

ANNUAL REPORT

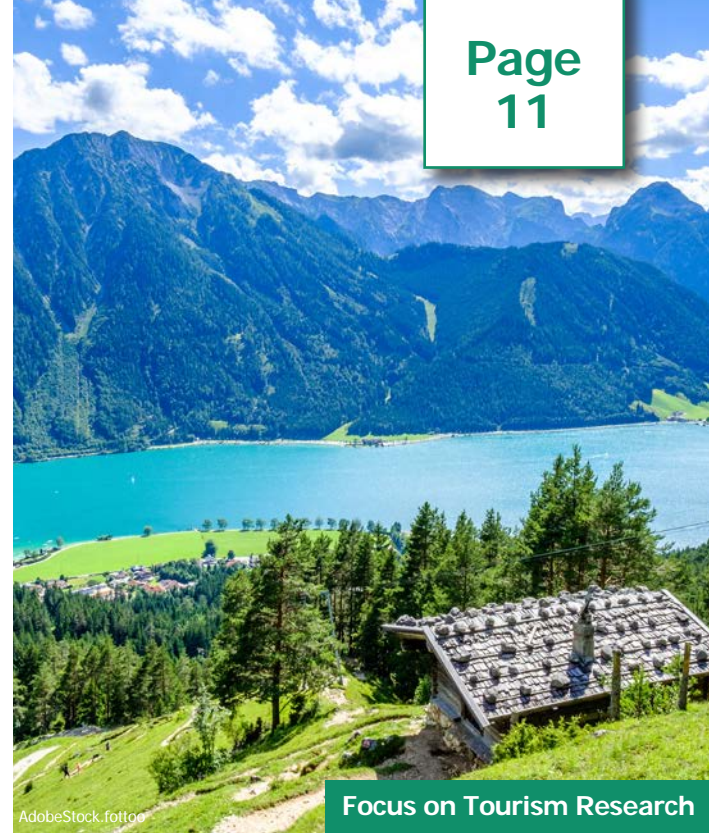
FACHHOCHSCHULE KUFSTEIN TIROL 2023/24



Academic Year 2023/24

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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IMPRESSUM ISSUE NOVEMBER 2024

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>> Chairs of the Board

The Academic Year 2023/24 once again brought significant progress and evolution for the University of Applied Sciences Kufstein Tirol, developments that make us stand out as an innovative educational institution.

25 Additional Degree Program Places

The expansion of our academic portfolio by **25 additional degree program places** is particularly gratifying, reflecting the ever-increasing demand for the practical and future-oriented education that we provide. In the past fiscal year, we have been awarded the **STEM quality label** and been re-certified both as a **family-friendly university** and an institution for hosting **sustainable events**.

Expansion of Student Residence

One important project currently getting underway is the construction of a new student residence on the site of the former Kufstein barracks in the immediate vicinity of the existing facility. From 2027 onward, around 150 additional places for students will be available there. This is an important step towards meeting the increasing demand for accommodation among both our domestic and international students, particularly in light of the **new full-time degree programs**, that will be offered starting in 2025.



First visualization of the planned expansion of student accommodation in Kufstein.

Image: Architekten Adamer Ramsauer ZT GmbH



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

Boosting the Regional Economy

The importance of universities of applied sciences, in particular the University of Applied Sciences Kufstein Tirol, for the regional economy and research landscape remains strong. Our practice-oriented educational programs prepare students specifically for the needs of the job market, enabling them to gain a direct foothold in the economy and thus make an important contribution to the development of our region. Through our **close cooperation with companies** – be it through internships, joint projects, or research partnerships – we strengthen the link between our University and the regional economy. Our research projects, which are invariably geared towards the needs of

industry and business, contribute significantly to the innovative power and competitiveness of all parties involved.

In conclusion, we would like to thank everyone who has contributed to the success of the University of Applied Sciences Kufstein Tirol. Your commitment is the key to our continuous development. We look forward to another successful academic year.

