

ANNUAL REPORT

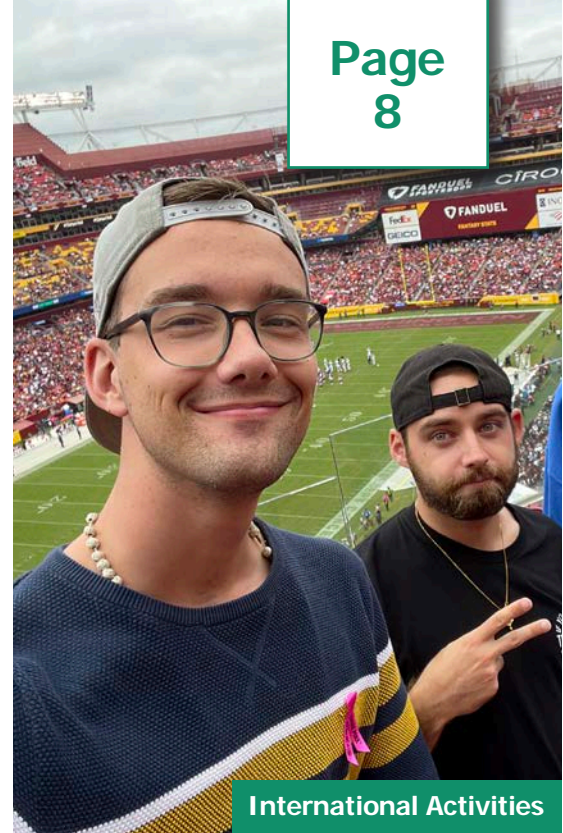
FACHHOCHSCHULE KUFSTEIN TIROL 2022/23



Academic Year 2022/23

This annual report has been prepared primarily for digital use and contains internal and external hyperlinks. These are designed to ease reading and at the same time provide further information. To access any additional information, please click on the text passages highlighted in green and the + symbols.

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Media owner, publisher and responsible for content and editing: Fachhochschule Kufstein Tirol Bildungs GmbH, Andreas Hofer-Strasse 7, A-6330 Kufstein
 Tel: +43 5372 718 19, info@fh-kufstein.ac.at
 www.fh-kufstein.ac.at
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>> Chairs of the Board

Universities of applied sciences play a central role in Austria's economy and the country's academic landscape. However, why are universities of applied sciences in general, and the University of Applied Sciences Kufstein Tirol in particular, so important for the economy and for research, both in our region and the country at large?

Practice-Focused Education

We place a strong focus on a practical education that prepares students for the job market in the best possible way. Our graduates are ready for the world of work from day one and, therefore, make a valuable contribution to the development of our economy.

Research and Development

We carry out research projects that take account of the needs of industry and businesses. This contributes to innovation and boosts the competitiveness of the companies involved.

