

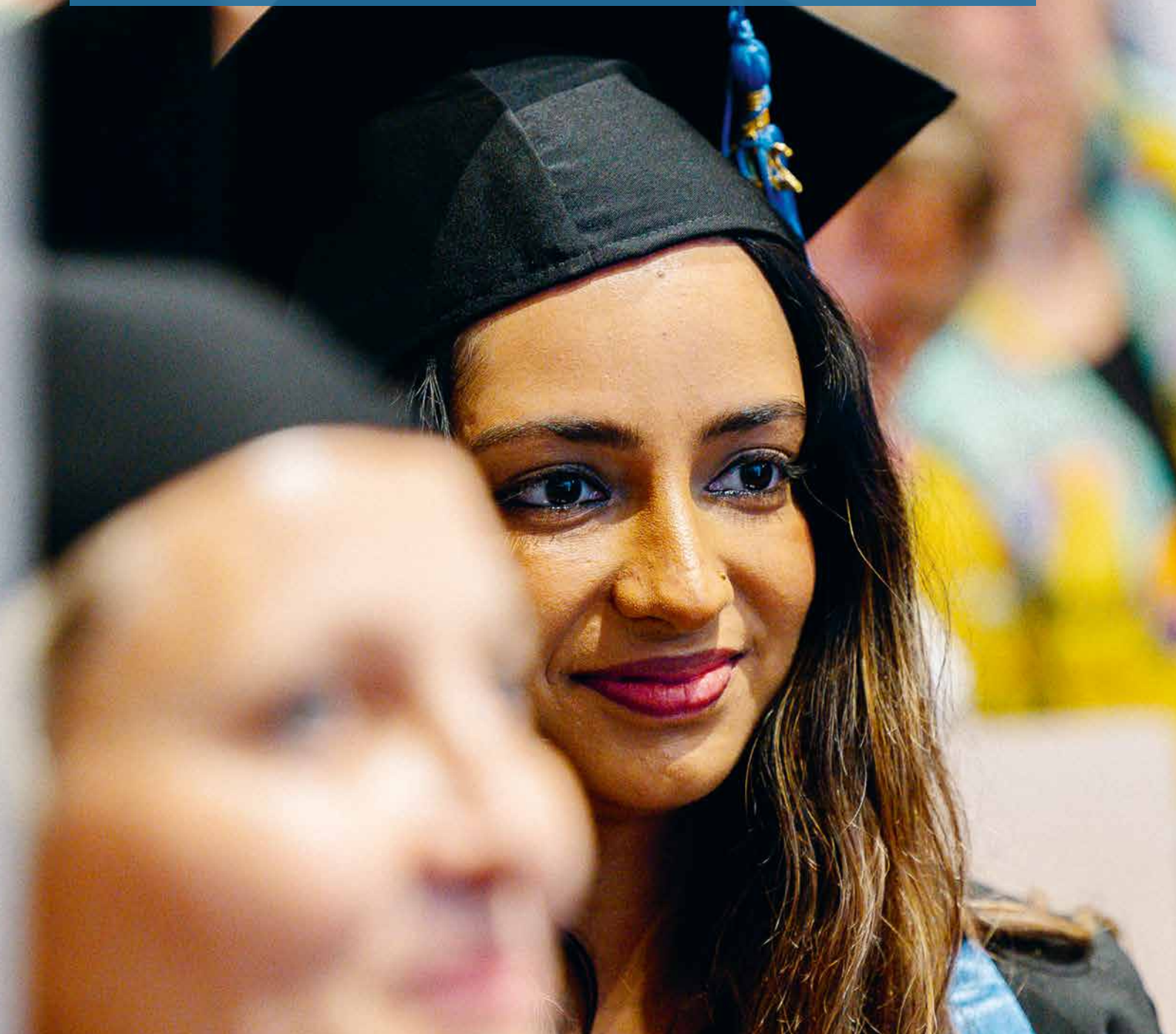
Master of Science (Continuing Education)^{WU}
**Social Innovation &
Management**

WU
EXECUTIVE
ACADEMY



“As a marketing professional looking to change tracks in my career, the program was a great fit. It was built for people who were working and, therefore, was a balanced theory and practical approach. It gave me things to take back and put into practice at my workplace while I was studying. Moreover, it exposed me to a great cohort of students coming from different international perspectives that always provided engaging discussions and a lot of learning. The course also had a great mix of professors, practitioners, guest faculty, and entrepreneurs, giving us food for thought in every subject matter we engaged in. Overall, choosing the program was the right decision for me to bridge the worlds of impact and marketing.”