The Chairs of the Board

Dr. Herbert Marschitz

Dr. Herwig van Staa

Franz Mayer

>> CEO Managing Director

Another fiscal year full of challenges and successes lies behind us. It is a great pleasure and honor for me to thank everyone who has contributed to the further development of our University of Applied Sciences with their tireless commitment and dedication. The great engagement and passion of our employees are at the heart of our institution and are also reflected in the positive survey results from both students and adjunct faculty. We are therefore particularly pleased to welcome 18 new colleagues who will enrich our team with fresh ideas and perspectives.

Research

Special mention should also be made of our outstanding research projects, which made significant progress in the Academic Year 2023/24. One of the many highlights is funding for an endowed professorship in Enterprise Resource Planning as well as numerous other grants that will significantly strengthen our research and teaching capacities. This will allow us to incorporate the latest findings into our teaching and enable our students to engage academically with state-of-the-art develop-



Homecoming provides a framework for alumni and faculty to exchange ideas, reminisce about old times, and forge strong professional networks.

ments. The fact that we are on the right track with our activities is demonstrated by the high level of satisfaction among our students and the growing interest in our degree programs.

AI Competence Center

We are also pleased by the establishment of our Competence Center for Artificial Intelligence, which will play a central role in our innovation strategy going forward. We have already successfully trained several companies from the greater Kufstein area in these new technologies and are an active member of the Kufstein Innovation Space.

New Website: Mobile First

Another milestone of the past academic year was the successful launch of our **redeveloped website**, which was designed according to the **mobile-first principle**. This very extensive project, which took over a year of intensive work, is a significant step towards a modern and user-friendly digital presence of our University. A visual facelift was another focus of the relaunch.

Restart of the General Management MBA

From the Summer Semester 2025 onward, the University of Applied Sciences Kufstein Tirol will once again be offering the **General Management MBA**. This revised program is now open to students without a bachelor's degree, too, provided they have sufficient professional experience. New features include a scope of 120 ECTS credits (instead of the previous 90 ECTS credits), a module on artificial intelligence, and a strong focus on interdisciplinary project studies.



Homecoming is a highlight for alumni, faculty, and staff each year. CEO Managing Director Prof. (FH) Dr. Thomas Madritsch, too, is thrilled to meet with the University's alumni.

I hope you enjoy reading this annual report and look forward to tackling new challenges together with all of you to move our University forward.

Prof. (FH) Dr. Thomas Madritsch

>> Rector's Office

The Academic Year 2023/24 was characterized, among other things, by groundbreaking achievements in the field of artificial intelligence (AI). As a pioneer in the field of knowledge and technology transfer to students and business partners alike, we were able to chart a course for our University at a very early stage. For example, the impact of software solutions such as ChatGPT and similar applications on teaching and research was assessed in various working groups and committees. As a major innovation in teaching, we have adapted the examination modalities for bachelor's and master's theses and significantly reduced the scope of written work. In addition, both the effective use of AI in particular and the use of innovative technologies

more generally are covered extensively in a wide range of courses at our University. Beyond this coverage in our technically oriented degree programs that deal explicitly with these innovations, our entire faculty and staff were given the opportunity to benefit from this institutional knowledge through internal training. Finally, our expertise was used both for the development of corresponding **AI courses offered at our International Business School** and training programs tailored to our external business partners.

Positive Feedback

In various surveys, **students** and **lecturers** positively emphasized our innovative and quick respon-

se to new technologies. The satisfaction among these important groups at our University was and is correspondingly high and naturally motivates us to continue on our successful path.

Career Headstart & International Experience

Our University of Applied Sciences stands for actively lived internationalization. The requisite semester abroad in our full-time bachelor's programs and the high number of **partner universities** are not the only evidence of this. The establishment of a **new dual degree program** in Industrial Engineering & Management in cooperation with Schmalkalden University of Applied Sciences in Germany is also part of our internationalization strategy. This program allows students to obtain two degrees simultaneously, something which significantly improves their career opportunities.

Advanced Research Technology

Our University of Applied Sciences recently put a **state-of-the-art 3D metal printer** into operation, which opens new possibilities in research and teaching. This printer makes it possible to produce complex metal structures precisely and efficiently, which offers valuable applications, particularly in areas such as mechanical engineering, production engineering, and prototype development. By using this technology, students and researchers can realize innovative projects that were previously difficult to implement. This not only supports research but also strengthens collaboration with industry and further expands our expertise in the field of additive manufacturing.



