

# FH WIEN OF WKW UNIVERSITY OF APPLIED SCIENCES

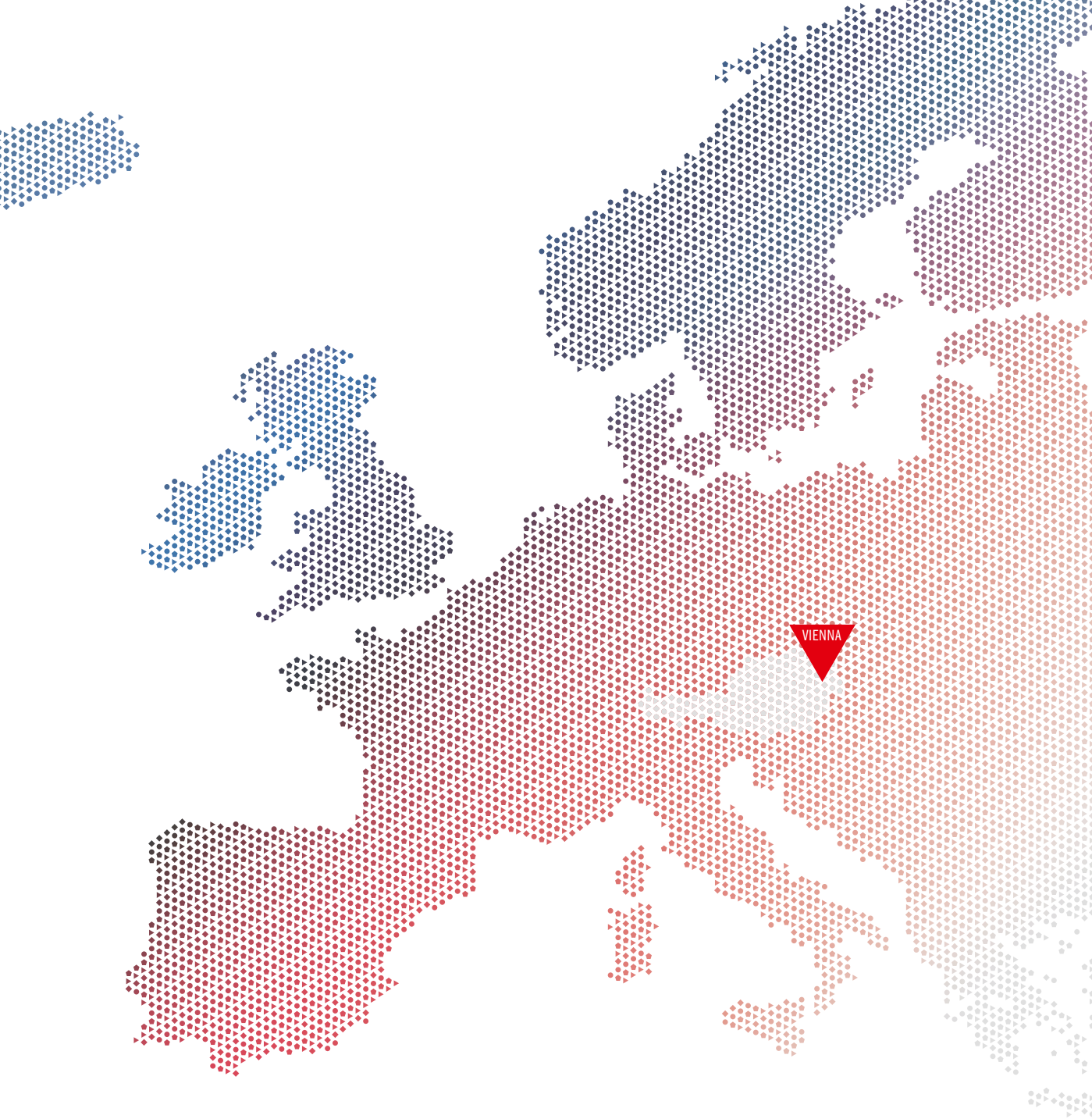
»My knowledge is my most important resource.«

**STUDY THE  
REAL BUSINESS.**

University of Applied Sciences  
for Management & Communication

[WWW.FH-WIEN.AC.AT](http://WWW.FH-WIEN.AC.AT)





# STUDYING IN AUSTRIA

## BEST ADDRESS FOR SCIENCES.

The post-secondary educational sector in Austria is primarily comprised of conventional universities and universities of applied sciences (UAS). Whereas the former are state-supported, UASs are structured as privately-held institutions subsidised by the state or public agencies, with state accreditation. UASs provide practice-oriented academic education in a range of professional fields.

## PRACTICAL RELEVANCE.

The UAS concept is grounded in a strong link between professional fields, industry-specific qualification profiles and curricula which reflect these elements. The great emphasis on didactics found in the UAS sector is above all a result of the time limitations placed on their practice-oriented professional programmes. Even the university-level academic research is conducted with special attention to applicability and practice orientation, thereby clearly differentiating itself from the basic research that traditional universities tend to undertake.

UAS study programmes have been offered in Austria since 1994. The sector currently includes programmes in technology, business, tourism, media studies, and social sciences. The FHWien of WKW University of Applied Sciences is one of the largest UASs for management and communication, with a total of seven institutes, nine undergraduate and eight graduate programmes.