RAMYA NAGESH
MARKETING DIRECTOR, IMPACT HUB VIENNA



Vienna University of Economics and Business

AN INVITATION TO STUDY AT THE WU EXECUTIVE ACADEMY

The WU Executive Academy is part of the Vienna University of Economics and Business (WU Vienna) which was founded in 1898. It is one of Europe's leading business universities and enjoys an excellent international reputation based on over a century of experience and continuous progress.

Being part of WU Vienna, the WU Executive Academy provides access to the expertise of some 700 faculty members as well as connections to countless experts from over 240 partner universities worldwide.

INTERNATIONAL ACCREDITATIONS AND LANDMARK QUALITY STANDARDS

The university is AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accredited. EQUIS is an internationally recognized accreditation system offered by the European Foundation of Management. Moreover, the MBA programs' outstanding quality has been recognized by AMBA (Association of MBAs) for their excellent standards. Less than 1% of business schools in the world are granted this prestigious triple accreditation.

RECENT ACHIEVEMENTS


- › Financial Times Executive MBA Ranking (2022):
 - # 39 worldwide
 - # 8 career progress
 - # 11 work experience of the students
- › QS Global EMBA Ranking (2023)
 - # 13 joint EMBA programs worldwide

THE MOST MODERN CAMPUS IN EUROPE

Campus WU is located near the city center and bordering one of Vienna's largest parks. It combines urban life and a top infrastructure for an ideal studying environment.

The WU Executive Academy is based in a square-sided tower comprising seven floors, featuring a front facade made of glass and aluminum. Both sky and nature are mirrored on the building, which blends well into its surroundings. Our campus offers world-class facilities and resources to our students, enabling us to provide top-notch executive education programs.





“The social sector faces enormous challenges in the global health crisis. To seize the opportunities for social and ecological change, we need ‘outside-the-box thinkers’ to drive innovation and cooperation as leaders in civil society, the social enterprise sector and non-profit organizations. The Master’s Program in Social Innovation & Management offers the necessary management tools, methods and techniques as well as a network of experts. As a graduate of the MBA program in Social Management, I can look back on a challenging period of study in terms of time and content. The acquired knowledge that is transferable into practice, the professional deepening in the context of my academic work and the network gained in science and (social) business were and still are invaluable for me personally and for my career path.”

KATHARINA HÄCKEL-SCHINKINGER
HEAD OF COMMUNICATION & FUNDRAISING, CARITAS AUSTRIA

Why choosing the WU Executive Academy?



ALIGN YOUR JOB, FAMILY, AND EDUCATION

- › Compact format with 15 months duration
- › 6 blocked modules of 6-days, Monday – Saturday
- › Modern online learning platform



REAL LIFE CONTENT

- › You bring your business challenges to class for discussion
- › Coaching and structured reflection on your own professional practice
- › Real life cases and exclusive international immersions
- › Apply your newly acquired knowledge directly to your job



EXPERIENCED FACULTY

- › Faculty members from top universities
- › Acclaimed experts and researchers
- › Guest speakers from successful, renowned organizations



EXCELLENT QUALITY AND REPUTATION

- › International triple accreditation
- › Top ranked



Program overview

SUSTAINABLY ADVANCING SOCIAL STANDARDS IN SOCIETY

This program is designed to accelerate the understanding of the current core dimensions of social innovation and management. It empowers leaders in civil society, philanthropy, the social enterprise sector, and the non-profit sector to elaborate and reinforce innovation and management knowledge. The program equips a multinational group of participants with state-of-the-art knowledge, methods, tools, techniques, and skills to further develop their innovation and management capacities at all levels.

Thinking beyond boundaries, imaging the future, transferred thinking, supporting and promoting highest ethical, governance and professional standards, advancing public interest are the bearing principles of cooperative learning fostered within this program. Additionally, conversations with experienced academics, experts, peers, and coaches enable a constructive and target-oriented development of outcome-oriented and transferable knowledge. Moreover, relevance for organizations and civil society-related perspectives play a decisive role.