The opening of the metal 3D printer was attended by project manager Prof. (FH) Dr.-Ing. Christian Schmid (3rd from left) and Prof. (FH) Mario Döllner, Rector of the University (left), as well as representatives of the partner companies: Dipl.-Ing. Jörg Vollmann Schipper, Managing Director of AEP3D (2nd from left), Michael Freisinger, Master Metalworker and owner of Metallbau Freisinger (right), and Prof. Mischa Schaub of Virtual Valley (front).

Prof. (FH) PD Dr. Mario Döllner

>> New Academic Programs

The range of programs on offer at the University of Applied Sciences Kufstein Tirol is constantly being updated and expanded, with the next phase to start in the Winter Term 2025/26. From fall 2025 onward, our academic portfolio will include one new and one renamed bachelor's degree program as well as three new or revised master's degree programs on a full-time basis and with English as the language of instruction. In addition, all degree programs are constantly being revised to fit the current requirements of the job market.

The new programs on offer from the coming winter semester will educate students destined to become specialists in their respective fields. With our expanded academic portfolio, we are equipping students with the skills they need to actively shape technological and social change. By expanding our English-language programs, we want to attract even more international students who will enrich our student body with their perspectives and experiences.

BACHELOR

Drone Engineering & AI-based Innovation*

This new bachelor's degree program is unique within Austria and imparts comprehensive knowledge of drone technology and its applications. The focus is on drone design, propulsion systems, and electronic subsystems, built on a sound foundation of general aviation expertise and aerodynamics. Various software and programming modules will enable students to control drones and autonomous unmanned aerial systems (UASs). In addition, knowledge of sensor technology and data analysis will empower students to meaningfully employ information obtained from such systems. The curriculum is rounded out by topics such as legal framework conditions and operational safety.

Leadership & Business Management

From the winter semester 2025/26 onward, the name of the former bachelor's degree program Business Management will change to Leadership & Business Management, while the proven curriculum will remain the same. The program prepares students to successfully manage and/or found companies. It places great emphasis on holistic entrepreneurial thinking, grounded in general business knowledge, practical projects, and social skills.

Business Psychology*

The new full-time bachelor's degree program in Business Psychology* imparts the required skills to analyze human behavior and use this knowledge for economic decisions and corporate strategies. Students acquire in-depth knowledge of behavioral patterns in economic contexts, in particular purchasing behavior, market research, and neuromarketing, as well as work and organizational psychology.

Continued >>



The new bachelor's degree program in Drone Engineering & AI-based Innovation* is unique in Austria.

Foto: AdobeStock.goodluz



The three new master's degree programs educate graduates to become specialists in their respective fields.

<< continued from page 6

MASTER

Energy & Sustainability Management*

This new master's degree program focuses on the international and European perspective of energy and sustainability management. Students will gain in-depth knowledge to develop innovative solutions to foster sustainability, environmental protection, and climate protection. Key areas such as sustainability assessment, strategic management, and AI-driven data analysis are covered in depth. The master's thesis promotes application-oriented research. Students are able to expand their networks through business evenings and project work. The program strengthens core competencies and promotes a holistic view of sustainability, which is essential for strategic planning in companies, public institutions, NGOs, and start-ups.

Data Science & Intelligent Analytics*

The new master's degree program in Data Science & Intelligent Analytics* covers computer science, statistics, mathematics, and related application disciplines. Graduates will gain application-ready skills in data analysis, technology, business applications, and the development of innovative solutions. Through practice-oriented data science labs and project-based learning, the University of Applied Sciences Kufstein Tirol ensures a high degree of professional depth and practical relevance. The program addresses the entire value chain from raw data to cross-sectional issues and economic success.

Smart Products & AI-driven Development*

The revised master's degree program Smart Products & AI-driven Development* combines tech-

nical and business knowledge empowering its graduates to develop intelligent, networked products. The focus is on the practical application of state-of-the-art AI methods such as generative language models, edge computing, and machine learning for system analysis and prediction. The fully English-language curriculum prepares students for international careers and offers a strong practical orientation through project-based learning. Access to advanced technologies, such as additive manufacturing, encourages a hands-on mentality. Interdisciplinary collaboration broadens horizons and fosters expertise in integrating AI into product development processes and creating intelligent, service-oriented solutions.

