

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.

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

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 & Computer-Aided Design I	3	4
Mechanics	3	5
Innovation & Product Development	2	3
Market-oriented Management	2	2
Design I	1	2
Information Technology	3	4
Communication	2	2
Language I	2	2
Total	22	30

Course Name	SH / W	ECTS
→ 2nd Semester		
Mathematics II	3	5
Technical Drawing & Computer-Aided Design II	3	4
Electrical Engineering I	3	4
Machine Elements	3	5
Design II	1	1
Digital Marketing	1	1
Innovation & Creativity	2	3
Market Research	1	3
Presentation	2	2
Language II	2	2
Sum	21	30

Course Name	SH / W	ECTS
→ 3rd Semester		
Quantitative Data Analysis	2	3
Electrical Engineering II	3	6
Design Visualization & Presentation	2	3
Innovation Processes & Technology Management	3	4
Product Management	2	3
Legal Foundations	2	2
Market Research Project ¹	2	3
Business Administration I	1	2
Teamwork	2	2
Language III	2	2
Sum	21	30

Course Name	SH / W	ECTS
→ 4th Semester		
Business Administration II	3	4
Project Management	2	3
Marketing Tools	2	3
Quality Management	3	3
Design Project	2	3
Interdisciplinary Practical Project	3	5
Innovation & Product Management Case Studies	1	1
Programming	3	3
Business Intelligence ¹	2	3
Language IV	2	2
Sum	21	30

¹ or elective of student's choice. Electives are offered subject to a sufficient number of participants.

ECTS = European Credit Transfer System
SH / W = semester hours per week

Course Name	SH / W	ECTS
→ 5th Semester		
Agile Project Management with SCRUM	1	2
Electrical Engineering III	2	3
Innovation Project	3	5
Sustainability & Corporate Social Responsibility	2	2
Digital Product Development	3	4
Interdisciplinary Practice Project	3	5
Moderation	2	2
Scientific Working	1	2
Mechatronic Systems	1	3
Language V	2	2
Sum	20	30

Course Name	SH / W	ECTS
→ 6th Semester		
Mechatronic Systems	2	3
Business Plan	1	2
Internship (10 weeks)	0,5	16
Bachelor's Thesis		6
Bachelor's Thesis Seminar	0,25	1
Bachelor's Examination		1
Conflict Management	1	1
Sum	4,75	30

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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