



FH Salzburg

Studying in Salzburg

18 Bachelor Degree Programmes
12 Master Degree Programmes
Continuing Education



Technology
Health
Media

Studying at Salzburg University of Applied Sciences

Salzburg University of Applied Sciences offers practical course content in line with the requirements of business and society. Qualified and experienced teaching staff from both scientific and practical fields guarantee an academic education of the highest standard. Together with the first-rate facilities in our lecture halls and laboratories, they provide the basis for a successful course of study.

Our locations, offering a total of 18 bachelor programmes, 12 master programmes and further education possibilities, are situated in some of the most beautiful regions in the world. Whether you are an art and architecture buff, a music fan or a lover of the great outdoors, Salzburg combines historical heritage and modern lifestyle culture to offer activities for everyone.



Locations

Urstein Campus: This modern building houses our central administrative offices and is where most of our degree programmes are taught. The campus is surrounded by greenery, next to the neighbouring medieval estate known as the »Meierei« and our new premises at the »Wissenspark«.



Urstein Campus

Kuchl Campus: This campus, built to contemporary »passive house« energy efficiency standards, is located amongst the greenery at the foot of the Tennengebirge mountains. Six of our degree programmes are based here.



Kuchl Campus

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.



Salzburg Campus

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



Schwarzach Campus

International: Gain experience abroad at one of our 160 partner institutions around the world. The global exchange of knowledge not only allows you to gain valuable insights into other cultures, but also to make lots of new friends. Our International Office will assist you in organising a semester or placement abroad.

Career Center: We support students in planning their careers and entering the world of work. Students can benefit from exclusive free workshops on 'career planning' and a jobs and careers portal: www.fh-salzburg.ac.at/career-center

Sport: Our Sports Department offers our students the chance to take part in a wide range of courses and training programmes. Find out more at www.fh-salzburg.ac.at/sport

Living & studying: There is student housing located on all our campuses. Please go directly to www.studentenheim.at for more information.

Public Traffic: There are excellent train and bus connections between all locations.

Applied Social Sciences

Bachelor (6 semesters)

Social Work

Urstein Campus, part-time, German

As an expert in social work, you will have access to several fields, such as the fields associated with child and youth services, social space and community, school social work, probation services or the clinical domain.

Contents: theory and methods associated with social work, social and political conditions, social research, social law, socio-cultural and intercultural service systems, personality development, reflection on practical experiences

Specialisation options: Childhood, Youth and Family or Social Inequality and Social Space

Master (4 semesters)

Social Innovation

Urstein Campus, part-time, German

This master programme gives you the skills you will need to work as a professional or manager within the social sector and to be flexible, creative and appropriate in your responses to the challenges faced by society.

Contents: social change, social inequality, empowerment, regulatory framework, new public health, concepts for the social future, globalisation, migration and diversity, management and organisational development

Business and Tourism

Bachelor (6 semesters)

Business Management

Urstein Campus, full-time / part-time, German

Your stepping stone to a career as a junior manager in management accounting, human resources, product and project management, or as an executive assistant.

Contents: strategic management, cost management, organisational development, branding, process management, business development & economics

Specialisation options: Controlling & Finance, Logistics & Operations Management, Human Resource Management or Marketing & Relationship Management

Innovation & Management in Tourism

Urstein Campus, part-time, English, German

Become a tourism expert who works in the field of hotel management, destination management, catering or event management, in the recreation industry, at various resorts, for conference-organising organisations or tourism organisations.

Contents: tourism management, trends and innovations, tourism marketing, e-business, languages, webdesign, communication, social skills

Specialisation options: Destination Management or Hospitality Management

SME-Management & Entrepreneurship

Urstein Campus, part-time, German

Acquire a thorough understanding of the particularities of small and medium-sized enterprises in business management. Graduates are well equipped to found or take over (family) ventures. The application-oriented »entrepreneurial spirit« imparted in the course enables you to identify opportunities for innovation, initiate new business models and implement successful business succession profitably and effectively on the market.

