

Naming Private Universities

§ 3 of the University Accreditation Act allows an educational institution to call itself “private university”. In other words, the requirements of this regulation are for a private university to always designate itself as such, and not as “university” alone. The designation as “university” is reserved to state universities. The University Accreditation Act mandates that this distinction be expressed clearly. According to § 116 of the University Act of 2002 the designations used by universities in Austria and overseas is protected. Thus the use of a foreign designation such as “university” without the word “private” is not permitted. The designation “private university” must be used both with the name and the logo.

The name of a private university must be in accordance with its application materials, the accreditation decision and with the courses of study named therein. Name changes are permitted as long as there is a change in fields of operation as a result of additional course offerings. A name change would be considered improper if fields of operation are stated which were not included in the accreditation or which could give rise to a false impression among students or other institutions.