

## PRESS RELEASE

### Leading University of Applied Sciences for Management & Communication Is 25 Years Old

**FHWien of WKW, Austria's leading university of applied sciences for management & communication, celebrates its 25th anniversary. Since 1994 it has produced around 11,000 graduates.**

*Vienna, June 5, 2019* – In close cooperation with companies, FHWien der WKW has continuously expanded its range of degree programs – always with the needs of businesses and students in mind. With the bachelor's program "Digital Business", FHWien der WKW will be offering innovative training at the interface of technology and business from autumn 2019.

#### **Two thirds of the teaching staff come from the business world**

In 1994, FHWien der WKW started its first degree program, the diploma study program "Tourism Management". In the years that followed, it steadily expanded its range of degree programs. "We currently offer 18 Bachelor's and Master's degree programs and 18 academic continuing education programs", informs Michael Heritsch, CEO of FHWien der WKW. "Our graduates are in great demand on the job market. Businesses appreciate the practical academic training they receive with us", Heritsch continues. Of the more than 1,000 teaching staff members, two thirds come directly from the business world. This high practical relevance prepares the students optimally for their professional life.

#### **Tailor-made study offers for working people**

Over 2,800 students are currently enrolled in the Bachelor's and Master's degree programs at FHWien der WKW. In addition, there are more than 800 students in the continuing education programs. "Our Master's degree programs are offered exclusively on a part-time basis. Most of the Bachelor's degree programs can be taken part-time or full-time. This enables us to support employees in their desire for further training and career development", explains Heritsch. The modern campus is centrally located and easily accessible for students.

#### **New degree program combines digital technology and economic application**

When introducing new degree programs, FHWien der WKW always has the needs of the economy in mind. "Digitalization presents companies with major challenges in their search for employees who, in addition to business competence, also have digital qualifications. We are reacting to this trend and have updated and expanded the topic of digitalization in all degree programs", explains Michael Heritsch, CEO of FHWien der WKW. In autumn 2019, the part-time Bachelor's degree program "Digital Business" will start (subject to accreditation by AQ Austria). What is unique about it is that it combines digital technology with business applications.

#### **Ecological and social sustainability as study content for tomorrow's executives**

FHWien der WKW has been a pioneer in the field of corporate responsibility since 2012. "We were one of the first universities of applied sciences to include business ethics and corporate governance as compulsory subjects in the curricula of all master's degree programs. Our university trains managers to think and act in an economically, ecologically and socially sustainable way", emphasizes Michael Heritsch. In order to ensure that the relevant contents taught in the study



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programs and all scientific initiatives on the subject comply with internationally recognized standards, FHWien der WKW signed the Principles for Responsible Management Education (PRME) in 2015.

### **Students can gain international experience at over 130 partner universities**

Internationalization is also a primary objective of FHWien der WKW. "We give our students the tools they need for an international career. International experience and intercultural skills are today more important than ever", explains Michael Heritsch. Students benefit from the worldwide network of over 130 partner universities where they can spend a semester abroad. Beyond that FHWien der WKW offers also two purely English-language degree programs, the Bachelor's degree program Corporate Communication and the Master's degree program Executive Management.

### **Austria's only professorship for research into business ethics and corporate governance**

In addition to teaching, application-oriented research is a focal point at FHWien der WKW. With the Research Cluster SMEs & Family Businesses, the university of applied sciences has its own research unit dealing with questions of corporate responsibility. The attention is thereby on small and middle enterprises as well as exempt private companies. At the Center for Corporate Governance & Business Ethics, which belongs to the Research Cluster, the only professorship in Austria is located which is dedicated to the research of topics related to business ethics and corporate governance. In addition, research work is carried out in the study programs, the results of which are directly incorporated into the teaching and thus benefit the students. The starting point of many research projects are concrete questions from entrepreneurial practice. The knowledge gained then benefits the economy.

### **FHWien der WKW**

#### **University of Applied Sciences for Management & Communication**

*FHWien der WKW has been Austria's leading university of applied sciences for management & communication for 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 11,000 to date – for their future careers.*

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