Corporate Partners

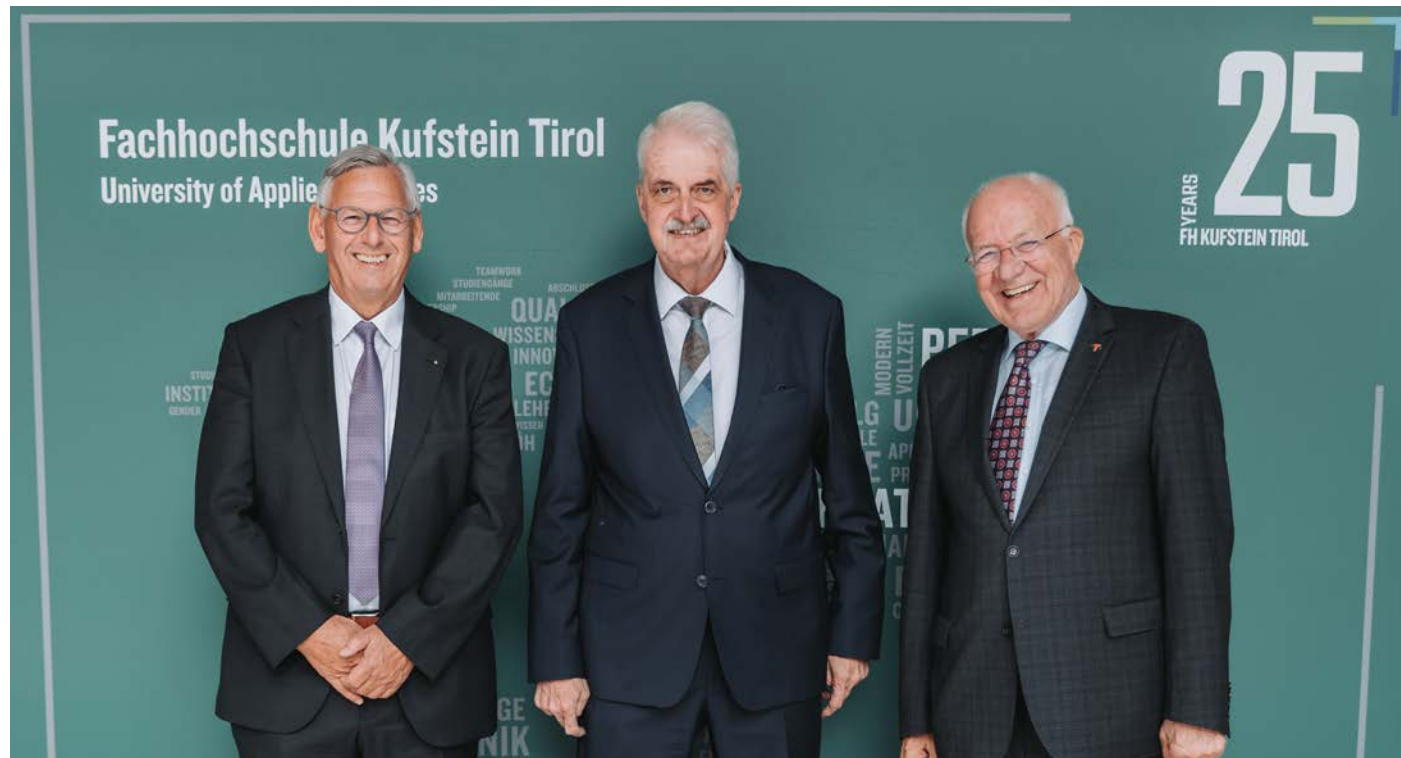
We work in close collaboration with businesses, be it in the form of internships, joint projects, or our research partnerships. This strengthens the bonds between our educational institution and the regional economy.

Regional Development

We have a strong presence in Tyrol and in the northeastern Unterland region of Tyrol in particular, thus making a decisive contribution to development by promoting education and research in this region.

Interdisciplinarity

We promote interdisciplinary learning, encouraging students to draw connections between different subject areas and enabling them to acquire a wide range of skills and knowledge.



The Chairs of the Board (left to right): Franz Mayer, Dr. Herbert Marschitz, DDr. Herwig van Staa.

International Outlook

We cultivate a wide range of international partnerships and offer our students the opportunity to study abroad and gain international experience.

WE are thus an essential element in the region's educational landscape and contribute to Austria's economy's competitiveness and innovative power.

We were particularly delighted by a visit from MMag. Dr. Cornelia Hagele, Member of the Tyrolean Regional Government, who paid special tribute to the University of Applied Sciences Kufstein Tirol's commitment to excellence in the fields of renewable energy and sustainability. „This is pre-

cisely the approach we want to foster in our educational system,“ said Cornelia Hagele.

We would like to thank everyone who has contributed to our remarkable achievements and wish our entire institution the best of success going forward.

The Chairs of the Board

Dr. Herbert Marschitz

DDr. Herwig van Staa

Franz Mayer

>> CEO Managing Director

We look back with pride at an extremely successful 2022-23 academic year filled with significant achievements and important milestones. These successes reflect our excellence in education, our faculty and staff's devotion to quality, and the continuous adaptation of our degree programs to the requirements of an ever-changing economy. This unwavering commitment is also confirmed in evaluations carried out by outside expert bodies.

The substantial economic importance of our institution, both at the national and regional levels, is underlined further by a rigorous value-added analysis published this year. The **value-added analysis** demonstrates the great economic and regional economic importance of our institution. The ongoing operation of the University, including student expenditure, is associated with a value added of €47.8 million annually and creates 422 jobs. The results show that a variety of economic sectors benefit. The results not only prove the high economic value added, but also the considerable influence on regional development through students, graduates and cooperation with the economy.

Education at the Highest Level

The University's commitment to excellence in teaching and research has been confirmed in a rigorous **external quality audit**. In their final report, the experts attested to our educational institution's authentic culture of quality and our dedication to the continuous improvement of our internal quality management. The report further underscored the close-knit, supportive atmosphere as well as the University's personalized interaction with all stakeholders.

A true highlight this past year for us as an institution was a visit from MMag. Dr. Cornelia Hagele, Member of the Tyrolean Regional Government. The conversations during her visit underlined the excel-

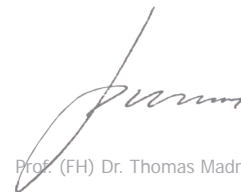
lent cooperation between the University of Applied Sciences and the state of Tyrol in their joint effort to ensure education at the highest level. A point of particular emphasis was that our students and graduates are the sought-after professionals and specialists of tomorrow, thereby contributing to the strong standing of Tyrol as a prominent science and business hub known well beyond its borders.

