

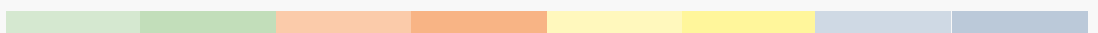


FH Salzburg

# FH Salzburg for Internationals



Technology  
Health  
Media



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FH Salzburg

## What makes us excellent

- innovative and application-oriented research
- state-of-the-art infrastructure
- excellent industry ties
- practice-oriented degree courses
- an ideal student-teacher ratio
- well-balanced partner network
- halls of residence on every campus
- best transportation links

## Studying in Austria

- long tradition in higher education
- high quality of living
- excellent health and environmental standards
- social security and economic stability
- spectacular natural landscapes

## Where we are

### **Urstein Campus:**

Located right under the »Untersberg«, this campus is embedded in a green landscape, next to the neighbouring medieval estate known as the »Meierei«. This modern building accommodates our central administrative offices and there most courses of our degree programmes are taught. The campus is in close proximity to the train station, from where trains to the Salzburg city centre run every half an hour.

### **Kuchl Campus:**

This campus, built according to contemporary »passive house« energy efficiency standards, is located at the foot of the »Tennengebirge« mountain. Six of our degree programmes are based here. The train station is only ten minutes away and from there you reach Salzburg city centre by train in about thirty minutes.

### **Salzburg Campus**

#### **(University Hospital LKH):**

Practical lessons and some of the tuition for degree programmes in Health Studies, especially main parts for Nursing are held at the University Hospital in the city of Salzburg.

### **Schwarzach Campus**

#### **(Kardinal Schwarzenberg Hospital):**

Our degree programme for Nursing is additionally held at the »Kardinal Schwarzenberg Klinikum« in Schwarzach (district of Pongau).

Technology  
Health  
Media

# Editorial





# Dear Partners,

Welcome to FH Salzburg/Salzburg University of Applied Sciences! FH Salzburg is an Austrian institution that commits to providing high quality tertiary education, living and supporting diversity as well as spotting and developing potentials. We offer 30 degree programmes on Bachelor and Master level that are clustered into the 4 disciplines engineering, business and social sciences, media, design and arts as well as health sciences. Currently, FH Salzburg educates more than 3,000 active students.

As a major player in Austrian tertiary education we focus on strong ties with our international partners in order to build and expand global research networks and to promote all-level mobility for personal development and teaching excellence. Moreover, we act as a pivot point for knowledge transfer between the international research communities and regional industries.

Our graduates need to meet the challenges of a rapidly changing and increasingly global world; challenges that we strive to prepare them for by constantly updating our curricula with a focus on international as well as intercultural learning outcomes. To provide a comprehensive picture, outbound student mobility is complemented with internationalisation@home activities and blended learning opportunities; here FH Salzburg enables students to experience international learning environments without having to leave their home country, e.g., in form of virtual classrooms that they share with students at partner universities, international lectures delivered by visiting teachers and scholars from all continents, tandem learning and joint study trips, to name but a few.

Internationalisation is not possible without strong partners around the globe. Thank you for being a strong partner in international education!



**Mag.  
Raimund Ribitsch**  
Managing Director

**Dr.  
Doris Walter**  
Managing Director



**FH-Prof. Dipl.-Volksw.  
Dipl.-Soz.oec. Dr.  
Roald Steiner**  
Vice Rector

**Mag.  
Ulrike Szigeti**  
Vice Rector

**Prof. Mag. Dr.  
Gerhard Blechinger**  
Rector

# Austria

## Austria in the spotlight

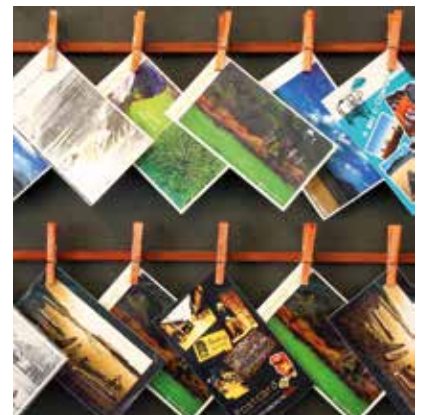
Located in the very heart of Europe, Austria is home to spectacular natural landscapes, has a rich, imperial history and shows a sense of tradition as well as innovative spirit. The Austrians and their lifestyle are best described with the German word *Gemütlichkeit* and are famous for their hospitality. The country offers a high quality of living, excellent health and environmental standards, social security, economic stability as well as a rich culture. Austria strongly values and promotes Europeanisation and internationalisation to enhance economic success and political stability. All these factors make Austria an attractive place for studying, working, and living. As a study location, Austria is characterised by three key aspects: state-of-the-art research, a long tradition in higher education, and an atmosphere conducive to creativity and innovative entrepreneurship. In many areas, Austrian higher education institutions have accomplished outstanding achievements on an international level and have thus created a reputation of quality teaching. Altogether Austria offers a broad spectrum of educational opportunities, with a special focus on practice-oriented degree programmes at the universities of applied sciences.



## Studying at Salzburg University of Applied Sciences

In terms of its population, Salzburg is the fourth largest city in Austria and the capital of the Austrian federal state Land of Salzburg. The city is known for hosting the world's most famous annual event for classical music – the Salzburg Festival. Salzburg is also the birthplace of the composer and child prodigy Wolfgang Amadeus Mozart and serves as the setting of the eternally popular musical play and film *The Sound of Music*. The city centre was declared a UNESCO World Heritage Site and is internationally renowned for its baroque architecture.

Salzburg University of Applied Sciences (FH Salzburg) offers interdisciplinary bachelor and master programmes geared to the needs of the labour market in the innovation-oriented areas of four disciplines, namely Engineering, Business and Social Sciences, Media, Design and Arts, and Health Sciences. FH Salzburg is located on the outskirts of the City of Salzburg and is easily accessible by train and other public transport. Since its establishment in 1995, FH Salzburg has grown continuously, expanding teaching and research capabilities as well as infrastructure to comply with the highest academic standards. With more than 3000 students, FH Salzburg has become an excellency-providing pillar in Austria's educational landscape. The four campuses in Urstein, Kuchl, Salzburg and Schwarzach are interdisciplinarily connected and offer a wide range of teaching and research tools including the Marketing Research & eTourism Lab, a robotic laboratory and the MediaLab. Furthermore, FH Salzburg features strong and reliable industry and business ties (including regional authorities), innovative and application-oriented research, an exemplary student-teacher ratio and state-of-the-art infrastructure.





FH Salzburg offers interdisciplinary bachelor and master programmes geared to the needs of the labor market in the innovation-oriented areas of Engineering, Business and Social Sciences, Media, Design & Arts and Health Studies.

## Internationalisation at the Salzburg University of Applied Sciences

FH Salzburg actively participates in the European Higher Education Area (EHEA) and the international scientific community to assure and increase its academic quality. FH Salzburg pursues three major objectives with its internationalisation activities: firstly, to prepare graduates for their future workplace in a global economy by focusing on intercultural, social and international competence. Secondly, to participate in European as well as international mobility and project activities as a key aspect of quality assurance that goes hand in hand with including different learning and teaching styles and, thus, enriching perspectives. Thirdly, to commit to helping both students and staff develop their personalities and careers through mobility and internationalisation activities.



# Salzburg

Partnerships are carefully selected and based on mutual trust and respect for cultural differences. It is also important to note that international partnerships are entered into with the intention of adding value for both partners.

