PRME

an initiative of the United Nations Global Compact

2025 Sharing Information on Progress **(SIP) Report**

FH Wien University of Applied Sciences

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

> *The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME

Purpose
We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Values
We place organizational responsibility and accountability to society and the planet at the core of what we do.

Teach
We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

Research
We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Partner
We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Practice
We adopt responsible and accountable management principles in our own governance and operations.

Share
We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.

Getting Started

This section provides foundational information about your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Institutional History

1.1 Institutional History

Subjects

- Corporate Social Responsibility (CSR)
- Courses
- Entrepreneurship
- Human Resources
- Mission & Vision
- Responsible Management Education

Provide supporting context

How it all began

Our first degree program in Tourism Management was launched in 1994. Since then the range of degree programs offered has increased year by year. Today FHWien der WKW offers a total of 19 Bachelor's and Master's degree programs and is one of the leading universities of applied sciences for management and communication in Austria.

A change in the study system

The title of Mag. (FH) was awarded to students who successfully completed a degree program at a university of applied sciences until 2007. In the 2007/08 academic year, as part of the Bologna Process, all our academic degrees were converted to the internationally recognized Bachelor's and Master's degree system. Students who complete a Master's degree at FHWien der WKW are entitled to apply for a doctorate or PhD degree program.

Everything under one roof since 2007

Between 1994 and 2007, FHWien der WKW was spread over different locations in Vienna. All departments of FHWien der WKW moved into the WKO campus Vienna on Währinger Gürtel in 2007. In 2009, the campus was expanded once again. Today, FHWien der WKW has more than 9,000 m² available for use. WKO campus Vienna also houses WIFI Vienna, the Advertising Academy (Werbeakademie), WIFI Management Forum and the Hernstein Institute.

Timeline

1994

- Department of Tourism Management launch, full-time degree program

1996

- Launch of the degree program Production and Automation Technology, full-time degree program
- Department of Financial Management launch, full-time and part-time degree programs
- Department of Management and Entrepreneurship launch, part-time degree program

1997

- Department of Marketing and Sales Management launch, full-time and part-time degree programs

1998

- First students graduate from the Department of Tourism Management

1999

- Department of Communication Management launch

2000

- First students graduate from the Department of Financial Management
- First students graduate from the degree program Production and Automation Technology
- First students graduate from the Department of Management and Entrepreneurship

2001

- First students graduate from the Department of Marketing and Sales Management
- Launch of an additional full-time degree program in the Department of Management and Entrepreneurship
- Department of Real Estate Management launch

2003

- 1,000th student graduates from FHWien der WKW
- Department of Journalism and Media Management launch
- First students graduate from the Department of Communication Management
- Department of Human Resources and Knowledge Management launch

2004

- Department of Communication Management: introduction of an additional full-time degree program
- Department of Tourism Management: introduction of Bachelor's degree program

2005

- First students graduate from the Department of Real Estate Management
- Relocation of the Department of Communication Management from Währinger Gürtel to Wienerberg

2006

- 2,000th student graduates from FHWien der WKW
- Start of construction at Währinger Gürtel 97
- Closure of the degree program Production and Automation Technology
- Launch of the graduate association Alumni&Co

2007

- Relocation of all departments to the WKO campus Vienna
- Introduction of all Bachelor's degree programs (except in the Department of Tourism Management)
- Department of Tourism Management: introduction of Master's degree program

- Launch of the Center for International Education & Mobility (CIEM)

2008

- 3,000th student graduates from FHWien der WKW
- Introduction of the Master's degree program for Marketing and Sales Management

2009

- 15 year anniversary of FHWien der WKW
- Introduction of International MBA in Management and Communications

2010

- FHWien der WKW the first university of applied sciences in Austria to get FIBAA (Foundation for International Business Administration Accreditation) accreditation for its Bachelor's degree program in Tourism Management
- The last Mag.(FH) celebrate graduation at FHWien der WKW
- All Departments offer one Bachelor's and one Master's degree program

2011

- FIBAA accreditation for the Department of Financial Management and the Department of Marketing and Sales Management – both for their Bachelor's and their Master's degree programs – as well as for the International MBA in Management and Communications

2012

- Official status as a university of applied sciences
- Appointment of the Academic Board
- FIBAA accreditation for seven further degree programs
- Launch of the Endowed Chair of Corporate Governance and Business Ethics
- Integration of the topics of business ethics and corporate governance into the curricula of all management study programs
- Merger of the Department of Communication Management and the Department of Marketing and Sales Management to form the Department of Communication, Marketing and Sales

2013

- First university of applied sciences in Austria to be a member of the Microeconomics of Competitiveness (MOC) Affiliate Network founded by Harvard Business School
- Optimization of the admissions procedure

2014

- 20 year anniversary of FHWien der WKW
- New Bachelor's program in Content Production and Digital Media Management at the Journalism and Media Management study programs
- 1st place in the ranking of universities of applied sciences compiled by "Industriemagazin"

