



FH UPPER AUSTRIA STEYR CAMPUS

**STUDY AND RESEARCH AT THE FACULTY
OF BUSINESS & MANAGEMENT**



fh-ooe.at/campus-steyr



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



MANAGEMENT STUDIES FOR TRENDSETTERS

Whether you want to design brand identities or production processes, develop new management tools or digitalised transport networks, or use big data to stay one step ahead of the competition. Steyr Campus offers the right degree programme.

Six good reasons to study business administration in Steyr

- » **Practical study:** Projects and internships are an integral part of the programme, and business leaders provide exclusive management insights.
- » **Quality instead of quantity:** optimal support and organization in small groups make graduation possible in the minimum study time.
- » **Worldwide network:** Cooperation with universities and companies in more than 50 countries gives you an advantage in the competition for the best jobs.
- » **Great job prospects:** 99 per cent of our graduates have a job and there's a start-up centre on campus to help you take the step into self-employment.
- » **Steyr fact check:** top marks from Austria's managers in the FH ranking and top ratings in the CHE ranking confirm our educational concept.
- » **Study at what is probably the most beautiful campus in Austria:** Not only architecturally eye-catching and located directly by the river Steyr, the three campus buildings in Steyr offer state-of-the-art equipment and laboratories.

The FH Upper Austria Faculty of Business and Management offers 13 international, innovative Bachelor's and Master's degree programmes for all those who want to start out internationally as managers and shape the digital world of tomorrow. Controlling and Finance, Marketing and Sales, Smart Production, Logistics, Digital Business, Process Management and Business Intelligence - and completely new - Agricultural Management and Innovations are the thematic foci. Around **1,400 students** acquire general management know-how, specialised competences, social skills and the ability to put what they have learned into practice. More than 50 full-time professors and 320 part-time lecturers pass on their valuable knowledge.

The new managers must be digitally fit



Business know-how and subject expertise, supplemented by social skills and foreign language knowledge, are the basis of every good business studies programme. At the Steyr faculty, the education goes far beyond this. Digital content and digital leadership are an integral part of the curriculum in every degree programme. This is important because today there is no area of business administration that is not strongly influenced by digital innovations. Only when you are in a position to recognise new trends, choose the right tools and then apply them correctly, can you be successful as a manager. It is precisely this key qualification that all graduates of the Steyr Campus receive.

International University

Global thinking is of great importance for management experts. We offer our students many opportunities to strengthen their international skills: through a semester abroad at one of the 150 partner universities worldwide, international events, as well as lectures by guest professors from abroad. Additionally, two degree programmes are taught entirely in English and individual courses are held in English across all degree programmes.



A stay abroad during your studies not only brings international contacts and intercultural insights, but above all a head start in the competition for the best jobs.

-  150 Partner universities in more than 50 countries
-  2 English-language degree programmes
- 1+1** 18 Double-Degree-Programmes
- 1+1+1** 1 Triple-Degree-Programme



A PICTURESQUE PLACE TO STUDY

Probably Austria's most beautiful campus is located directly on the water and is only a few minutes' walk from the historic old town centre.

RESEARCH KEEPING PACE WITH THE TIMES

With its research teams consisting of over 100 academic staff and professors, Steyr Campus is pioneering trendsetting research in production, logistics, digital business, controlling and global business. The Steyr faculty plays a key role in the field of management and digitalisation.

Research Focus

- » Controlling, Accounting and Financial Management
- » Digital Business
- » Global Business Management
- » Logistics
- » Production und Operations Management
- » Competence field supporting clinical core processes

Areas of expertise Digital Transformation

- » Data-driven control
- » Digital process design
- » Digital business models
- » Digitalisation of value creation networks
- » Digitalisation of the world of work

Digitalisation in Focus

Management research at the University of Applied Sciences Upper Austria Steyr Campus is characterised by an optimal interlocking of scientific orientation and practical relevance. Application-oriented state-of-the-art research and development is offered in an extensive range of topics along the value chain.

Annual symposia

- » April | Forum Production and Management
- » May | Cross-Cultural Business Conference
- » June | Austrian Logistics-Day
- » September | FRAP Conference
- » October | CRF Leading Practices
- » October | E-Business Best Practices
- » October | PMBI Process Day
- » November | Controlling Insights Steyr (CIS)

Research at the University of Applied Sciences Upper Austria Steyr Campus

- » In addition to the full-time teachers, more than 70 academic staff members are active in research.
- » In 2020, a total of 140 publications and 111 projects were implemented in various application-oriented research formats.
- » Acquired third-party R&D funding: 2.86 million euros (20.66 million euros FH Upper Austria total)

AUSTRIA'S MOST RESEARCH-INTENSIVE UNIVERSITY OF APPLIED SCIENCES

Researchers at the University of Applied Sciences Upper Austria account for one third of the total research output at Austria's universities of applied sciences. 30 per cent of the budget is currently acquired through third-party funding.