## International Network and English Degree Programmes

The cooperation network of the Salzburg University of Applied Sciences consists of 150 partner institutions on every populated continent. Partnerships are carefully selected and rely on mutual trust and respect for cultural differences. It is also important to note that international partnerships are forged with the intention of adding value for both partners. New partners are diligently screened for high academic standards, adequate infrastructure and resources for mobility activities as well as potential for joint research and/or teaching projects. In order to maintain a high level of excellence, existing partnerships are evaluated against these criteria as well as the scope of joint activities on a yearly basis. Geographically speaking, English-speaking countries, Scandinavia and Southeast Europe constitute the focus areas within Europe. Globally, the Asia-Pacific region as well as North America are FH Salzburg's target areas. Four degree programmes (one bachelor and one master programme in Tourism Management and master programmes in Applied Signal Processing and Human Computer Interaction) are fully taught in English and cater to international students, who constitute roughly 50% of the regular student population of these programmes. More fully English-taught programmes are intended to be implemented.

## Mobilities

All first cycle curricula (bachelor programmes), feature mobility windows for students and integrate compulsory work placements. All second cycle curricula (master programmes) include at least one module with a focus on intercultural communication and/or cross-cultural management and offer the opportunity of student mobility for study or research. As Austrian universities of applied sciences do not offer third cycle degree programmes, FH Salzburg has entered partnerships with national and international universities to facilitate doctoral studies for highly qualified students and for staff members seeking professional development.

FH Salzburg currently operates four double degree programmes with a Swedish, Spanish and Japanese university - they all serve as models for future double degree endeavours. They are considered an opportunity to provide pooled resources and enhanced expertise beneficial to all partners involved. A recent local cooperation with the Paris Lodron University of Salzburg resulted in a joint master degree in Applied Signal Processing and Human Computer Interaction, which recruits students from across the globe and provides a blueprint for similar joint activities in other disciplines.

Staff mobility for teaching and training purposes are actively encouraged and supported by FH Salzburg in order to develop staff and to ensure the high academic quality of its curricula. Staff mobility is integrated into the development strategies for researchers, teachers and administrative staff and plays an important role with respect to career advancement.

## Internationalisation@home

While mobility activities represent a pivotal factor for internationalisation, Internationalisation@home (IaH) activities are regarded as equally relevant, especially in view of the fact that not every student can spend time abroad. IaH at FH Salzburg ensures international elements in all curricula through course design and/or materials used, globally recruited guest lecturers and guest professors and offers additional activities like tandem learning, buddy programme, cultural programmes (e.g., International Christmas),





and cooking events, and the organisation of an International Day to inform students and staff about international opportunities. The buddy programme connects incoming students with FH students. This way they can enjoy additional support from colleagues and simultaneously enrich our university with their own diversity and cultures. Furthermore, FH Salzburg has been eligible for Fulbright guest professorships since the academic year 2013/14. FH Salzburg actively supports guest lecturers and guest professors both before arrival and during their stay in matters such as accommodation and visa issues.



## Project cooperation under Erasmus+

FH Salzburg has devised and implemented a strategy for research and the transfer of research findings to the degree programmes, the scientific and wider community (especially business partners) as well as the general public. Research activities primarily focus on the applied sector and are often executed in cooperation with industry and business partners. FH Salzburg has been selected to run one of the seven Austrian government and industry-funded Josef Ressel Center for Dependable System-of-Systems Engineering. Additionally, FH Salzburg commits to integrating research findings into teaching. This is ensured by the fact that researchers are typically also involved in teaching activities. As a result, curricula are continuously updated and the latest developments in the respective fields transferred to the classroom. In addition to individual mobilities, FH Salzburg also participates in cooperation projects within the Erasmus+ funding scheme of Key Action II.



# 5

For particularly qualified students there is the possibility to acquire a double degree. The students spend the last academic year at the partner university and complete the required courses or write their master's thesis there. The exact procedure and the mutual recognition of the courses or the master thesis are contractually regulated.

## Double Degree Programmes

# 3,000

## Students

One-third of the 3,000 students are part-time and appreciate the advantages of modern architecture as well as the excellent environment for learning and research.

# 380

## Staff Members



# 30

## Bachelor and Master Programmes

In 30 bachelor and master programmes students receive instruction and training tailored to their interests and talents.

# 900

In addition to our 380 experts from various disciplines, 900 external lecturers offer further application-oriented know-how and insights.

## External Lecturers

# 80

## Erasmus+ Outgoing Internships per year

# 150 | 120

## Incoming | Outgoing Students per year

The Salzburg University of Applied Sciences actively promotes the international exchange of students through study and intern abroad programmes. This enables students to acquire essential intercultural and international qualifications, which are increasingly valued and demanded in the global job market.

## Partner Institutions

On an international level, the Salzburg University of Applied Sciences is part of a network of high-quality and active partnerships, which includes 120 Erasmus+ partners and 30 overseas partners.

# 150



# Disciplines & Degrees Overview

		Location							
	Degree Programmes	Degree awarded	Full programme in English	Selected courses in English	Campus Urstein	Campus Kuchl	Salzburg University Hospital	Kardinal Schwarzenberg Hospital	Vietnam
Engineering	Forest Products Technology & Timber Construction	BA		•		•			
	Forest Products Technology & Management	MA		•		•			
	Information Technology & Systems Management	BA, MA		•	•				
	Business Informatics and Digital Transformation	BA		•	•				
	Business Informatics	MA		•	•				
	Applied Image and Signal Processing* (English)	MA	•		•				
	Smart Building	BA		•		•			
	Smart Buildings in Smart Cities	MA		•		•			
Business & Social Sciences	Business Management	BA, MA		•	•				
	SME-Management & Entrepreneurship	BA		•	•				
	Innovation & Management in Tourism (German)	BA			•				
	Innovation & Management in Tourism (English)	BA, MA	•		•				
	Social Work	BA			•				
	Social Innovation	MA		•	•				
	International Executive Master Programme in Hospitality Management (English)	MA			•				•
Design, Media & Arts	Design & Product Management	BA, MA		•		•			
	MultiMediaArt	BA, MA		•	•				
	MultiMediaTechnology	BA, MA		•	•				
	Human Computer Interaction* (English)	MA	•		•				
Health Sciences	Biomedical Sciences	BA			•		•		
	Occupational Therapy	BA			•	•	•		
	Nursing	BA			•		•	•	
	Midwifery	BA			•		•		
	Orthoptics	BA			•		•		
	Physiotherapy	BA			•		•		
	Radiation Technology	BA			•		•		
	Salutophysiology for Midwives	MA			•				

\* Joint venture with Paris Lodron University of Salzburg

BA = Bachelor  
MA = Master

Language of instruction German, unless specified otherwise.

Campus  
Urstein



Campus  
Kuchl



Salzburg  
University  
Hospital

Kardinal  
Schwarzenberg  
Hospital



# Forest Products Technology & Timber Construction

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
htb-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/htb

The degree programme Forest Products Technology & Timber Construction focuses on technological, economic and planning activities pertaining to all areas of timber and timber construction as well as related industries. The programme offers three areas of specialisation: Forest Products Technology, Timber Construction as well as Furniture Design and Interior Architecture. In each semester, students are involved in building or technology projects as well as in an interdisciplinary project. Several of these projects are open to exchange students. Additionally, exchange students are offered courses in the fields of wood engineering, construction engineering and chemistry.



# Smart Building

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
smb-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/smb

The Smart Building degree programme provides training for the next generation of engineers in the construction trade and ensures that they maintain a holistic outlook while tackling the issues related to futuristic and sustainable construction. The programme focuses on constructional engineering, building technology, energy technology, information technology and specialisations in the field of smart buildings. Along with a holistic and systematic consideration of the smart building, the emphasis also falls on the process of dealing with natural resources in a responsible manner that also takes economic interests into account.



