

Innovation and Product Management

Master's Degree Programme, Full-time

Innovations for international markets

Today, if a company wants to succeed internationally, it must be capable of innovation. This can only be achieved by treating innovation as a process. What characterizes such a process of innovation leading to sustainable success? Holistic integration of marketing, design and technology, combined with strategic thinking is the only way to develop product and service innovations in a sustainable way. This is the main focus of this Master's degree programme. In an interdisciplinary training concept, the various aspects of integrated innovation and product management are taught both theoretically and practically. This degree programme provides a comprehensive education in Mechatronics, Innovation Management and Marketing, complemented by the know-how delivered in two specialisations, namely 'Product Concept Design' and 'Development Process Engineering'.

Career Profile

Graduates of this degree programme are prepared for management positions in technical product development, innovation and design, product management and marketing in international technology companies. Being responsible for high-tech products and services they play a decisive role in the conception and market positioning of technical innovations and thus secure the long-term success of companies. Additionally they possess core competence in strategic R&D and innovation management. They develop sound marketing and design strategies to differentiate their products from those of competitors.

Focus of Studies

- » Strategic Innovation and Technology Management: Planning of innovation strategies; management and monitoring of innovation processes, especially at the front end.
- » Trends for Innovation: special topics like sustainability, bionics and rapid prototyping to support innovations.
- » International Product – Marketing: Planning and implementing of business-type-specific global marketing and product strategies.
- » Specialization 'Product Concept Design': Developing of products and design concepts; integration of all design-relevant factors in the innovation process.
- » Specialization 'Development Process Engineering': sub-system of R&D management, which coordinates planning, managing and controlling.

Practice and Research

From the beginning on students apply their knowledge in industry projects. In intercultural and interdisciplinary teams students work on real world problems for local and international firms. The final thesis will be written for and in a company.

Essential Information

Degree:

Master of Science in Engineering (MSc)

Duration:

4 Semesters (120 ECTS)

Annual Intake:

23

Admission Requirements:

Completed Bachelor's degree (180 ECTS or equivalent) with Management or Engineering and English background.

Application:

Online or in writing. Deadlines: Non-EU Citizens May 30th; EU-Citizens June 30th
www.fh-ooe.at/application

Admission Procedure:

Personal interview via Skype

Language of tuition:

100% English

Tuition fees:

EUR 363.36 per semester + ÖH (Austrian Student Union) contribution for students from EU and EEA countries. EUR 726.72 per semester + ÖH (Austrian Student Union) contribution for students from non-member states, scholarships available.

Curriculum

Course Name	ECTS per semester			
	1	2	3	4
Bridging Semester				
Marketing and Product Management	8			
Innovation Management	4			
Industrial Design	5			
Mechatronics and Engineering	11			
Social Skills	2			
Innovation & Strategy				
Strategic Innovation Management		2		
Entrepreneurship & New Business Development	1	2		
Key Account Management		2		
Change Management	1			
Controlling		2		
International Marketing			2	
Supply Chain Management			1	
Finance			1	
Customer Integration in NPD			2	
Bionics			1	
Product Lifecycle Management				3
Rapid Prototyping				3
Scientific Working				1
Engineering				
Materials & Design		1		
Materials Science		3		
Sustainability		1		
Future Studies and Technological Impact Assessment		1		
Specialization Option 1 – Development Process Engineering				
New Product Development		1		
Computer Aided Manufacturing		4		
Materials Testing		2		
Product Data Management		2		
Model Based Engineering – Introduction		3		
Product Lifecycle Management			1	
Enterprise Resource Planning			1	
Reverse Engineering			3	
Simultaneous Engineering			2	
R&D Controlling			2	
Marketing & Innovation Management Simulation			3	
Specialization Option 2 – Product Concept Design				
Design Theory		1		
Computer Aided Industrial Design		2	2	
Design & Prototyping		3		
2D Presentation Techniques and Drawing		1		
Strategic Design			3	
Short-Term Design Project			2	
Design Project: Technical Design		5	5	
Social Skills & Foreign Languages				
Communication and Leadership Skills		4	2	
English		2		
Foreign Language (elective course)		x	x	
Career Coaching (elective course)		x	x	
Thesis Preparation Seminar				1
Master's Thesis				29
Total:	30	30	30	30

International Environment

Innovation and Product Management is an international and interdisciplinary degree programme with students from more than 20 countries. Intercultural aspects and strategies in all disciplines are a cornerstone of the curriculum.



This Master's degree programme enables our graduates to develop strategic innovations for international markets.

Prof. DI. Dr. Michael Rabl MBA
Head of Studies



Many courses are taught by experts, most of whom are professionals working in their field of expertise. Due to the practice-orientation and strong connections to companies we are prepared to have a head start for our careers in Austria and abroad.

Heena Sharma
Nepal, Specialization Product Concept Design



Did you know that ...

... Innovation and Product Management was the first degree programme taught in English at Wels Campus? Internationalisation is supported through guest lectures by international experts from both, academia and industry. A close cooperation with local industry guarantees up-to-date of the contents and the employability of the graduates.

Contact

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