

Innovation and Product Management

Innovations for International Markets

Today, if a company wants to succeed internationally, it must be capable of innovation. This can only be achieved by treating innovation as a process. What characterizes such a process of innovation leading to sustainable success? Holistic integration of marketing, design and technology, combined with strategic thinking, is the only way to develop product and service innovations in a sustainable way. This is the main focus of this master's degree program. In an interdisciplinary training concept, the various aspects of integrated innovation and product management are taught both theoretically and practically. This degree program provides a comprehensive education in Mechatronics, Innovation Management and Marketing, complemented by the know-how delivered in two specialisations, namely "Product Concept Design" and "Development Process Engineering".

Career Profile

Graduates of this degree program are prepared for management positions in technical product development, innovation and design, product management and marketing in international technology companies. Being responsible for high-tech products and services, they play a decisive role in the conception and market positioning of technical innovations and thus secure the long-term success of companies. Additionally, they possess core competence in strategic R&D and innovation management. They develop sound marketing and design strategies to differentiate their products from those of competitors.

Study Focus

- Strategic Innovation and Technology Management: Planning of innovation strategies; management and monitoring of innovation processes, especially at the front end.
- Trends for Innovation: special topics like sustainability, bionics and rapid prototyping to support innovations.
- International Product – Marketing: Planning and implementing of business-type-specific global marketing and product strategies.
- Specialisation 'Product Concept Design': Developing of products and design concepts; integration of all design-relevant factors in the innovation process.
- Specialisation 'Development Process Engineering': sub-system of R&D management, which coordinates planning, managing and controlling.

Practical Experience and Research

From the beginning on students apply their knowledge in industry projects. In intercultural and interdisciplinary teams students work on real world problems for local and international firms. The final thesis will be written for and in a company.

Degree

→ Master of Science in Engineering (MSc)

Duration

→ 4 Semester (120 ECTS)

Admission Requirements

- Completed Bachelor's degree (180 ECTS or equivalent) preferably in Engineering or Industrial Design
- good English language skills

Application

→ Online, details & deadlines on fh-ooe.at/application

Admission Procedure

→ Personal interview via Skype

Internship

→ Minimum 10 weeks in Austria or abroad

Language of Instruction

→ 100% English

Mode of Study

→ Full-time, Mondays off, Tuesdays online teaching

Tuition Fees

- EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).
- Citizens from non-EU/EEA countries: 726.72 EUR per semester (plus Austrian Student Union fee). Scholarships available.



Curriculum

Course Name	ECTS / Semester	1	2	3	4
→ Bridging Semester					
Marketing and Product Management	8				
Innovation Management	4				
Industrial Design	5				
Mechatronics and Engineering	11				
Social Skills	2				
→ Innovation & Strategy					
Strategic Innovation Management	2				
Entrepreneurship & New Business Development	1	2			
Key Account Management	2				
Change Management	1				
Controlling	2				
International Marketing				2	
Supply Chain Management				1	
Finance				1	
Customer Integration in NPD				2	
Bionics				1	
Product Lifecycle Management				3	
Rapid Prototyping				2	
Scientific Working				1	
→ Engineering					
Requirements Engineering	2				
Data Analysis	3				
Sustainability	1				
Technology Assessment				1	
→ Specialisation Option 1 – Development Process Engineering					
New Product Development	3				
Virtual and Augmented Reality	2				
Multiprojectmanagement	2				
Product Lifecycle Management	2				
Model Based Engineering – Introduction	3				
Project				3	
Reverse Engineering				2	
Simultaneous Engineering				2	
R&D Controlling				1	
Digital Factory				4	
→ Specialisation Option 2 – Product Concept Design					
Design Theory	1				
Computer Aided Industrial Design	2	2			
Design & Prototyping	3				
2D Presentation Techniques and Drawing	1				
Strategic Design				3	
Short-Term Design Project				2	
Design Project: Technical Design				5	5
→ Social Skills & Foreign Languages					
Communication and Leadership Skills		4	2		
Agile Coach (elective)	x	x			
Foreign Language (elective course)	x	x			
Career Coaching (elective course)	x	x			
Thesis Preparation Seminar					1
→ Master's Thesis					
					29
Total		30	30	30	30

International Environment

Innovation and Product Management is an international and interdisciplinary degree program with students from more than 20 countries. Intercultural aspects and strategies in all disciplines are a cornerstone of the curriculum.



The knowledge which IPM gave me is priceless. IPM made me to think BIG!

Salome Gaprindashvili, Georgia
Specialisation Product Concept Design



Modern technology, a high level of organization of the learning process, good coordination and a friendly atmosphere at the university confirmed that I made the right choice!

Kristina Gorbunova, Russia
Specialisation Development Process Engineering



There is no week when I do not thank IPM for giving me this wide range of knowledge about innovation and product management. My experience is something special: Having a holistic view in software and hardware, including the newest innovation methodologies gives me great opportunities at my current position.

Réka Leisztner, Hungary
Specialisation Product Concept Design

Contact

Head of Studies

→ Prof. DI Dr. Michael Rabl MBA

Program Administrator

→ Nadine Morgan

University of Applied Sciences Upper Austria
School of Engineering
Stelzhamerstrasse 23, 4600 Wels/Austria
+43 5 0804 43040 | sekretariat.ipm@fh-wels.at