

# STUDY GUIDE



# WE ARE FORMING TOMORROW'S BUSINESS WORLD

You want to be a decision-maker. You want to change, improve, further develop to reach your full potential. That is your goal, your dream. If so, we are your network. From the very beginning.

At CAMPUS 02, teaching and industry, theory and practice, training and working life are all connected. The knowledge that you acquire here and the results from your research projects will flow back into the industry and have a decisive impact on the success of companies. Bring your commitment and questions to our Degree Programmes, as well as vocational experience from your job as a professional. Current, career-related and industry-relevant. Shape your future with us – and together we will “form tomorrow’s business world”.

And after your Degree Programme, CAMPUS 02 offers its alumni a network far beyond graduation. For more information, visit [www.campus02.at/Alumni](http://www.campus02.at/Alumni).

## INDUSTRY

Highly qualified CAMPUS 02 graduates in leading firms. Results from our R&D projects directly contribute to the increased value of companies.

## RESEARCHERS

Expert knowledge for concrete solutions. Cooperation partners for companies with vision.

# 02

## FH CAMPUS 02

The University of Applied Sciences with the best links to industry and therefore, also to working life.

## LECTURERS

with practical experience in top positions within the industry. Captains who undertake mentoring roles.

## STUDENTS

Manageable academic year sizes for optimal learning. Ideal practical experience through projects from the industry enabling valuable contact with companies to be forged.

## ALUMNI

A life-long connection and platform for promoting networking and providing contacts for the future.









THE IDEAL  
BLEND OF  
THEORY AND  
PRACTICE

## FROM IDEA TO END PRODUCT

To remain competitive, businesses need innovative ideas, new and improved products and services and proper access to the market. CAMPUS 02 helps companies tackle these very challenges, i.e. how to further strengthen their market position and their competitive advantage.

At CAMPUS 02, research and development are directly geared to be used by the industry. As such, innovative approaches based on science, a structured process and user-oriented problem-solving expertise are paramount. Project results range from practice-relevant concepts and building of functional prototypes to the development of new and helpful tools for small and medium-sized firms. Professional collaboration from the idea to the end product.

CAMPUS 02 supports more than  
**120 businesses** each year via some:

-  25 research projects
-  25-30 practical projects in market research and market concepts
-  35-40 projects and workshops within the framework of teaching
-  160 Master theses with company-relevant themes

# FH CAMPUS 02

## THE UNIVERSITY OF APPLIED SCIENCES FOR THE INDUSTRY

Our student body is comprised of future academic specialists and management staff for the industry. All our Degree Programmes focus on the core areas of entrepreneurial success. The five Bachelor and six Master programmes in business and technology are organised time-wise to be compatible with full-time employment. Additionally, students can begin a part-time Bachelor course directly after completing their high school matriculation exam – with no prior vocational experience – in preparation for embarking on their career early. Two Bachelor programmes are run as full-time programmes, with lectures held from Monday to Thursday.

### 5 fields of study in business and technology:

01	Automation Technology	EO
02	Innovation Management	EO
03	Information Technologies & Business Informatics	EO
04	Financial Accounting & Management Accounting	FT EO
05	International Marketing & Sales Management	FT EO

EXTRA-OCCUPATIONAL EO

FULL-TIME FT



# STUDYING WITH ENJOYMENT

**In the very heart of Graz, yet surrounded by a breathtaking landscape:** CAMPUS 02 offers the best learning environment that you could wish for.

If you want to be successful in your studies, excellent quality in teaching is not the only prerequisite. A good atmosphere which you feel comfortable in is also key. Our break-out learning spaces, indoor and outdoor recreation islands, modern and up-to-date auditoria equipment and library with specialist literature create just that.

Modernity meets history at CAMPUS 02. Whilst the villa – a historically protected building – could tell stories from long ago, the new building extension reflects its own exciting architectural accent. The perfect setting for your studies.

Graz is the much-loved study destination – where science, business and culture co-exist. And not without reason: it boasts more than 50,000 students at 8 universities and has the highest concentration of universities within all of central Europe.

