

Application Phase at FH Wien der WKW Kicks off

Applications for a place to study at the university of applied sciences for management and communication are open until March 25. There is a choice of Bachelor's and Master's programs in nine areas.

Vienna, January 9, 2024 – This year's admissions procedure at FH Wien der WKW has started: From today, it is possible to apply for one of approximately 1,100 places that will be available for first-semester students in the winter semester 2024/25. Applications on the digital application portal of the university of applied sciences for management and communication can be submitted until March 25, 2024.

From finance and HR to journalism, marketing and tourism

FH Wien der FH Wien offers Bachelor's and 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

The degree programs at FH Wien der WKW stand out for their practical relevance. Two thirds of the lecturers are specialists and managers from the business world. "We have practitioners in the lecture hall – managers, project leaders, experts, self-employed professionals. Our students benefit from the experience they gain on the job," explains Michael Heritsch, CEO of FH Wien der WKW. All Bachelor's programs offer a basic education in business administration, all Master's programs prepare students for management tasks – regardless of the field. "The digital transformation also plays a major role in all degree programs. This is because it is profoundly changing every professional field," continues Heritsch.

How to get a place to study at FH Wien der WKW

The path to one of the coveted places to study at FH Wien der WKW begins on its digital application portal, where prospective students can register and apply. If they meet the admissions requirements for a degree program, applicants can choose a date for the IT-based admissions test. This test will take place online in April 2024; applicants do not have to come on campus. Once this hurdle has been overcome, further steps follow depending on the chosen degree program, such as an admissions interview, an assessment center or a presentation.

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Studying alongside a job

More and more working people are studying alongside their jobs because a university degree improves career opportunities. 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 give working people the opportunity to study at a university of applied sciences," emphasizes Michael Heritsch, CEO of FHWien.

New Master's program in Digital Technology & Innovation

The part-time Master's program in Digital Technology & Innovation is being offered for the first time. This technical and interdisciplinary degree program provides students with sound expertise in digital technology and prepares them to manage innovation projects. Thanks to 60 percent online teaching, the practice-oriented course is easily compatible with work and private life. It is due to start in fall 2024 (subject to accreditation by AQ Austria).

Information about the degree 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 campus at the university of applied sciences. They provide insight into the respective curriculum, the course of studies and career prospects after graduation.
- The **Online Info Day** on February 2, 2024, offers an opportunity to learn interesting facts about FHWien der WKW and get tips for the admissions process – easily and conveniently from home.
- On March 15, 2024, 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 25, 2024, applications can be submitted for a place to study at FHWien der WKW. There are Bachelor's and Master's programs in nine areas to choose from.

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"We have practitioners in the lecture hall – managers, project leaders, experts, self-employed people. The experience they gain on the job benefits our students," says CEO Michael Heritsch, emphasizing the advantages of studying 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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