Contents: fundamental principles of business management, SME structures and processes, strategic management, organizational development, change management, innovation labs

Master (4 semesters)

Business Management

Urstein Campus, full-time / part-time, German

Get ready to master future challenges as highly skilled executives in middle and senior management in the manufacturing and services industries.

Contents: change & risk management, social skills, management strategies, leadership, project management, organisational development and innovation management

Specialisation options: Corporate Development, Financial Risk Management, Service & Sales Management or Purchasing & Supply Chain Management

Innovation & Management in Tourism

Urstein Campus, part-time, English

This master programme will train you to become a highly qualified manager with the skills you need for the international tourism sector. You will become familiar with current industry trends, enabling you to become an active contributor to tourism in the future.

Contents: experience design, eTourism, entrepreneurship, social media, change management, applied research, corporate communications

Creative Technologies

Bachelor (6 semesters)

MultiMediaArt

Urstein Campus, full-time, German

Be a communications designer, a moving image designer, a 3D artist, a project manager, a sound designer or a director.

Contents: conception and design of static, timebased and interactive media with courses in the fields of game design, motion graphics, photographic & film-based documentation, conception & design thinking, media scenography

Specialisation options: Communication Design, Film, Audio or Computer Animation

MultiMediaTechnology

Urstein Campus, full-time, German

The field of study that leads to your dream job: programmer for computer games, web applications or mobile apps.

Contents: engineering basics in computer science (object oriented programming, databases, software engineering, computer graphics) as well as mathematics and media technology, audio/video technology, 3D models and animation, focuses especially on development of innovative applications for games, mobile platforms and mobile devices

Specialisation options: Game Development & Mixed Reality or Web & Mobile Development

Master (4 semesters)

Human-Computer Interaction

*Joint Master with Paris Lodron University of Salzburg
Urstein Campus, Sience City Salzburg, full-time, English*

The international joint master programme combines knowledge from several areas, such as computer science, design and psychology. The programme focuses on research, design and development of novel interactive systems and innovative forms of interaction.

Contents: human factors, HCI methods, experience centered design, prototyping, usability engineering, digital innovation, contextual HCI, research & industry projects

MultiMediaArt

Urstein Campus, full-time, German

This master programme is aimed at training students to become ›seasoned‹ designers who can develop media in their own confident and measured signature style, and teaches students the advanced design skills that will enable them to design, create and manage multimedia.

Contents: multimedia-projects, media, art, conception & creation, game design, audiovisual environment, cross-media design, future cinema

Specialisation options: Communication Design, Film, Audio, Computer Animation or Management

MultiMediaTechnology

Urstein Campus, full-time, German

MultiMediaTechnology is a modern media informatics master programme. Graduates' specialist skills will be much sought-after in the creative industries and software industry; they will also be able to create innovative technological solutions based on the latest hardware and software technologies.

Contents: augmented & virtual reality, augmented intelligence, backend- & frontend-development, web architectures, mobile games, playable media, human-computer interaction, project management

Specialisation options: Game & Simulation Engineering or Web Engineering

Health Sciences

Bachelor (6 semesters)

Biomedical Sciences

Urstein Campus, Salzburg Campus, full-time, German

Become a biomedical laboratory scientist in the field of human medicine, pharmaceutical industry or research and development.

Contents: laboratory methods and diagnostics including biochemistry, genetics and microscopy, as well as the acquisition of knowledge on the complexity of laboratory analysis and the associated process management, quality management and technological knowledge

Occupational Therapy

Urstein Campus, Salzburg Campus, full-time, German

As part of this professional occupation with a high responsibility, you will support people to remaster their daily routines.

Contents: ergotherapeutic, medical and socio-scientific fundamentals, ethics, communication, sociology, psychology, health promotion, prevention

Every 3 years; beginning of next course – 2025/2026

Nursing

Urstein Campus, Salzburg Campus, Schwarzach Campus, full-time, German

Become an expert in nursing in any of the fields of the health care system: in hospitals, rehabilitation centres or nursing homes (for the elderly). Alternatively, you can enter the field of health care management, work in the field of health protection and prevention, or make a career in the field of science and research.