# Information Technology & Systems Management

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
[www.fh-salzburg.ac.at/en/its](http://www.fh-salzburg.ac.at/en/its)

This bachelor programme offers a comprehensive university education in the field of information technologies complemented by managerial and social skills training. It has been developed in consultation with industry partners and pays tribute to the latest developments and research. Graduates of the programme are IT experts with business and management competences. An integrated work placement in cooperation with partner companies gives students valuable insights and practical experience in their professional field. In accordance with their individual preferences, students can specialise in one of the following four focus areas: Intelligent Energy Systems, Mechatronics, Media Informatics, or Network & Communication Technologies. Additionally, students can obtain advanced industry certifications (Cisco, Total Quality Management, Project Management) or spend one semester abroad at one of our partner institutions.



## Success Story: Information Technology & Systems Management

*The **Digital Transfer Centre** is a joint platform from the FH Salzburg business school and school of information technology working in conjunction with the state-run Salzburg Research. Various flagship digitalisation projects are developed addressing the needs of regional SMEs and research stakeholders. Our university operates as an innovation hub and linchpin for students to engage in the realm of digitalisation.*

*The champions-league-level **research project Interlace** develops software infrastructures for heterogeneous distributed ledger technologies. Various international partner organisations work together with ITS to create Europe's next-generation blockchain infrastructure that enables SMEs to collaborate in their daily business life without facing technology obstacles. Interlace is funded in the FETOpen scheme of the European Commission and links ITS to the international technology forefront.*



# Business Informatics and Digital Transformation

– understanding and applying digitalisation as a business strategy

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
its-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/win

Business Informatics and Digital Transformation (WIN) is an engineering degree preparing students to apply digital technologies as a business strategy, through its balanced portfolio of courses from the Information Technology (ITS) and Business Management (BWI) degree programmes. The informatics focus is on software engineering, where students develop IT solutions and processes for business. Highlights include using agile methods in software development, and exploring IT security processes, network infrastructure systems and blockchain technology. Business management competencies address the complex challenges facing organisations as a result of digitalisation. Integral to this is an understanding of organisational processes and risk assessment, recognising the potential of digital transformation for new business models and finding new markets for digital products.

Professionals, whose skills combine information technology and business management, are in high demand. The ability to apply this knowledge in the evolving business landscape offers graduates a broad variety of career options.



# Applied Image and Signal Processing

2 years / 4 sem. · 120 ECTS credits  
Full programme in English  
its-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/ais-master

The international joint master programme offered by the Salzburg University of Applied Sciences in cooperation with the University of Salzburg. After having acquired solid foundations in mathematical modeling and algorithms for image and signal processing during the first two semesters, students in the third semester can specialise in two of the following areas: medical imaging, platform specific signal processing, data science, biometric systems, media security, computational geometry and machine learning. Graduates benefit from our departments' excellent business networks and have the opportunity to begin their academic careers by joining one of the active research groups for their master thesis projects. This can also be done in an international context during a semester abroad supported by our worldwide academic network as preparation for future PhD studies.





# Forest Products Technology & Management

2 years / 4 sem. · 120 ECTS credits  
German, semester in English  
htw-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/htw-master

The effective utilisation of materials and energy resources is becoming an increasingly important challenge for our economy and society. One way companies can react to this situation is by developing new materials and products from available and sustainable natural resources. The master programme Forest Products Technology & Management targets these challenges directly by educating students to become qualified leaders and development personnel in various areas of the forest products industry and in related fields such as bioenergy. The Department of Forest Products Technology is representative of the Forest Products Society (FPS), Europe Section, whose president Prof. A. Petutschnigg is the head of the degree programme. Due to the excellent contacts with international partners, the third semester of the programme is fully taught in English and international students are most welcome.

## Success Story: Virtual Wood University

*Green Erasmus strives for new formats of mobility. In the Erasmus+ Strategic Partnership project Virtual Wood University four European higher education institutions set themselves the goal to bring digital transformation in higher education from a national level to a pan-European level. Salzburg University of Applied Sciences represented by the two study programmes Forest Products Technology & Timber Construction as well as Forest Products Technologies & Management is lead partner in this project. The four project partners see wood and forest products as one of the most effective tools to combat climate change. Since forest trees are the only renewable raw materials that can sustainably extract CO<sub>2</sub> from the atmosphere, the processing products of the wood industry can bind this carbon dioxide in buildings for centuries.*

*The conceptual approach of this project is to develop a virtual Europe-wide timber university in order to jointly develop cross-border lecture modules. The Virtual Wood University brings lecturers and students from all four participating universities together. The exchange of the respective specialist knowledge among the partner universities creates new opportunities to convey new and innovative transnational content. Additionally, the collaboratively developed curriculum modules make each of the programs offered at the partner universities in the field of wood technology even more attractive and thus more successful for students. The four partner institutions working together in the Virtual Wood University are: LAB University of Applied Sciences, Finland; Tallin Technical University, Estonia; DHBW Moosbach, Germany; and Salzburg University of Applied Sciences, Austria)*

# Information Technology & Systems Management

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
its-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/its-master

This programme offers an attractive combination of expert IT knowledge and modern IT management competences. The education is grounded in the latest research and linked to industry demands. It provides a broad understanding of current and evolving technologies as well as in-depth technical knowledge in specialisation areas related to the department's research streams. In line with their interests and intended career paths, students focus on two of the following areas: Signal Processing & Robotics, Adaptive Software Systems, Data Science & Analytics, Computer Networks & IT Security, and Energy Informatics. Students can apply and expand their theoretical knowledge and build professional networks during their one year industry/research project. Research stays at such renowned partners as Cornell University, Carnegie-Mellon, University of Maryland and the double degree programme with Halmstad University in Sweden provide further international career opportunities.



# Business Informatics

2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
its-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/bin-master

With the slogan »Designing Digital Transformation«, this master's program enables graduates to design operational processes in the area of conflict between ICT-driven dynamics and the adaptability of companies. As IT experts with a high level of business competence, you will be able to apply digital technologies in line with requirements and to quickly evaluate increasing data floods to increase the business benefit.



Smart Building is an active partner in the research and innovation network »Alpine Construction« (»Alpines Bauen«). A main driver of the economy in the project region of Upper Bavaria/Salzburg/Tyrol is the construction sector, which largely consists of small and medium-sized enterprises (skilled crafts and trades, planning, services – also extending beyond the building industry).

# Smart Buildings in Smart Cities



## Success Story: Research & innovation network »Alpine Construction«

*Smart Building is an active partner in the research and innovation network »Alpine Construction« (»Alpines Bauen«). A main driver of the economy in the project region of Upper Bavaria/Salzburg/Tyrol is the construction sector, which largely consists of small and medium-sized enterprises (skilled crafts and trades, planning, services – also extending beyond the building industry). What is described here as »Alpine construction« is the competence of SMEs in combining regional building materials, building techniques, expertise and sustainability with Alpine building tradition.*

*Particularly in the growing market of renovating older buildings, there are opportunities for SMEs to further develop Alpine building stock intelligently through access to innovative concepts and technologies. Furthermore, SMEs can create a niche for themselves in previously disregarded demand structures, such as the step-by-step renovation of smaller buildings (residential, tourism etc.) with holistic redevelopment concepts. The project entitled »R&I Network 'Alpine Construction'« supports SMEs in this area. Any missing expertise, methods and skills are developed and procured through cooperation with regional research facilities like the Salzburg University of Applied Sciences (Smart Building). At the same time, the research and transfer programme is tailored to meet the companies' requirements.*

2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
smc-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/smc-master

The aim of the master programme Smart Buildings in Smart Cities is to meet the needs of increasingly networked-thinking engineers in the fields of building and district renovation and integrated energy systems. In doing so a special focus is put on the interaction between technology and energy with regards to nature, people and the environment. In the Smart Cities master programme, the students decide at the start of the second academic year between specialising in either Integrated Energy Systems or Building and District Renovation.