It positions itself as a City of Design, a UNESCO World Heritage Site and a city of human rights. Home to important regional and international companies, it is the economic centre of Styria and south-east Austria, whilst also offering a high quality of life for those who live, work and study here. It is no wonder that Graz is by far the fastest growing urban area in Austria – simply the ideal location in which to live and learn.



For more information on study grants, visit  
[www.campus02.at/programmeinformation](http://www.campus02.at/programmeinformation)







## FORM OF ORGANISATION:

**Extra-occupational**

## CLASSES:

17 weeks per semester  
Principally  
Friday 13:45-21:30 Uhr and  
Saturday 8:00-16:00

**Programme begins:** Mid-September

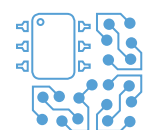
## QUALIFICATION GAINED:

**Bachelor of Science in  
Engineering, BSc**

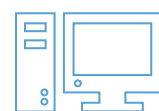
## BACHELOR DEGREE PROGRAMME IN AUTOMATION TECHNOLOGY

### A passion for engineering and technology

Without on-going improvements in automation, company successes would have failed to materialise a long time ago. The development of highly automated equipment, plants and machines not only leads to increased productivity and quality, but also to economic growth. It is therefore essential to view a system as a whole rather than to optimise individual components independently of one another. Ever-growing challenges facing automation technology require interdisciplinary experts. This Degree Programme will equip you with the best qualifications for that.



ELECTRONICS



INFORMATICS



MECHANICAL ENGINEERING

In addition to technical skills in automation technology's three pillars (i.e. electronics, informatics and mechanical engineering), students also acquire fundamental business expertise. Soft skills round off the Degree Programme content. From the 3rd semester onwards, students study different specialist automation technology topics in greater depth.

In terms of content, comprehensive modules account for more than one third of the Degree Programme. These include accompanying projects, subject-relevant specialisation and an internship experience.



"Business-oriented leadership and management expertise for successful task fulfilment are the executive skills which the Master Degree Programme imparted to me."

DI (FH) DI Christian Herzog  
Automation Technology Diploma Graduate 2000  
Master Graduate 2011  
Managing Director, Autforce Automations GmbH



## MASTER DEGREE PROGRAMME IN AUTOMATION TECHNOLOGY-BUSINESS

### Automation leadership Technology and management lead to success

Countless companies in a wide variety of sectors have already recognised that automation technology is a key success factor, which is why demand is greater than ever before. The challenge when automating processes is to produce an optimum mix between mostly conflicting aspects of time, cost, quality, resources and the environment. Here it is important to recognize correlations, to select the appropriate technologies, and most of all to make visionary decisions.



SPECIALIST SKILLS



LEADERSHIP



NETWORK

The Master Degree Programme trains managers for the industry. The objective is for them to independently lead management and/or development tasks in companies active both at home and abroad. Students learn the necessary problem-solving skills in new and existing fields and hone their ability to master complex technical, business and social challenges. Compulsory elective subjects in the areas of business and technology enable further specialisation.



## FORM OF ORGANISATION:

**Extra-occupational**

## CLASSES:

17 weeks per semester  
Principally  
Friday 13:45-21:30 and  
Saturday 8:00-16:00

**Programme begins:** Mid-September

## QUALIFICATION GAINED:

**DiplomingenieurIn, Dipl-Ing, DI**



Dipl.-Ing. Nicole Schwaighofer, BSc  
Bachelor Graduate 2013  
Master Graduate 2015  
Order Manager, ELIN Motoren GmbH

"The Degree Programme gives you the opportunity to work with experienced lecturers from industry and business and to get to know fellow students from other companies and different professions. Knowledge sharing amongst students is an important additional advantage."

For contact  
details and further  
information, please visit  
[www.campus02.at](http://www.campus02.at)



## FORM OF ORGANISATION:

Extra-occupational

## CLASSES:

Principally Friday 13:45-21:30 and Saturday 8:00-16:00, as well as one intensive week at the beginning of the Degree Programme

**Programme begins:** Mid-September

## QUALIFICATION GAINED:

**Bachelor of Science in Engineering, BSc**



Lukas Götz  
Student, Bachelor Degree Programme  
Innovation Management

*"I am able to apply what I've learnt through my Degree Programme in both my job as an IT project manager and as founder of my own start-up company, quasifertig, allowing me to benefit enormously from the think-out-of-the-box approach."*

## BACHELOR DEGREE PROGRAMME IN INNOVATION MANAGEMENT

### A brainwave, a brilliant idea – turn it into a success story.

Companies constantly need new innovations since they are a key success factor and give them advantage over their competition. Still, even the very best of ideas can only become a successful innovation if clients needs and market changes are taken into account. That's why it is extremely important for companies to employ business engineers with systematic innovation skills.



