Bachelor & Master

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.
Bachelor (6 semesters)

Forest Products Technology & Timber Constructions
Kuchl Campus, full-time / part-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 and Interior Construction

Information Technology and Systems 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, softwaredesign, communication technology
Specialisation options: Media Informatics, Mechatronics, Network & Communication Technology, Intelligent Energy Systems

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

Business Informatics and Digital Transformation
Urstein Campus, full-time, German
Professionals with a skill set that combines information technology and business management are in high demand. Studying Business Informatics and Digital Transformation gives you the innovative advantage and expertise needed to connect the IT and business disciplines. You will learn how to utilize digitalization as a business strategy, preparing graduates for a broad variety of career options in today's evolving business landscape.
Contents: software engineering and development, digital business management, agile methods in software development, IT security, network infrastructure systems, blockchain technology, understanding of organizational processes, strategic business management, digital marketing strategies, logistic processes, risk assessment, new business models, legal framework

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 taught in English language of instruction 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: Medical Imaging, Platform Specific Signal Processing, Data Science, Biometric Systems, Media Security, Computational Geometry, Machine Learning

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

Information Technology and Systems 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

Smart Buildings in Smart Cities
Kuchl Campus, part-time, German
On this course, you will be trained as an engineer who thinks interconnected: in the fields of building and neighbourhood regeneration and integrated energy systems. Graduates will have all the know-how they need of all aspects of sustainable building, town and neighbourhood regeneration.
Contents: smart cities, urban development, energy infrastructure, restoration & development of accommodation, environment & sustainability
Specialisation options: Integrated Energy Systems or Building and District Renovation

Business Informatics
Urstein Campus, full-time, German
expected start 2021/22
In line with the leitmotif »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 proven business competence, you are enabled to use digital technologies in line with requirements and to quickly evaluate growing data floods to increase the economic benefit. In addition, you acquire the ability to use knowledge management systems to ensure that agile business organization, technological infrastructure and management go hand in hand.

*subject to approval by responsible committees
**Business and Social Sciences**

**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 executive assistant.

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

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

**Innovation & Management in Tourism**
*Urstein Campus, seasonal model, English / part-time, 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 or for conference-organising organisations or tourism organisations.

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

**Specialisation options:** Hospitality Management or Destination Management

**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, 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

**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:** Organisational 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.

**Specialisation options:** Experience Design, eTourism, Entrepreneurship, Social Media, Change Management, Applied Research, Corporate Communications

**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.

**Specialisation options:** Social Change, Social Inequality, Empowerment, Regulatory Framework, New Public Health, Concepts for the Social Future, Globalisation and Diversity, Management and organisational Development
## 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

### 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:** Media 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:** Web & Mobile Development or Game Development

## 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

### 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:** Media Design, Film, Audio, Computer Animation or Management & Producing

### 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

### Human-Computer Interaction
*Joint Master with Paris Lodron University of Salzburg*
*Urstein Campus, Science 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

**Specialisation options:** Media Design, Film, Audio, Computer Animation or Management & Producing
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 – 2022/2023

**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

**Midwifery**
*Urstein Campus, Salzburg Campus, full-time, German*
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 3 years; beginning of the next course – 2021/2022

**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 – 2021/2022

**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
Search Engine Marketing
Certificate course, Urstein Castle
2 semester, 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.

Digital Communication and Leadership
Executive Certificate Course, Urstein Campus, Urstein Castle, Leopoldskron Castle
2 semester, 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.

Counseling as a self-organizing process
Certificate course, Urstein Castle
2 semester, 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: The so-called generic principles (Prof. Dr. Schiepek) in the counseling-process encourage the self-organization of people and systems. State-of-the-art digital aids are used in the counseling process. The course introduces an integrated consulting concept, which combines different conventional consulting concepts and supports humanistic and on human rights approaches, which are extensively practiced to ensure good consulting results also from a scientific point of view.

Circular Economy
Further Education Module, Urstein Campus, Kuchl campus , Urstein castle
2 semester, part-time, German
Tuition fee: 3,800 euros + student union fee

The practice-oriented part-time education program 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 program is a cooperation of the study programs 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.

International Executive Master Program in Hospitality Management
Master postgraduate, Vietnam
4 semester, part-time, English
Tuition fee: 15,500 US-dollars

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

Master postgraduate, Urstein Campus
4 semester, part-time, German
Tuition fee: 9,800 euros + student union fee

This master programme is developed for experienced midwives who are interested in developing their skills in a highly innovative way. Expanding the knowledge of physiology and providing a dynamic understanding of the interaction with physiological systems, the course provides a completely new perspective on midwifery and care in this field.

Contents: Salutophysiology and salutogenesis, dynamics of physiological systems, supervision, consulting, communication, empowerment, problem solving, scientific research.

Academic course for scientific qualification of registered nurses

Academic course, Urstein Castle
2 semester, part-time, German
Tuition fee: 4,800 euros + student union fee

The two-semester course trains you as an academic expert in nursing and gives you the opportunity to then apply for the Bachelor programme in nursing (entry into the 6th semester) and to subsequently acquire a Bachelor degree.

Contents: In-depth knowledge about the nursing process and nursing diagnosis, combination of nursing process knowledge with scientific skills, evidence-based practice, health promotion and prevention, organisational theory.

Child and Youth Care/Mental Health Nursing

Academic Course, Urstein Campus, Urstein Castle, Educational Center of Salzburg hospital (BiZ), Paracelsus Medical University (PMU)
3 semester, 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, in cooperation with the PMU (Paracelsus Medical University), 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.
Application & Admission

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 fees at the Salzburg University of Applied Sciences are 363 euros per semester plus an student union fee (ÖH) of approx. 20 euros.

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

Advisory Service

Open House: On the open day you can experience the university up close. In addition to informative consultations with teachers, staff and students, a varied and exciting supporting program awaits you. Our »Open House« always takes place in March.

Info Saturday: On our annual information day (end of November / beginning of December), representatives of our degree programs will advise you in personal consultations.

Find out more about further information events and advice appointments on our website: www.fh-salzburg.ac.at

Fairs: We are represented at numerous educational fairs in Austria, Germany and several other countries. You can find current dates on our website.

»Try Studying«: The »Try studying« project, a cooperation with the Austrian Student Union offers a foretaste of studying:
At www.studierenprobieren.at you will find selected courses from the Salzburg University of Applied Sciences, where you can get a taste of the auditorium air.

Newsletter: We inform you about all news, events and important dates.
Registration at: www.fh-salzburg.ac.at/newsletter

Student advisory service: Our student advisory team is at your disposal for all questions relating to your studies:
Mail: studienberatung@fh-salzburg.ac.at
Phone: +43 50 22 11-1022 or -1023

You are also welcome to make an individual personal consultation appointment.
The locations of the Salzburg University of Applied Sciences

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

**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.

**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 Salzburg 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).

**International**: Gain experience abroad at one of our 150 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 at all our locations. Please go directly to www.studentenheim.at for more information.

**Public Traffic**: There are excellent local train links (Line S3) between all locations.