Master

University of Applied Sciences St. Pölten

EUDRES²

Full-time | Dual | 4 semesters | English

Digital Innovation and Research

Artificial Intelligence | Digital Transformation | Open Innovation | Research & Development

ustp.at

Innovation starts with curiosity.

Study Digital Innovation and Research

You want to be the key to realising the digital transformation? You thrive when researching and implementing innovation strategies? We offer you a high-quality education at the interface of applied research, innovation, and digitalisation with a focus on topics such as artificial intelligence, data analysis, and visualisation.

At a glance

- **4 semesters**
- **Master of Science in Engineering (MSc)**
- **Full-time / dual**
- **Language: English**
- **12 places per year**
- **€ 363.36 per semester[1] + Students' Union fee**

[1] € 1,500.00 (per semester for students from third countries; performance-based tuition fee waivers are available)

The master degree programme Digital Innovation and Research is built on three complementary pillars that prepare you to become a leader in research and innovation in the age of artificial intelligence.

→ **Research Excellence:** Build the skills to design high-quality research projects, secure competitive funding, publish internationally, and communicate scientific results with confidence. Through project-based learning and close mentoring, you will conduct impactful research in academic and industrial settings.
→ **AI & Data Competence:** Develop expertise in Artificial Intelligence, Data Analytics, Data Management, Visual Analytics, and Data Governance. Learn to transform data into meaningful insights and apply AI-driven methods to solve scientific and industrial challenges. No prior AI or Data Science background is required.
→ **Innovation & Leadership:** Learn to translate research into real-world innovation through entrepreneurship, digital ethics, and innovation management. Work with companies, research institutions, and international partners on authentic projects that create measurable impact.

Graduate with a unique combination of research expertise, digital skills, and innovation capabilities valued across academia and industry.

Career prospects at a glance
→ Research Scientist
→ Industrial R&D Specialist
→ Innovation Manager
→ Research Project Manager
→ AI & Data Innovation Specialist
→ Technology and Research Consultant
→ PhD Candidate
→ Research and Innovation Coordinator

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More information →

What makes your studies unique

Dual Learning
The dual learning concept combines academic excellence with professional practice. You continue working while applying the knowledge and methods gained throughout the programme directly to real-world challenges. Through research and innovation projects, you create tangible value for your organisation while driving AI, data analytics, digital transformation, and innovation management – and advancing your own professional development.

Blocked Teaching
This programme features intensive on-site block teaching, complemented by guided self-study and dynamic blended learning phases to ensure a flexible yet immersive learning experience.

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Modern Infrastructure
At our campus, you get access to cutting-edge labs, including a deep learning environment and Cyber Defense Center. Use the entire infrastructure anytime – even remotely – to sharpen your skills and bring your ideas to life.

Professional Focus
This programme gives you all the skills you need for a successful career in various fields. You dive deep into computer science, learn to write proposals, analyse data, and present results – all with guidance from experienced professors who help you turn ideas into innovation.

PhD-Ready
Are you considering a PhD? You'll be well prepared. Your mentors support you in choosing the right topic and connect you with supervisors from our global academic network.

Module Overview

1st Semester	2nd Semester	3rd Semester	4th Semester
Academic Research 5 ECTS	Window of Opportunity 5 ECTS	Academic Research 5 ECTS	Academic Research 5 ECTS
Computer Science 10 ECTS	Computer Science 10 ECTS	Computer Science 10 ECTS	Master Thesis 20 ECTS
Project and Mentoring 10 ECTS	Project and Mentoring 10 ECTS	Project and Mentoring 10 ECTS	
Innovation Management 5 ECTS	Innovation Management 5 ECTS	Innovation Management 5 ECTS	Project and Mentoring 5 ECTS

Start your application here!

→

Do you have any questions or need assistance?

Don't hesitate to ask – we are happy to help! Whether by email, phone, or in person: Get in touch with us and we will take the time to address your concerns!

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Curriculum

120 ECTS credits

1st Semester	ECTS
Digital Ethics and Digital Humanism	5
Fundamentals of Artificial Intelligence	5
Coding for Data Analysis I	5
Entrepreneurship	5
Project and Mentoring I	5
Methods of Research and Innovation	5

2nd Semester	ECTS
Coding for Data Analysis II	5
Data Governance	5
Innovation Management	5
Window of Opportunity	5
Project and Mentoring II	5
Publishing and Presentation	5

3rd Semester	ECTS
Proposal Writing	5
Data Analytics	5
Data Management	5
Visual Analytics	5
Data-Driven Innovation	5
Project and Mentoring III	5

4th Semester	ECTS
Trends in Research	5
Project and Mentoring IV	5
Master Thesis	20

Admission Requirements

- → Bachelor's degree or an equivalent university diploma (with 180 ECTS credits)
- → with STEM elements and a scope of at least 30 ECTS credits that cover the fields of
  - → informatics
  - → mathematics
  - → statistics
- → English language proficiency at B2 level

ECTS: European Credit Transfer System – measuring unit for the overall effort that it takes an average student to positively complete a course.
One credit point equals a workload of 25 hours (contact hours, independent studies, examinations, etc.).

University of Applied Sciences St. Pölten

It starts with you.

Creativity
Progress
Innovation **starts with** **curiosity.**
Success
Innovation

thinking
knowledge
communication
curiosity

We're here to advise you

Get to know USTP at our online and on-site info sessions. Our Student Ambassadors are here for you to share personal insights into student life and answer your questions.

Perfectly connected

Our campus is easily accessible by public transport: Located in the Greater Vienna Area, St. Pölten is just 25 minutes from Vienna. A short walk of approximately 10 minutes takes you from the St. Pölten main station to USTP.

Strong links across Europe

Through the European University Alliance E^{3}UDRES^2, USTP is connected with higher education institutions throughout Europe. This allows students to gain international experiences, engage in exchange, and work on projects together.

Internationally recognised

In 2025, USTP was awarded the Global Student Satisfaction Award in the category "Best Quality of Student Life" based on the experiences and feedback of our students.

Cultivating Diversity

Diverse perspectives and life experiences come together at USTP. We promote respectful coexistence, gender equality, and inclusion. Our campus is accessible to everyone.

We're here to advise you

Satisfaction Awards 2025
WINNER
QUALITY OF STUDENT LIFE
studyportals

A new name, the same attitude:
The St. Pölten UAS is now USTP – University of Applied Sciences St. Pölten.

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