

# PRESS RELEASE

## Prize Awarded for Innovative Teaching at FHWien der WKW

**Lecturers received awards for innovations in the categories "E-learning", "Innovative teaching concept for an entire module" and "Individual innovative elements".**

*Vienna, November 7, 2019* – Innovative teaching has a high priority at FHWien der WKW. In order to honor outstanding achievements in this field, the University of Applied Sciences which specializes in management and communication honors lecturers every year. On Monday, November 4, 2019, the prizes for innovative teaching for the academic year 2018/19 were awarded.

A six-member jury, chaired by Beate Huber, Chair of the Academic Board at FHWien der WKW, evaluated a total of ten submissions based on the following criteria:

- Degree of innovation
- Student centricity
- Competence orientation
- Support of self-directed learning

The quality of the submissions was very high and the decisions were accordingly difficult.

### **Category "E-Learning"**

In the category "E-Learning", the prize was awarded to Barbara Covarrubias Venegas for her project "Organization & Culture – Organizational Culture & Intercultural Management".

The project is a cooperation of three universities from Austria and Argentina. It aims to improve the learning experience of the "International Management Course". It follows the philosophy of the "Internationalization@Home" approach. The submission was convincing because of the internationality and the real-life conditions. Longer-term work in virtual international teams requires students to be able to learn in a self-directed manner and to meet the requirements of the professional field to a high degree. The high level of commitment and implementation strength were impressive.

### **Category "Innovative teaching concept for an entire module"**

In the category "Innovative teaching concept for an entire module", Sarah Ertl-Pillhofer received an award for her project "Conflict Management & Mediation".

The project promotes the personality development of the students not only on a cognitive and emotional level, but also on a behavioral level. The submission was convincing due to the variety of methods used and the high degree of student centricity. It shows in an impressive way how action-oriented competence development can be promoted. After all, the joy of learning and success is not neglected.

### **Category "Individual innovative elements"**

In the category "Individual innovative elements" the team Christoph Haudek, Ilona Pezenka and Marina Prem were awarded the prize for innovative teaching for their project "Salesmanagement".

The project "Salesmanagement" enables the use of modern technological tools in sales courses in a new didactic setting. Sales talks and negotiations in the form of role plays are simulated and analyzed at the same time by means of most modern technology by algorithms. The submission



## PRESS RELEASE

combines theoretical knowledge with the experience of the students. This opens up a new learning field that intensively promotes the development of students' skills.

### **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.*

### **Contact**

Bernhard Witzeling

Head of Corporate Communication, Marketing and Alumni&Co, Press Officer

Tel.: +43 (1) 476 77-5733

[presse@fh-wien.ac.at](mailto:presse@fh-wien.ac.at)