Contents: practical aspects of nursing, nursing sciences, medical and humanistic oriented fundamentals, communication, reflection, ethics, project and quality management

Start winter semester:
Urstein Campus and Schwarzach Campus

Start summer semester:
Urstein Campus

Bachelor (6 semesters)

Midwifery

Urstein Campus, Salzburg Campus, full-time

As a midwife, you will support women throughout their physiological experience of pregnancy and child birth, provide follow-up care and take care of the newborn baby until the end of the breast feeding period.

Contents: midwifery sciences, medical fundamentals (e.g. gynaecology, obstetrics, paediatrics), pharmacology, sociology, psychology, communication, self-experiencing, consulting, adult education

Every 2 years; beginning of the next course – 2024/2025

Orthoptics

Urstein Campus, Salzburg Campus, full-time, German

In collaboration with ophthalmologists you will work with patients in the fields of diagnosing and treating vision-defects, squints and disorders related to the movement of the eyes

Contents: human biology, the eyes, orthoptics, optics, neurology, paediatrics, pedagogy, prevention, rehabilitation, communication

Every 3 years; beginning of the next course – 2024/2025

Physiotherapy

Urstein Campus, Salzburg Campus, full-time, German

As a physiotherapist you will work in the fields of health promotion, prevention, therapy and the rehabilitation of patients.

Contents: kinetics, biophysics, massage methods, anatomy, physiology, lymphatic drainage, didactics, neurodynamics, health economics, communication training

Radiation Technology

Urstein Campus, Salzburg Campus, full-time, German

As a specialist for the use of medical image technology you conduct examinations, implement therapy programmes and serve as the point of contact for the patients.

Contents: anatomy, physiology, radiation physics, nuclear medicine, radiobiology, communication, patient care, radiation protection

Green Engineering and Circular Design

Bachelor (6 semesters)

Design & Product Management

Kuchl Campus, full-time, German

Be a professional designer, product manager, marketing expert or innovation manager.

Contents: courses in the fields of design, product management, technology, e.g. history of design, free-style drawing, CAD & digital prototyping, languages, marketing, furniture design project, advertising, photography & image processing

Specialisation options: Furniture Design, Interior Design or Industrial Design

Forest Products Technology & Timber Constructions

Kuchl Campus, full-time, German

Work as a manager, engineer or designer in the industrial and construction sector, in planning offices, in the wood processing industry or in research and development.

Contents: material science, wood science, wood technology and wooden buildings, production management, statics, ecology, socioeconomics and sustainability, quality management

Specialisation options: Forest Products Technology, Timber Construction or Furniture Design and Interior Architecture

Smart Building

Kuchl Campus, part-time, German

Your know-how in the fields of energy-efficient construction technology and sustainable construction makes you a member of the new generation of planners and designers who are active in every domain belonging to the energy and construction industries: counselling, planning, developing and project management.

Contents: technical and scientific subjects, construction technology and building technology, principles of ecological and sustainable constructions, project management

Specialisation options: Smart Building Systems or Smart Building Constructions

Master (4 semesters)

Design & Product Management

Kuchl Campus, full-time, German

This master programme aims to train designers with the skills to think strategically and product managers who can make confident decisions on design matters. You will be given the best possible training to deal with tasks in your future role as a middle or senior manager in trade and industry.

Contents: strategy development, user experience, project management, branding, design research, quality management

Forest Products Technology & Management

Kuchl Campus, full-time, German

This course trains managers for companies in the forestry industry, providing a programme of study that will open up a broad spectrum of professional fields to you, including tasks in procurement, production and sales management, research and development as well as advice and consulting.