*Located close to the  
city centre of Vienna*



*Provides you with  
scientific skills and  
first-class contacts with  
professionals in research  
and development  
directly from the business  
world*



*Top lecturers for top  
students*

# FHWIEN OF WKW – WELCOME TO THE NO. 1 IN MANAGEMENT & COMMUNICATION.



MICHAEL HERITSCH  
*Managing Director,  
FHWien of WKW*

- 4 -

We have been on the educational landscape for over 20 years now and we have achieved a great deal: FHWien of WKW is Austria's leading university of applied sciences for management and communication. Since our founding in 1994, we have been busy making history. Today, the range of offered degree programmes includes Financial Management, Real Estate Management, Journalism & Media Management, Content Production and Digital Media Management, Corporate Communication, Marketing & Sales, Human Resources & Organisation, Tourism Management and Management & Entrepreneurship. This makes us a firmly established player in the national educational market.

## LEARN FROM CHAMPIONS.

Many of our more than 8,400 alumni hold top positions in the country and abroad. Two thirds of our lecturers come directly from the business world. Four of our endowed professorships enhance our programmes. Students gain both firsthand knowledge and develop important contacts with future employers while studying. They have ample opportunities to do so – from their obligatory internship to educational and research projects with Austria's leading corporations.

## CAREER IN THE FAST LANE.

FHWien of WKW is one of the largest providers of part-time degree programmes in Austria. Over half of our degrees may be completed while working full-time. Our infrastructure, central location, and extended opening hours make studying at the university attractive for business professionals. Furthermore, we specifically prepare our students for the demands of the global labour market with offers such as language courses and semester abroad programmes.

## OUR GOAL: BEING TOP PARTNERS WITH THE BUSINESS COMMUNITY.

As a partner to the business world, we are responsible for producing methodologically sound research findings and creating practice-oriented know-how for corporations and other members of the business community. In addition, our Alumni&Co association helps us promote contact and knowledge-sharing among students, alumni, lecturers, and the business world.

1 W K W =

*Wirtschaftskammer  
Wien/Vienna Economic  
Chamber*



# VIENNA AT A GLANCE.

**Studying in Vienna not only provides students with top-notch, challenging academics combined with invaluable international experience, but also the excitement of living in a vibrant European city.**



Studying at FHWien of WKW University of Applied Sciences gives you the unique opportunity to acquire expertise in both management and communication through an integrated, practical approach. Studying in Vienna means getting to know a fascinating, dynamic city in the heart of Europe. Visitors will soon discover that Vienna is not only a city of contrasts where the old and the new go hand in hand, but also a cosmopolitan city, home to international organisations such as the UN. Vienna has become home to countless people from all around the world.

Famous for its high standard of living, Vienna makes visitors feel right at home almost immediately. Whether visiting a traditional Viennese café, a busy pub, a hip new restaurant, or one of the city's numerous parks, you will find Vienna offers countless ways to relax and enjoy the city. Active cultural exchange especially manifests itself in the art and cultural scene as well as in the broad range of culinary offerings. Vienna has become a multicultural, lively city that offers a multitude of cultural, sport and culinary events throughout the year.

## VIENNA AND ITS TREASURES ARE JUST WAITING TO BE EXPLORED.

In summer, open-air venues and outdoor film festivals as well as the nearby hiking regions make Vienna the ideal base for outdoor activities. In winter, the Viennese do love skiing in the nearby mountainous regions or ice skating at the numerous rinks and they also adore lingering at Vienna's enchanting Christmas markets. As the music capital of the world, Vienna is known for classical composers such as Mozart, Schubert and Haydn as well as contemporary artists like Falco. Vienna stages a wide range of contemporary cultural events and concerts, and takes special pride in the alternative festival scene.



*Alumni&Co*  
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[www.en.fh-wien.ac.at/  
alumni](http://www.en.fh-wien.ac.at/alumni)



*List of dormitories:*  
[www.wien.gv.at/  
english/housing/students.  
htm](http://www.wien.gv.at/english/housing/students.htm)



*Students council:*  
[www.oeh-fhwien.at](http://www.oeh-fhwien.at)

