. Students meet six to eight times per semester on FH Wien der WKW's campus. These attendance modules start on Fridays at 3:45 pm and last from

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8:30 am to 4:30 pm on Saturdays. They ensure that social interaction between students and with lecturers is not neglected.

Managing the digital transformation in companies

With the new Master's program, FH Wien der WKW is creating another offer for people who want to help shape the digital transformation of the economy. "Digital change is currently one of the biggest challenges for companies," explains Michael Heritsch, CEO of FH Wien der WKW. "In order to master it, companies need experts with a special set of skills: a deep understanding of technology, combined with business thinking, management skills, innovative spirit and creativity. It is precisely this mix of skills that can be acquired in the Master's program in Digital Technology & Innovation."

Online info talk, application, scholarship for women

FH Wien der WKW invites prospective students to an online information session about the new Master's program in Digital Technology & Innovation on the first Monday of every month. From January 9 to March 25, 2024, it is possible to apply online for a place on the program. Women whose main place of residence is in Vienna can benefit from a scholarship from waff (Wiener ArbeitnehmerInnen Förderungsfonds) totaling 7,500 euros when completing the program.

Details on the Master's program in Digital Technology & Innovation can be found on FH Wien der WKW's website:

[Master's program in Digital Technology & Innovation](#)

**Subject to accreditation by AQ Austria*

Photos:

Acquire sound technical expertise and become fit for managing innovation projects: This is made possible by the Master's program in Digital Technology & Innovation.

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"The Master's program in Digital Technology & Innovation is a technology degree program at a business school," emphasizes Sebastian Eschenbach, Head of Department of Digital Economy at FH Wien der WKW, what makes the new program so special.

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"To master the digital transformation, companies need experts with a special set of skills: a deep understanding of technology, combined with business thinking, management skills, innovative spirit and creativity," declares Michael Heritsch, CEO of FH Wien 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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