

# Leading Transformation – for Impact Organizations<sup>1</sup>

## Responsible Transformation for Organizations, People & the Planet

In a world of rapid change, our mission is to create sustainable impact. The master's degree program "Leading Transformation" goes beyond a conventional education – rather, it is a call to "impact makers" who courageously lead the transformation for humanity and our precious planet.

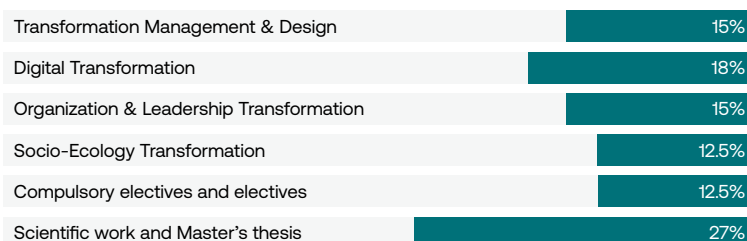
During your studies, you will learn the art of transformation. You will be empowered to bring about both positive social and ecological change in organizations. Our teaching approach not only provides an in-depth understanding of digitalization, sustainability and organizational change, but also offers you the opportunity to participate in short-term programs at our partner universities.

In the second year of your degree program, you can choose from a wide range of compulsory electives<sup>2</sup>, including Regenerative Cultures & Leadership, Ecopsychology, SMART Cities & Regions, eSports Management, Holistic Health Management, Creative Economy Management or HR Transformation and Team Dynamics.

**For anyone who wants to make companies more ecological, digital and social.**

### Profile

Figures in percent, based on ECTS points



### Topics

- Transformative Change: Society, Ecology & Digital Transformation
- Purpose-driven Organizations & Ecosystems
- Digital Leadership, New Work & Life Design
- Sustainability, Impact Management & Impact Investing
- Digital for Good, Digital Humanism, Inclusion & Ethics
- Brand Building, Social Psychology & Behavioral Change

<sup>1</sup> Subject to approval by AQ Austria. Expected start: winter semester 2024

<sup>2</sup> Subject to a sufficient number of participants.

### Degree

→ Master of Arts in Business (MA)

### Duration

→ 4 Semesters (120 ECTS)

### Mode of study

- Part-time
- In Linz, Vienna and with project partners
- 1st-3rd semester: 30% online / 55% attendance / 15% distance learning
- 4th semester: Master's thesis + 1 seminar

### Annual Intake

→ 20

### Admission Requirements

- Degree with courses as follows: Social Sciences, Humanities and Economics of at least 30 ECTS
- German language skills level C1
- English language skills level B2

### Application

- Online – Info & dates at [fh-ooe.at/bewerbung](https://fh-ooe.at/bewerbung)
- [fh-ooe.at/en/study/application/](https://fh-ooe.at/en/study/application/)

### Admission Procedure

- Interview

### Foreign Languages

- English (some courses are held in English)

### Experience Abroad

- Possible through flexible timetable in the 3rd or 4th semester at one of over 100 partner universities worldwide

### Tuition Fees

- EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).



# Curriculum

| Course name  | ECTS / semester | 1              | 2         | 3         | 4         |
|--|-----------------|----------------|-----------|-----------|-----------|
| <b>→ Transformation Management &amp; Design</b>            |                 | Total ECTS: 18 |           |           |           |
| Society, Ecology & Digital Transformation                  | 2               |                |           |           |           |
| Socio-Eco Innovation & Digital Business Models             | 3               |                |           |           |           |
| Transformation Lab   |                 |                | 4         |           |           |
| Agile Project Management                                   |                 |                | 1         |           |           |
| Transformative Change Project                              |                 |                |           | 4         |           |
| Public Funding   |                 |                |           | 1         |           |
| International Days   |                 |                |           |           | 3         |
| <b>→ Digital Transformation</b>                            |                 | Sum ECTS: 22   |           |           |           |
| Technology Trends & Tools                                  | 3               |                |           |           |           |
| Digital Business Processes                                 | 2               |                |           |           |           |
| Data Literacy  | 2               |                |           |           |           |
| Research in the Digital Age                                | 2               |                |           |           |           |
| Digital Law  | 2               |                |           |           |           |
| Impact, Leisure, Sport & Happiness Analytics               |                 |                | 6         |           |           |
| Smart Tech & Citizen Development                           |                 |                | 4         |           |           |
| Digital Humanism, Inclusion & Ethics                       |                 |                | 1         |           |           |
| <b>→ Organization &amp; Leadership Transformation</b>      |                 | Total ECTS: 18 |           |           |           |
| Purpose-driven Organizations & Ecosystems                  | 4               |                |           |           |           |
| Self-Management & Motivation                               | 1               |                |           |           |           |
| Digital Marketing, Fundraising & Crowdfunding              | 4               |                |           |           |           |
| Storytelling   |                 |                | 1         |           |           |
| Brand Building, Branded Interactions & Digital Design      |                 |                | 4         |           |           |
| Digital Leadership & New Work                              |                 |                |           | 3         |           |
| Life Design  |                 |                | 1         |           |           |
| <b>→ Socio-Ecology Transformation</b>                      |                 | Total ECTS: 15 |           |           |           |
| Sustainability & Impact Management                         | 5               |                |           |           |           |
| International Cooperations                                 |                 |                | 2         |           |           |
| Social Psychology & Behavioral Change                      |                 |                | 1         |           |           |
| Transformation Processes & Culture                         |                 |                | 2         |           |           |
| Financing & Business Planning                              |                 |                |           | 1         |           |
| Sustainable Finance & Impact Investing                     |                 |                |           | 4         |           |
| <b>→ Elective Modules</b>                                  |                 | Total ECTS: 15 |           |           |           |
| <b>3. Semester</b>   |                 |                |           |           |           |
| Elective modules: Digital Transformation                   |                 |                |           |           |           |
| Elective modules: Organization & Leadership Transformation |                 |                |           |           |           |
| Elective modules: Socio-Ecology Transformation             |                 |                |           |           |           |
| Elective modules: Personal Transformation                  |                 |                |           |           |           |
| Electives  |                 |                |           |           |           |
| <b>→ Coursework</b>  |                 | Total ECTS: 32 |           |           |           |
| Academic Writing 1   |                 |                |           | 3         |           |
| Academic Writing 2   |                 |                |           | 2         |           |
| Master Thesis  |                 |                |           |           | 26        |
| Master's Examination                                       |                 |                |           |           | 1         |
| <b>Total</b>   |                 | <b>30</b>      | <b>30</b> | <b>30</b> | <b>30</b> |