ACADEMIC DIRECTORS



Renate Buber
Senior Researcher



Michael Meyer
Professor



Reinhard Millner
Senior Researcher

Institute of Nonprofit Management & Competence
Center for Nonprofit Organizations
and Social Entrepreneurship, WU Vienna

TARGET GROUP

- › People holding positions in project and program management in nonprofit organizations, social enterprises, and philanthropy
- › Entrepreneurs and employees from social start-ups
- › Persons who strive for a new career in the field of social innovation
- › Innovation managers who want to update and enhance their knowledge
- › CSR managers in for-profit organizations

Faculty

Our faculty comprises some of the finest management minds in the world, drawn from an expert pool from WU Vienna and prestigious partner universities around the globe. The faculty members bring fresh perspectives and new ideas to all facets of organizing social impact. They share a passion for knowledge development and constantly encourage their students to strive for higher standards.

The faculty members are leading academics in current management research. Their latest findings are regularly published in foremost international journals. Their experience and international expertise enables the faculty to present an integrated, global management perspective emphasizing the application of theory to practice.

FACULTY

Helmut Anheier, Senior Professor of Sociology, Hertie School, Berlin, Germany

Jakob Detering, Managing Director, Impact Hub Vienna

Walter Emberger, Founder and Chairman of the Board, Teach for Austria

Nikolaus Franke, Director, Institute for Entrepreneurship and Innovation, WU Vienna, Austria

Jakob Hackel, Senior Scientist, Research Institute for Crypto-Economics, WU Vienna, Austria

Karin Heitzmann, Assoc. Professor & Head of the Research Institute Economics of Inequality WU Vienna, Austria

Christina Horak, Partner, EY-Parthenon, Austria

Ilse Klanner, Lead Consultant Data Intelligence, Trend & Foresighting, TD Reply, Germany

Gorgi Krlev, Associate Professor of Sustainability, ESCP Business School Paris

Karen Maas, Academic Director, Impact Centre Erasmus (ICE), Rotterdam; Professor of Accounting and Sustainability, Open Universiteit, The Netherlands

Florentine Maier, Senior Researcher, Institute for Nonprofit Management, WU Vienna, Austria

Gerlinde Mautner, Professor, Institute of English Business Communication, WU Vienna, Austria

Florian Pomper, Head of Innovation, Caritas Vienna, Austria

Anita Posch, Bitcoin educator, author, and founder of "Bitcoin for Fairness", Austria

Paul Rameder, Senior Researcher, Competence Center for Nonprofit Organizations and Social Entrepreneurship, WU Vienna, Austria

Lisa Ringhofer, Co-Founder & Senior Consultant, TripleMinds, Austria

Michael Schiffinger, Department Management, Interdisciplinary Institute of Management and Organisational Behaviour, WU Vienna, Austria

Lisa Schmidhuber, Assistant Professor, Institute for Public Management and Governance, WU Vienna, Austria

Dirk Schoenmaker, Professor, Rotterdam School of Management, Erasmus University Rotterdam, The Netherlands

Alfred Taudes, Professor, Department of Information Systems and Operations, WU Vienna, Austria

Nicole Traxler, Social Innovation Manager, ERSTE Foundation and Erste Group, CEO of Two Next GmbH, Vienna, Austria

Daniela Unterholzner, CEO, neunerhaus, Austria

Peter Vandor, Senior Researcher, Competence Center for Nonprofit Organizations and Social Entrepreneurship, WU Vienna, Austria

Nana Walzer, Communication Scientist, WalzerCOM, Austria

Jurgen Willems, Professor, Institute for Public Management and Governance, WU Vienna, Austria

Theresa Züger, Head of Research Project Public Interest AI, Co-Lead AI & Society Lab, Alexander von Humboldt Institute for Internet and Society, Germany



The curriculum

SOCIAL INNOVATION AND STRATEGY

The ability to come up with novel services and products that intentionally address social problems is increasingly seen as a necessary core competence of organizations that want to thrive in a resource-scarce and volatile environment. This module is devoted to the conceptual foundations of social innovation and provides principles and techniques of innovation management. Moreover, it looks at organizational models geared towards innovation and strategies for implementation.