#### INNOVATION MANAGEMENT

Our graduates become business engineers specialised in innovation management. Their technical knowledge in this area, together with social skills, networked thinking and the ability to work in a team enables our graduates to successfully lead a product from idea conception to market introduction. Knowledge acquired is applied to real-life work scenarios through practical projects throughout the program.

The Bachelor Degree Programme content concentrates on the following areas:

- |                         |                           |               |
|-------------------------|---------------------------|---------------|
| ▪ Innovation management | ▪ Business administration | ▪ Marketing   |
| ▪ Product management    | ▪ Technology              | ▪ Soft skills |

For contact details and further information, please visit [www.campus02.at](http://www.campus02.at)



*"Innovation is more than just the latest buzzword. I am convinced that the Master Degree Programme will open doors for me to further successes and will allow me to be even more of a co-designer of the company's future."*

Katharina Greiner, BSc  
Student, Master Degree Programme  
Innovation Management



## MASTER DEGREE PROGRAMME IN INNOVATION MANAGEMENT

### Innovation and leadership united

Generating ideas, developing them into an innovation and ultimately introducing them to the market is just one aspect. But shifting an entire company to innovation is what leads to success. Management level decisions are taken on a daily basis regarding whether companies want to simply stay as they are or develop further. One thing is certain: businesses can only come to grips with market challenges through continuous further development, which is why innovation managers as highly qualified senior executives are needed more than ever.



INNOVATION  
LEADERSHIP

+



INNOVATION  
STRATEGIES

+



BUSINESS  
MODELS

Teaching content is tailored to the challenges encountered in senior leadership roles and ranges from business development and the identification of market trends and their entrepreneurial use to mastering of methods and tools for business development. You will learn networked thinking. You will learn how to take on management tasks and how to develop innovation strategies and business models – not only in theory, but also with valuable, practice-relevant activities throughout the entire Degree Programme.



## FORM OF ORGANISATION:

Extra-occupational

## CLASSES:

Friday 13:45-21:30 and  
Saturday 8:00-16:00

**Programme begins:** Mid-September

## QUALIFICATION GAINED:

**Master of Arts in Business, MA**





## FORM OF ORGANISATION:

Extra-occupational

## CLASSES:

17 weeks per semester  
Principally Friday 13:45-21:30 and  
Saturday 8:00-16:00, as well as one  
intensive week at the beginning of  
each semester, thereby reducing  
the number of attendance-based  
weekends

Programme begins: Mid-September

## QUALIFICATION GAINED:

Bachelor of Science in  
Engineering, BSc



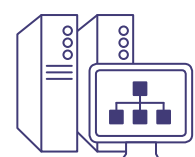
Iris Mondschein  
Student, Bachelor Degree Programme  
Business Informatics

"I find the combination of business and informatics fascinating. Today it is becoming increasingly important to build up knowledge outside one's specialist area. This Degree Programme really facilitates such cross-linking. In particular, we have the opportunity to implement what we have learnt in real-life working situations whilst still studying, thanks to the close practice-relevant nature of the course."

## BACHELOR DEGREE PROGRAMME IN BUSINESS INFORMATICS

### Information and communication systems for industry and society

Without a doubt there are far too few business informaticians, yet the demand for them within companies is growing. In an ever more complex working world, specialisation in only one technical area is no longer pragmatic. That is precisely what makes business informatics an increasingly important link between business and informatics. Do you enjoy the internet and modern information technologies? Do you want to find solutions and implement them in your company, for example via web systems and software programmes? Business informatics students know exactly how to use IT in an optimal way.



