**Ferdinand Porsche FernFH – Study at any time and from any place**   
**Study “Business Administration and Psychology” in a flexible way**

**The bachelor and master programmes in “Business Administration and Psychology” at Ferdinand Porsche FERNFH both systematically combine business psychological knowledge with business administration content.**

“There are many exercises, case studies and application examples in the curriculum which allow students to continuously link the teaching content with their professional activities and contribute newly acquired knowledge to their profession during their studies”, says Christa Walenta, programme director of the BA in “Business Administration and Psychology”. Walenta emphasises the close connection between theory and practice, which is an essential aspect of studying at FernFH. The degree programmes are conducted by means of innovative e-learning in combination with short on-campus sessions. In this way, students are in constant contact with their colleagues and teachers and have access to the online campus at any time.

Transparent Structure and Interdisciplinary Design

On the one hand, the interdisciplinary, six-semester bachelor degree programme offers the opportunity to acquire psychological core competences, which are geared towards the increasing demand in the economy for psychological skills, and on the other hand, the programme provides solid economic training. In the first two academic years, the focus is on basic business administration, economics and law, as well as psychological knowledge and competence in business psychology. This section covers general psychology, social psychology and personality psychology as well as research methods and statistics. The subject-specific modules are accompanied by an offer of key qualifications, e.g. team development, communication, conflict moderation and consulting.

Majors and Areas of Activity

In the fifth and sixth semesters, students strengthen their professional profile by choosing an in-depth major and completing an internship. Students can decided between one of the offered specialisations “Human Resources Management (HR)” or “Marketing Research Management” which allow them to prepare themselves specifically for important tasks in potential analysis and personnel selection, personnel and management development as well as for issues surrounding marketing planning, market segmentation and image analysis, brand management and positioning as well as customer relationship management.

In this way, students acquire analytical, methodological and social competences and learn to apply quantitative and qualitative data collection and evaluation procedures with the associated IT applications in a targeted manner. The bachelor programme prepares students for a career in a variety of fields, such as HR experts, recruiters, market researchers, marketing experts, key account managers and management assistants.

Follow-on master degree programme

Interdisciplinary training is becoming increasingly important in the modern and complex world of work. “With the ‘MA in ‘Business Administration and Psychology’ which has been on offer here since 2012, Ferdinand Porsche FernFH offers well-founded degree programme at the point of intersection between people, organisation and the market”, says programme director Herbert Schwarzenberger. The aim is to impart specialist, methodological and leadership skills in the field of business administration and business psychology with a focus on human resources management and marketing management.

The four-semester master programme conveys current expertise in the field of business administration with a focus on HR and marketing in an international context as well as on current focus areas and trends in business psychology. Furthermore, the degree programme deals with the influence of a constantly changing environment and society and the effects this has on managers, employees and consumers. However, within this context, it is primarily the examination of scientific models and current research findings as well as their investigation and application to specific questions from practice that take centre stage.

Graduates from the master degree programme will have acquired the necessary qualifications for management positions, will be able to carry out management and project management tasks or will be able to work as experts in comprehensive strategic internal and external consulting positions. They will be well suited for management positions in the areas of human resources and organisation, personnel development and training, as well as in marketing and market research, or leading strategic change and planning projects in particular. Additionally, the graduates will be able to work independently due to their well-founded business management training.

**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).