MARKETING PSYCHOLOGY AND MARKET RESEARCH

In order to define how target groups, beneficiaries and potential customers can be addressed effectively, comprehensive data on their behavior is indispensable. Behavioral patterns, motivations, attitudes, preferences, etc have to be analyzed, based on socio-psychological theories and concepts that explain these patterns. Thus, this module focuses on methods of empirical research that contribute to unveiling and addressing these patterns.

ORGANIZATIONAL BEHAVIOR AND ORGANIZATION LAB

Designed as the kick-off of the program, it allows the participants to become acquainted with the program's content and course, the faculty members, and their fellow students. Team building exercises will facilitate collaboration. Specifics of organizational behavior will be actively experienced in a multi-day management game. Students will collaborate on different management tasks and slip into a defined role. As part of this learning experience, we will reflect on work processes, goal achievement, fulfillment of specified roles, and individual learnings.

DIGITAL SOLUTIONS FOR IMPACT AND DIGITAL CITIZENSHIP

Digitalization is here to stay. This module introduces the intersections of digitalization and social innovation. The contribution of blockchain technology to social innovations will be discussed based on use-cases. Subsequently, we will explore issues such as open data and open government, digital democracy, and technical innovation in social service provision, in particular as regards their potential to address societal development.

EVALUATION AND IMPACT MEASUREMENT & IMPACT REPORTING AND COMMUNICATION

Impact and its measurement are becoming ever more important for all kinds of organizations, especially for social ventures. This module explores what social impact is (and is not), why organizations should invest in building social impact measurement capacity, and how you can measure social impact effectively. Students will dive into concepts of impact measurement, such as theory of change, identification of target groups, attribution of outcomes, and methods for data gathering. We will illustrate these aspects by practices in evidence-based healthcare. Finally, lessons learnt are applied to students' cases.

FINANCE, ACCOUNTING, AND STRATEGIES FOR IMPACT & SOCIAL FINANCE AND IMPACT INVESTING

Social finance and impact investing promise to substantially increase funding opportunities for impact-driven organizations in terms of market development and accessible funds. This module provides comprehensive insights into these topics and elaborates on relevant actors, approaches, instruments and models. Moreover, they offer space for reflection on the benefits of these concepts for participants and discuss potential desired but also undesired consequences of working with impact investors, social banks, and the likes. This module will take place in the "Impact City" The Hague.

SOCIAL POLITICS AND ECONOMICS I, II

We introduce conceptual and theoretical foundations of economic and social policy: objectives, instruments, actors, and the various fields of social policy. We then dive deeper into social policy and discuss institutional choice, distinct welfare regimes and the welfare mix. Within the welfare mix, Civil Society Organizations play a crucial role. Hence, we also discuss so-called nonprofit regimes.

SOCIAL ENTREPRENEURSHIP

In recent years, many new types of actors have emerged at the intersections of markets, the public and the nonprofit sector. Social entrepreneurs are most prominent amongst them, applying the instruments of startups and the private sector for societal purpose. In this module, we scrutinize the meaning and different incarnations of social entrepreneurship in Europe. We explore the new actors, tools, language and funding instruments as well as the limitations of the concept.

TRENDS AND IMPLICATIONS IN SOCIAL MANAGEMENT AND INNOVATION

In this module, we invite participants to a conference. Researchers and practitioners will present most recent studies and state of the art insights on the various topics of social innovation and management. Students will actively contribute by slipping into the role of discussants, and by presenting the results of their master's theses.

STUDY PROJECT AND MASTER'S THESIS

Students will engage in experience-based learning, challenging individual approaches to tackle practical challenges. Likewise, we will reflect on the adaptability, usability and power of concepts, tools and methods. In this module, we aim to continuously push the study project forward. In four loops, students will get the opportunity to discuss their projects with expert coaches from practice and academia. The focus will be on adopting and transferring the discussed content to the study projects. The master's thesis builds upon the outcomes of the study project, using them as a cornerstone. Within this thesis, practical topics are approached from a scientific perspective, examined, and critically analyzed.

CASE STUDIES IN SOCIAL MANAGEMENT AND INNOVATION

We offer case study sessions throughout the program. In these sessions, students get the opportunity to study real cases of social innovation on site and during field trips. These case studies facilitate interdisciplinary learning and move the learning experience beyond classroom knowledge exchange to analysis, evaluation, and application. Social innovators from various sectors and the ecosystem of social innovation will share their experiences with students and discuss the knowledge transfer.