# Business Management

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
bwi-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/bwi

The bachelor programme Business Management is set up to offer high-quality, comprehensive and universal tertiary education for careers in business management and entrepreneurial success. Our teaching staff members – a balanced mix of academic lecturers and practitioners from the industry – prepare students for management positions in global business by teaching tools, theories and practical implementations of business management. Students are familiarised with success factors and mechanisms of businesses, learn to understand corporate processes, recognise opportunities and evaluate risks. Due to their practice-oriented formation, graduates of the programme quickly integrate into corporate processes and can choose from an array of professional activities. Recent graduates have mostly started their professional careers as junior managers or management assistants.

Additionally, the Business Management Department offers numerous courses in English for its exchange students. Due to our department specializations in Human Resource Management, Marketing, Finance and Supply Chain Management, incoming students can choose between non-overlapping course packages (20 ECTS). In the Supply Chain Management module, incoming students also have the opportunity to complete the »International Supply Chain Manager« certificate (28 ECTS).

# Innovation & Management in Tourism

3 years / 6 sem. · 180 ECTS credits  
Programmes in English and German tracks  
imt-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/imte

Innovation and Management in Tourism offers two part-time bachelor programmes: one is completely taught in English, and the other one is taught in German. Both programmes focus on creative thinking techniques as well as technical know-how in the fields of hospitality and destination management, business planning, and marketing. The emphasis on new media and eTourism prepares students for the specific challenges of the information society.

The international environment with teachers and students from all corners of the world supports intercultural understanding and engagement. Innovation and Management in Tourism also offers double degree programs with Ritsumeikan Asia Pacific University in Japan as well as with Universitat Autònoma de Barcelona in Spain. These programmes are interdisciplinary in structure and approach, and allows students to become innovative practitioners and leaders in the field.

Thanks to this unique combination, graduates are well-equipped to operate in a global context.





# SME Management & Entrepreneurship

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
kmu-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/kmu

The bachelor programme SME Management & Entrepreneurship offers high-quality, comprehensive and universal tertiary business management education focusing on the particularities of small and medium-sized enterprises as well as start-ups. In this programme, students learn to create and apply innovative solutions to master the challenges in today's ever changing business environment and to achieve sustainable corporate success. The programme highlights the advantages of the traditionally long-term oriented SMEs and discusses how to deal with resource and competency bottlenecks. Students learn to deal with an entrepreneurial view, combined with a strategic »KNOW-How-Management«. They learn how to pursue innovations, develop new business models, and how to initiate and set up trans-regional business activities. In addition to business and leadership competencies, students acquire social skills vital for successfully managing SMEs.



## Success Story: Learning interactions

*The main goal of the newly established degree programme SME Management & Entrepreneurship is to prepare students for the particularities of this company type and related challenges – and thus, to help students develop entrepreneurial spirit. Studying textbooks can only take students so far, which is why the programme offers creative lecture formats such as the innovation classroom. Within these classrooms – a lecture & practice format where students work on real-life or mock business projects – students face the challenges related to developing, creating and marketing new and innovative products and services. The first class of 2014 has already turned this lecture format into a huge success by actually starting up three companies from the ideas generated within these innovation classrooms. With the support of the on-campus start-up centre, two student teams turned their class projects into real companies and have become start-up entrepreneurs. Practical implementation is a key focus at FH Salzburg, but it could crumble quite easily without sound theoretical knowledge. To achieve excellence in theory teaching, our teaching staff engage in international research activities and have become valued members to the international scientific community (e.g., in the fields of crisis management and family firms).*

# Social Work

3 years / 6 sem. · 180 ECTS credits · German  
soza-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/soza

Social work is a worldwide discipline that deals with the theory and methodology of professional support for individuals in vulnerable situations. Extensive knowledge about the problems people may face, theoretically grounded methodology for the initiation of social work and management of social services make up the qualifications of this programme. Legal, societal and economic expertise also plays a significant role in this field because social work experts often find themselves in conflict-laden situations. Professional behaviour while finding the right balance between empathy and professionalism requires not only knowledge and skill but also a dignified personal profile. In the part-time bachelor programme for Social Work, there is a focus on inter- and transdisciplinary teaching, the practical application of knowledge, and the link to a variety of disciplines such as education, political science or psychology. Students learn about the social conditioning factors and their modes of action based on social problems, social change and the (re)design of social realities using innovative solutions.

»Social work is a practice-based profession and an academic discipline that promotes social change and development, social cohesion, and the empowerment and liberation of people. Principles of social justice, human rights, collective responsibility and respect for diversities are central to social work. Underpinned by theories of social work, social sciences, humanities and indigenous knowledges, social work engages people and structures to address life challenges and enhance wellbeing. The above definition may be altered at national and/or regional levels.«

(Global Definition of Social Work)



## Success Story: Get started for an international career in tourism

*Internationalism and intercultural competency, alongside innovation and sustainability, are at the core of the Innovation & Management in Tourism programmes. Field trips, study exchanges, interaction with local and international experts, research activities and projects that fuse regional and global outlook – all these are anchored in the curricula designed to support students become global citizens. This approach proves to be successful as graduates take on diverse paths that span from professionals to academics, or a combination of both. In some cases, they bring their expertise back to FH Salzburg as lecturers.*

*Lisa Brandstötter, BA, who is currently teaching Internet Economy in the BA programme, was an IMT student herself and completed her semester abroad in Alicante, Spain. After graduating in 2012, she spent two years in the USA, working for a social media agency in tourism in Portland, Oregon (together with companies such as Alaska Airlines and Österreich Tourismus) and later went on to manage its satellite office in New York. She is currently based in Salzburg sharing her new media expertise in the frame of her own start-up media agency Boom Creative Lab. As she states herself, the international environment, reputation of the programme, content specialization and the great support by the staff of the tourism programme formed an ideal basis for the start of her international career.*





### Success Story: Interdisciplinary Collaboration of Business & Tourism

#### **eTourism & Marketing Research Lab**

*The joint research lab established in 2015 is designed to achieve excellence in scientific and applied research while facilitating student projects. Its main focus lies on user acceptance, usability testing as well as virtual reality in the context of tourism and business research. The FH Salzburg eTourism and Marketing Research Lab is set up to serve as a major collaboration and meeting place for researchers, teachers and students – a space for generating, discussing and, ultimately, transferring scientific findings to the scientific community, academia as well as the industry.*

*To meet technological requirements, the lab is equipped with state-of-the-art technologies, featuring eye-tracking devices to determine visual marketing metrics and virtual reality devices for 360° experiences. Recent projects included research activities for international corporations such as Red Bull but also small players like a regional flag ads supplier.*

#### **Joint lecture pools for students**

*Apart from research collaboration, the FH Salzburg Business and Tourism programmes have established joint lecture pools to supplement the degree programmes. Both regular and exchange students benefit from additional perspectives made available to them through these optional lectures outside the formalised curriculum structure. Some of the joint lectures are especially designed to provide students with a comprehensive understanding of region-specific economic and cultural aspects.*

# Innovation & Management in Tourism

2 years / 4 sem. · 120 ECTS credits · Full programme in English  
[imt-international@fh-salzburg.ac.at](mailto:imt-international@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at/imte-master](http://www.fh-salzburg.ac.at/imte-master)

In this international management-based master programme, students gain specialised knowledge in the fields of Experience Design, Entrepreneurship, eTourism and Digital Transformation. This includes different approaches and methods in the context of digitalization, authenticity and sustainability. This top-level training entirely taught in English is conducted in small groups guided by renowned experts. Theoretical and practical inputs both constitute an important part of the curriculum. Case studies, projects, research activities, business planning, corporate communication as well as foreign languages deliver a unique combination of content which expands the career prospects of future thinkers, doers and leaders in the broad field of tourism.