*Start subject to accreditation by the AQ Austria

>> International Activities in Teaching and Research



Dr. Bella Bello Bitugu, Director of Sports at the University of Ghana, was a guest in Kufstein as part of the faculty mobility program. He held a lecture attended by 29 international students.

The University of Applied Sciences Kufstein Tirol integrates international cooperation into everyday student life. This not only benefits the students, but also strengthens the region of Tyrol as a business location.

With more than 235 partner universities worldwide, the University of Applied Sciences Kufstein Tirol is one of the best-networked universities in Austria. This international orientation is reflected in the variety of global partnerships and the multinational atmosphere fostered on the Kufstein campus. A diverse learning environment strengthens students' intercultural skills and prepares them optimally for challenges faced in their professional lives. International faculty, who enrich the learning experience with their specialist knowledge, are integral to the University. The regular return of visiting faculty shows how much all sides appreciate this exchange.

The instructors come from countries such as Canada, Italy, Ghana, Finland, and the USA. They consider teaching at the University of Applied Sciences Kufstein Tirol a valuable opportunity for international knowledge transfer. Moreover, they appreciate the rigorous structure of the curricula, combined with practical training and a personal atmosphere, as well as the exceptional commitment of students. The impressive natural surroundings of Tyrol are an added bonus for many. "I've repeatedly taught at the University of Applied Sciences Kufstein Tirol over the past five years and have tried many things that would be impossible in Amsterdam," says **Anne Marleen Olthof**, visiting lecturer at the University of Applied Sciences Kufstein Tirol and lecturer at the School for Communication and Multimedia Design and School for HBO-ICT at the Amsterdam University of Applied Sciences. "For example, I can work with state-of-the-art mixed reality programs in the Web Lab and create and

run them myself. I am also fascinated by the natural surroundings here in Austria. Going for a walk in the woods after class or swimming in Lake Hechtsee to me is the very definition of a high quality of life."

International Program for Incomings

The **International Program (IP)** consists of courses taught in English that are attended by both incoming and local students. It offers a platform for international student exchange and promotes the integration of incoming students into university life. A new addition to the IP is the certificate Product Development Using Innovative Technologies, which is awarded to incoming students who have successfully completed technical courses. This certificate underscores their ability to master technical challenges – a valuable skill for later professional life.

In order to ensure international standards, mobility, and continuous knowledge renewal, the staff of the International Relations Office (IRO) regularly take part in education fairs across the globe. This gives them an opportunity to personally meet partner universities from all over the world, exchange ideas, and establish new contacts and partnerships. In addition, the University of Applied Sciences Kufstein Tirol promotes the mobility of its own faculty and staff as part of Erasmus+. "The aim of our internationalization strategy is to promote the international mobility of our faculty and staff, particularly within the framework of Erasmus+. This gives them the opportunity to gain professional experience abroad, something which very much aligns with the strategic goals of university leadership," says **Mag. Manuela Osterauer**, Head of the IRO and the IP program.



APPLICATION
EXTERNAL
LECTURER



PARTNER
UNIVERSITIES



>> Research without Borders

The international orientation of the University of Applied Sciences Kufstein Tirol is also clearly evident in the area of research. Numerous projects carried out over the past twelve months testify to the global networking and innovative strength.

Policy Advocacy for Sport and Society (PASS)

The Erasmus+ project PASS started in February 2024 with a kick-off meeting in Cologne. Another meeting of the project partners was held in Budapest in October. Prof. (FH) Dr. Louis Moustakas presented his findings at the European Association for Sport Sociology conference in Madrid and the ÖSG (Austrian Pain Society) congress in Innsbruck.



Drones4VET

Another important project is Drones4VET, also an Erasmus+ project, where a meeting of the partners took place in Kufstein in April 2024. The project aims to create a transnational training program and a manual for educators on the use of drones for construction-related activities.