Successful Adaptation of Degree Programs

By continuously adapting the course content to the dynamic requirements of the job market, we can ensure that our graduates are optimally prepared for the future challenges of the modern working world. This adaptation includes the integration of new technologies and trends, the strengthening of practical experience and the expansion of interdisciplinary approaches. The high degree of flexibility in the design of the degree programs also has a positive impact on the employability of graduates.

Inigorated by the successes of the past year, we are embarking on the coming academic year with confidence. Our focus will remain firmly on innovation, quality, and fostering a dynamic learning environment. Our university remains committed to consolidating its position as an educational institution of national standing while equally serving the community and fulfilling its responsibility to advance regional development.

I want to express my sincere gratitude to our faculty and staff and, in general terms, to all our stakeholders who have made valuable contributions to our mission.



Prof. (FH) Dr. Thomas Madritsch



Prof. (FH) Dr. Thomas Madritsch, CEO Managing Director of the University of Applied Sciences Kufstein Tyrol, at the inauguration of the Vision2Move Josef Ressel Center for Multimedia Analysis in Mobility in April 2023.

>> Rector's Office

The University of Applied Sciences Kufstein Tirol has once again received **top marks in the international CHE University Ranking**, underlining its outstanding quality in teaching and research. The ranking, which assesses students' satisfaction with their university's performance, confirms the high quality of instruction and the supportive academic environment at our institution. The students' positive ratings reflect our teaching staff's dedication, our modern facilities, and our inspiring learning atmosphere.

The revision of our FH App, the central digital access point for our students, is a prime example of the ongoing development of our digital infrastruc-

ture. All essential information for students (course schedules, grades, course evaluations, etc.) is made accessible in digital form here, lending substantive support to our sustainability-focused Paperless Campus project.

Focus on Students Acquiring Skills

Another key development that has affected academic life was the development of large language models such as ChatGPT, which have had a significant impact on a wide range of domains. While we will never compromise regarding the competencies and skills our students acquire, we are confident that these new tools can play a productive role in

teaching and research. Indeed, our institution pioneered the development of academic regulations to address these new tools, and we were able to share these with other Austrian universities as part of a presentation for the Student Ombud's Office.

Top Marks for Teaching Quality

In addition to top marks for our teaching quality, the University of Applied Sciences Kufstein Tirol is involved in a number of **international research projects** seeking innovative solutions to global challenges. Many of these projects are characterized by cross-border cooperation with partners from other countries in order to promote international synergies and knowledge transfer. These research projects, many of which are interdisciplinary, range from investigations into the use of drones in the construction industry (Erasmus+, **Drones-4VT**) to research on providing sustainable support to and networking opportunities between SMEs and larger companies in the European context (Interreg, **GREENE 4.0**), to the development of tools for the support and social integration of unaccompanied refugee minors (Erasmus+, **4OneAnother**). This is just a small selection from almost 40 research projects at our University, a number that speaks to the great expertise and breadth of research at our institution. Another milestone that merits separate mention was the **opening of the first Josef Ressel Center** at our University, which will provide a home for research on multimedia analyses for mobility applications.

In sum, there is no question that the University of Applied Sciences Kufstein Tirol plays a key role in the region in terms of both teaching and research.



FH Rector Prof. (FH) PD Dr. Mario Döller congratulated 356 new graduates personally on completing their studies at the graduation ceremonies in September 2023.

Prof. (FH) PD Dr. Mario Döller

>> Inauguration of Vision2Move: Josef Ressel Center

The University of Applied Sciences (FH) Kufstein Tirol inaugurates the Vision2Move: Josef Ressel Center for Multimedia Analysis in Mobility at the Kufstein campus. Participating companies and partners gathered on-site to commemorate this milestone and gain an enhanced understanding of the center's research priorities. The research center, funded by the Federal Ministry of Labour and Economic Affairs (BMAW), addresses the challenge of traffic monitoring through efficient and effective processing and consolidation of generated data on limited sensor

units. It is operated in collaboration with Bernard Technology GmbH and Inno-Cube GmbH. **Prof. (FH) PD Dr. Mario Döllner**, Rector of the University of Applied Sciences, who serves as the center's director, stated, „I am delighted that the excellent research at universities of applied sciences is made visible and supported through Josef Ressel Centers of the Christian Doppler Research Society. Our collaboration with companies is one of our outstanding strengths and allows us to support the innovative capacity of Tyrolean businesses.“