2015

- Received the University and Family Audit

- Takeover as the European chair of the Microeconomics of Competitiveness (MOC) Affiliate Network founded by Harvard Business School
- Becomes signatory of “Principles for Responsible Management Education (PRME)" Network

2017

- The 10,000th student graduates from FHWien der WKW.
- Increase in the number of partnerships with international universities to 110

2018

- “Responsibility & Sustainability” is highlighted as one of four strategic priorities in FHWien der WKW’s “Strategy Concept”

2019

- New Bachelor’s program in Digital Business at the Digital Economy study programs
- 25 years anniversary FHWien der WKW

2020

- Top-25 ranking for FHWien der WKW in the university ranking U-Multirank among almost 1,800 universities worldwide in the category “Contact to work environment”
- Foundation of the Institute for Business Ethics and Sustainable Strategy (IBES) at FHWien der WKW
- With the Josef Ressel Center for Collective Action and Responsible Partnerships (CARe) FHWien der WKW receives its first Josef Ressel Center

2021

- New Master’s Program in Urban Tourism & Visitor Economy Management at the Tourism & Hospitality Management study programs
- FHWien der WKW hosts the 14th Research Forum of Austrian Universities of Applied Sciences (FFH 2021) on April 7 and 8, 2021, on the topic “Shaping the future responsibly!”.
- The in-house educational radio station Radio NJOY 91.3. becomes Radio Radieschen 91.3.
- FHWien der WKW’s quality assurance system is audited by independent auditors and certified for another seven years without any conditions.
- Foundation of the Institute for Digital Transformation and Strategy (IDS)

2022

- The Center for Academic Continuing Education becomes the Vienna Management Academy by FHWien der WKW.
- New continuing education programs: Academic Expert in IT & Management, MA (CE) International Sustainability Communication, Sustainable Finance Management
- FHWien der WKW is awarded the state quality mark “hochschuleundfamilie”.

2023

- FHWien der WKW takes over the Hernstein Institute for Management and Leadership.
- First start of the continuing education program BA (CE) Insurance Management

- Establishment of the Endowed Professorship for Sustainable Real Estate Development and the Endowed Professorship for Sustainable Urban and Tourism Development
- Sustainability becomes a central component of all Bachelor's and Master's programs as cross-cutting topic
- First start of the dual version of the Bachelor's program in Tourism Management

2024

- New Master's program in Digital Innovation at the Digital Economy study programs starting in fall 2024
- New Master's program in Digital Technology & Innovation at the Digital Economy study programs starting in fall 2024
- The Vienna Management Academy becomes the Hernstein Academy.

https://www.fh-wien.ac.at/en/about-us/who-we-are/history/

2. Graduates

782

3. Degrees Offered

- Master of Science (M.Sc. or M.S.)
- Master of Business Administration (M.B.A.)
- Bachelor of Arts (B.A.)
- Master of Arts (M.A.)

4. Faculty & Staff at the Institution

191

5. Total Student Enrollment at the Institution

2834

6. Undergraduate Student Enrollment at the Institution

2104

7. Graduate Student Enrollment at the Institution

730

8. Doctoral Student Enrollment at the Institution

0

9. Certificate, Professional Development, Continuing Education Student Enrollment at the Institution

910

Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

10. Institutional Engagement

0% - 25%

Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

11. RME Lead

- Centralized sustainability office
- Disciplinary efforts within business school
- Interdisciplinary efforts across business school

Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

12. Educator Recognition

- Annual teaching excellence awards
- Course evaluation scores
- Professional development opportunities
- Student-nominated teaching awards

13. Experiential Learning

A lot

14. Method of Teaching and Learning

In person

Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

15. 2024 Publications

13

16. Research Barriers

- Time constraints
- Funding challenges

17. 2024 Publications on Sustainable Development and/or RME

3

18. Research Funding

- Institution Specific
- Regional
- National

19. Socializing Research

- Community organizations
- Government and policy makers
- Industry and business networks
- International media
- National media
- Local media
- Public events and lectures
- Research collaborations
- Social media and digital outreach
- Open-access platforms

Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

20. Partners, Accreditation Bodies, Associations, etc.

- Positive Impact Rating (PIR)
- Other: Evalag

21. Student Partners

- ERASMUS

Practice

We adopt responsible and accountable management principles in our own governance and operations.

22. RME Practices

- Employee equity, diversity, inclusion
- Faculty hiring, tenure, and promotion guidelines
- Travel guides
- Ethical data sourcing guides

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

23. Transparent Engagement

- Public events and panel discussions
- Sustainability-focused research and collaboration Opportunities

24. Audiences

- Media and public relations channels
- Faculty and staff

SIGNATORY

FH Wien University of Applied Sciences

Address

Waehringer Guertel 97, Vienna, Vienna, 1180

Austria

Website

http://en.fh-wien.ac.at/