INFORMATICS

BUSINESS  
ADMINISTRATION

In the initial stage of the Degree Programme students acquire skills in the areas of IT, business administration, science and math. They then specialise in business informatics, focusing on the key areas of process and service management and software engineering. Compulsory elective subjects enable students to sculpt their own training profile. Our Degree Programme is equally geared to technicians, business managers and people with an interest in technology and business. Previous knowledge can be further expanded within the framework of the training and specialisations selected.

For contact  
details and further  
information, please visit  
[www.campus02.at](http://www.campus02.at)



"Through the constant developments in modern information technologies, many different fields of activity have quickly come to the forefront. For that reason, it is important to round off technical training with a Master Degree Programme that is broadly diversified through the implementation of compulsory elective subjects."

Michael Mauthner  
Student, Master Degree Programme  
IT & Business Informatics



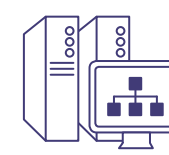
## MASTER DEGREE PROGRAMME IN IT & BUSINESS INFORMATICS

### Modern information technologies as a solution for management challenges

Due to the change in significance and the steady development of information technologies in business and management, IT managers increasingly share their time between IT, on the one hand, and management, on the other. The future will focus on introducing sophisticated entrepreneurial tasks through innovative ICT technologies for the effective and efficient shaping of corporate structures. You will be responsible for strategies, success-critical business processes and information systems whilst paving the way for future technical and business development.



LEADERSHIP



INFORMATICS

BUSINESS  
ADMINISTRATION

### Leadership in business system engineering

Interdisciplinary knowledge, social skills and mastering modern management tools and systems are the main skills which IT professionals possess. The principal focus of the Degree Programme therefore lies in the areas of business system engineering, information technologies and IT management, IT consulting, and service engineering.



## FORM OF ORGANISATION:

Extra-occupational

## CLASSES:

17 weeks per semester  
Principally Friday 13:45-21:30,  
Saturday 8:00-16:00 and one  
intensive week at the beginning  
of each semester, thereby reducing  
the number of attendance-based  
weekends

Programme begins: Mid-September

## QUALIFICATION GAINED:

DiplomingenieurIn, Dipl.-Ing., DI



#### FORM OF ORGANISATION:

**Full-time and extra-occupational**

#### CLASSES:

**Full-time:** 15 weeks per semester  
Principally Monday to Thursday  
8:30-16:15 (some teaching sessions  
may be held on a Friday or Saturday)

**Programme begins:** Start of October

#### Extra-occupational:

18 weeks per semester  
Principally Friday 13:45- 21:30 and  
Saturday 8:00-16:00 (some weekday  
evening sessions may be held)

**Programme begins:** Start of September

#### QUALIFICATION GAINED:

**Bachelor of Arts in  
Business, BA**



Franz Huber  
Student, Bachelor Degree Programme  
Financial Accounting &  
Management Accounting

*„The desire to have a practice-oriented university education led me to CAMPUS 02. I am most impressed by the lecturers representing diverse areas of the industry who teach us an ideal blend of theory and practice.“*

## BACHELOR DEGREE PROGRAMME IN FINANCIAL ACCOUNTING & MANAGEMENT ACCOUNTING

### Economic success is determined by financial accounting & management accounting

Hardly any vocational area has such a large impact on management processes and decisions within a company as financial accounting & management accounting. For example, whether evaluating an investment or identifying financial risks, preparations for these type of management decisions lie in this very discipline. By working in this professional area, you will substantially contribute to the success of the company. And, the need for experts in this domain remains an important constant.



FINANCIAL  
ACCOUNTING



MANAGEMENT  
ACCOUNTING

During this Degree Programme in Financial Accounting & Management Accounting, which has a business administration orientation, students acquire the necessary know-how, starting with the fundamentals of both disciplines. That knowledge is then further developed through a specialisation in either financial accounting and taxation or management accounting and corporate finance. In addition, projects with companies from the industry present students with the opportunity to put into practice what they have learnt. To take into account the international aspect, one third of the classes are held in English. To support foreign-language skills, students are given business English training in the first four semesters before sitting the BEC Vantage examination in the 4<sup>th</sup> semester.