CONTEMPORARY ISSUES IN THE FIELD: DEEPENING A SUBJECT AREA I & II

These modules provide students with the opportunity for flexible specialization. They may focus the elective coursework on a particular topic related to social innovation or social management. There are two options available: to select from a provided list of potential elective modules, and/or to present a self-selected course from other providers on a subject that is of special interest (to be approved by the academic director). Thus, students may also facilitate their study project and master's thesis.

PRESENTATION & COMMUNICATION SKILLS TRAINING

Getting your message across, pitching powerfully, writing incisive posts, negotiating effectively, making a good first impression: Communicating professionally is an essential precondition for establishing and maintaining successful relationships with stakeholders and partners. Organizational and individual communication patterns will be put to test in this module.

EUROPEAN FRAMEWORK AND INSTITUTIONS & GRANT PROPOSAL WRITING

European integration has embraced an increasing number of societal fields in the last decades and put forward many opportunities to engage on a supranational level. Against this background, developing an understanding of these arenas becomes highly relevant. Building on this overview of the European framework, the skills for effective project development and grant writing will be addressed.

ELECTIVE COURSES

In addition to the compulsory subjects, students can choose two subjects from a pool of courses in accordance with their personal interests and/or requirements for the master's thesis.

REFLECTIVE PRACTICE

This module offers students space for in-depth, structured reflection on their own professional practice. The aim is to become aware (again) of one's own coping strategies for operational and professional challenges, share them with others in order to critically reflect and expand management skills and leadership competencies. The reflective learning process is supported by a reflection-on-practice diary, four peer-reflection sessions, two facilitated group-coaching sessions and a final reflection account.



Support and financing

STUDY WITH THE SUPPORT OF A LEADING UNIVERSITY

We place special emphasis on handling as many administrative details as possible on your behalf. We provide on-going support throughout your studies.

UNIVERSITY LIBRARY

The WU library is Austria's largest collection for scholarly resources in economics and business and ranks among the most extensive of its kind in German-speaking countries.

E-LEARNING ENVIRONMENT

The part-time structure and our e-learning platform allow you to work while studying and immediately apply what you have learned. Moreover, you also learn how to effectively use online collaboration tools for your daily job.

FINANCING OPTIONS

The WU Executive Academy is committed to helping dedicated and deserving students meet their educational and career goals by offering financing options, such as payment by installments and scholarships. Save on the tuition fee.

SCHOLARSHIPS

Throughout the year, the WU Executive Academy offers need-based scholarships as well as several merit-based scholarships to encourage academic excellence and leadership qualities. These scholarships are awarded to applicants who can demonstrate a track record of out-standing achievements or financial need. If you face difficulties in financing your program, our scholarships are open to you – regardless of your residence or citizenship.

TAX REFUNDS

If you pay taxes in Austria, our tuition fees are fully tax deductible – no matter whether you work for a company or you are self-employed. The only prerequisite is that the program can be regarded as further education for your current job or as training for a related profession. Depending on your income, you can get up to 50% of the program fee back. Not only are program fees fully deductible but so are all other costs incurred during your study program, such as travel expenses and accommodation. The tax advantage you enjoy in the form of a tax directly depends on your total income. Other countries do have similar tax arrangements.



More information at
[executiveacademy.at/financing](https://www.executiveacademy.at/financing)

“Impact Hub strongly endorses the Master Social Innovation & Management at the WU Executive Academy. In a world where leaders from all sectors are called to take committed action to build a more just & sustainable New Economy, social innovation & management is becoming an essential model, leadership skillset and change process recognized by many credible institutions as part of the solution – EU, UN, national states, corporates, philanthropic and civil society sector. The program is an opportunity to interact with key academic, research leaders, and practitioners in the field who have gotten acclaim in Europe and beyond for their pioneering work. It also provides access to a global network of like-minded leaders active in social innovation & management. And it provides access to data, resources, and thoroughly researched insights on successful models, challenges & barriers, key actors, and practices. With this, it builds a great springboard to start or accelerate your career in social innovation & management.”