# IN GOOD HANDS ON THE WKO CAMPUS WIEN.

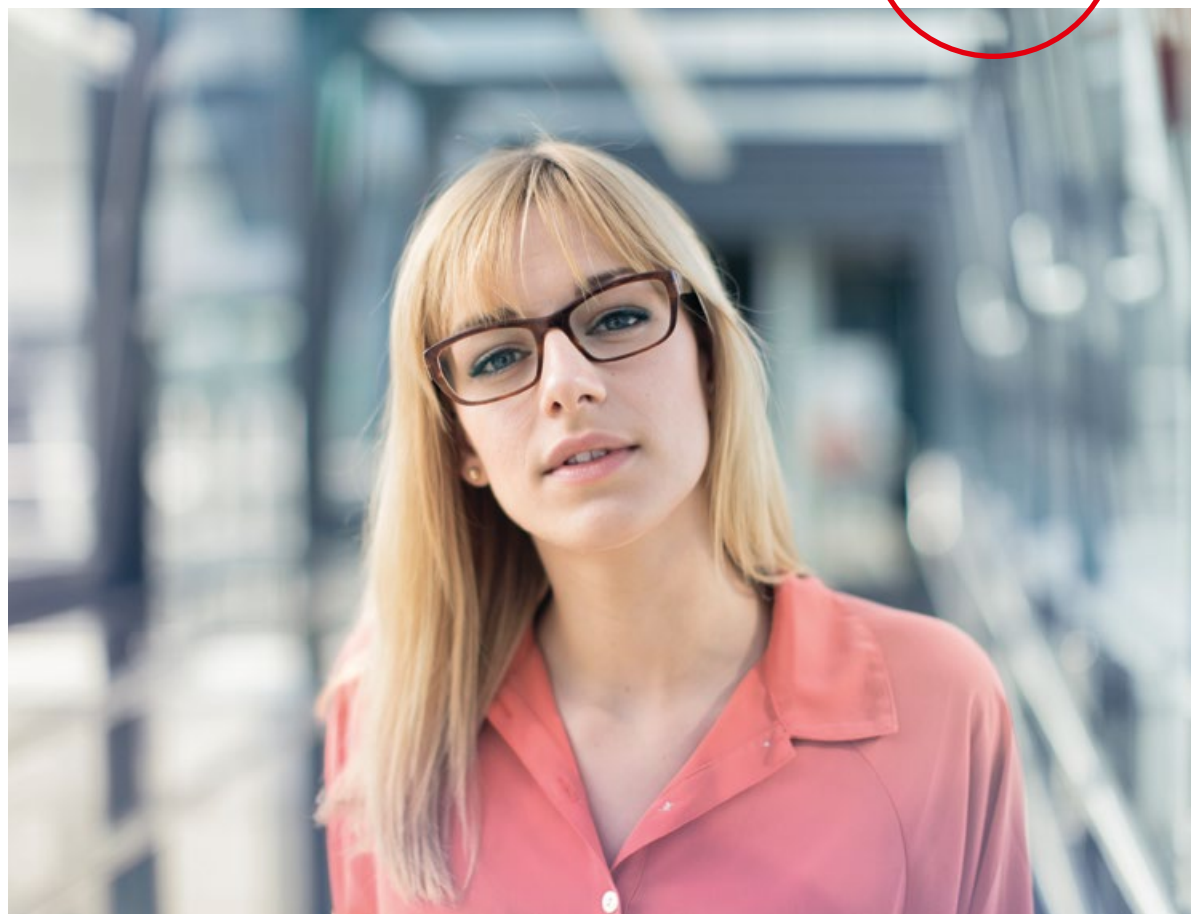
**Library with over  
32,000 media**

## ENJOY THE AMENITIES OF STUDYING WITH US.

Our students enjoy the ideal infrastructure for study and research. One highlight is the excellent access to Vienna's city centre. Furthermore our campus offers:

**Over 50  
classrooms with  
multi-media  
equipment**

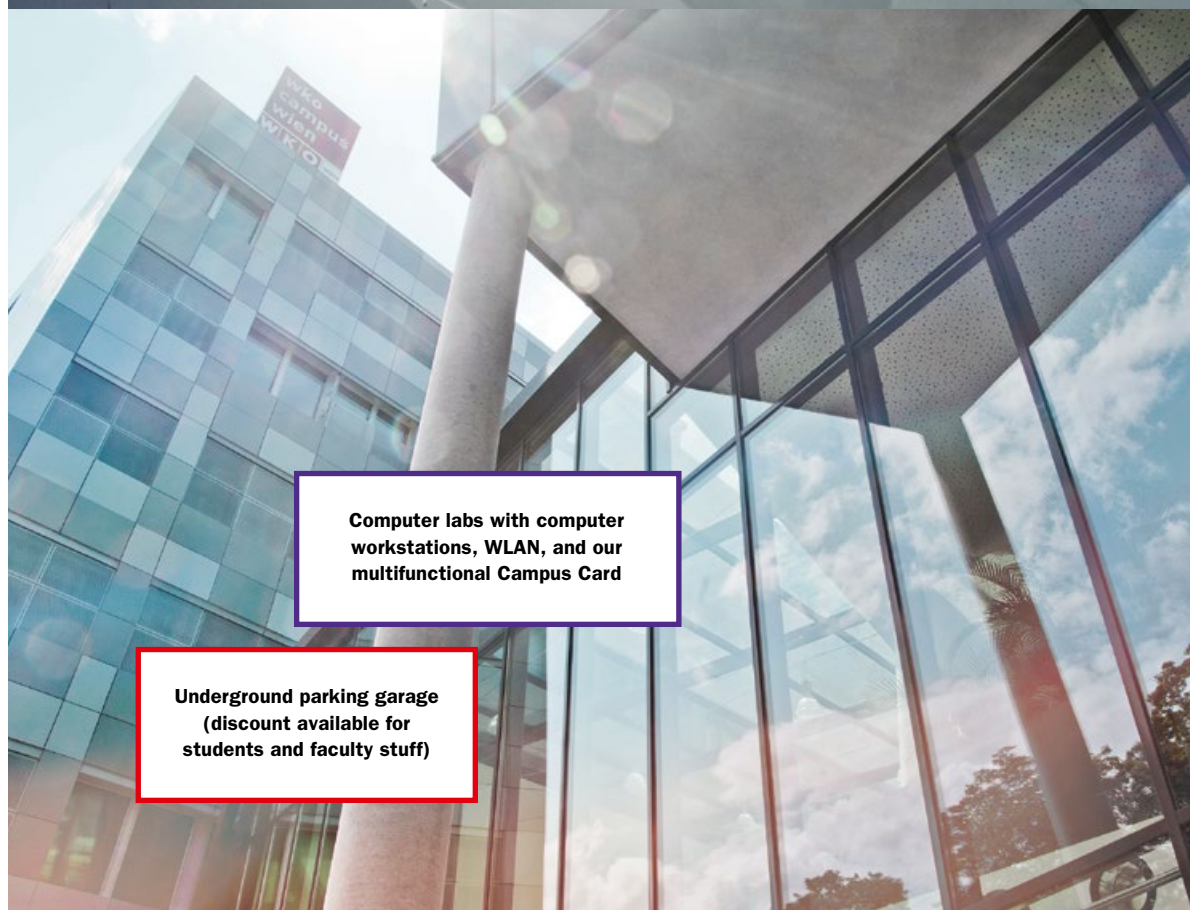
**CampusShop,  
our specialised  
bookshop**