Dipl.-Ing. Dr. Stefan Schwarz, CEO of Bernard Technology GmbH, Helmut Senfter, CEO of Inno-Cube GmbH, MR Dr. Ulrike Unterer, Vice President of the Christian Doppler Research Association (CDG) and Head of the Department of Key Technologies at the Federal Ministry of Education, Science and Research, Prof. (FH) PD Dr. Mario Döllner, Rector of the University of Applied Sciences and Josef Ressel Center Director, MMag. Dr. Cornelia Hagele, Regional Councillor for Science at the Tyrolean Government, and Prof. (FH) Dr. Thomas Madritsch, CEO Managing Director of the University of Applied Sciences Kufstein Tirol (left to right), jointly open the new Josef Ressel Center for Multimedia Analysis in Mobility at the University.




The center analyzes visual media to solve mobility issues, such as automated traffic counting.

Ceremony at the Kufstein Campus

In her ceremonial address, Regional Councillor **MMag. Dr. Cornelia Hagele** emphasized the importance of research centers: „Vision2Move here at the FH Kufstein Tirol campus fosters talents capable of addressing the challenges of future mobility. Through the close collaboration of researchers with companies, the research center will not only make a significant contribution to implementing innovative ideas and strengthening the competitiveness of the region but also find ways to make future mobility safer, more efficient, and environmentally friendly.“ A get-together of all participants on the rooftop terrace of the University with a view of the Kufstein Fortress concluded the opening celebrations.

We would like to thank our partners:

 Bundesministerium Arbeit und Wirtschaft



INAUGURATION VIDEO



MORE INFO VISION2MOVE



>> The Regional Economic Importance of the University



Dr. Stefan Haigner (Society for Applied Economic Research), Prof. (FH) PD Dr. Christoph Hauser (University of Applied Sciences Kufstein Tirol), Prof. (FH) Dr. Thomas Madritsch (CEO Managing Director of the University of Applied Sciences Kufstein Tirol), MMag. Dr. Cornelia Hagele (Regional Councillor for Science at the Tyrolean Government), and Mag. Martin Krumschnabel (Mayor of Kufstein) during the presentation of the study at the Kufstein campus.

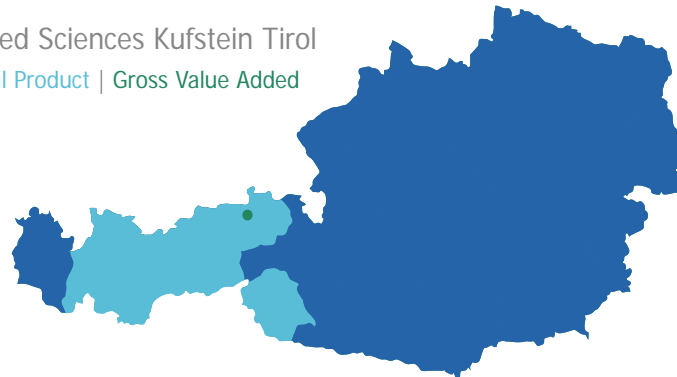
The University's ongoing operation, including the expenditures realized by its students, is associated with a value-added of €47.8 million annually and creates 422 jobs. The results show that not only a single but a variety of economic sectors benefit.

The value-added analysis, conducted by the University of Applied Sciences (FH) Kufstein Tirol in collaboration with the Society for Applied Economic Research (GAW), highlights the regional and macroeconomic significance of the University for the

Value-Added: University of Applied Sciences Kufstein Tirol

Gross Domestic Product | Gross Regional Product | Gross Value Added

- **Austria**
47,8 million Euro per year
- **State of Tyrol**
38,6 million Euro per year
- **City of Kufstein**
19 million Euro per year



state of Tyrol and the city of Kufstein, stemming from the ongoing operation of the educational institution and the expenditures of students.

Results for the City of Kufstein

When considering only the residents of Kufstein employed by the University and students residing in Kufstein for their studies, the city of Kufstein alone can account for a value added of €19 million and the creation of 238 jobs.

Results for the State of Tyrol

In the state of Tyrol, the ongoing operation of the University, including student expenditures, is associated with a gross regional product of €38.6 million annually, creating 342 jobs and an income of €16.8 million. The broad regional distribution of economic performance results from both direct expenditures and indirect effects, including the contributions of suppliers and pre-suppliers. It is also essential to consider that induced effects arise through the expenditure of income on consumption and investments, further increasing local value added.

Results for Austria

In spatial terms, the ongoing expenditures of the University of Applied Sciences Kufstein Tirol and its students are naturally concentrated in Tyrol. However, through intra-Austrian economic interconnections and induced effects, these expenditures also have significance beyond the borders of Tyrol. Measured by gross value added, this significance for other Austrian federal states amounts to €9.2 million, resulting in a total effect of €47.8 million for Austria. In addition to companies and private households, public budgets also benefit from the University's ongoing operation in the form of taxes, levies, and social security contributions.

