

# Supply Chain Management

NEW  
study in  
English

## Supply Chain Leadership: Understanding and shaping global value creation.

Global supply chains drive the global economy – and are becoming increasingly complex, digital, and dynamic. Circular economy practices, AI-powered planning, and new platform models offer tremendous opportunities, while trade conflicts, tariffs, and climate events create new risks. Those who take on responsibility here actively shape the future: The Master's program in SCM provides the skills to thoroughly understand supply chains, build resilience, and strategically advance them – data-driven, digital, and leadership-focused. For everyone who wants to not only understand global supply chains, but actively shape them.

### Career Profile

SCM takes you from operational responsibility to strategic leadership – as a Supply Chain Manager, Head of Procurement, or Head of Global Operations. Companies today are seeking decision-makers who act on data, think systemically, and master the transformation of global supply chains. That is precisely what SCM prepares you for: cross-functional leadership, evidence-based decision-making, and a network reaching up to top management.

### Future Skills in SCM

- **SCM – Big Picture**  
Understand global value creation networks, geopolitics, and trade structures – identifying risks before they become visible.
- **Corporate SCM**  
Strategically design enterprise supply chains – making digitalized, AI-powered, and data-driven decisions.
- **Transformation & Innovation**  
Evaluate digital technologies, lead change, and turn ideas into viable strategies.
- **SCM-Leadership**  
Lead cross-functionally, make evidence-based decisions, and take responsibility for the end-to-end supply chain.

### Study Focus

- Artificial Intelligence & Generative AI
- Circular Economy & Circular Supply Chains
- Advanced Data Analytics & Forecasting
- Network Modeling & Simulation
- Digital Systems & Automation
- Future-Oriented Business Models
- Entrepreneurship & New Business Models
- Internationalization

### Degree

→ Master of Arts in Business (MA)

### Duration

→ 4 semesters (120 ECTS)

### Annual Intake

→ 40

### Admission Requirements

→ Completed Bachelor's or Master's degree including a minimum of 30 ECTS credits in business administration.

### Application

→ Online – details & deadlines on [fh-ooe.at/application](https://fh-ooe.at/application)

### Admission Procedure

→ Personal interview and case study

### Semester Abroad

→ Opportunity to study at one of our 160 partner universities during the 4<sup>th</sup> semester

### Mode of Study

- **Full-time compact (English Language):**
  - On-campus classes Wed–Fri; Mon and Tue free for work, projects, or self-study. A clear, reliable weekly schedule throughout the entire semester.
- **Part-time (German Language):**
  - 6–7 on-campus sessions per semester: Friday afternoon + full-day Saturday
  - Supplementary online sessions
  - Schedules are finalized early, allowing for advance holiday and work-shift planning

### 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.



# Modules

M1

## Strategic SCM & Global Value Network Architecture

Analysis of macroeconomic, geopolitical, and trade policy frameworks in supply chain management. Students design global network architectures, systematically assess risks, and develop resilient, future-ready supply chain strategies.

M2

## SC Intelligence & Business Analytics

Data strategy and data governance, key performance indicator (KPI) systems and dashboards, machine learning methods, as well as network analysis and modeling. The goal is evidence-based decision-making: moving from complex datasets to well-founded strategic decisions.

M3

## Corporate SCM & Integrated Business Planning

Integrated corporate planning across the entire value chain, alignment of sales, production, and procurement, cross-functional coordination and governance, as well as performance management. Supply Chain Management is anchored as a strategic value driver.

M4

## Digital Supply Chain Processes & Technologies

Process modeling and business process management, digitalization and automation of supply chain processes, application of agentic artificial intelligence, as well as optimization models and algorithms.

M5

## SC Transformation & Innovation

Futures research and scenario planning, innovation frameworks and Design Thinking, circular economy and sustainable supply chains, as well as digital business models and platform strategies. Students translate innovation drivers into viable transformation strategies.

M6

## SCM-Leadership

Systematic diagnosis of real-world corporate supply chain systems, evaluation of transformation processes, and derivation of strategic recommendations. Complemented by field trips to leading companies as well as fireside chats with executive leaders starting in the very first semester.

## Specialization & Internationalization

Summer schools, Innovation Week, elective courses across FH Upper Austria, and study abroad opportunities at international partner universities enable students to build a highly individualized skills profile.

## Master's Thesis

Independent academic investigation of a practice-relevant research question: problem definition, research design, systematic literature review, as well as empirical or conceptual research, concluding with a presentation and defense.

→ Current curriculum available at: [fh-ooe.at/en/scm](https://fh-ooe.at/en/scm)

## Practical relevance that makes the difference

No other SCM program connects you so closely to real-world business. In regular fireside chats, top supply chain executives share how they make decisions in their companies – openly, concretely, and in direct dialogue with you. Visits to our partner companies take you right where supply chains are shaped: into the plants and headquarters of leading companies across Austria and Europe. This is made possible by a network of over 500 companies built over decades in the logistics hub of Steyr. This network yields practical insights, case studies, and Master's theses based on real business challenges – often creating the initial contacts for your future career. Not just a degree program about supply chains, but one right at the heart of them.

## Work and Study

Compact, well-structured timetables make it easy to combine work and study. In the part-time format, with classes held on Friday evenings and Saturdays, on-campus and online weekends alternate – cutting the number of weekends requiring campus attendance in half. In the full-time compact format, classes take place across three days from Wednesday to Friday, creating ideal conditions for part-time employment.

## AI is built into our curriculum

AI is not just explained here – it is actively applied. Students use modern tools to forecast demand, model supply chains, and automate processes. You will learn how to build solid data quality, critically evaluate AI-generated outputs, and turn data into well-founded decisions for global supply chains.

**Top-Rated  
Logistics  
Master's**

in the German-speaking region<sup>1</sup>

<sup>1</sup> CHE-Ranking 2024

ECTS = European Credit Transfer System

## Contact

### Head of Studies

→ FH-Prof DI Dr. Veit Kohnhauser

### Academic Coordinator

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### Program Administrator

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