## Career Profile

This degree empowers graduates to become transformation experts in the fields of digital, sustainable and organizational transformation, enabling them to take on managerial, advisory or independent roles to design and manage transformation projects, make data-driven decisions, manage impact in a targeted manner and shift leadership to transformational and meaningful styles in the new work mode. The best career opportunities can be found in organizations that actively strive for a positive social, ecological or societal impact and focus on overcoming their related problems. Graduates are qualified to work internationally as Transformation Experts, Organizational Developers and Chief Transformation Officers, Digital Managers, Sustainability Managers, Social & Sustainable Entrepreneurs,

<sup>2</sup> Subject to a sufficient number of participants.

| Elective modules  | ECTS / semester | 1 | 2 | 3 | 4 |
|---|-----------------|---|---|---|---|
| <b>→ Elective modules: Digital Transformation<sup>2</sup></b>                       |                 |   |   |   |   |
| SMART Cities & Regions  |                 |   |   | 5 |   |
| eSport Management   |                 |   |   | 5 |   |
| SMART Health  |                 |   |   | 5 |   |
| SMART Museums & Cultural Heritage   |                 |   |   | 5 |   |
| <b>→ Elective modules: Organization &amp; Leadership Transformation<sup>2</sup></b> |                 |   |   |   |   |
| HR Transformation   |                 |   |   | 5 |   |
| Management Consulting   |                 |   |   | 5 |   |
| Improvisation & Team Dynamics   |                 |   |   | 5 |   |
| <b>→ Elective modules: Socio-Ecology Transformation<sup>2</sup></b>                 |                 |   |   |   |   |
| Regenerative Cultures and Leadership  |                 |   |   | 5 |   |
| Ecopsychology   |                 |   |   | 5 |   |
| Creative Economy Management   |                 |   |   | 5 |   |
| <b>→ Elective modules: Personal Transformation<sup>2</sup></b>                      |                 |   |   |   |   |
| Self-Development  |                 |   |   | 5 |   |
| Holistic Health Management  |                 |   |   | 5 |   |
| <b>→ Electives<sup>2</sup></b>  |                 |   |   |   |   |
| International Startup League  |                 |   |   | 5 |   |
| Leading with Analytics 2  |                 |   |   | 5 |   |
| Impact Expedition   |                 |   |   | 5 |   |
| Public Sector & Edu Tech  |                 |   |   | 5 |   |
| Pre-PhD Research Stream   |                 |   |   | 5 |   |
| FH OÖ Electives   |                 |   |   | 5 |   |

Digital Transformation and Sustainability Consultants as well as Fundraising Managers and Community Managers. Entrepreneurship and international engagement are explicitly promoted in the degree program.

## International

The curriculum allows for a semester abroad or short-term stays in the 3rd and 4th semesters. The Transformation Lab, the Transformative Change Project and the International Days also offer an ideal opportunity to make international contacts. Courses are also offered in English every semester to prepare students for working in an international environment.

## Good to Know

→ You can complete a pre-PhD seminar as part of the degree program, which prepares you for the subsequent entry into an advanced doctoral program.<sup>2</sup>

**Let's transform organizations for people & planet.**

## Contact

### Head of Studies

→ Prof. MMag. Dr. Johanna Anzengruber

### Program Administrator

→ Birgit Wasmeyer

University of Applied Sciences Upper Austria  
School of Medical Engineering and  
Applied Social Sciences  
Garrisonstrasse 21, 4020 Linz/Austria  
+43 5 0804 52500 | [let@fh-linz.at](mailto:let@fh-linz.at)