For contact  
details and further  
information, please visit  
[www.campus02.at](http://www.campus02.at)



*“The Master Degree Programme is preparing me in the very best way for the challenges as a future manager. Great importance is attached to theoretical specialist knowledge and to putting what we learn into practice.”*

Julia Gruber, BA  
Student, Master Degree Programme  
Financial Accounting &  
Management Accounting



## MASTER DEGREE PROGRAMME IN FINANCIAL ACCOUNTING & MANAGEMENT ACCOUNTING

### Success is in the figures and you are at the heart of business decisions

You will make decisions at the management level and will be actively involved in steering the company. The introduction of reporting systems, the implementation of strategic tasks and building up risk management are only a few examples of what to expect from your professional job. Through the Master Degree Programme in Financial Accounting & Management Accounting our graduates have the best possible qualifications to succeed in management positions which demand a high level of decision-making skills and responsibility. In such top positions, in both national or international companies, you will actively contribute to the overall company success.



LEADERSHIP



FINANCIAL  
ACCOUNTING



MANAGEMENT  
ACCOUNTING

### Financial leadership

In this Degree Programme geared towards business administration, graduates acquire technical and cross-disciplinary skills with a focus on financial accounting and taxes or management accounting and corporate finance. Such training prepares you for the specific tasks of this professional field as well as for a future PhD programme.



#### FORM OF ORGANISATION:

**Extra-occupational**

#### CLASSES:

18 weeks per semester  
Principally Friday 13:45- 21:30 and  
Saturday 8:00-16:00 (some weekday  
evening sessions may be held)

**Programme begins:** Mid-September

#### QUALIFICATION GAINED:

**Master of Arts in Business, MA**





#### FORM OF ORGANISATION:

**Full-time and extra-occupational**

#### CLASSES:

**Full-time:** 15 weeks per semester  
Principally Mon to Thu (some teaching sessions may be held on a Fri or Sat)

**Programme begins:** Start of October

#### Extra-occupational:

18 weeks per semester  
Principally Fri 14:30-21:30 and Sat 8:00-16:00 (some weekday evening sessions may be held), as well as an intensive week at the start of the Degree Programme

**Programme begins:** Start of September

#### QUALIFICATION GAINED:

**Bachelor of Arts in Business, BA**



Lydia Bachmaier, BA  
Graduate, Bachelor Degree Programme  
Marketing & Sales, full-time course

*„The Bachelor Degree Programme offers the ideal combination of theory and practice allowing graduates to embark quickly on their career. The specialist knowledge acquired constitutes optimal support for them to be able to prove themselves in the challenging tasks of daily working life.“*

## BACHELOR DEGREE PROGRAMME IN MARKETING & SALES

Do you want to have a successful career?

Are you a “people person”?

Are you creative?

Do you want to feel at home in international markets?

Then we have just the right Degree Programme for you:

**Bachelor Degree Programme in Marketing & Sales**

### Marketing & Sales – what’s it all about?

This Bachelor Degree Programme is all about market-oriented business management: marketing, market orientation, company organisation and management, financial accounting & management accounting, operative marketing and sales, customer policy and purchase behaviour, business English, personality training and much more!

Beginning with the 3rd semester, the programme becomes more practical: market research, marketing business cases and a work placement/internship in Austria or abroad. The “international marketing” elective module is perfect for anyone drawn to international aspects, marketing management and export business. And for those who like shaping customer relationships, the “sales management” elective module includes negotiation leadership, self-management and sales in different industries.

### Go International

- **Work placement/internship** in Austria or abroad
- **BEC Vantage exam**
- **25%** of teaching sessions in English
- An optional **second foreign language**



For contact  
details and further  
information, please visit  
**[www.campus02.at](http://www.campus02.at)**



*“Solid knowledge of the areas of management, leadership and international marketing management as well as a number of courses targeting personal and organisational development: The Master Degree in International Marketing prepares you perfectly to explore international markets. What are you waiting for?”*

Maximilian Keiper, BA, MA (Graduate)  
Junior Product Manager  
Sattler SUN-TEX GmbH



## MASTER DEGREE PROGRAMME IN INTERNATIONAL MARKETING

### Degree Programme & Career

International marketing managers require solid specialist marketing knowledge as well as a deep understanding of internal requirements and frameworks. A weighty share of business strategy development and the resulting marketing strategy of a company are down to them. This includes, amongst others, the development of global-facing positioning, market and product strategies, and the preparation of the implementation of these strategies on all markets across the world. Successful marketers also need the personal potential for self-organisation and problem-solving, whilst being equipped with conflict skills, cooperation ability, entrepreneurial thinking, flexibility in thinking and dealings, and the willingness to continually learn and develop.