GREENE 4.0

The Interreg Central Europe project GREENE 4.0 also made significant progress. Over 400 companies from the project countries were involved in a study on green and digital transformation. A user acceptance model developed from this helps small and medium-sized enterprises (SMEs) to identify weaknesses and initiate improvements. Ten companies have already been



The GREENE 4.0 partners at the 7th International Conference on Technology and Business Models for the Circular Economy in Portoroz, Slovenia.

selected for the pilot phase of the B2GreenHub platform, which is scheduled to launch in 2025.

Sustain-AUT-LSO

The OeAD Africa UniNet project Sustain-AUT-LSO strengthens the cooperation between the University of Applied Sciences Kufstein Tirol and African partners. In June, representatives from the National University of Lesotho and the University of Pretoria participated in workshops and excursions. In November, a delegation from the University of



The AfricaUniNet project team from left: Seroala Tsoeu-Ntokoane, Miriam Lettner, Robert Fröhler, Retselisitsoe Thamae, and Christian Huber.

Applied Sciences Kufstein Tirol traveled to the south of Africa to hold lectures and workshops and network.

AI4GREEN & START2

The Interreg Bavaria-Austria projects AI4GREEN and Sustainable Mobility and the Interreg Italy-Austria project START2 were also successful. As part of START2, workshops were organized in Bolzano and participation in the drone festival in East Tyrol took place. Those responsible for AI4GREEN have already held a workshop in which companies created their own AI chatbots.



These and many other projects show how active and globally networked research at the University of Applied Sciences Kufstein Tirol is. Cooperation with international partners not only promotes scientific exchange but also contributes to strengthening the global competitiveness of the University of Applied Sciences.

ALL R&D PROJECTS



COOPERATIONS WITH COMPANIES



>> Learning on Site: Our Students on Excursion

Discover, experience, learn: Excursions take students directly to the locations of their subject areas and offer practical insights.

Excursions offer the ideal opportunity to gain insights into their future fields of work, make contacts, and gain first-hand experience in industry knowledge. These on-site experiences deepen students' understanding of complex interrelationships and enable them to apply and reflect on what they have learned. The excursions take them to renowned companies, cultural institutions, and international institutions, where they have the opportunity to exchange ideas directly with experts.

In the 2023/24 academic year, numerous excursions once again enriched studies at the University of Applied Sciences Kufstein Tirol and provided students with valuable impressions and experiences.

Delfort Group

Students of the **Master's in Energy & Sustainability Management** visited the Delfort Group's paper mill in Wattens. They learned first-hand how sustainability management is implemented, what tasks and challenges are involved, and which topics and stakeholders are particularly relevant.



Students were given practical insights into sustainability management at the paper mill in Wattens.

Sellrain-Silz Power Plant Group

The Kühtai construction site for the Sellrain-Silz Power Plant Group expansion offered students pursuing a **Bachelor's in Energy & Sustainability Management** a valuable opportunity to combine their theoretical knowledge with real projects. They also gained an impression of the dimensions of the construction project.



Students explore the Kühtai construction site for the expansion of the Sellrain-Silz Power Plant Group.

Vienna Symphony Orchestra & Salzburg Cultural Association

Students pursuing the **Bachelor's in Sport, Culture & Event Management** degree attended a concert by the Vienna Symphony Orchestra at the Great Festival Hall in Salzburg. In discussions with those responsible, they deepened their knowledge, particularly in the areas of cultural mediation and audience development. The engagement of cultural institutions illustrates how cultural offerings can be successfully communicated to different target groups.

LKW Walter

Students enrolled in the Bachelor's in Business Management degree program (now offered as Bachelor's in **Leadership & Business Manage-**



On their excursion to the Great Festival Hall in Salzburg, students listened to the Vienna Symphony Orchestra and learned exciting facts about the cultural sector.

ment) gained insight into the transport industry during their visit to the trucking company LKW Walter in Kufstein. The students were given an interesting overview of the structure and business activities of the Walter Group, which employs more than 5,000 people from over 40 nations at two locations.



The trucking company LKW Walter shared interesting perspectives on its international working methods.

MORE NEWS
EXCURSIONS



>> A Focus on Tourism Research



View of Lake Achensee, pilot region of the Digitalization.Tourism project. Photo: AdobeStock.fottoo

The University of Applied Sciences Kufstein Tirol is devoting itself intensively to the future of tourism in three research projects. The focus is on the tasks arising from digitalization, climate change, and crises such as COVID-19.

