

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

→ 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

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, regular online classes

Tuition Fees

- EU/EEA citizens: 363.36 EUR¹ per semester
- 767.72 EUR¹ per semester. Scholarships available as of the 2nd semester (merit-based)



¹ plus Austrian Student Union fee

Curriculum

Course Name	SH / W	ECTS
→ 1st Semester		
Mathematics I	4	6
Technical Drawing & CAD Fundamentals	3	4
Mechanics I	3	5
Innovation & Product Development	2	3
Market-oriented Management	2	2
Design Fundamentals I	1	1
Business Administration I	1	2
Information Technology	3	3
Social Skills: Communication	2	2
German I	2	2
Total	23	30

Course Name	SH / W	ECTS
→ 2nd Semester		
Mathematics II	3	5
Technical Drawing & CAD Advanced	3	4
Electrical Engineering	3	4
Machine Elements	3	5
Design Fundamentals II	1	1
Digital Marketing	1	1
Technology & Innovation Management I	2	3
Market Research I	2	3
Social Skills: Presentation	2	2
German II	2	2
Total	22	30

Course Name	SH / W	ECTS
→ 3rd Semester		
Quantitative Data Analysis	3	4,5
Electrical Engineering II	3	5
Visualization & Model Building Fundamentals	2	3
Technology & Innovation Management II	3	3
Product Management	2	3
Six Sigma	2	1,5
Legal Foundations	1	1
Social Skills: Teamwork	2	2
German III	2	2
→ Elective: Specialization in Marketing or Design		
Market Research II	2	3
Digital Marketing	1	2
or		
Modern User Interface Design I & II	3	5
Total	23	30

Course Name	SH / W	ECTS
→ 4th Semester		
Business Administration II	3	4
Research Funding	1	1,5
Project Management	2	2,5
Marketing Tools	2	3
Scientific Working	1	1
Design Project I	2	3
Technical Product and Value Analysis	2	2
Interdisciplinary Practical Project	3	5
German IV	2	2
→ Elective: Specialization in Mechatronics or Digital Transformation		
Manufacturing Processes	2	3
Mechanics II	4	2
or		
Business Intelligence	2	
Programming	4	5
Sum	23	30

Course Name	SH / W	ECTS
→ 5th Semester		
Electrical Engineering III	2	2
Innovation and Product Management	1	1
Market Launch & Sales	2	2
Innovation Project	2	2,5
Sustainability & Corporate Social Responsibility	2	2
Quality Management	3	3
Digital Product Development	3	3
Patent Law	15	2
Interdisciplinary Practical Project	3	5
Seminar Paper	0,25	4
Social Skills: Moderation	2	1,5
German V	2	2
Total	23,75	30

Course Name	SH / W	ECTS
→ 6th Semester		
Mechatronic Systems	3	4,5
Business Plan	1	1,5
Internship (10 weeks)	0,5	16
Bachelor Thesis		5
Bachelor Thesis Seminar	0,25	1
Bachelor Examination		1
Social Skills: Conflict Management	1	1
Total	5,75	30

ECTS = European Credit Transfer System

Subsequent Master's Degree Program at Wels Campus

→ Innovation and Product Management (English taught)

International

Innovation, Product and Engineering Management is taught exclusively in English. Being able to not only communicate, but work in English automatically gives our students an advantage in an internationally-competitive industry. Additionally, we take pride in our international atmosphere, with staff and students representing over 50 different nationalities.

Contact

Head of Studies

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