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PAPER



>> International Activities at the University

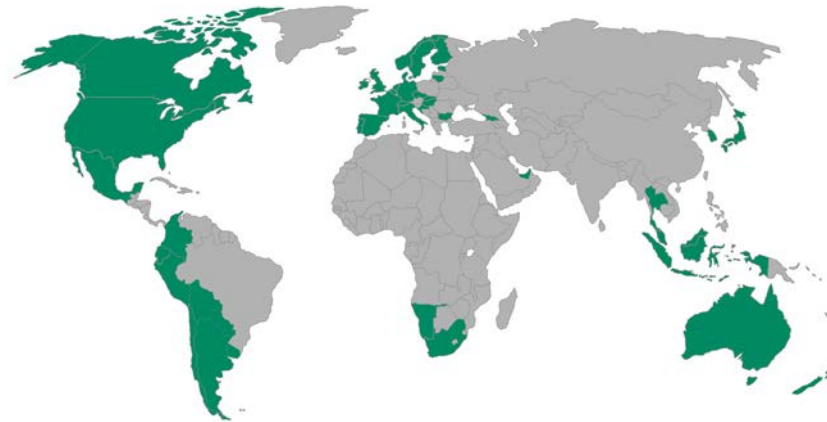
225 Partner Universities



197
Incoming students
from 32 nations



199
Outgoing students
to 40 nations



Internationality is a way of life at the University of Applied Sciences Kufstein Tirol. Every year, around 200 students spend one or two semesters at one of the 225 partner universities worldwide. In return, around 200 incoming students from partner universities come to Kufstein.

With 225 partner universities worldwide and a mandatory semester abroad in the full-time bachelor's programs, the University of Applied Sciences (FH) Kufstein Tirol sets national standards in terms of internationality.

Study Trips

All programs at the FH Kufstein Tirol have an international focus. The mandatory semester abroad is a special highlight in full-time studies, and in part-time education, study trips and excursions are firmly integrated into the curriculum. During these courses in the international realm, theoretically acquired knowledge can be applied in a practical environment. Furthermore, study trips and excursions provide an excellent opportunity to engage with internationally active experts in respective fields, expanding students' horizons. This is another crucial aspect of equipping students for the globalized working world.

In the past fiscal year, part-time study programs once again traveled around the world – including

Portugal, Estonia, **Ireland**, Albania, the Netherlands, and Morocco – and in doing so, gained the opportunity to learn about foreign cultures and traditions; moreover, they gained personal insights into the local economy and established initial international contacts.



Study trip to Dublin.

Study Abroad

A unique feature of the FH Kufstein Tirol is the one-

or two-semester study abroad, which forms an essential part of the full-time bachelor's programs. The study abroad experience serves both to apply learned knowledge and to intensify intercultural exchange. Here, not only the academic aspects matter but also the experiences that contribute to personal growth and development.

For example, Tobias Höfing, who is pursuing the Bachelor of Arts degree in Business in Sports, Culture & Event Management, spent his semester abroad in the USA at the York College of Pennsylvania



Semester abroad in the USA.

(YCP) – an experience he considers one of his life's most influential experiences of all. Another student, Flora Porstendorfer, spent an entire year in the Spanish capital, Madrid, as part of her studies in the full-time Bachelor of Arts degree program in International Business Studies. Her conclusion: „Madrid is a breathtaking city, and the opportunity to live here has opened my eyes. I especially like that you can meet so many international students.“

The FH Kufstein Tirol also welcomes numerous incoming students from around the world each semester – including **Jorge Eduardo Torres Toledo from Ecuador**. The young student spent six months in Kufstein and was particularly im- ▶

PARTNER
UNIVERSITIES



pressed by the University's professional teaching and international orientation. Likewise, **Nino Osadze from Georgia**, who studies economics in his home country, used the opportunity of a semester abroad in Tyrol to explore new technical areas on the Kufstein campus for one semester – a time marked by new friendships, impressions, and unforgettable experiences.



Incomings from Georgia.

Buddy Program

To ease the assimilation and integration process for international students arriving at the FH Kufstein Tirol for a semester-long study experience, the University offers the so-called **Buddy Program**. With the support of locals, incoming exchange students – affectionately called Exchanges



Clara and Femke are a buddy pair. Clara supports Femke, who comes from the Netherlands, with questions about her semester abroad in Kufstein.

– are actively supported in starting their studies and life in Austria. Every student can participate in the Buddy Program and thus expand their horizons and intercultural competencies – and perhaps set the foundation for a lifelong friendship.