WIDE RANGE OF STUDY PRO- GRAMMES

Make it real! A management degree programme at Steyr Campus provides you with the knowledge to get the job you want.

Admission requirements

Bachelor's degree programmes

- » higher education entrance qualification ('A' levels / high school diploma or equivalent)
- » to study without a high school diploma: Studienberechtigungsprüfung (university entrance examination), relevant vocational qualification with a two-semester study preparation programme.

Info: www.fh-ooe.at/studium-ohne-matura

Master's degree programme

- » Completion of at least a 6 semester, relevant, specialized Bachelor's degree or a higher, comparable **tertiary degree**.

Best job prospects in the fields of ...



Business & Management

- B M Agricultural Management and Innovation¹ | BB
- B M Controlling, Accounting and Financial Management | BB V
- M Digital Business Management | BB
- M Digital Transport and Logistics Management | BB
- B M Global Sales and Marketing² | BB V
- B International Logistics Management | BB V
- B Marketing and Electronic Business | BB V
- M Operations Management | BB V
- B Process Management and Business Intelligence | BB V
- B Smart Production and Management | BB V
- M Supply Chain Management | BB V

V = Full-time, BB = Part-time,

= Degree course in English,

B = Bachelor (6 Semester), M = Master (4 Semester)

¹ Subject to approval by AQ Austria.

² Bachelor: Full-time | Master: Full-time, Part-time

Information about the degree courses:

www.fh-ooe.at/campus-steyr

Degrees

The studies conclude with the following internationally recognised academic titles:

- » Bachelor (BA, BSc) or
- » Master (MA, MSc)

Study without a high school diploma

The Upper Austria University of Applied Sciences also offers a two-semester, part-time programme for people who have successfully completed a vocational school or apprenticeship.

This is the optimal preparation for an FH management degree programme.

Info: www.fh-ooe.at/studium-ohne-matura

ALL ABOUT YOUR FUTURE

STUDY AT THE FH UPPER AUSTRIA

6,000 Students | 23,200 Alumni
70 Degree Programmes | Austria's most research-intensive FH

Informatics, Communications & Media Hagenberg Campus
Medical Engineering & Applied Social Sciences Linz Campus
Business & Management Steyr Campus
Engineering Wels Campus

SECURE YOUR PLACE AT UNIVERSITY NOW!
www.fh-ooe.at/bewerbung



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WELCOME TO THE NEW CAMPUS IN STEYR

Not only architecturally eye-catching and located directly by the river Steyr, the three campus buildings in Steyr offer state-of-the-art equipment and laboratories. However, students' lives include not only the campus, but everything a city has to offer - and Steyr has plenty!

Hardly any other Austrian city has the enchanting flair of Steyr. Located directly at the confluence of the Steyr and Enns rivers, this historically significant town has always produced strong leaders and pioneers. For our students, this charming ambience offers an ideal environment for intensive training as business leaders.

Steyr is also the centre for the automotive industry in Upper Austria. Well-known companies such as BMW, MAN, SKF, NKE and GFM are located here. Thanks to the cooperation with many Upper Austrian and international companies, it is not difficult for students to find a work placement or a job during or after their studies.

The new Steyr Campus

The new FH III campus building, which opened in autumn 2019, provides even more space for study and research. Three campus buildings offer an optimal, top-equipped environment.

The picturesque location of the Management Campus is unique: centrally located in the historic Wehrgraben and only a few minutes' walk from the city centre, the railway station and the student halls of residence. The exciting mix of old and new creates the special atmosphere at the Steyr Campus.



Sports & Fun

The FH sports club offers many activities such as climbing, pilates, football and rowing. There is a fitness centre and an ice rink near to the campus. Mountain biking and climbing are possible in the Kalkalpen National Park, 30 minutes away. Skiing, horseback riding and swimming are also available. Student Union/ÖH and the Event Association organise a wide range of events. A highlight is the yearly Boatmania, the craziest boat race on the Steyr river.

Housing in Steyr

There are three student halls of residence in the immediate vicinity:

- » Kolpinghaus with the Bruderhaus
- » student dormitory next to the HTL school and a
- » new student dormitory in a former factory

More information on student halls of residence and private housing offers can be found at:

www.fh-ooe.at/campus-steyr/studieren/leben-am-campus/housing/student-hostels






STEYR CAMPUS

**UNIVERSITY OF
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SCHOOL OF BUSINESS & MANAGEMENT**

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