### Success Story: Business Management leads international projects

*An inter-university Master Thesis – for that the Logistic and Operations Management Department successfully supervised an international student from the University of Rome La Sapienza with her master thesis that evolved from an international internship project focusing on RFID (radio-frequency identification) technology in supply chain processes. Federica Ercoli passed the International Supply Chain Certificate in the fall semester 2020 at FH Salzburg. The international internship project with the top brand PUMA with focus on a feasibility study to implement RFID technology into Puma's supply chain processes inspired Federica Ercoli to further investigate and elaborate on the potential of this technology. The master thesis »Improved Supply Chain Performance through RFID Technology« received excellent feedback and evaluation in the final presentation in July 2020 at the University of Rome La Sapienza. Asked about her time at our faculty, Federica says »I am happy to have participated in the Erasmus+ programme and to have chosen Salzburg as a destination. FH Salzburg welcomed me immediately with enthusiasm and engaging activities. I personally participated in the International Supply Chain Programme and the Puma implementation project, with a team of international and local students.«*

*The Open Climate Collabathon (OCC) is an initiative for radical collaboration of the Yale OpenLab. In 2020, the department of Marketing and Relationship Management became part of this worldwide movement by creating a Node at FH Salzburg, enabling students to form teams with Collabathon participants around the globe in order to work on the reduction of CO2 by developing an independent climate accounting system. The cooperation has been established according to the open innovation principle, regardless of location, and free of hierarchical thinking. In this way, students get the chance to work together with students from other universities, founders of successful companies, hackers or university professors. This not only strengthened their ability to think in solution-oriented ways but also had a deep impact on their intercultural competences. Asked about their experience, one student said: »Now, in retrospect, I am really glad that I was able to contribute to OCC. On a subject that will accompany me, my generation and my children for a long time to come. I am also glad, if not to say proud, that some of my ideas can contribute to a more sustainable climate with a medium impact.«*



## Business Management

2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
bwi-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/bwi-master

The master programme Business Management provides universal and comprehensive tertiary education building on the key aspects of business administration. Today's business landscape is coined by short product and innovation cycles and increasing competition. To prepare future managers for change and risk environments, students learn how to master increasing complexity and overcome insecurities by applying team-oriented working methods, strengthen their innovation, abstraction, and integration skills, recognize patterns and execute tasks with a holistic approach. With a strong focus on key aspects of Digitalisation, Responsibility and Internationalisation we prepare our students for future business challenges. Within the lecture format »student studies«, students take over project responsibility and find solutions to self-chosen, real-life corporate tasks that complement the set curriculum. Moreover, students fine-tune their social skills and learn how to deal with tricky and stressful situations.



Globalisation, extremism, new forms of communication – our society is constantly changing, and this inevitably brings new challenges. It is important to react to these challenges with flexibility as well as creativity with solution-oriented approaches. Become a specialist and executive in the social sector with our Master's degree in Social Innovation and actively shape the social future.

# Social Innovation

2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
soza-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/soza-master

Innovations are not only important in technical and economic areas, but also particularly in the social sector. This realization has been strengthened in recent decades, in as much as the welfare state has been subject to great changes, having in turn an impact on the education system, health care system, pensions, care situation, migration and integration agendas and many other socially relevant issues. The theme "social innovation" has therefore been discussed intensively for some time within the social science and social work arena, and even politicians have recognized the need for social innovation. This is reflected on the one hand in the increasing number of university courses and master's programmes, and on the other in research funding and policies on a worldwide level.

Today, the future of our social life has already been prepared and planned. Various organizations from the social sector, as well as both public and private actors shape with their actions, their organizational structures and processes the world in which we will live tomorrow. The master's programme endows graduates with skills that qualify them to undertake innovative planning and management within the social sphere. Graduates will be able to understand the social, economic and political contexts, to evaluate their social impact and help shape these in an innovative way. They will be able to analyze the relationship between the individual and society from multiple perspectives and include this knowledge in their work. The master's programme allows students to deal closely and analytically with research issues within the social sector. Closely supervised by experts, research groups will be established in which the latest developments and current issues in future-oriented social sciences are dealt with, discussed and further developed.

## Knowledge transfer between the Master Programme in Social Innovation and the society

*In addition to the core tasks of teaching and research, universities also have the aim of contributing experience and knowledge to the society. This means actively and consciously assuming responsibility for the society. Therefore, cooperating with regional and international partners is essential for the master programme in Social Innovation. Internationalisation at home, such as collaborative projects with universities and local NGOs, and open lectures facilitate this knowledge transfer.*

*There are three »open lectures« that offer a deeper insight into innovative ideas for students, external partners and visitors, such as:*

*(1) alternative models for society, a field that has increased in value over the last decades. This open lecture focuses on sustainable development in practice, which plays the most important role for our future*

*(2) the fundamental principles of successful health promotion: the actual flow and cycles of health promotion projects*

*(3) emancipatory Social Innovation, where stakeholders in civil society plan societal change from the very bottom with good practice examples.*

*All lectures address the very recent topics and discuss the causes behind our current societal, economic and environmental problems. They present specific examples of alternative models for the society at a micro-, meso- and macro-level as well as their impacts.*

## Bachelor degree programmes in Design, Media & Arts

The bachelor programme in MultiMediaTechnology is a practice-oriented, engineering-focused education paired with the development of creative software projects at the interface between people, media and technology.



# MultiMediaTechnology

3 years / 6 sem. · 180 ECTS credits · German, selected courses in English  
mmt-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/mma · www.multimediatechnology.at

Students of MultiMediaTechnology help shape the future of digital media, create new mobile or web-based platforms, or may invent a new generation of video games and interactive applications. The bachelor programme in MultiMediaTechnology takes 6 semesters and is a practice-oriented, engineering-focused education paired with the development of creative software projects at the interface between people, media and technology. After completing the basic courses about the theoretical and practical principles of media informatics and software development, students specialise in either web or game development. The primary focus areas of the degree programme are programming, web technologies, games, computer graphics, mobile applications, human computer interaction, and augmented / virtual reality. Together with artists from the MultiMediaArt programme, students work on numerous creative-technical projects that test their technical expertise and prepare them for the job market.

# MultiMediaArt

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
mma-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/mma · www.multimediaart.at

The degree programme MultiMediaArt is all about cross-media conception and design as well as the combination of graphics, moving images, interaction and audio. Various creative disciplines are involved while students collaborate on films, computer animations or interactive projects. After the basics are covered during their first year, the students specialise in one of four areas: computer animation, media design, film, or audio.

Elective courses such as game design, motion graphics, film documentation, conception, or media scenography allow the students to find a more specialised focus. Hands-on projects provide students with the opportunity to apply their newly acquired knowledge and gain new insights. To ensure our graduates are equipped with a wellrounded education, we also offer courses in media and art theory, producing and management.