International Program

The **International Program (IP)** provides a rich selection of courses with English as the language of instruction from all of the University's bachelor's and master's programs; these courses are specifically designed to facilitate a joint learning experience of incoming students and regular FH Kufstein students. As the IP lectures are attended by both incoming and regular students, they provide a unique platform for international student exchange that sustainably promotes and supports the integration of incoming students. The courses in the International Program are taught by professors from the FH Kufstein Tirol and by international guest professors. Last semester, incoming students



Students received their certificates and medals.

were, for the first time, provided the opportunity to obtain the certificate „Product Development with Innovative Technologies“ for successfully completing technical courses. This certificate acknowledges incoming students for engaging with technically complex topics and intrinsically tackling new challenges – a social and professional skillset that stands out positively in later professional life, including in resumes.

Staff Mobility

Whether in **Ghana**, **Finland**, or **France**, the exchange with international guest professors is highly valued at the University of Applied Sciences Kufstein Tirol. Sponsored within the Erasmus+ International Staff Mobility Project framework, the program allows university lecturers to gain international experience and new inputs for their teaching and research activities. At the same time, the exchange promotes the expansion of scientific networks and the development and establishment of international cooperation and research projects.



Dr. Bella Bello Bitugu, Director of Sports, Sports Directorate (University of Ghana), a student with a certificate, **Asc. Prof. (FH) Mag. Monika Kohlhofer**, Director of Studies Sports, Culture & Event Management at the University of Applied Sciences Kufstein Tirol, and **Dr. Austin Wontepaga Luguterah**, Head of the Department of Physical Education and Sports at the University of Ghana (from left to right).

Not only the lecturers, but also the students benefit from this benefit from this program: the FH Kufstein Tirol regularly welcomes external lecturers from abroad, who pass on their practical experience and intercultural skills.





Players can explore the Tyrolean Alps from above in the low-poly mountain landscape.

>> Virtual Paragliding

A chance to see the region of Lower Tyrol from above despite a fear of heights? The Paraglider VR game application developed by a project group at the University of Applied Sciences (FH) Kufstein Tirol makes it possible. Six students from the former Master of Arts in Web Communications & Informa-



The original VR Paraglider illustrates the practical relevance of the University to the subject area.

tion Systems created a virtual game with the help of numerous technologies – and the incorporation of an authentic paraglider seat. The procedurally generated world allows players to explore a vast region from a bird's eye view, eventually touching down on the landing spot branded with the logo of the FH Kufstein Tirol. Randomly placed thermal winds make the experience even more realistic and require a fair amount of navigation skills.

„We are proud that our students were able to develop a novel prototype in the field of Virtual Reality in this practical project. The VR Paraglider demonstrates how modern XR technology can provide users with insights into novel areas that they could



not experience in conventional ways,” says **Prof. (FH) Dr. Michael Kohlegger**, Vice-Rector and Director of Studies for the programs Web Business & Technology/**Coding & Digital Design***, **Data Science & Intelligent Analytics**, and **Web Engineering & IT Solutions**. In October 2023, the Master's program Web Communication & Information Systems was revised and renamed to **Web Engineering & IT Solutions** to respond better to the demands of the job market.

Web Business & Technology becomes Coding & Digital Design*

The newly revised Bachelor of Science degree program, **Coding & Digital Design***, aims to provide students with expertise in software development and design, enabling them to develop and creatively design digital applications. The program places great emphasis on a holistic understanding of digital applications, from conception through design to completion. The curriculum focuses on the development of software applications, including implementation, application in code, and design. By combining the areas of development and design, students acquire the know-how to implement their own app ideas.



In the state-of-the-art labs, students find ideal conditions to develop and design digital applications themselves.

*Start subject to accreditation by the AQ Austria

>> Project Collaborations with Companies

Hands-on academic education in the University of Applied Sciences Kufstein Tirol's multifaceted academic programs and collaboration with corporate partners prepare students for the challenges of the business world. In return, through their collaboration with the University, partner corporations enjoy the privilege of tapping into the broad potential of students and

Infraserv Gendorf



Students in the fourth semester of the **Bachelor Industrial Engineering & Management** developed a comprehensive security concept that includes access controls and traffic management.

Tyrolean Brass Band Association



Students from the former Bachelor Web Business & Technology (now renamed **Coding & Digital Design***) redesigned the structure and usability

*Start subject to accreditation by the AQ Austria

of the Tyrolean Brass Band Association's website based on a needs analysis, survey, and structural analysis.

Verein Genussmittel



Students in the **Bachelor Sports, Culture & Event Management** program planned the Roundnetcup on behalf of the Kufstein association Genussmittel, bringing the new trend sport back to Kufstein.