### The Master Degree Programme in International Marketing offers:

- All professional competencies needed to meet the requirements for demanding activities in the area of international marketing
- The complete personal skill set to successfully fulfil management tasks
- Personal confidence for dealings with clients from different cultures and countries
- In-depth knowledge of business English
- A second foreign language



#### FORM OF ORGANISATION:

**Extra-occupational**

#### CLASSES:

#### Extra-occupational:

Principally Friday 14:30–21:30 and Saturday 08:00–16:00, as well as one intensive week at the beginning of the 1<sup>st</sup> semester. Some weekday evening sessions may be held.

**Programme begins:** Mid-September

#### QUALIFICATION GAINED:

**Master of Arts in Business, MA**





#### FORM OF ORGANISATION:

**Extra-occupational**

#### CLASSES:

18 weeks per semester  
Principally Friday 14:30-21:30 and Saturday 8:00-16:00 (some weekday evening sessions may be held), as well as one intensive week at the start of the Degree Programme  
**Programme begins:** Mid-September

#### QUALIFICATION GAINED:

**Master of Arts in Business, MA**

## MASTER DEGREE PROGRAMME IN SALES MANAGEMENT

### Degree Programme & career

In a leadership role in sales management you will focus on the development and formulation of business strategy. Based on that, you will produce a sales strategy through which you will determine the sales concept of individual areas. You will be responsible for determining pricing & condition policy whilst playing a key role in the creation of product ranges and the customer service portfolio.

The main duties of sales managers include shaping the organisational structure and the processes of the sales department. Today, modern sales management would be unimaginable without the appropriate planning and control aided by the help of data-supported key indicator systems.

### The Master Degree Programme in Sales Management offers:

- Technical skills necessary to fulfil demanding duties in the area of sales management
- Personal skills needed to fulfil management responsibilities
- Solid knowledge in business English
- The know-how needed to confidently use modern sales management tools

## THE PATH TO YOUR DEGREE PROGRAMME

Have you found your dream Degree Programme?  
We'll show you the way.

### Admission requirements

#### Bachelor Degree Programme

- High school certificate (academic secondary schools / higher technical and vocational schools and colleges)
- Appropriate certificate of high school equivalency
- Or a subject-relevant/professional qualification (apprenticeship, etc.)

#### Master Degree Programme

- A successfully completed, subject-relevant Bachelor or Master Degree Programme or diploma

### Application & acceptance

Due to the limited number of study places available, applicants have to complete an admissions procedure. This is made up of a written test and an interview. For more information about the application and acceptance process, please visit [www.campus02.at/application](http://www.campus02.at/application).

### INFO LOUNGES

Meet our students!

Our departmental teams and students will tell you all you need to know about our Bachelor and Master Degree Programmes and would be happy to answer any questions you may have. For the dates of our next Info Lounges and to register, please visit [www.campus02.at](http://www.campus02.at).

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FURTHER  
APPLICATION  
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02

ACCEPTANCE  
TEST

01

ONLINE  
REGISTRATION  
[www.campus02.at](http://www.campus02.at)



Danijela Jovic, BA, MA (Graduate)  
Project Manager New Business Development  
Mayr-Melnhof Karton Gesellschaft m.b.H.

„Sales Management – a challenging discipline which calls for the highest level of commitment and involvement in order to make our clients happy and to keep them that way. After all, they guarantee the commercial success of any company.“

For contact  
details and further  
information, please visit  
[www.campus02.at](http://www.campus02.at)







FACHHOCHSCHULE DER WIRTSCHAFT

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Design & graphics: Hartinger Consulting Graz; Photos: Stefan Leitner  
Photos of Graz: Graz Tourist Office photographer  
Subject to errata, misprints and curricula changes.  
Published 2016



[www.campus02.at](http://www.campus02.at)