Contents: products & markets in timber industry, forest products management, leadership & project management, sustainability, research methods

Specialisation options: Forest Products Technology or Timber Construction

Smart Buildings in Smart Cities

Kuchl Campus, part-time, German

You will be trained as an engineer who thinks »interconnected« in the fields of building and neighbourhood regeneration and integrated energy systems. Graduates acquire the know-how for future-oriented and sustainable neighbourhood and urban development.

Contents: Building in existing stock, neighbourhood development, urban systems, smart cities, energy infrastructure, restoration and development of accommodation, environment and sustainability

Information Technologies and Digitalisation

Bachelor (6 semesters)

Information Technology and System Management

Urstein Campus, full-time / part-time, German

Work in the exciting field of IT: from software designing, data security and intelligent systems to IT management. You will start your career in an innovative company and develop the technology of the future within the framework of international teams.

Contents: wide-ranging IT-education, business & management, software design, communication technology

Specialisation options: Media Informatics & Image Processing, Network & Communication Technologies, Mechatronics

Business Informatics and Digital Transformation

Urstein Campus, full-time, German

As a business informatics specialist, you move in the worlds of IT and business administration and build innovative bridges between these two spheres. You understand and solve complex problems that arise due to the rapidly advancing digitalisation in companies.

Contents: software engineering and development, digital business management, IT security, network infrastructure systems, strategic business management, digital marketing strategies

Master (4 semesters)

Applied Image and Signal Processing

*Joint Master with Paris Lodron University of Salzburg
Urstein Campus, Campus Techno-Z, full-time, English*

You will gain an understanding of and get to develop signal and image processing technology at the highest level and form this into interesting practice. The international Joint Master Programme combines the best out of two worlds - University and University of Applied Sciences.

Contents: image & signal processing, mathematic modelling, data analysis & knowledge discovery, IT-project management

Specialisation options: Natural Language Processing, Reinforcement Learning, Medical Imaging, Biometric Systems, Media Security, Computational Geometry, Machine Learning

Business Informatics

Urstein Campus, full-time, German

With the leitmotif »Designing Digital Economy«, you will actively shape the future of companies. Directly at the exciting interface between IT and business administration. You will create new business models based on the use of data and technology and set essential impulses for the development of a sustainable economy with regional value creation.

Contents: digital economy, business models, digital products, digital processes and data literacy

Specialisation options: New Technologies for Applied Artificial Intelligence, Networking, Security & Privacy or Digital Transformation in Operations & Supply Chain Management

Information Technology and System Management

Urstein Campus, full-time / part-time, German

Upon completion of this master's programme, you will be an expert IT specialist and have a high level of management expertise. We will give you the best tools possible for your future tasks as a skilled professional or manager in industry or business.

Contents: software technologies, information technologies, machine learning, management, IT-security

Specialisation options: Networking, Privacy & Security, Data Science & Analytics, Smart Systems & Robotics

Continuing education

Applied Social Sciences

Counseling as a Self-Organizing Process

Certificate course, *Urstein Campus*
2 semesters, part-time, German
Tuition fee: 3.500 euros + student union fee

The course is aimed to a broad target group with a focus on social counseling. As a graduate you acquire knowledge and methods for a successful social consulting in individual and group settings as well as in organizational development and above all, competencies in the purposeful accompaniment of complex problem-solving processes.

Contents: self-organisation in complex systems, principles of self-organisation, idiographic system modelling, motivation and resource activation, framework conditions, settings and mission clarification, process design and process navigation, process analyses, self-awareness and feedback, projects and practice analysis

Business and Tourism

Circular Economy

Further Education Module, *Urstein Campus, Kuchl Campus*
2 semesters, part-time, German
Tuition fee: 3.800 euros + student union fee

The practice-oriented part-time education programme on sustainability, technology and responsible management is aimed at visionary »change agents« who, at the end of their training, can establish responsible business models that solve climate and environmental problems. The programme is a cooperation of the study programmes Business Administration, Design & Product Management and Forest Products Technology & Timber Constructions and trains experts in the field of sustainable recycling management.