In the past fiscal year, students carried out a total of **141 business projects**.

dm Drogerie Markt GmbH & Co. KG



Students in the **Bachelor Business Management** program conducted market research on the marketing of sustainable products for the drug-store chain dm.

Liebherr Werk Telfs



Students in the **Master Energy & Sustainability Management** demonstrated possibilities and potentials for the company to achieve carbon neutrality by analyzing the CO2-balance.

SPAR Österreichische Warenhandels AG



A business project in the **Master ERP Systems & Business Process Management** provided students with insight into the processes of the SPAR supermarket chain, enabling them to contribute to optimization through their analysis.

The FH Kufstein Tirol offers companies the ideal platform for establishing a long-term partnership with the individual departments and contributes significantly to the innovative capacity of the cooperating partners through the intensive transfer of knowledge.

PROJECT COLLABORATION



R&D PROJECTS



>> Interview with Asc. Prof. (FH) Christian Huber



Sustainability plays a key role in all 24 Kufstein University of Applied Sciences, sustainability plays a key role. Program director Asc. Prof. (FH) Dipl.-Ing. Christian Huber gives an insight into the focus and points out perspectives.

Which areas of sustainability are you involved in specifically?

Huber: For one, I am the Director of Studies of our **Bachelor** and **Master** degree programs in Energy & Sustainability Management. In addition to our academic programs, we also award a sustainability prize to high school students and are part of the lecture series Lecturers4future. Our degree programs are further responsible for organizing our annual, university-wide **Sustainability Week**. We have developed our own climate simulation desk, which allows users to directly observe the effects of changes in certain policy measures on our environment – an important tool to raise awareness. I am also involved in our University's Working Group on Sustainability. For me, making our economy and society sustainable is both a profes-



The climate simulator in use at the Deutsches Museum in Munich.



The board of the Alliance for Sustainable Universities at the 1st annual congress in Kufstein.

sional and a personal mission and a cause that I extensively and wholeheartedly support.

What is the Sustainability Working Group?

Huber: The working group has been in place since 2020 and is divided into five areas: sustainable buildings and operations, measures for employees, measures for teaching, measures for events and guests and communication measures. We recognized that sustainability needs to permeate our operations across the board: our organizational units, our processes, our values, and our objectives. We realized that if we want to effect change within our organization, we have to work across different areas of expertise, discuss the issues at hand, and make joint decisions. Our Working Group on Sustainability connects our university leadership with people in our organization with expertise in quality management, event management, communications, sustainability, and facility management. This unique combination has allowed us to achieve a lot within a short period: Together, we have implemented green event certifications, energy-saving

measures, and PV systems, started the conversion to more energy-efficient lighting, and introduced a new recycling system, to name the most important achievements.

Are there further related initiatives?

Huber: Indeed. One such initiative is our participation in Austria's national Alliance for Sustainable Higher Education Institutions, formed in 2021, of which we are a proud founding member. The annual congress of this alliance brings together members from different universities on a regular basis, from which we all benefit. The aim is for our institutions to contribute actively to meeting the UN Sustainable Development Goals. This year, we successfully recruited other Tyrolean higher education institutions to participate in this alliance. We chair this group and are responsible for organizing regular meetings. This opportunity to exchange ideas and learn from each other contributes to making all partner institutions more sustainable. In sum, we are constantly expanding our own initiatives while being involved in and growing our networks.



>> Interview with Dipl.-Kfm. Karin Steiner



Entrepreneurs are founders and owners who act independently and take responsibility for the development of their company. **Dipl.-Kfm. Karin Steiner** is responsible for training the University's students in this area.

centered around methods and tools for creative and entrepreneurial idea generation and problem-solving. Interdisciplinary teams made up of students and academic staff spend ten days working on real-life challenges faced by regional business partners. Here, too, enticing prize money is up for grabs. In addition, founders and experts from the entrepreneurship ecosystem are regularly invited to give guest lectures.

lead a self-directed and independent life. In addition to teaching the fundamentals of business administration and building up specialist knowledge, our programs aim for students to develop a hunch for (promising) opportunities, as well as the ability to formulate an entrepreneurial vision and work on its implementation. We help them hone important skills such as the capacity to innovate, a willingness to execute, and social and personal competencies.

Which opportunities for entrepreneurship exist at the University of Applied Sciences Kufstein Tirol?

Steiner: Jointly with strong corporate partners, the University of Applied Sciences Kufstein Tirol organizes the annual business idea competition Fit4Business, in which (potential) founders can receive feedback on and support for their start-up projects from experienced experts, as well as win attractive prizes. The INNoCamp Kufstein, on the other hand, is an open innovation competition

Meanwhile, the **Bachelor degree program in Business Management** has entrepreneurship as a focal point: Over the course of several semesters, its students learn the fundamentals of setting up a company and business planning and experience entrepreneurship through the **7€ Cash Project**.