Change in tourism is not new, but current developments are accelerating this process and bringing considerable challenges. After all, tourism is an important economic factor that secures tens of thousands of jobs in Tyrol alone.

Three research projects under the direction of **Prof. (FH) DDr. Mario Situm**, Head of the Bachelor's in Business Management degree program, now renamed **Leadership & Business**

Management, and the Master's degree **Corporate Transformation Management**, are analyzing the problems in concrete terms and how they can be overcome.

Attractive Tourism

The Interreg project Attractive Tourism investigates how tourism can remain an desirable employer. Its aim is to offer modern teaching and learning methods for management and employee development. After the project concluded in June 2022, the partners remained active. They met again in 2023, discussed potential opportunities for the future, and attended presentations by experts from the field.

Resilient Tourism

In the Interreg research project Resilient Tourism, the name says it all: It deals with the resilience of the industry. COVID-19, for example, showed how vulnerable the tourism sector is - especially to labor shortages. The aim of the project is to strengthen resilience skills in destinations in Bavaria, Tyrol, and Salzburg. The project trained Resilience managers and developed tools to measure the resilience of destinations and businesses. The project started in **January 2024 with 30 partners** and continued its work with a workshop in May.

Digitalization.Tourism

The Digitalization.tourism project seeks to develop a concept to strengthen employer brands in regional tourism through innovative recruiting strategies. The goal is to establish a digital marketplace to serve as an interface between employers and potential employees. The pilot region Achensee Tourismus aims to establish Lake Achensee as an attractive place to work. Artificial intelligence, mobility, and data management were key topics at an **innovation workshop in March 2024**, which also focused on the future of winter tourism.

The three projects show how the University of Applied Sciences Kufstein Tirol is actively shaping the future of tourism and providing impetus for a sustainable and crisis-proof industry.

These projects are supported by:



Interreg
Bayern-Österreich



Kofinanziert von der
Europäischen Union

ALL R&D
PROJECTS



COOPERATIONS
WITH COMPANIES



>> International Talents in Administration, Teaching & Research

International employees bring experience from different countries. This is a great advantage for educational institutions, as they bring with them academic background knowledge from other cultures and thus enable a diverse perspective on problems. At the University of Applied Sciences Kufstein Tirol, a total of 15 nations are united in administration, teaching, and research.



Antje Van den Akker – The Netherlands

One of the nations represented is the Netherlands: Antje Van den Akker has been working as an Instructional Designer at the University of Applied Sciences Kufstein Tirol since May 2022 and particularly appreciates that exercise in nature is part of everyday life in Tyrol. “My colleagues and I work hard on our projects, but we start planning our weekend tours on Wednesdays or go up the mountain together after work. That’s also the biggest difference to the Netherlands - where our only mountain is only 322 meters above sea level and hardly deserves to be called a mountain.” Nine years ago, Antje merely wanted to spend a year abroad with her partner at the time; she has remained loyal to Tyrol ever since. “I wasn’t familiar with the city of Innsbruck, nor did I know how to ski, but I immediately felt at



From the sea to the mountains - a scenic contrast for Antje Van den Akker.



home here,” reports Antje. “I found my way to the University of Applied Sciences a few years later when looking for a new challenge in the e-learning sector.” According to the instructional designer, the academic landscape in Austria differs particularly in the language of academic exchange. In the Netherlands, the focus is much more on English-language publications, whereas communication in the DACH region is primarily in German.



Mohammadreza Mohebbi – Iran

Mohammadreza Mohebbi comes from Iran and has been working as a research assistant in the Data Science & Intelligent Analytics department at the University of Applied Sciences Kufstein Tirol since November 2023. He met University Rector Mario Döller during his master’s degree at the University of Passau and seized the opportunity to do his doctorate in Kufstein.