**Restaurants,  
cafés, and  
communication  
areas**

- 7 -



**Computer labs with computer  
workstations, WLAN, and our  
multifunctional Campus Card**

**Underground parking garage  
(discount available for  
students and faculty stuff)**





# WELCO THE SPE COR

MAGDALENA PERSSON  
*Exchange Student from  
Jönköping University,  
Jönköping, Sweden*

»I studied at FHWien of WKW University of Applied Sciences during the winter semester 2014/2015. Studying there was a really great experience. The teachers are helpful and their English is very good which made it easier for me as I don't speak German. You have many interesting courses to choose from and in the lectures theory is always mixed with practice. That way you also get a professional point of view. Concerning the establishment itself, the building of FHWien of WKW is very modern and new. I'm glad that I chose to do my exchange semester in Vienna and at FHWien of WKW –I recommend everyone to go there! You will definitely have fun!«



»Anytime, anywhere — I am prepared for the future.«

# ME TO AKERS' NER





# PORTFOLIO



BA

FINANCE, ACCOUNTING & TAXATION FT/PT  
REAL ESTATE PT  
JOURNALISM & MEDIA MANAGEMENT FT  
CONTENT PRODUCTION & DIGITAL MEDIA MANAGEMENT PT  
CORPORATE COMMUNICATION FT/PT  
MARKETING & SALES FT/PT  
HUMAN RESOURCES MANAGEMENT FT/PT  
HOSPITALITY & TOURISM MANAGEMENT FT  
MANAGEMENT & ENTREPRENEURSHIP FT/PT



MA

FINANCIAL MANAGEMENT & CONTROLLING PT  
REAL ESTATE MANAGEMENT PT  
JOURNALISM & NEW MEDIA PT  
COMMUNICATION MANAGEMENT PT  
MARKETING & SALES MANAGEMENT PT  
ORGANISATIONAL & HUMAN RESOURCES  
DEVELOPMENT PT  
LEADERSHIP IN TOURISM PT  
EXECUTIVE MANAGEMENT PT



FE

INTERNATIONAL MBA IN MANAGEMENT & COMMUNICATIONS PT  
ACCOUNTING PT  
BUSINESS MANAGEMENT PT  
INTEGRAL FACILITY AND ENERGY MANAGEMENT PT  
COMMUNICATION AND INDUSTRIAL PSYCHOLOGY PT  
LEADERSHIP PT  
MARKETING & SALES MANAGEMENT PT  
ENTREPRENEURSHIP FOR COMMERCIAL/TECHNICAL SMES PT  
VIDEOJOURNALISM PT

NEU



# FINANCIAL MANAGEMENT



**INSTITUTE FOR  
FINANCIAL MANAGEMENT**

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[WWW.FH-WIEN.AC.AT/  
FIRST](http://WWW.FH-WIEN.AC.AT/FIRST)



»A practice-oriented programme, experienced lecturers, efficient course schedules, and state-of-the-art infrastructure – that's how I would describe the Institute of Financial Management Degree Programme. Working in small study groups, networking with fellow students, and enjoying personal contact with lecturers all serve to enrich the programme. This goes above and beyond the skills required by the consulting industries.«

ALFONS STIMPFLE-ABELE

*Auditor and Tax Consultant, Senior Partner,  
Audit & Tax Services, Deloitte*

# BA

FT/PT

## FINANCE, ACCOUNTING & TAXATION

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Faculty drawn from the business world
- ◆ Contents match international business standards
- ▶ Business and legal knowledge
- Internal and external accounting
- ◆ Four electives
- ◆ Personal and social skills

### Career Prospects

- ◆ Auditing
- ▶ Tax consulting
- Banking and financial sectors
- ◆ Corporate consulting
- ◆ Controlling
- ▶ Accounting

# MA

PT

## FINANCIAL MANAGEMENT & CONTROLLING

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Training of professionals for management positions
- ◆ Programme matches CFO requirements in the financial sector
- ▶ Regulatory systems
- Risk and financial management
- ◆ Decision and control systems
- ◆ Human resource management and development