Contents: basics and approaches of the circular economy, sustainable management, consumer behaviour, design of the circular economy and circular value creation, management of change processes, financing, network management and social change

Digital Communication and Leadership

Online Executive Certificate Course
2 semesters, part-time, German
Tuition fee: 8.160 euros + student union fee

The extra-occupational course is aimed at managers or persons who aspire to a leadership position and want to acquire or expand knowledge in the field of digital communication. Especially in the area of communication and leadership new fields of activity and challenges arise. In order to close this gap in demand for digital communication experts at management level, the FH Salzburg offers the new course »Digital Communication and Leadership« in cooperation with the IfM - Institute for Management.

Contents: strengthening and development of leadership qualities, application of digital communication, social and communicative skills, leadership skills for digital transformation, building up competence in the field of digitisation, handling new technologies, controlling digitisation and innovation processes, planning and implementation of change management processes, crisis communication

Business and Tourism

International Hospitality Management

*Master postgraduate, Vietnam
4 semesters, part-time, English
Tuition fee: 15.500 US-dollars*

For more information contact:
office.imte@fh-salzburg.ac.at

Search Engine Marketing

*Certificate course, Urstein Campus, Urstein Castle
2 semesters, part-time, German
Tuition fee: 6.000 euros + student union fee*

The digital revolution is having a far-reaching impact and requires companies to make swift and adept adjustments. New occupational fields and professions have already emerged and are still emerging that cannot currently be covered by the available resources and skills. There is urgent need for digital experts. The certificate programme for search engine experts conveys precisely the skills that are needed to optimise the content, structure and linking of a web presence to ensure it will be found.

Contents: a range of modules cover all the key SEO and SEA topics, namely conversion optimisation, content marketing, risk management, analysis tools such as Sistrix and Ryte, web analysis, Google web analysis and Google advertising, storytelling, online thinking, programmatic marketing and technical SEO

Health Sciences

Midwifery Sciences

*Master postgraduate, Urstein Campus
4 semesters, part-time, German
Tuition fee: 11.000 euros + student union fee*

The master's programme enables midwives with professional experience to demonstrate an academic qualification that is target-oriented and meaningful for leadership and teaching functions and to advance the professionalization of their own occupational group.

Contents: applied salutogenesis, current midwifery research and history of science, research workshops, communication and didactics, methodology, supervised clinical reasoning, public health

Child and Youth Care/ Mental Health Nursing

*Academic Course, Urstein Campus, Educational Center of Salzburg Hospital (BIZ)
3 semesters, part-time, German
Tuition fee: 7.200 euros + student union fee*

The part-time course is aimed at people with training in the higher service for health and nursing. In order to work in these fields of expertise, it is necessary to complete additional training for the specialist area. The Salzburg University of Applied Sciences provides these professional competencies in the above-mentioned areas.

Contents: child and adolescent care, psychiatric health and nursing, basic medical principles, social skills, scientific and practical skills in the respective field

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How to apply

You can apply online at the Salzburg University of Applied Sciences website:

www.fh-salzburg.ac.at/onlineapplication

Current dates, deadlines, admission requirements and details can be found on our website for the respective course.

Fees

Tuition fee at the Salzburg University of Applied Sciences are 363 euros per semester plus a student union fee (ÖH).

Please refer to our website for more information about course fees for our continuing education programmes.

Student advisory service

Our student advisory service team is available to answer all your questions about studying at the Salzburg University of Applied Sciences:
studienberatung@fh-salzburg.ac.at
T: +43 50 2211-1022 or -1023

Visit us at one of our information events. All current dates can be found on our website at:
www.fh-salzburg.ac.at/info



Newsletter:

With our newsletter we inform you about all important dates and events. Registration:
www.fh-salzburg.ac.at/newsletter

Fachhochschule Salzburg GmbH
Urstein Süd 1, 5412 Puch / Salzburg
T +43 50 2211-0
www.fh-salzburg.ac.at

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