“There are different types of universities in Iran, but none of them are similar to the University of Applied Sciences Kufstein Tirol in their focus on the practical aspect of education,” says Mohammadreza, who is called Mo by his colleagues. “The overall structure of the University of Applied Sciences Kufstein Tirol, in particular, and the academic environment in Tyrol, in general, are more focused on applied sciences. The numerous partnerships with companies from the business world reinforce this focus



For Mohammadreza Mohebbi, the biggest difference is the dynamic rhythm of life.

even further.” For Mo, the most significant difference between his home country and Tyrol is probably the dynamic pace of life. In Mashhad, Iran, with its more than 4 million inhabitants, life is much faster and more hectic. In Kufstein, it is quieter and more peaceful: the green landscape of the Kaiser Mountains offers a refreshing change from the urban environment of the Austrian city. “What I appreciate most here is the connection to nature,” says Mo. “The impressive mountains and the fresh air make the country a wonderful place to live.”



Kadri Hoffmann – Estonia

Kadri Hoffmann has been living in Tyrol for twelve years now. “The plan was to do a gap year after my bachelor’s degree as part of the European Voluntary Service. I kept extending my stay by a year because I loved it. In the end, I completed my master’s degree at the University of Applied Sciences Kufstein Tirol while working and continued to develop professionally,” explains the Estonian-born student. “Working in an international and intercultural context has always interested me, and I am very happy to be able to pursue this passion in the International Relations Office at the

continued >>

WORKING
AT THE FH



<< continued from Page 12

University of Applied Sciences Kufstein Tirol." The higher education system in Austria is similar to that in Estonia, reports Kadri, as both are part of the European Higher Education Area and the Bologna Process. "In Estonia, a lot is being invested in digitalization and central e-services have been part of everyday student organization for a long time."



Kadri Hoffmann pursues her passion for inter-cultural issues and relationships here.



Louis Moustakas – Canada

"In a way, my home country is very similar to Tyrol - but everything is much smaller and more compact here." Anyone hearing this sentence might not assume that Louis Moustakas is talking about Canada. Born in the USA, the Professor (FH) of Sport Management and Sport Sociology spent his childhood and youth in Canada. What does he miss most? "The beer - there are great craft breweries in Quebec. But of course, I also miss my family and



friends." Louis has been at the University of Applied Sciences Kufstein Tirol since January 2024 - the impetus for the move from Cologne came from a job advertisement. "I had just completed my doctorate at the German Sport University Cologne, so this offer came at just the right time for me and my family," he explains. Louis also believes that the focus on practice and the familiar atmosphere among the staff are the most outstanding features of the University of Applied Sciences Kufstein Tirol.



Louis Moustakas was born in the USA but grew up in Canada.



Fakher Naseem – Pakistan

As a native Pakistani, Fakher Naseem, Research Assistant at the Josef Ressel Center, particularly appreciates the high standard of living in Tyrol and the excellent medical care. He also sees some differences in the academic landscape, especially in terms of the practical orientation of teaching and the precise preparation for the real economy. "I deliberately applied for the position at a technically oriented university of applied sciences in order to be able to research practical problems," says Fakher.



Mark Romanelli – United States of America

"I miss Detroit's baseball team, the Detroit Tigers, the most," Mark Romanelli tells us. "But I appreciate the nature in Tyrol all the more. It's beautiful here, and the landscape is in stark contrast to the one I grew up in." Born in the US, Mark Romanelli has been teaching as an Associate Professor (FH) for Strategic Management at the University of Applied Sciences Kufstein Tirol since October 2011. Mark Romanelli and his wife decided to move from Detroit to her home country - they both liked it so much that they decided to stay here. He found out about the vacancy at the University of Applied Sciences Kufstein Tirol from an acquaintance and has remained loyal to the educational institution ever since despite the fact that the academic landscape is very different from that in the USA: "There are significant differences, especially at the Bachelor's degree level; at the Master's degree program, differences are less notable."



Mark Romanelli misses Detroit's baseball team the most.