How do these various offers prepare students for entrepreneurial activity?

Steiner: Entrepreneurship education aims to develop the entrepreneurial attitudes and skills required to successfully set up and run a business and to



First place in this year's €7 Cash Project went to BlackSlate, who founded a company producing decorated coasters made from slate.



The participants, coaches, winners and judges of INNoCamp 2023.

Why is entrepreneurship important for our society?

Steiner: Entrepreneurship is a key driver of growth and development in our national economies. Entrepreneurs help to create jobs and thus increase prosperity. They are frequently the initiating force behind new and improved products and services, drive change through innovation, and ultimately reduce our dependence on outdated systems and traditions. Entrepreneurs tend to take a long-term perspective and consequently strive to build sustainable business models. For them, financial success, environmental awareness, and social responsibility are not contradictory but together contribute to a new appreciation of the importance of sustainability.



15

Postgraduate Programs

- 8 Certificate Courses
- 2 Academic Courses
- 2 MBA Programs, 1 with 5 specializations
- 1 Qualification Measure
- 2 Management Trainings

24

Degree Programs

- 12 Bachelor
- 12 Master
- 2 of which are taught in English

225

Partner Universities

- 53 % Europe, 23 % Asia,
- 16 % America, 4 % Oceania,
- 4 % Africa

400

Lecturers

- Internal
- External
- Academics
- Professionals

2,200

Students

- 50 Nations
- Bachelor and Master Students
- International Incoming Students
- Postgraduate Students

9,300

Graduates

- Bachelor
- Master
- Diploma
- Postgraduate

MORE FACTS & FIGURES



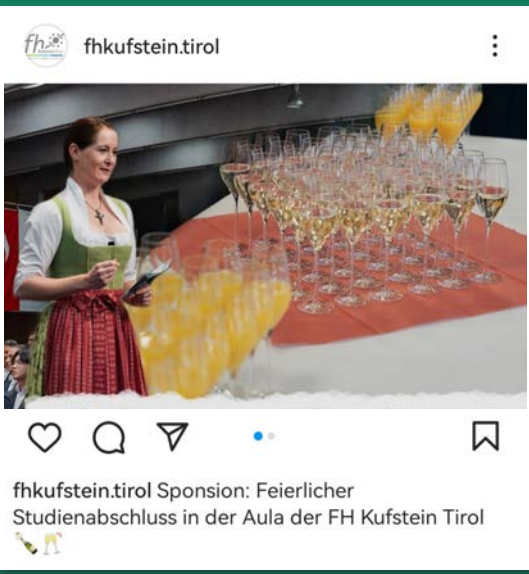


>> Follow Us!

There are plenty of ways you can easily and conveniently keep up with news from the University of Applied Sciences Kufstein Tirol and its campus. These range from our social media channels to thematic newsletters.

The FH Kufstein is looking forward to connecting with you, hear your feedback and/or receive your subscription! Use the icons to choose your favorite channel and always remain up to date from now on. You are also welcome to get in touch with us directly:

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Bachelor

- >> Business Management ft
- >> Coding & Digital Design* ft
- >> Energy & Sustainability Management ft
- >> Facility & Real Estate Management ft, pt
- >> Industrial Engineering & Management ft
- >> International Business Studies ft, pt
- >> Marketing & Communication Management ft, pt
- >> Sports, Culture & Event Management ft, pt

Master

- >> Corporate Transformation Management pt
- >> Data Science & Intelligent Analytics pt
- >> Digital Marketing ft, pt
- >> Energy & Sustainability Management pt
- >> ERP Systems & Business Process Management pt
- >> Facility & Real Estate Management pt
- >> International Business Studies ft
- >> Smart Products & Solutions pt
- >> Sports, Culture & Event Management ft, pt
- >> Web Engineering & IT Solutions pt

Postgraduate Programs

MBA Programs

- >> General Management MBA
Specializations: Automotive / Real Estate / Leadership / Marketing 4.0 / Social Work
- >> Business Psychologie 4.0

Certificate Courses & Further Education

- >> Automotive Sales
- >> Automotive Management
- >> B2B Jungunternehmer:in Automotive
- >> Certification IPMA Level D
- >> Certified Turnaround Professional
- >> Change Management
- >> Content Marketing Management
- >> Facility Management
- >> IT Process Management
- >> Preparatory course for the expert examination CIS ImmoZert and Gerichts-SV

ft = full-time; pt = part-time
*Start subject to accreditation by the AQ Austria

