

## **Raiffeisen Campus and FHWien der WKW Developed Master's Program in Premium Banking**

**The new part-time study program enables Raiffeisen employees to provide the best possible support for demanding private and corporate customers. It will start in October 2020.**

*Vienna, September 15, 2020* – Banks are facing increasing challenges: Their customers are increasingly better informed and more demanding, technological change is accelerating, new competitors are entering the market, the economy is stagnating and regulation is increasing.

### **Competition for highly qualified employees is intensifying**

But it is not only the competition for customers that is becoming tougher, but also that for highly qualified employees. This is especially true for advisors working in the important customer segments of wealthy private and corporate customers. With a Master's study program developed jointly with FHWien der WKW, Raiffeisen is now offering its key account managers and sales experts an academic education tailored to their needs. The MSc program in Premium Banking will start in October 2020 with 30 participants. At the kick-off on September 4, 2020, the students met with representatives of Raiffeisen and FHWien der WKW on the campus of the university of applied sciences.

### **Academic continuing education for ambitious customer advisors**

In the support of important private and corporate customers, key account managers and sales experts decide on success or failure. “Banks are therefore faced with the task of carefully selecting talent, systematically developing it and retaining it over the long term. Attractive further development and training offers play a key role here”, emphasize Dr. Martina Weissenböck, CEFA, and Dr. Herwig Kirchner, MBA, from Raiffeisen Campus. Raiffeisen Campus, as the corporate academy of Raiffeisen Austria, in cooperation with FHWien der WKW, now offers such training to particularly ambitious specialists and managers in customer service and sales.

### **Master's degree in three semesters**

The MSc program in Premium Banking can be completed in a manageable three semesters instead of four. This is made possible by the full recognition of the banking training and specialist training already completed at Raiffeisen which makes it possible to skip the first semester. The training is organized on a part-time basis. “In order to be able to master this study program beside the occupation, 30 per cent of knowledge transfer takes place online”, explains Dr. Thomas Kaufmann-Lerchl, scientific director of the study program at FHWien der WKW. “The students are largely flexible in deciding when and where they want to study.”

### **Lecturers from Austria, Germany and Switzerland**

The quality of any study program is largely determined by the competence of the teaching staff. In the Master's program in Premium Banking, experts from Austria, Germany and Switzerland will share their knowledge and wealth of experience with the students. Some of the lecturers teach and

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conduct research at universities and universities of applied sciences. Other lecturers work as management consultants and industry insiders in the banking sector. Experts from the Raiffeisen Banking Group also teach in the new MSc program in Premium Banking.

## **Practical and business orientation as a trademark**

“With our university of applied sciences and Raiffeisen, two institutions have come together that are convinced of the importance of well-trained employees for entrepreneurial success and to whom high-quality educational opportunities are therefore close to their hearts”, says Ing. Mag. (FH) Michael Heritsch, MSc, CEO of FHWien der WKW, about the cooperation. “Our university of applied sciences is characterized in particular by its practical and business orientation and cooperates closely with local companies. This makes us predestined to be a partner for companies in the development of tailor-made academic education programs for their employees.”

The fact that the university of applied sciences, which specializes in management and communication, keeps its promise to prepare its students for the working world in the best possible way was recently confirmed by the renowned university ranking U-Multirank. According to this ranking, FHWien der WKW is among the 25 best universities worldwide in the category “Contact to work environment” among almost 1,800 universities assessed.

## **Photo for press release:**

Students and representatives of Raiffeisen and FHWien der WKW met for the kick-off event of the MSc program in Premium Banking on September 4, 2020 in the main lecture hall of the university of applied sciences.

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## **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 over 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's 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 – more than 11,800 to date – for their future careers.*

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