## Success Story: Adventure in virtual reality

*QUANERO – that's the name of Salzburg University of Applied Sciences' first virtual reality computer game. Students of MultiMediaArt and MultiMediaTechnology developed the game for their final project of the bachelor programme. In order to play Quanero, you have to wear a VR headset such as the Oculus Rift or the HCT Vive. Immediately after putting on the headset, you find yourself in the virtual setting of a restaurant in the future. But something is wrong: There appears to have been an explosion. The player now faces the task of reconstructing the progression of events. What led to the explosion? Is one of the guests at the restaurant responsible? To help you make sense of the events, it is possible to fast-forward and rewind the story as well as to switch between the perspectives of various characters. Over time, a comprehensive picture of what happened begins to take shape. One particular challenge for the developers was to guide the players' focus in the right direction. Wolfgang Stockinger, author of Quanero, explains: »When playing a VR game, users always have the option to freely move their heads and change their field of view. We had to pay close attention to guiding the players in such a way that they don't miss any relevant events.« For all the students who worked on this project, Quanero was their debut as game developers. Nonetheless, it was of the utmost importance to them to create a game of high quality. For this reason, the team hired professional actors for the roles of various characters, digitalised their movements and then transferred them onto the 3D characters in the game. The team's next step is to expand on the project during their master programme. An initial version of Quanero is available for download on the website. <http://www.quanero.com>*



## Bachelor degree programmes in Design, Media & Arts

### Success Story: »Origin« – The recreation of evolution on your smartphone

**App developed by the Salzburg University of Applied Sciences wins European Youth Award**

*Digital products that add social value in areas like health, education, environmental protection or interculturality – those were the winners of the European Youth Awards (EYA). Among the 13 international award winners was a bachelor project that had been developed at FH Salzburg.*

#### **Creating digital creatures**

*Students of the degree programmes MMA and MMT developed »Origin« as their final project for the bachelor programme. The creative smartphone app is one of the winners in the category »Connecting s: arts | games | diversity.«*

*Origin allows the player to recreate evolution in – what may be considered – a digital sandbox. Players have the opportunity to find out how different creatures are affected by different environmental influences.*

*»With our app, you can create digital creatures with different characteristics and modify their environments. Then you can, for instance, watch how a creature develops in a certain climate,« explains MMT student and programmer Katrin Strasser.*

*The creatures come to life with the use of augmented reality technology. Particularly impressive is the successful combination of a digital application with an analogue game board that allows players to modify the virtual world. A team of six students spent half a year intensively working on the project.*

*[www.origin.multimediaart.at](http://www.origin.multimediaart.at)*

# Design & Product Management

3 years / 6 sem. · 180 ECTS credits  
German, selected courses in English  
[dpm-international@fh-salzburg.ac.at](mailto:dpm-international@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at/en/dpm](http://www.fh-salzburg.ac.at/en/dpm)

The bachelor programme Design & Product Management serves as a solid basic training in both design and product management. In their third semester, students have the opportunity to specialise in industrial, furniture or interior design. Students receive a cross-disciplinary education and acquire the skills and knowledge to meet the needs of small and medium-sized companies. They are able to perform the various design and product management tasks ranging from the first creative product idea, the initial draft and finalised version, all the way to the market launch. Graduates are also familiar with market research and design testing, plus they are able to keep track of the overall objective even when dealing with a specialised area.



# MultiMediaArt

2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
mma-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/mma-master · www.multimediaart.at

Over the course of four semesters, this master programme helps students develop advanced artistic competences for the conception, creation and management of multimedia. The primary focus of the programme is the development and execution of sophisticated crossmedia projects. With current media and art theories in mind, students work on projects that reflect the social tendencies and trends, they develop new content and solutions and communicate these in various forms of media. The structure of the programme is based on the typical project phases – development of ideas, concept, draft, execution and release.

MultiMediaArt is all about intertwining different disciplines. In addition to the creative specialisations of media design, computer animation, film and audio, students can also choose to focus their studies on management & producing.



## Success Story: Student project »Porsche Design«

*The specialisation project during the third semester of the master programme Design & Product Management illustrates the interconnected nature of product management and design. Students freely choose the product or interior they would like to design for this project. However – and this is the core task – they have to develop it for two different brands, and therefore submit two projects in the end. In recent years, this course has been supported by the »Porsche Design Studio« in Zell am See. For this reason, one of the two brands has been pre-specified as »Porsche Design.«*

*The process of designing an item for two different brands makes strategic brand positioning more tangible and it is, in fact, the differences between the two that add significant value.*

*The image below shows a project which impressively illustrates the importance of a brand-adequate approach: The high-end flashlight for Porsche Design is a functional and handy tool for any situation whereas the version for Fatboy is a trendy lifestyle product that improves your festival experience. This illuminated armwrist/lighting device connects to the device of your friends and helps you find them.*



**fatboy.**

One student.  
One theme.  
Two brands.  
Two products.



**P**  
PORSCHE DESIGN

# MultiMediaTechnology



2 years / 4 sem. · 120 ECTS credits  
German, selected courses in English  
mmt-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/dpm-master  
www.multimediatechnology.at

Over the course of 4 semesters, the master programme in MultiMediaTechnology provides a professional specialisation in either Web Engineering or Game & Simulation Engineering. Students learn about the conception and development of innovation projects in the areas of Digital Entertainment, Web & Social Media as well as Collaboration, Interface and Interaction Technologies. They spend two years working with designers on the conception and development of their master projects. Additionally, students select from courses on Augmented & Virtual Reality, Augmented Intelligence, and Lean Startup.

The goal of the MultiMediaTechnology programme is a highly focused, IT-oriented education that provides graduates not only with software-technical skills but also with the competences needed to adapt to specific tasks in the creative industries. Students interested in starting their own companies receive guidance during the programme's courses and coaching. A number of our graduates have become successful entrepreneurs. Apply now to see if you can follow suit!

## Success Story: »Coati« – From the lecture hall to a startup

Software developers are familiar with the problem: A programme that has been running for several years requires maintenance or an update. Unfortunately, the original team of developers isn't available anymore and familiarising yourself with the old codebase takes valuable time. »Coati«, a startup company founded by graduates of the degree programme MultiMediaTechnology, has developed a solution for this issue. »Our software helps programmers find their bearings when working with unfamiliar source codes. »Sourcetrail« provides an overview and a graph visualisation of the relationship between objects, classes and functions. The search function allows programmers to find important sections of the code quickly. This means they can start working on the programme without losing much time,« explains Eberhard Gräther, who founded »Coati« together with four fellow MMT students after they had completed the master programme.

### Support at the FHStartup Center

The Salzburg University of Applied Sciences played a significant role in the development of this software by providing support for the young entrepreneurs. As fellows of the new FHStartup Center, they were offered to use a free office in the Meierei building (Campus Urstein) after graduation. At this location, the team of five completed their software and developed their business plan.

### An idea conceived at Google

The student had the idea to develop "Sourcetrail" during an internship in San Francisco. »I worked for Google and spent a lot of time reading unfamiliar code. Our tool would have been a huge time saver back then,« reveals the lead developer. »Sourcetrail« is now available for the programming languages C and C++. For this market launch, the startup is offering attractive licence models for private individuals and companies.  
[www.sourcetrail.com](http://www.sourcetrail.com)



# Human-Computer Interaction

2 years / 4 sem. · 120 ECTS credits · Full programme in English · [hci.office@fh-salzburg.ac.at](mailto:hci.office@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at/hci-master](http://www.fh-salzburg.ac.at/hci-master) · [www.hci-salzburg.at](http://www.hci-salzburg.at)

The international joint master programme Human-Computer Interaction (HCI) offered in cooperation with the University of Salzburg combines knowledge from several areas, such as computer science, design and psychology. The programme focuses on research, design and development of novel interfaces and innovative forms of interaction between humans and all kinds of computer technology. Courses cover topics such as Design Thinking, Usability Engineering, Human Factors, Contextual Interfaces, Interaction Design, Prototyping, Interaction Technologies and User Experience (UX). Areas of application include eHealth, Smart Environments, Automotive or Human-Robot Cooperation. Depending on their focus of study, students will conduct a comprehensive research and industry project. The master programme HCI is addressed to graduates of computer science, psychology, design or sociology.