### Career Prospects

- ▶ Head of Finance, CFO
- Senior trust manager or bank manager
- ◆ Strategic and value-oriented corporate consulting
- ◆ Investment banking
- ▶ Fund management



*The Bachelor Degree  
Programme in  
Finance, Accounting  
and Taxation and  
the Master Degree  
Programme in  
Financial  
Management &  
Controlling provide  
you with excellent  
career opportunities*



*Learn key  
competencies in  
accounting, tax law,  
corporate finance,  
managerial  
accounting, and  
controlling*



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# REAL ESTATE MANAGEMENT



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IMMO

»The combination of economics, engineering and law at the Institute of Real Estate Science covers every segment of the real estate industry, providing graduates with an optimal set of tools.«

CHRISTIAN BÖHM

Managing Director, S+B Group



**RICS**

the mark of  
property  
professionalism  
worldwide

# BA

PT

## REAL ESTATE

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Business and economics: Economics; business administration; financing
- ◆ Engineering: Fundamentals of construction engineering; planning
- ▶ Law: Civil law; housing law; tax law
- Real estate: real estate agency activities
- ◆ Foreign language: English
- ◆ Personal development: Social skills
- ▶ Academic research

### Career Prospects

- Real estate agent
- ◆ Property management
- ◆ Commercial construction
- ▶ Public construction organizations
- Banking and insurance
- ◆ Public sector
- ◆ Consulting professions linked to real estate

# MA

PT

## REAL ESTATE MANAGEMENT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Construction industry
- ◆ Real estate due diligence
- ▶ Property valuation
- Portfolio management
- ◆ Real estate controlling
- ◆ 2-semester real estate project

### Career Prospects

- ▶ Executive positions in every area of the real estate
- Industry, in the real estate sector of banking and insurance
- ◆ Independent business activities as a real estate broker for commercial construction
- ◆ Consulting professions linked to real estate



*Our graduates are academically qualified generalists in the field of real estate who can offer solutions from a single source*



*Comprehensive, interdisciplinary programme in real estate at university level*

»Once you have learned the fundamentals of journalism at the Institute of Journalism & Media Management, you possess the perfect prerequisites for the profession.«

PETER RABL

*Former Publisher, Kurier*

INSTITUTE FOR  
JOURNALISM &  
MEDIA MANAGEMENT  
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JOUR

# JOURNALISM & MEDIA MANAGEMENT



# BA

## JOURNALISM & MEDIA MANAGEMENT

FT

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Media studies & media research
- ◆ Ethics
- ▶ Media and society
- Journalism and content production
- ◆ Organisational communication
- ◆ Language and style
- ▶ Print media, television, radio, multimedia
- Studio
- ◆ Professional placement

### Career Prospects

- ◆ Editor in print, radio, television, and online media
- ▶ Programme planner
- Editorial staff manager
- Positions in marketing and advertising departments

# BA

## CONTENT-PRODUCTION & DIGITAL MEDIA MANAGEMENT

PT

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

Strong focus on digital audio-visual activities in:

- ◆ online editorial departments
- ▶ news agencies
- online media
- ◆ radio and television stations.

### Career Prospects

- ◆ online editor or author
- ▶ online copywriter & editor
- digital content producer (focus on audio & video productions)
- data journalist
- ◆ corporate editor
- ▶ multimedia project manager
- ◆ newsroom manager
- ◆ sales staff
- manager in an online company



*Career-oriented programme for professions in print, radio, television, and online media*



*Provides you with journalistic know-how, contact with professionals in the most important Austrian media, and critical thinking skills*



*Enables you to become a quality journalist*



*As a student you learn from the best*



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[www.twitter.com/JOURInstitut](http://www.twitter.com/JOURInstitut)



[www.youtube.com/FWWienJournalismus](http://www.youtube.com/FWWienJournalismus)

# MA

## JOURNALISM & NEW MEDIA

PT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Theoretical and ethical fundamentals of journalism and communication sciences
- ◆ Media in social-political context
- ▶ Function and impact of non-verbal media communication
- Print media, television, radio, multimedia
- ◆ Media management
- Leadership skills
- ◆ Studio

### Career Prospects

- ◆ Department head
- ▶ Editor in chief
- Chief of services
- ◆ Senior editor, particularly of politics, economics and science

# COMMUNICATION, MARKETING & SALES



**INSTITUTE FOR  
COMMUNICATION,  
MARKETING & SALES**  
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KOMM@FH-WIEN.AC.AT  
WWW.FH-WIEN.AC.AT/  
KOMM

»To secure a corporation's reputation, it is essential to develop and communicate content and measures in harmony with the Corporate Identity. Through the interplay between theory and practice at the Institute of Communication, Marketing & Sales of the FH Wien of WKW, students learn to translate what they have learned into action, deftly integrating and implementing appropriate communications instruments.«

CHRISTOF MEIXNER

Head of Corporate Branding, OMV AG



# BA

FT/PT

## CORPORATE COMMUNICATION

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Theoretical fundamentals and basic skills
- ◆ Advanced practical and theoretical expertise
- ▶ Fundamentals of business and law
- Social skills
- ◆ English as a foreign language and English-language specialist lectures
- ◆ Fields of specialisation: new media, creative design, event management & sponsoring, marketing & sales controlling, NPO communications, communication, marketing & sales in european markets
- ▶ Examined and certified by PRVA (Public Relations Verband Austria) and the IAA (International Advertising Association)

### Career Prospects

- Junior-level positions in communications, public relations, advertising, dialogue marketing, event communications, sponsoring, and social media

# MA

PT

## COMMUNICATION MANAGEMENT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Integrated communications management
- ◆ Special disciplines/practical fields of communications management such as strategic marketing and brand management, issues management, crisis communication, lobbying, investor relations, corporate social responsibility, and change communication
- ▶ Global management and organisational development
- Social skills such as camera training and leadership

### Career Prospects

- Head of Communications
- ▶ Strategy concepts
- Integrated communications management
- ◆ Consultation and support of senior management



*Our graduates are communications generalists equipped with cross-disciplinary knowledge*



*Learn integrated communications management as a strategic factor for success*



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MarketingSales](https://www.facebook.com/InstitutKommunikationMarketingSales)



*Blog:*  
[www.kommunikations  
management.at](http://www.kommunikationsmanagement.at)

# COMMUNICATION, MARKETING & SALES



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MARS



»In my function in the online business field I've experienced the incredible dynamic and ephemeral qualities of the market. A well-grounded strategy in the form of corporate policy is becoming increasingly essential. Marketing and Sales students and I are therefore developing solutions for current strategic decision problems in this area.«

CHARLY PALL

Head of Industry, Google Canada

# BA

## MARKETING & SALES

FT/PT

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Economic and legal fundamentals
- ◆ Marketing management: product marketing, pricing, brands, advertising, public relations, event management
- ▶ Sales management: sales, sales techniques, psychology, key account management
- Fields of specialisation: new media, creative design, event management & sponsoring, marketing & sales controlling, NPO communications, communication, marketing & sales in european markets
- ◆ Business English
- ◆ Social skills
- ▶ Realworld projects, professional placement

### Career Prospects

- Operative positions in marketing & sales
- ◆ Careers in marketing and sales divisions of SMEs and large corporations or as a self-employed consultant

# MA

## MARKETING & SALES MANAGEMENT

PT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Market analysis: methodology, market observation
- ◆ Strategic decision-making in consumer goods, industrial goods and service marketing
- ▶ Customer relationship management: customer relations analysis, customer life cycles
- Management: leadership, decision-making psychology, financial and innovation management
- ◆ Social skills: negotiations, mediation, coaching
- ◆ Realworld corporate projects
- ▶ Theory-based and empirical research

### Career Prospects

- Managerial positions in marketing strategy, market analysis, distribution and CRM departments
- ◆ Self-employed consultant
- ◆ Career as external advisor



*Our graduates  
are well-trained market-  
ing and sales manage-  
ment specialists*



*Learn marketing and  
sales as key decisive  
factors for an  
organisation's success*



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InstitutKommunikation  
MarketingSales](https://www.facebook.com/InstitutKommunikationMarketingSales)



*Blog:*  
[www.kommunikations  
management.at](http://www.kommunikationsmanagement.at)

**INSTITUTE FOR  
HUMAN RESOURCES &  
ORGANISATION**

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PWOE@FH-WIEN.AC.AT  
WWW.FH-WIEN.AC.AT/PWOE

# HUMAN RESOURCES & ORGANISATION

»Efficient HR management aids the optimisation of organisational structures and its practical application. Having the right employees in the right place at the right time substantially contributes to the competitive position of any company. A well-grounded education and theoretical understanding of the mechanisms enables you to pinpoint targets and accurately deploy the various instruments of HR and organisational management.«

HELGA POSCH-LINDPAINTNER  
HR Manager, Shell Austria



# BA

FT/PT

## HUMAN RESOURCES MANAGEMENT

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus areas

- ◆ Human resource management & development
- ◆ Recruiting, Employer Branding
- ▶ HR Controlling
- Social skills
- ◆ Business management
- ◆ Knowledge management
- ▶ Empirical social research

### Career prospects

- Human resource employee in large companies and corporate groups
- ◆ Employee in charge of training and education
- ◆ Employee in charge of human resource development

# MA

PT

## ORGANISATIONAL & HUMAN RESOURCES DEVELOPMENT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Coaching and moderation
- ◆ Creation and implementation of organisational and HR development concepts
- Managing of change processes
- ▶ Personnel diagnostics and development
- ◆ Organisational development projects

### Career Prospects

- ◆ Personnel developer
- Organisational manager
- ▶ Organisational developer
- ◆ Human resource manager
- ◆ Chief Knowledge Officer



*Well-grounded  
training in human  
resource management*



*Integrated trainer  
education (BA)  
Integrated coaching  
education (MA)*

# TOURISM MANAGEMENT

**INSTITUTE FOR  
TOURISM MANAGEMENT**  
+43 (1) 476 77-5870  
TM@FH-WIEN.AC.AT  
WWW.FH-WIEN.AC.AT/  
TM





»Our graduates acquire sophisticated expertise from the professional and practically oriented education taught by experts from research and the business world. A range of professional placements and key business data accompany students throughout the entire programme. All this ensures they have cutting-edge knowledge of the market.«

PAUL BLAGUSS

*Managing Partner, Blaguss Travel Agents*

# BA

FT

## TOURISM- MANAGEMENT

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Business administration: marketing, controlling, humanresource management in tourism
- ◆ Academic research
- ▶ Foreign languages
- Practical areas of specialisation: F&B management; transport and travel companies; convention and event management; hotel management
- ◆ Problem-based learning
- ◆ Professional placement abroad/ semester abroad
- ▶ Individual career coaching

### Career Prospects

- Assistant positions in tourism organisations and/or upstream and downstream service companies

# MA

PT

## LEADERSHIP IN TOURISM

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Management in tourism
- ◆ Corporate management
- ▶ Strategic market planning
- Product development and innovation management
- ◆ Interface management between IT users and IT developers
- ◆ Interface management between tourism and architecture
- ▶ Empirical data collection methods

### Career Prospects

- Management positions in tourism organisations and/or upstream and downstream service companies



*Catch the enthusiasm of  
providing tourism  
services*



*Graduates are flexible,  
committed, and  
welleducated*



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**INSTITUTE FOR  
MANAGEMENT AND  
ENTREPRENEURSHIP**

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UF

# MANAGEMENT & ENTREPRENEURSHIP

»After years of global economic growth and short-term planning perspectives, successful corporate strategies must be realigned towards more realistic, long-term goals. An analytical, interdisciplinary education such as that offered at the Institute of Management and Entrepreneurship, combined with 'out of the box' thinking on the student's part is the optimal preparation for this.«

BERNHARD BAUER

Senior Vice President, Regional Management CEE, Siemens Austria



# BA

FT/PT

## MANAGEMENT & ENTREPRENEURSHIP

### Degree

Bachelor of Arts in Business (BA)  
Qualification for pursuit of a master's degree

### Focus Areas

- ◆ Extensive expertise in business administration and law: management, controlling, marketing, organisational development, etc.
- ◆ Entrepreneurial skills: case studies, projects with partner companies and company simulations
- ▶ Development of social skills
- Fields of specialisation: controlling, marketing, product management, and human resource management
- ◆ Optional bilingual full-time programme (English/German)

### Career Prospects

- ◆ Assistant to senior management
- ▶ Junior executive (e.g. human resources, controlling or marketing)
- Project manager
- ◆ Consultant
- ◆ Self-employed consultant
- ▶ Company successor

# MA

PT

## EXECUTIVE MANAGEMENT

### Degree

Master of Arts in Business (MA)  
Qualification for pursuit of a Phd degree

### Focus Areas

- ◆ Focusing on growth orientation, restructuring, strategic management, and leadership skills
- ◆ Networking and problem-solving in business administration
- ▶ Human resource management
- Individual assessment and career planning
- ◆ Practically-oriented research projects

### Career Prospects

- Managing director/CEO
- ◆ Department head, store manager, branch manager
- ▶ Senior consultant
- Company founder or successor



*Graduates are flexible  
business administration  
generalists*



*Learn complementary  
social competencies*



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[www.twitter.com/  
institutuf](http://www.twitter.com/institutuf)

# RESEARCH & DEVELOPMENT.



- 28 -

Consistent and systematic work on individual operational problems leads us to a development of models and best-practice methods. This ensures benefits on three levels:

- ◆ The cooperating company receives an increase in know-how and concrete assistance.
- ◆ The supervisory departments experience an increase of research and development skills and knowledge which are of significant practical relevance.
- ▶ The FHWien of WKW University of Applied Sciences as an institution implementing research and development continually increases its problem-solving skills, its research results and its knowledge in the relevant areas.

The involvement of our students and graduates in our projects is very important to us.

## RESEARCH IN COOPERATION WITH THE ECONOMY.

The FHWien of WKW University of Applied Sciences focuses on useful and practically relevant science-based research. We respond to the specific demands of companies and generate solutions, procedures and models of management and communication in cooperation. We conduct application-oriented research, and thus encourage innovation in small and medium-sized companies.

## RESEARCH FOCUS

- ◆ Controlling and Financial Leadership
- ◆ Human Resources and Organisational Development
- ▶ Public Value – the Future of Quality Journalism
- Integrated Communication Management
- ◆ (Corporate) Entrepreneurship and Innovation Field-specific Specialisations for Tourism Management and Real Estate Management



# COOPERATIONS

!   
 *FHWien of WKW:*  
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*forschen*

!   
 *Research & Development*  
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## P R O J E C T

## C O O P E R A T I O N P A R T N E R

**Financial Leadership – The Tasks of CFOs**

Deloitte



**Mobility Certificate for Properties**

Central European Institute of Technology



**The Future of Quality Journalism caught between Public Value and growing Competitive Pressure**

ORF, Puls4, Okto, Die Presse, Falter



**Science in the ORF – Austrian Broadcasting**

Austrian Ministry of Science and Research



**Endowed Professorship for »Strategic Communication Management and New Media«**

City of Vienna – MA 27



**HR-Progress: Human Resource Management in Bosnia and Herzegovina, Croatia, Serbia and Slovenia**

5p Consulting



**Development of Measures to reduce Drop-Outs and Interruptions of Studies**

Internal Project



**Entrepreneurship with Focus on Young Businesses**

Vienna University of Economics and Business, University of Vienna, University of Twente, Masaryk University Brno