PERSONAL

WORKING AT THE FH





19

Postgraduate Programs

- 11 Certificate Courses
- 1 Academic Course
- 2 MBA Programs, 1 with 5 specializations
- 1 Qualification Measure
- 4 Management Trainings with approx. 250 participants

28

Degree Programs

- 14 Bachelor
- 14 Master
- 6 of which are taught in English

235

Partner Universities

- 55 % Europe, 21 % Asia,
- 16 % America, 4 % Oceania,
- 4 % Africa

350

Lecturers

- Internal
- External
- Academics
- Professionals

2,200

Students

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

10,000

Graduates

- Bachelor
- Master
- Diploma
- Postgraduate

MORE FACTS & FIGURES



fhkufstein.tirol NEWS

HERZLICH WILLKOMMEN AN DER FH KUFSTEIN TIROL

Sind Sie bereit, Ihre Zukunft zu gestalten? Dann sind Sie an der FH Kufstein Tirol genau richtig! Wir sind eine der führenden Hochschulen in Österreich und bieten ein

124 2

fhkufstein.tirol Big News 🌟🇺🇦🇩🇪

Unser Website-Team hat über ein Jahr lang intensiv daran gearbeitet, aber jetzt ist sie fertig - unsere neue Website 🌟 ausgerichtet nach dem Mobile-First-Prinzip.

fhkufstein.tirol

ICH BIN

127 6

fhkufstein.tirol Wir stellen vor: Flo & Theresa - unsere Student Influencer! 🌟🇺🇦🇩🇪

fhkufstein.tirol NEWS 5/5

401

fhkufstein.tirol 🎓🎉🎊 Herzlichen Glückwunsch zur Sponision! 🎉🎓

Es war uns eine Ehre, diesen wichtigen Moment in deinem Leben (und den Weg dorthin) mit dir zu teilen!

>> 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:

Telephone: +43 5372 71819
E-Mail: info@fh-kufstein.ac.at

FH Kufstein Tirol – University of Applie... 11.460 Follower:innen 1 Tag · 🌐

🌟 Kufstein zur schönsten Kleinstadt Österreichs gewählt 🌟

Wir freuen uns, bekannt zu geben, dass Kufstein offiziell zur schönsten Kleinstadt Österreichs gekürt wurde. Diese Auszeichnung unterstreicht die einzigartige Schönheit und den besonderen Charme unserer Stadt. 🏰

Für Studierende bietet Kufstein nicht nur eine hervorragende akademische Umgebung, sondern auch eine hohe Lebensqualität und zahlreiche Freizeitmöglichkeiten. Diese Anerkennung ist ein weiterer Beweis dafür, dass Kufstein ein idealer Ort zum Leben und Lernen ist.

👉 Mehr dazu können Sie hier nachlesen: <https://ow.ly/wyGE50Tlm1J>

#Kufstein #SchönsteKleinstadt #Hochschulstandort #Lebensqualität #StudierenInÖsterreich

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FH Kufstein Tirol – University of Applie... 11.460 Follower:innen 2 Wochen · 🌐

🌐❤️😊 Die FH Kufstein Tirol freut sich über die zahlreichen Austauschstudierenden im Wintersemester 2024/25! Diesmal haben 93 Incomings aus 21 Nationen den Weg zu uns nach Österreich gefunden.

Das International Relations Office (IRO) steht den Studierenden für alle Fragen rund um ihren Auslandsaufenthalt zur Verfügung und bietet den Incomings unserer weltweit 225 Partnerhochschulen ein spezielles International Program.

Mehr dazu hier: 👉 <https://ow.ly/sblg50TxQUk>

#fhkufstein #fhkufsteintiro #universityofappliedscience #welcome #studylife #incoming #outgoing #iro

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99 1 Kommentar



Bachelor

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

Master

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

Postgraduate Programs

MBA-Programs

- >> General Management MBA
Focus: Automotive & Mobility / Real Estate Management / Leadership / Marketing 4.0 / Social Work
- >> Business Psychology 4.0

Certificate Courses & Further Education

- >> Applied Generative Artificial Intelligence
- >> Automotive & Mobility Consultant
- >> Automotive & Mobility Management
- >> B2B Young Entrepreneur Automotive
- >> Basics in Generative AI
- >> Change Management
- >> Circular Economy Manager
- >> Content Marketing Manager
- >> IT Process Management
- >> Restructuring & Reorganization Professional
- >> Seminar Management of Family Businesses
- >> Strategic HR Leadership**
- >> Preparatory Course for the CIS ImmoZert und Gerichts-SV Examination