# Design & Product Management

2 years / 4 sem. · 120 ECTS credits · German, selected courses in English  
[dpm-international@fh-salzburg.ac.at](mailto:dpm-international@fh-salzburg.ac.at) · [www.fh-salzburg.ac.at/en/dpm-master](http://www.fh-salzburg.ac.at/en/dpm-master)

The master programme Design & Product Management focuses on professional strategic designs and – since branding is an integral component of the design process – marketing skills so that our graduates are both strategically-minded designers and creative managers. Designers and product managers play an essential role at the company – they are strategists and visionaries in the innovation process and therefore key to the future success of the company. For this complex task, it is necessary to recognise correlations and coordinate the various creative, economic and technical aspects. Furthermore, graduates of the master programme are capable of coordinating the tasks performed by the involved experts and of optimising the overall result of the design and product management process within the company.

Over the course of four semesters, the master programmes in Design, Media & Arts help students develop advanced competences for the conception, creation and management of innovative projects.

# Biomedical Sciences

3 years / 6 semesters · 180 ECTS credits · German  
bma-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/bma

Laboratory results form the basis for many clinical diagnoses. They serve as foundation for preventative measures and for monitoring the effectiveness of treatments. Many metabolic processes and genetic characteristics can be identified in bodily fluids, tissues or cells. The goal of the degree programme is to train students to independently conduct biomedical analysis processes in laboratories, clinics, health care centers and research facilities. In addition to medical and scientific knowledge, an emphasis is placed on practical training, quality management and organization. The bachelor programme prepares students for occupations in the areas of laboratory and functional diagnostics. Their medical, scientific, technological, and methodological knowledge enables them to measure and evaluate various laboratory values. With the completion of the degree programme, graduates are legally permitted to work as Biomedical Scientists (Biomedizinische/r AnalytikerIn) in the medical diagnostics area of laboratory medicine.



## Success Story: Discipline »Health Sciences« – Biomedical Sciences (BMS)

### **Outstanding job prospects**

*Graduates of this degree programme are in high demand on the job market. Studies confirm employer satisfaction with the competences and skills of these graduates. There is virtually zero unemployment in this occupational area as the demand in hospitals, private laboratories, research facilities as well as pharmaceutical and diagnostics companies is large. The BMS degree programme is defined by a thorough interlacing of theoretical and practical courses. During the fifth or sixth semester, students can spend two to three months abroad as Erasmus outgoing students. The bachelor degree also allows students to pursue an academic career in the life sciences.*

### **Research**

*Science and research are part of the course programme. The practical application is performed in the project-based classroom, offering a wide spectrum of research topics. The programme is involved in a number of different projects. These are related to the promotion of health and prevention of diseases, the use of wood for cosmetic and medical products and the investigation of the impact of environmental factors on the human immune system. The diversity of the projects reflects the versatility of this degree programme.*

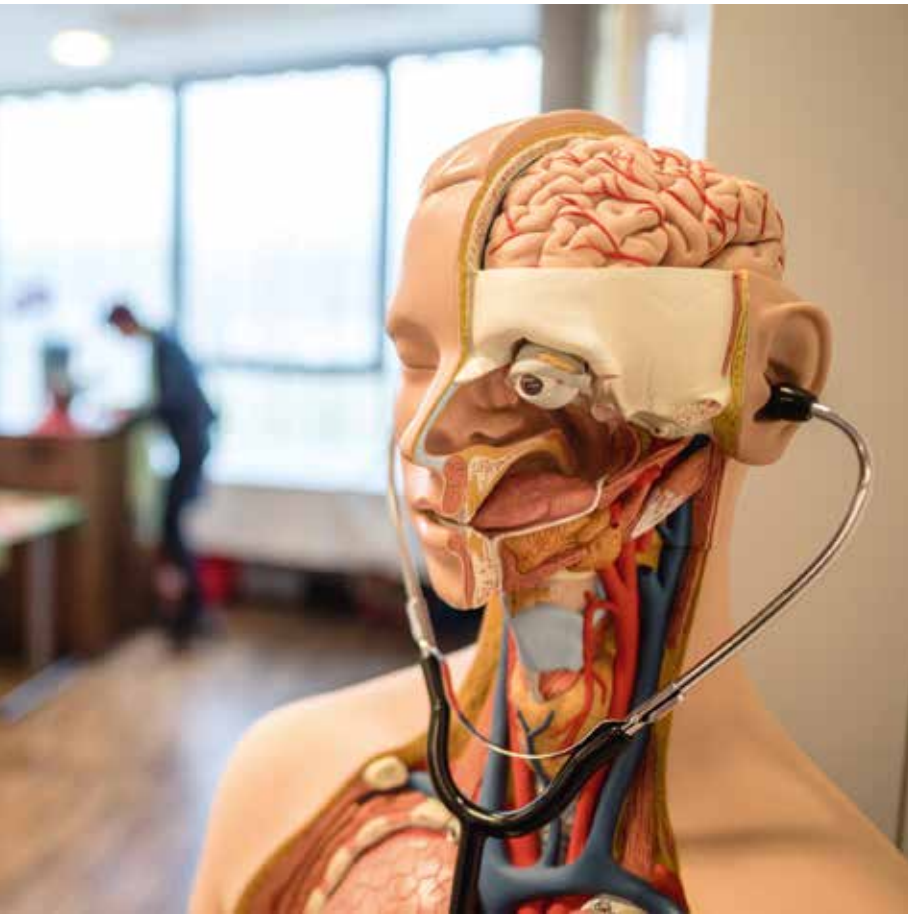
The goal of the programme is the development of new therapeutic approaches for midwives that are in line with the biopsychosocial needs of pregnant women and their families.

## Midwifery



3 years / 6 semesters · 180 ECTS credits · German  
heb-international@fh-salzburg.ac.at · [www.fh-salzburg.ac.at/en/heb](http://www.fh-salzburg.ac.at/en/heb)

The Midwifery programme educates 24 bachelor students every 3 years, who are fully qualified midwives immediately upon graduation. Current evidence-based content and its immediate practical application during each of the 6 semesters form the backbone of the programme. In the 5th and 6th semester, students have the option of going abroad during their 12-week internship. Salzburg is a particularly interesting location for the training of midwives as the content of the education provided here has undergone a reorientation after thorough examination. The traditional »art of midwifery« is underpinned by new scientific insights. There has been a paradigm shift from a pathogenetic to a salutogenetic stance – along with our focus on the field of physiology. This forms the basis of our training during the first few semesters. In later semesters, students learn about the development of pathological processes and about the scientific issues as they pertain to midwifery.



# Nursing

3 years / 6 semesters · 180 ECTS credits · German · [guk-international@fh-salzburg.ac.at](mailto:guk-international@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at/en/guk](http://www.fh-salzburg.ac.at/en/guk)

Professional nurses work in all fields related to health care. The educational concept relies on evidence-based nursing theories and scientific training. During practical modules critical reflection of aspects pertinent to nursing are taught. The practical training takes place in hospitals, long-term care facilities, home care services and other health care institutions. This degree programme qualifies graduates as registered nurses for various health care sectors according to Austrian law. In addition, the programme provides a strong foundation for master degree programmes and will help the graduates become sought-after employees in special care-related fields such as counselling, research and case-, care- and disease-management.

