**Innovative and efficient – Studying at Ferdinand Porsche FERNFH**
**Business Informatics: A degree programme with excellent
job prospects**

**Ferdinand Porsche FERNFH offers a modern university education in Business Informatics that successfully combines scholarly research and practice.**

The degree programme “Business Informatics” promises the best career prospects, because: Business Informatics graduates are urgently sought after at the moment. This has also been confirmed by those who have already graduated from Ferdinand Porsche FERNFH. The BA and MA in Business Informatics are among the five accredited degree programmes. “The course provides students with an economic and technically holistic approach, which trains them to see the whole picture and understand company-wide relationships better”, says graduate Thomas Gutmann.

Business Informatics is the point of intersection between business administration and applied computer science. It combines business studies topics with issues surrounding information processing and computer science. The Business Informatics bachelor degree programme at FERNFH has been designed around this, it is running since 2007. The bachelor programme prepares graduates for their professional career and for further academic study within the framework of the subsequent master programme.

The individual modules of the bachelor degree programme are completed in six semesters (three years). In the final year, students can choose one of the three majors “Business Engineering and IT-Consulting”, “Organisation, Systems Management and Security” or “Software Engineering”.

**Study in a flexible way**

The degree programmes are designed as distance learning with short on-campus sessions in what’s known as ‘blended learning’. “Virtual learning, teaching and communication methods enable students to be in regular contact with their teachers, even if they ‘only’ see each other face-to-face during the three on-campus sessions of each semester”, says Martin Staudinger, Programme Director of the bachelor degree programme in “Business Informatics”. The online campus, which includes all learning materials, videosand forums, is accessible at any time; you can contact your colleagues and teachers from anywhere. There are three on-campus sessions which take place at FERNFH and last two days each (Friday and Saturday).

Students of “Business Informatics” deal with aspects of the structure, use and the change of information and communication systems and technologies as well as information processing mechanisms in various branches of the economy and in administrative organisations. During their courses, students acquire the competence to model operational procedures and information processes, to map them in an IT system and to take part in the planning and implementation of IT projects in a position of responsibility. As part of this, they will take into account information technological as well as economic and legal framework conditions. They’ll be able to integrate improved or newly developed technologies into a company’s existing IT infrastructure and design and carry out their own further development work in the field of business informatics.

The fields of activity for graduates of this programme include IT and information services, data processing, software development, IT consulting, monitoring and project management in industries that use IT to handle their business processes – from the automotive industry to dentistry.

**Follow-on master degree programme**

The four-semester Master programme seamlessly follows on from the bachelor programme and allows students to go deeper and specialise in the fundamentals acquired there. “In the master programme, we impart specialist expertise and skills required for the conception, commissioning and ongoing expansion of complex information and communication systems”, says Peter Völkl, who directs the master degree programme. The MA in “Business Informatics” has been on offer at the FERNFH since 2009 and can be completed in as little as four semesters. The final exams are a master thesis and a master examination at the end of the fourth semester.

Business informatics specialists often work in positions that are at the point of intersection between technology and the business areas in organisations and represent important key positions. In addition to well-founded specialist knowledge, this requires further competencies with regard to different social, business and economic requirements as well as skills required for management positions. Business informatics specialists always consider the entire spectrum, from planning stages to the necessary measures needed to implement a corporate strategy. More specifically, the fields of professional activity for our graduates range from management and consulting tasks to IT project management and IT consulting to sales, training and software development.

**About the Ferdinand Porsche FERNFH**

The Ferdinand Porsche FERNFH is Austria's first distance learning university of applied sciences. It was founded in 2006. Through innovative forms of learning and teaching in the field of distance learning, the FERNFH takes on a pioneering role in distance learning in Austria. All five federally funded study programmes are accredited by AQ Austria, the Agency for Quality Assurance and Accreditation Austria. In 2016 the FERNFH was certified according to international standards by the evaluation agency evalag Baden-Württemberg. The Ferdinand Porsche FERNFH collects the statutory tuition fees of 363.36 Euros per semester plus student union fee for the accredited distance learning programmes. In addition, the FERNFH offers master programmes, diploma and certificate programmes. Preparations for further degree programmes and executive education programmes are currently underway. The FERNFH is a subsidiary organisation of the FERNFH Management & Service GmbH. Since 2020, the province of Lower Austria has also been involved in the FERNFH. More information is available at [www.fernfh.ac.at/en](http://www.fernfh.ac.at/en).