Professional Master
Social Innovation & Management

EXECUTIVE ACADEMY
“Europe’s social economy is growing in importance, size and scope. Profound opportunities in education are therefore needed and highly appreciated to enhance a common understanding of problems and potential solutions. We also need a European network of leaders in Civil Society and the social enterprise sector, capable of driving social change. The Professional Master Program in Social Innovation and Management, offered by WU Vienna, is an excellent opportunity to further develop the necessary skills to master current and future social challenges.”

SUZANNE WISSE-HUISKES
CEO, EN – THE EUROPEAN SOCIAL ENTERPRISE NETWORK, THE HAGUE, NETHERLANDS
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 (2020):
  # 32 worldwide
  # 7 work experience of the students
  # 12 international course experience
› QS Global EMBA Ranking (2020)
  # 11 joint EMBA programs worldwide
  # 1 executive profiles
  # 4 diversity
› The Economist Executive MBA Ranking (2020)
  # 46 worldwide
  # 9 program quality
  # 10 networking

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 Professional Master Social Innovation and 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
MANAGER COMMUNICATION & FUNDRAISING, CARITAS, AUSTRIA
Why starting the Professional Master at WU?

**ALIGN YOUR JOB, FAMILY, AND EDUCATION**
- Compact format with 12 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
- Real life cases and exclusive field trips
- 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
“Impact Hub strongly endorses the Social Innovation & Management professional master program 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, EXECUTIVE DIRECTOR
IMPACT HUB NETWORK – IMPACTHUB.NET, VIENNA, AUSTRIA
Program overview

SUSTAINABLY ADVANCING SOCIAL STANDARDS IN SOCIETY
The Professional Master Social Innovation & Management is designed to accelerate the understanding of the current core dimensions of social innovation and management. It empowers leaders in civil society, philanthropy and the social enterprise sector as well as the nonprofit sector to elaborate and reinforce innovation and management knowledge. The program equips a multinational group of participants with current 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 as well as civil society-related perspectives play a decisive role.

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

FACULTY
Helmut Anheier, Senior Professor of Sociology, Hertie School, Berlin, Germany
Walter Emberger, Founder Teach for Austria, WU Alumni Entrepreneur 2013, Austria
Kay Felder, Social Scientist, Austrian Research Promotion Agency FFG, Austria
Nikolaus Franke, Director, Institute for Entrepreneurship and Innovation, WU Vienna, Austria
Karin Heitzmann, Associate Professor and Head of the Research Institute Economics of Inequality (INEQ), WU Vienna, Austria
Gorgi Krlev, Researcher, Centre for Social Investment (CSI), University of Heidelberg, Germany
Florian Pomper, Head of Innovation, Caritas Vienna, Austria
Paul Ramdor, Senior Researcher, Competence Center for Nonprofit Organizations and Social Entrepreneurship, WU Vienna, Austria
Olivia Rauscher, Head of Division Impact Analysis, Competence Center for Nonprofit Organizations and Social Entrepreneurship, WU Vienna, Austria
Alfred Taubes, 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, Head of Department, Competence Center for Nonprofit Organisations and Social Entrepreneurship, WU Vienna, Austria
Theresa Züger, Head of Research Project Public Interest Al, Co-Lead AI & Society Lab, Alexander von Humboldt Institute for Internet and Society, Germany

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
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 focus 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 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. These sessions introduce 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 session 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. These modules provide comprehensive insights into these topics and elaborate 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. These modules 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
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 to five loops, students will get the opportunity to discuss their projects with expert coaches from practice and research. The focus will be on adopting and transferring the contents of the respective week to the study projects.

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 their 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.
“The original is usually better than any copies: In the German-speaking world, the social management programs at WU Vienna are my first choice for research and education in the non-profit sector. During my studies there, I got to know the lecturers as outstanding experts as well as exciting and likeable personalities. Consequently, it is still very important to me as the founder and managing director of a Zurich foundation for social work, sport and culture, to send my staff a little further away for professional education. I appreciate the commitment and passion of the leading trainers and, above all, their genuine interest in showing students how they can combine theory and practice at their place of work. For a non-profit organization like ours, this input is essential. As a result of the social management courses we were able to further develop our marketing strategy and financial controlling. In this respect, the further education courses in Vienna are also an important investment in the future of our organization.”

KASPAR JUCKER
FOUNDER AND CEO OF STIFTUNG NETZWERK, SWITZERLAND
Support services and financing options

**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.

**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 outstanding achievements. More information is available on our website.

More information at executiveacademy.at/financing
“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 Professional Master in Social Innovation & Management will further enhance innovativeness and professionalization in NGOs, particularly in our region.”

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

If you want to find out more about the Professional Master, 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 pm-sim@wu.ac.at
STUDENT CRITERIA
Student diversity is essential for the quality of our programs. Therefore, we carefully consider cultural and academic backgrounds, skills, and work experience while we select our participants.

EXAMPLES OF IMPORTANT CRITERIA ARE:
› Solid career progression
› Management and leadership skills
› Ability to commit to a challenging program
› Interpersonal and communication skills
› Ambition and drive

APPLICATION REQUIREMENTS
To apply for the Professional Master, you must meet the following requirements:
› Completed studies (bachelor, master, diploma, BBA) or equivalent qualification
› Minimum of three years of relevant work experience
› Proficiency in written and spoken English

Students are expected to be familiar with MS Office software and should have administrator rights for their laptop computers.

APPLICATION CHECKLIST
› Complete online application form at: executiveacademy.at/application
› Proof of university degree
› Curriculum vitae
› Letter of motivation
› Application fee (EUR 200) payable upon submission of application
› Copy of passport
› Recent digital photograph

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.

ADMISSION PROCESS

- Waitlisted
- Future potential

Completed Online Application and Documents sent → Pre-Admission Decision → Admission Interview → Admitted → Start of Program

- Admission denied
- Admission denied
Non-profit organizations are facing multiple challenges due to disruptive developments in our societies, both on national and global level. Innovation and sustainability are of utmost importance if we want to stay relevant and grow our impact according to our mission and vision. To capacitate and inspire leaders through high-quality further education is pivotal for the future of civil society organizations as well as social businesses. The diverse group of international students of the Master Social Innovation and Management allows for networking and exchange of experiences across different sectors and reflects the reality of non-profit organizations working with partners and stakeholders globally. The excellent quality of the faculty ensures this Master program offers the tools for success in a rapidly changing environment."

RUPERT RONIGER
CEO, LIGHT FOR THE WORLD, VIENNA, AUSTRIA
Information and contact

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