**Culinary Tourism and Regional Development**

Polytechnics Jihlava



ELENA DOMASCHKINA  
*Head of Centre for  
 International Education  
 & Mobility*

»International mobility is not only an outstanding chance to broaden your personal horizon, but it has undeniably become a necessity for every university. Exchange programmes for students and instructors are a welcome opportunity for us to compare our programmes on the international level and provide momentum for expansion of current cooperations. Thanks to the know-how transfer made possible by courses and projects, we have established ourselves as a modern university with a distinct international orientation in recent years.«

# LECT REPORT F CAM



»Practice-relevant courses have their fingers close on the pulse of economy.«

# URERS FROM THE PUS





»The quality of students at our sister-school in Vienna is top-notch. They have superb critical-thinking ability, are diligent in their studies, and have excellent language skills. In fact, most speak three languages fluently. The campus building is new and completely wired for the use of classroom technology; the stores and cafeteria meet the needs of all who work or study there; I thoroughly enjoy the classroom experience at FHWien of WKW.«

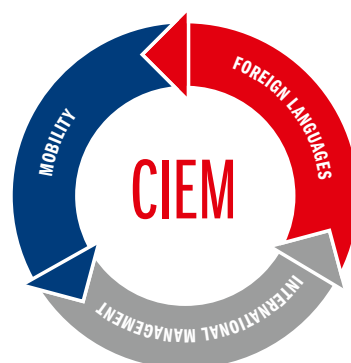
ALAN HAMLIN

*Department Chair for Management and Marketing  
at Southern Utah University, guest lecturer*





# CIEM – CENTRE FOR INTERNATIONAL EDUCATION & MOBILITY.



## INTERNATIONALISATION OF FHWIEN OF WKW.

The internationalisation of the FHWien

of WKW University of Applied Sciences is one of the key principles of our university. The international activities are marked by the consolidation of partnerships and innovations in international education. Above and beyond the standard curriculum, CIEM offers students a wide range of opportunities to acquire intercultural competence, improve their foreign language skills and gather professional experience abroad.

## STUDENT MOBILITY.

Thanks to the quality of instruction, expertise in the university sector, and especially the effective support provided to foreign students by our institution, we have earned a high reputation with our partner institutions. Student mobility – among outgoings and incomings alike – is steadily growing. Whereas some years ago the majority of incoming students were from the EU, almost 50 % of our current incomings come to us from overseas (Argentina, Canada, China, South Korea, Chile, Mexico, USA, Russia, and Australia).

## INTERNATIONALISATION AT HOME.

»Internationalisation at home« is conveyed by

our numerous lecturers from abroad. To provide both our incomings and our regular students with more opportunities to experience international education, we launched the extra-curricular »International Management« courses in 2009. This elective programmes offer English-language courses on current topics in international business. Most lectures are held by guest lecturers from our partner universities in Europe, Asia, North and South America, and Oceania.

## INSTRUCTOR MOBILITY.

International experience in the educational sector is increasingly becoming an integral component for our lecturers at the FHWien of WKW University of Applied Sciences. As with student mobility, the trend is to cross EU borders to destinations such as the USA, Australia, Russia, and Korea. Moreover, universities in Paris, Rotterdam and Riga have already added our lecturer's courses to their curricula.



**CIEM**

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[www.fh-wien.ac.at/  
international](http://www.fh-wien.ac.at/international)

# ALUMNI&CO. THE FHWIEN OF WKW NETWORK



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## TOP-NOTCH NETWORKING.

Alumni&Co, FHWien of WKW's alumni association, provides graduates as well as students, instructors, the FH staff and corporate partners with all the advantages of a university network. We offer our members the chance to build and maintain their professional networks from the start of their university education. Our experience reflects, that regular contact possibility at group activities advances the network as a whole and contributes to the success potential of each and every member.

## BENEFITS.

- ◆ Concession Arrangements with various providers (Fitness Club, Publishing Houses, Travel Operators,...)
- ◆ Point of contact for leading companies
- ▶ Professional Training, Workshops, Seminars
- Job-listing Platform
- ◆ Quarterly Newsletter
- ◆ Free subscription service for the magazin »studio!«
- ▶ Access to Library

Take advantage of those opportunities when you become an Alumni&Co member. The network is waiting for you!



*Contact us!*  
*Alumni&Co*  
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[www.fb-wien.ac.at/  
 alumnico](http://www.fb-wien.ac.at/alumnico)

»Alumni&Co's regularly-scheduled events and workshops give me the opportunity to come back and visit the FHWien of WKW University of Applied Sciences. There I often see former classmates and other interesting people who I usually have great conversations with.«



ALEXANDER KIENNAST  
*Vice President,  
Julius Kiennast Food  
Products Wholesalers, Ltd.*

»I enjoy going to Alumni&Co events and talking with all kinds of people. I especially remember Power-Talking at Autumn Tea as being interesting and amusing. In fact, I'm still in contact with the people I met there.«



COLETTA ZORZI  
*Real Estate Valuation  
Assistant  
Heinz Muhr, Appraiser*

