



innovation
product
management **ipm** ▶

INNOVATION AND PRODUCT MANAGEMENT MASTER'S DEGREE PROGRAMME

School of Engineering
Wels Campus

Strategic Product Innovations for International Markets

www.fh-ooe.at/ipm-ma



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Curriculum

ECTS per semester

 All courses taught in English

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

Total:	30	30	30	30
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Innovation and Product Management

An Inter-Disciplinary Master's Degree taught in English

The ability to innovate is essential for international companies in a world of intensifying global competition. In this context the key to success is to pursue innovation as a strategic process. The development of new products in a sustainable way can only be guaranteed by integration of marketing, design and technology with strategic thinking. 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 programme provides a comprehensive education in Mechatronics, Business Economics and Marketing, complemented by Industrial Design and Development Process know-how.

Academic Profile

The Master's degree programme "Innovation and Product Management" prepares students for management positions in technical product development, innovation and design, product management and marketing in the field of industrial goods in international technology companies. Being responsible for high-tech products and services they play a decisive role in the conception and market positioning of innovations and thus secure the long-term success of companies. They possess core competence in strategic R&D and innovation management. They develop sound marketing and design strategies to differentiate products from those of competitors.

Essential Information

- >> Qualification: Master of Science in Engineering, MSc
- >> Organisation: 4 semesters (120 ECTS Credits) full-time
- >> Language of tuition: 100% English
- >> Attendance mainly 3-4 days per week
- >> Specializations: Students can select one of the two specialization options:
Development Process, Engineering or Product Concept Design
- >> Social and Languages Competence: Intercultural Management, Communication and Leadership Skills,
Foreign Language, Career Coaching
- >> No tuition fees



Contact

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4|5

“The future belongs to those, who see the opportunities before they become obvious.”

Oscar Wilde



Programme Content & Job Options

Choose your Future!

Innovation and Strategy

- >> Strategic Innovation and Technology Management: This field covers the holistic planning of innovation strategies and includes the management and monitoring of technological innovation processes in international companies.
- >> Strategic product management for industrial goods: This is about the implementation of the innovation and product strategy by the optimum design of the product range in terms of product breadth and depth.
- >> International B2B-Marketing: This course module deals with planning and implementing a business-type-specific global marketing strategy.

Engineering

In this module, brand-new and future methods of engineering as well as processes and tools are presented. These include modern materials, future technologies, simultaneous engineering, topics from the usability field, bionics or reverse and simultaneous engineering. You will also learn about modern manufacturing technologies in the field of rapid prototyping.

Specializations

- >> Product Concept Design: In many cases design-centered factors represent key potential for differentiation and efficiency of mechatronic products. As a future product concept designer you learn to consider user-centered and resources-friendly ergonomic, functional and aesthetic aspects in the ideas and concept phase.
- >> Development Process Engineering: This specialization deals with optimization of integrated development processes of mechatronic products. You are taught how to design and implement a system for information, planning and monitoring of development in support of the R & D department.



Future Career

Graduates of this programme meet exactly the requirements of international industrial goods companies.

- >> As a manager of technical innovations and products you are primarily responsible for the conceptual design and positioning of products and thus ensure the long-term success of your business.
- >> You develop and implement appropriate marketing and design strategies that will allow your firm to stand out from the competition in terms of success and sustainability.
- >> As a "Process Development Engineer" you are responsible for the design and implementation of an efficient and integrated development process.
- >> As a "Product Concept Designer" you develop design concepts and models using new tools and visualization methods.

What the experts say

“The interface of technology, design and marketing”

Ing. Georg Binder, (2)
Head of Sales Marketing,
Welding Technology, Fronius
>> “The development of innovative welding systems requires advanced understanding of both technologies and markets. The IPM course provides academically-qualified personnel with precisely these qualities.”

DI (FH) Sandra Grafinger, (4)
CEO lixtec GmbH
>> “Target-orientated innovation management is the prerequisite for continuous expansion of our innovation and technological edge. For me the IPM course was the basis for mastering the underlying processes and methods.”

DI Hubert Heissl, (6)
Business Unit Director,
Rosenbauer International AG
>> “Particularly interesting about this course is the technical education of product managers. Experts at the interface of sales and technology are rare. This is where I see the potential of this course.”

6|7



Franz Höller, (1)
CTO, KEBA AG
>> “A strategic and structured development process is the basis of an internationally-successful company in a competitive environment. The IPM course imparts the required know-how for such processes.”

DI (FH) Julia Huemer, (3)
Team Leader Product Design,
Research & Development,
FRONIUS International GmbH
>> “Good design is an essential factor for innovation. Form and function must blend into one to excite the user and create a clear differentiation from competitors. The IPM course teaches the skills required for this.”

DI Gerald Fliegel, (5)
Head of R&D, Siemens VAI
Metals Technologies
GmbH & Co
>> “This Master’s Degree Programme offers a comprehensive education in all areas of innovation management. Graduates are well prepared for the demands of the industry, especially in an international environment.”

Engineering and Management Specialists Higher Qualifications in Wels

Opened in 1994, the Wels Campus of the University of Applied Sciences Upper Austria is home to the School of Engineering. With its twin focus on Engineering and Business Economics and extremely successful research projects in these fields, the school is one of the most prestigious in Austria. In 2005, with the opening of a new main building, it also became one of the most modern and best equipped.

The Federal State of Upper Austria and the town of Wels invested around 50 million euros to provide the school with state-of-the-art accommodation, teaching facilities and laboratories.

Master's Degree Programmes at Wels Campus

The School of Engineering in Wels offers internationally-recognised, practice-orientated Master's Degree programmes with a sound theoretical and scientific basis.



A Bachelor's or equivalent first degree qualification are required in order to be considered for a place on a Master's Degree. The M.Sc. programmes take four semesters (120 ECTS). Some are offered on a part-time basis for students working in industry. Graduates are awarded the academic qualification 'Master of Science in Engineering' (M.Sc.).

Master's Programmes at the School of Engineering

- >> Automation Engineering (full-time)
- >> Automotive Mechatronics & Management (full-time) 
- >> Bio- and Environmental Technology (full-time)
- >> Eco Energy Engineering (full time)
- >> Food Technology and Nutrition (full-time)
- >> Innovation and Product Management (full-time) 
- >> Materials and Process Engineering (full-time)
- >> Mechanical Engineering (full-time)
- >> Mechatronics and Business Management (part-time)
- >> Plant Construction (part-time/full-time)
- >> Sustainable Energy Systems (full-time) 



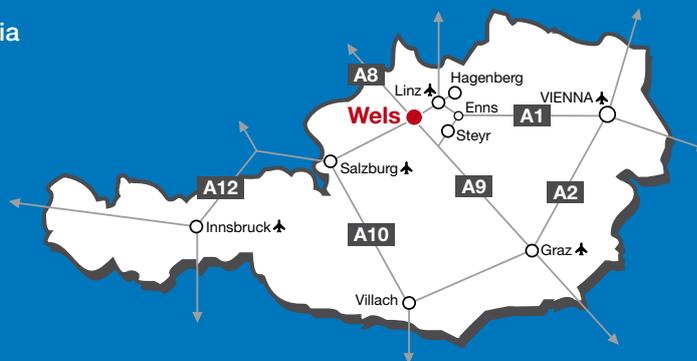


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