

# Innovation, Product & Engineering Management

## From ideas to successful products

New products do not come to life by coincidence or spontaneous flashes of inspiration. They require innovation, product & engineering managers who find ideas tailored to customer requirements, evaluate and select them correctly, and support their successful implementation. Their work is the key to success, and their creative minds are therefore in great demand in companies. They work at the interfaces between marketing, design and technology – turning ideas into successful products.

### Career Profile

As an innovation, product & engineering manager, you will never be bored. The career paths of our graduates are exciting, varied and multi-layered. Whether it's working with customers, in marketing, innovation, product development or design engineering: Our graduates are well prepared for a successful career in many different jobs and sectors – whether they choose to work for international manufacturing companies or a small digital start-up.

### Study Focus

- Innovation management
- Concept development and design
- Engineering and technology
- Marketing and product management
- Start-up feeling and entrepreneurship
- Interdisciplinary skills
- Business administration
- Practical projects with partner companies

### Good to Know

→ By the way, Mondays are free for IPEM students and Tuesdays are reserved for online teaching – so you only have to be present at the campus on 3 days a week.

→ The study program is based on project-based learning. Our students get to know potential future employers through various company projects, a full-time internship and the possibility to participate in research projects. Students can also work on their own product ideas from the first semester and are supported by mentors.

### easy-start

In the first year, our classes run alongside the German-taught Product Design & Technical Communication program. Acquire language skills in our German courses during this time and you can easily switch after the second semester without losses in time or scholarships.

#### Degree

→ Bachelor of Science (BSc)

#### Duration

→ 6 Semester (180 ECTS)

#### Language of Instruction

→ English

#### Admission Requirements

- A level/high school diploma or equivalent
- English at B2 level (IELTS or TOEFL)

#### Application

→ Online: [fh-ooe.at/application](https://fh-ooe.at/application)

#### Admission Procedure

→ Online application, MS Teams interview with pre-selected candidates

#### Internship

→ Minimum 10 weeks in Austria or abroad

#### Semester Abroad

→ Encouraged and actively supported

#### Mode of study

→ Full-time, Mondays off, Tuesdays online

#### Tuition Fees

- EU/EEA citizens: 363.36 EUR<sup>1</sup> per semester
- 767.72 EUR<sup>1</sup> per semester. Scholarships available as of the 2<sup>nd</sup> semester (merit-based)



<sup>1</sup> plus Austrian Student Union fee