

Admissions Process Begins at FHWien der WKW

Prospective students can apply online for a place in one of 20 practice-oriented Bachelor's and Master's degree programs through March 30, 2026.

Vienna, January 9, 2026 – This year's admissions process at FHWien der WKW is starting: From now on, potential students can apply online for one of the approximately 1,100 places available for first-year students in the 2026/27 winter semester. Applications for Bachelor's or Master's programs at Austria's leading university of applied sciences for management and communication can be submitted until March 30, 2026.

From Communication and Marketing to Finance and HR, Real Estate and Tourism

FHWien der WKW offers 10 Bachelor's programs and 10 Master's programs in nine 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 Experts and Executives from Business

FHWien der WKW's degree programs stand out for their strong practical focus, enabling students to build close connections with companies while they study. *"Two-thirds of our lecturers are experts and executives from business. Our students benefit from the experience they gain in their careers,"* explains FHWien CEO Stephan Gasser. All Bachelor's programs offer basic training in business administration, and all Master's programs prepare students for management roles, regardless of their field of study. *"Digital transformation – with artificial intelligence as a key aspect – also plays a major role in all degree programs. This is because it is profoundly changing every professional field,"* adds Gasser.

How to Secure a Place to Study at FHWien der WKW

The path to one of the highly sought-after places to study at FHWien 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 2026; applicants do not have to come on campus. Once this challenge 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 Work

More and more professionals are studying alongside their jobs, as a university degree improves their career prospects. FHWien der WKW caters to the needs of this growing group and offers several Bachelor's programs on both a full-time and part-time basis. Other Bachelor's programs and all Master's programs are offered exclusively on a part-time basis. *"Students can work through some of the course content online – whenever and wherever it suits them. This makes it easier for them to balance studies, work, and private life,"* emphasizes CEO Stephan Gasser. *"This gives working professionals the opportunity to study as well."*

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 offerings:

- Two **study information weeks** will take place from January 26 to 30 and from February 23 to 27, 2026 – on campus, online, and in a hybrid format. The Bachelor's and Master's programs provide insight into the respective curriculum, the course of study, and career prospects after graduation.
- The **Online Info Day** on January 30, 2026, offers an opportunity to learn interesting facts about FHWien der WKW and get tips for the admissions process – easily and conveniently from home.
- From March 12 to 15, 2026, FHWien der WKW will be presenting itself at **BeSt3**, Austria's largest education fair, at Messe Wien.
- On March 20, 2026, FHWien der WKW hosts the **Open House** on its campus at Währinger Gürtel. On this day, prospective students can take part in guided campus tours, take the trial admissions test, and attend info events about the study programs.

Details about the degree programs and information events as well as the link to the application portal can be found online:

www.fh-wien.ac.at

Photos:

Applications to study at FHWien der WKW are open until March 30, 2026. There are 20 Bachelor's and Master's programs to choose from.

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"Two-thirds of our lecturers are experts and executives from business. Our students benefit from the experience they gain in their careers," explains Stephan Gasser, CEO of 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 and communication. Its Bachelor's and Master's degree programs offer around 2,900 students a practical academic education. Two-thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research prepares students optimally

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for their careers. Since its foundation in 1994, FHWien der WKW has already produced more than 15,900 graduates.

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