Professional nurses work in all fields related to health care. The educational concept relies on evidence-based nursing theories and scientific training.

## ENNE Intensive Programme

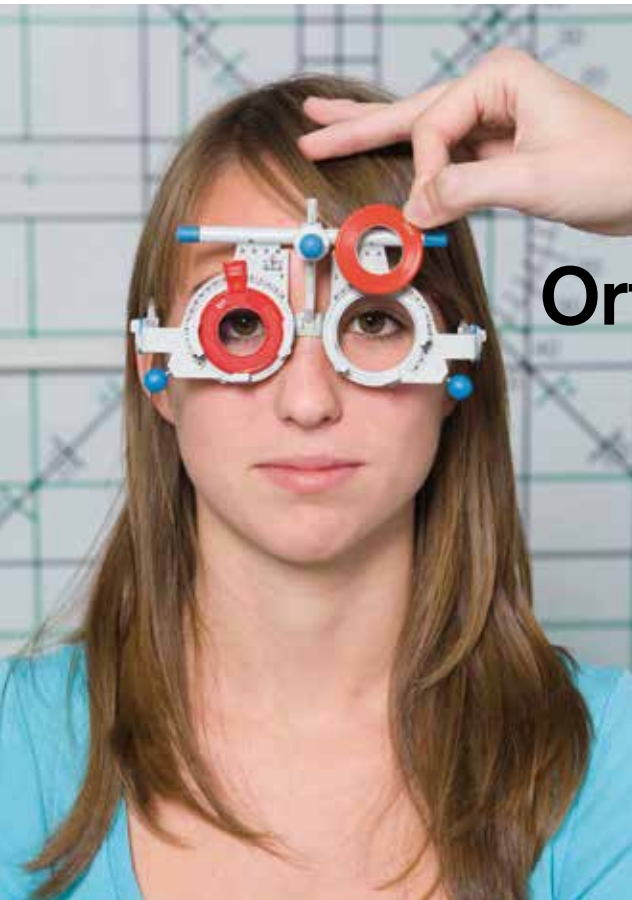
*FH Salzburg is part of the European Network of Nursing in Higher Education (ENNE). The network consists of nursing departments from 14 different European universities situated in Germany, Switzerland, Belgium, Scotland, England, Sweden, Croatia, Czech Republic, the Netherlands, Hungary, Estonia, Finland and Austria.*

*Once a year the partners of ENNE meet at one of the partner universities to engage in an intensive one-week programme for students as well as lecturers. The programme commences with information on the participating countries and universities. Following this, patient cases are developed based on a Problem Based Learning (PBL) approach and European career profiles are created in intercultural groups. In addition, the programme offers unique networking opportunities to all participants through social events and sightseeing programmes. More than 100 colleagues from 14 EU countries exchange views on topics such as working environments and teaching.*

*The focus of the ENNE programme lies in the promotion of intercultural competence and participants should familiarise themselves with different health care systems and forms of educational training in Europe. Thus, the students can learn from and with each other and learn new approaches.*

*The programme provides a perfect opportunity for students to establish new contacts with partner universities and thus, improving university collaboration. This fosters another goal of ENNE which is to facilitate the exchange of lecturers and students between the partner universities.*

Orthoptists are experts for the diagnosis of monocular and binocular vision disorders as well as for the treatment of dysfunctions of the visual system.



## Orthoptics

3 years / 6 semesters · 180 ECTS credits · German  
oth-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/otk

The practice-oriented Orthoptics degree programme is based on scientifically sound parameters for a highly specialised and future-oriented career in the healthcare sector. Orthoptics (Greek for: correct, straight, binocular vision) constitutes a complex area of speciality within ophthalmology. The professional activity within this field focuses mainly on the eye and the central visual system. Orthoptists are experts for the diagnosis of monocular and binocular vision disorders as well as for the treatment of dysfunctions of the visual system. They examine, treat and advise people of all ages suffering from visual disorders and visual impairments, strabismus, amblyopia, double vision and ocular motor disturbances as well as individuals experiencing performance inefficiency or visual problems due to frequent screen work. This programme offers training on a high and internationally comparable level including work placements abroad. The completion of the bachelor programme entitles graduates to work as orthoptists within the occupational profile as defined by law.

## Occupational Therapy

3 years / 6 semesters · 180 ECTS credits · German · eth-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/eth

Our Occupational Therapy programme is in line with international standards and equips students with the most up-to-date knowledge from the field. According to Austrian law, graduates are automatically permitted to work as occupational therapists. The programme is modelled after the Canadian Model of Occupational Performance and Engagement (CMOP-E) and the International Classification of Functioning, Disability and Health (ICF). It focuses on the topics »activity and action as well as participation« in the context of action science in regard to persons with disabilities, after an illness or injury at any age. Thanks to this degree programme, graduates are able to carry out the occupational therapy process independently and autonomously. The practical training is an integral component of the programme and must be completed in the following areas: Paediatrics, hand surgery/orthopaedics, neurology, psychiatry/vocational integration, and geriatrics.



## Bachelor degree programmes in Health Sciences

There is virtually zero unemployment in this occupational area as the demand in hospitals, private laboratories, research facilities as well as pharmaceutical and diagnostics companies is large.

# Physiotherapy

3 years / 6 semesters · 180 ECTS credits · German  
pth-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/pth

Physiotherapists use physiotherapeutic measures that affect the musculoskeletal system, musculoskeletal development and control as well as the inner organs. Students receive sound vocational training with strong action competence, which is complemented by scientific, socio-communicative and problem-solving skills. The qualification profile defines action competence in physiotherapy, which includes professional competence, methodological competence, self-competence, social competence as well as strategic and scientific competence. Graduates from the Physiotherapy programme are able to apply previously acquired as well as personally researched knowledge to new situations and implement it independently.



# Radiation Technology

3 years / 6 semesters · 180 ECTS credits · German  
rat-international@fh-salzburg.ac.at  
www.fh-salzburg.ac.at/en/rat

The Radiation Technology programme trains specialists for the use of medical imaging procedures, which are used in the special fields of radiodiagnostics, nuclear medicine and radiation therapy. Radiologic technologists have the medical, physical-technical and radiological-technical expertise to independently conduct check-ups and treat patients as per physician instructions. At the same time, they act as the point of contact for patients and guide them through the entire examination process. The programme focuses on vocational training complemented by scientific and socio-communicative competencies. What makes this programme unique is the fact that graduates do not only earn an academic degree but also the professional qualifications required for pursuing legally regulated health professions.



# Salutophysiology for Midwives

2 years / 4 semesters · 120 ECTS credits · German · [heb-international@fh-salzburg.ac.at](mailto:heb-international@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at/en/sph-master](http://www.fh-salzburg.ac.at/en/sph-master)

The master programme in Salutophysiology teaches midwives the principles of health research, stress research as well as the physiological and neuroendocrinological processes underlying reproduction. Students acquire knowledge about symmetric communication, didactics, and scientific work. For the master thesis as well as during their daily tasks as midwives, students should tie this knowledge in with the principles and issues of the field. The goal of the programme is the development of new therapeutic approaches for midwives that are in line with the biopsychosocial needs of pregnant women and their families.

## Contact for exchange students:

### Fachhochschule Salzburg GmbH

Salzburg University of Applied Sciences

International Office

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## Contact for regular degree-seeking students:

Please contact the office of the degree programme you intend to apply for. See website for contact details.

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