GABRIELA GANDEL, BOARD OF DIRECTORS
IMPACT HUB NETWORK – IMPACTHUB.NET



Find out more

If you want to find out more about our programs, you can come to one of our many info-sessions or you can arrange a personal advising session. You can find out dates and locations on our website, or you can get in touch with us using the details below.

FREE PROFILE CHECK

If you are interested in our programs and want to have feedback on your potential as a future student, we invite you to request a free profile check. Our admission experts will give you feedback on your chances of admission, based on your CV or LinkedIn profile.

ARRANGE A PERSONAL CONSULTATION

You are invited to request a personal consultation with our learning & education experts, who can provide guidance on the program, admissions process, and how to give your application the best chance of success. Please submit your CV and complete our online form, including details of your availability, and we will be in touch to arrange a consultation.

FAIRS AND EVENTS

The WU Executive Academy regularly presents its programs at national and international fairs and events.

ONLINE AND ON-CAMPUS INFO-SESSIONS

Throughout the year, the WU Executive Academy holds online and on-campus info-sessions on a regular basis. During these sessions, faculty members, alumni, and program managers provide you with in-depth information on the specific characteristics of our programs. You will get answers to your individual questions and those of other listeners.



More information at
executiveacademy.at/events
or via e-mail
msc-sim@wu.ac.at



Your application for the program

STUDENT CRITERIA

Our selection process involves careful consideration of the following factors:

- › High motivation for joining the program
- › Enthusiasm for a challenging learning experience
- › Clear understanding of personal contribution to team learning and the overall cohort experience
- › Relevant skills and work experience
- › Strong record of career progression
- › Excellent interpersonal, intercultural, and communication skills
- › Passion and commitment to achieve personal growth and success
- › Diversity of the student group in terms of academic, professional, and cultural background

APPLICATION REQUIREMENTS

To apply, you must meet the following formal requirements:

- › Undergraduate degree (Bachelor 180 ECTS or equivalent) from a recognized post-secondary institution
- › Minimum of 3 years of postgraduate work experience
- › Proficiency in written and spoken English

APPLICATION CHECKLIST

- › Complete online application form at: **executiveacademy.at/application**
- › Application fee: € 200 (credit card payment)
- › Curriculum vitae
- › Letter of motivation
- › For each of your completed studies, all issued documents (e.g. diploma, grade transcript, diploma supplement) in original language and legalized/translated to German or English
- › In case of name change: official document (e.g. marriage certificate, name change certificate)
- › Copy of passport
- › Recent digital photograph
- › Originals of submitted documents must be presented
- › GMAT test, language certificate, and GMAC Executive Assessment are not mandatory for application, but the admission committee may request any of them under certain circumstances

After you have submitted the application documents, you will be invited to a personal admission interview. The final decision will then be communicated as soon as possible.

APPLICATION DEADLINE

Since the program often fills to capacity, we recommend you to submit your applications as early as possible. Qualified applicants are admitted on a rolling basis. A non-refundable deposit of 10% of the program fee is requested upon admission to reserve a seat in the program. The remaining amount is due by the end of the program and can be paid in installments.

“NGOs must act on eye level with politics and business to improve modern societies. In this vain, WU’s and Erste Foundation’s NGO academy has contributed substantially to capacity building in CEE. As the flagship program, the Master’s in Social Innovation & Management will further enhance innovativeness and professionalization in NGOs, particularly in our region.”

IVAN KRASDEV
POLITICAL SCIENTIST, CHAIRMAN OF THE CENTRE FOR LIBERAL STRATEGIES,
SOFIA, BULGARIA
PERMANENT FELLOW AT THE INSTITUTE FOR HUMAN SCIENCES IWM,
VIENNA, AUSTRIA



Information and contact

WU Executive Academy
WU (Vienna University of Economics and Business)
Welthandelsplatz 1, Building EA
1020 Vienna, Austria

msc-sim@wu.ac.at
executiveacademy.at/msc-sim



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Media owner: WU Executive Academy
Welthandelsplatz 1, Building EA, 1020 Vienna
Layout: Werner Weißhappel; Published: 9/23
Print: Gerin Druck GmbH
All information provided in the brochure
is subject to misprints and changes.

In collaboration with



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academy



WU (Vienna University of Economics and Business)
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop