

2025 Sharing Information on Progress (SIP) Report

MCI | The Entrepreneurial
School^(R)

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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 MCI - Management Center Innsbruck, including key details and basic institutional data.

Mission

About MCI

MCI links together the best out of science, economy, and consulting to the unique concept of an international Entrepreneurial School®.

It stands for international outreach, academic quality, practice orientation, innovation, close cooperation with industry, solution-oriented research and development, first-class infrastructure, a high level of customer and service orientation, and international renown.

MCI | The Entrepreneurial School® combines university, grande école, business school, university of applied sciences, and industry. It represents a strong international brand that successfully provides

- academic teaching and training,
- solution-oriented research & development,
- impactful knowledge transfer, and
- innovative start-ups.

Why not study at the top?

Our bachelor's, master's, and postgraduate programs provide high-quality education. The course contents target all levels of personal development and include state-of-the-art knowledge relevant to both business and society.

Applied & practical research

In close cooperation with loyal sponsors, promoters, and partners, MCI plays a crucial role in making Innsbruck, Tyrol, and Austria an important hub for scientific dialogue and international collaboration. MCI brings new energy, enhances the competitiveness of organizations, and contributes significantly to the improvement of business, management, politics, and culture. Emphasizing practical research and development, MCI focuses on boosting innovation in local businesses and maintaining high teaching standards.

Vision

What we stand for

We follow the concept of an Entrepreneurial School®, empowering motivated people to achieve outstanding performance. We provide profound academic competence and create innovative know-how transfer within a strong international network.

Quality Teaching | High quality teaching secures our position among the leading academic institutions in the German-speaking area.

Responsibility & Sustainability | We are committed to the responsible use of resources. Our activities contribute to a sustainable future.

Research, Development & Startups | Our research & development is business-relevant and solution-oriented. Our knowledge transfer enhances the location and competitiveness of companies.

Brand | MCI's brand is internationally renowned and stands for performance, professionalism, knowledge, and competence.

International Orientation | Our strong international orientation generates know-how, prestige, and added value for our customers.

Network | Our international network creates a competitive edge and added value for our stakeholders.

Customer & Service Orientation | Our customer and service orientation is exemplary.

Innovation | Ongoing innovation forms the basis of our market position and ensures our competitiveness.

People & Culture | Our corporate culture thrives on mutual trust, diversity, commitment of our employees, entrepreneurial spirit, and responsibility towards society.

Infrastructure | Our excellent infrastructure provides an attractive and stimulating environment.

Strategy Alignment

MCI Strategic Alignment with UN PRME goals

At MCI | The Entrepreneurial School^(R), we are committed to tackling the challenges of our time. This requires innovative thinking, agility, creativity, perseverance, enthusiasm, and a willingness to take risks - characteristics that correspond closely to our entrepreneurial philosophy and mission. These are characterised by a can-do approach, which allows us to see challenges as opportunities and unresolved issues as chances for creativity and innovation.

Our Mission

Supporting and promoting education and action for Responsibility, Sustainability & Ethics to drive societal impact and engagement.

We aim to fulfil this mission by:

- preparing our students for a complex and uncertain world, providing them with the knowledge, skills, and competencies to act and lead responsibly, sustainably, and ethically;
- achieving real impact through our research: for positive and sustainable technological, economic, social, and environmental development;
- stimulate, support and advance the discourse around commitment, responsibility, sustainability and ethics in our own sphere of influence, in our networks in science, business and society, and provide platforms for exchange, debate, and new ideas.

Institutional History

PRME at MCI | Historical development

Many of the basic values of PRME are inherent in MCI's philosophy since its inception. Officially, the MCI became a member of PRME in 2011. In February 2014, the MCI organised a successful UN Conference For Responsible Management Education in Innsbruck, in the course of which the subchapter of PRME in German speaking countries (PRME Chapter DACH) was launched. Since becoming a member of PRME, the MCI has started and supported a number of initiatives and has integrated and promoted the PRME principles at various levels.

MCI is an active member of the PRME Chapter DACH, and Regina Obexer, MCI's PRME coordinator, is a member of the Chapter steering group and deputy speaker. In this context, MCI has made significant contributions, including hosting the 9th Responsible Management Education Research Conference in 2022, organising the PRME4us Student Video contest in 2018, and developing the 10 year Chapter anniversary video shown at the 11th REMER conference in Berlin.

UN PRME at MCI Timeline Infographic

View document  Download document 

Graduates & Enrollment

2024 Statistics	Number
Graduates	1100
Faculty & Staff at the University	440
Faculty & Staff at the Institution	440
Student Enrollment at the University	3715
Student Enrollment at the Institution	3715
Undergraduate Attendance	2473
Masters-Level Postgraduate Attendance	1044
Doctoral Student Attendance	20
Certificate, Professional Development, or Continuing Education Attendance	178

Degrees Offered (Business & Society)

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)

Masters Programs

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

Undergraduate Degree Programmes

-  Business Administration Online
-  Business Administration & Business Psychology
-  Business & Management for Professionals
-  Management & Law
-  Management, Communication & IT
-  Social, Health & Public Management
-  Social Work
-  Entrepreneurship, Tourism & Leisure Business

Masters Degree Programmes

-  Entrepreneurship & Tourism
-  Social Work, Social Policy & Management
-  Business Psychology & Management (Online)
-  European Health Economics & Management
-  International Business & Management
-  International Business & Law
-  International Health & Social Management
-  Management, Communication & IT
-  MBA General Management
-  MBA International Management
-  LL.M. Digital Business & Tech Law
-  LL.M. Compliance & Corporate Governance

Postgraduate Degree Programmes

-  PhD Program for Executives
-  MSc | DBA Double Degree Program

Certificates, Professional Development, or Associate Programmes

-  Corporate Sustainability Reporting & EU-Taxonomie
-  Green Transition & ESG Management
-  Other Certificate Courses



Purpose

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

Letter of Commitment

RE-COMMITMENT TO PRME 2025/26

As we launch our 7th PRME Sharing Information on Progress report, we are proud to share MCI's continued journey in advancing responsible management education and supporting the UN Sustainable Development Goals. Over the past two years, we have strengthened our commitment to sustainability, global citizenship, academic excellence, and inclusive community.

We have successfully hosted three editions of the MCI Sustainability Week in 2023, 2024 and 2025, engaging students, staff, schools, businesses, and the wider community. MCI was rated as "Transformative School" in the Positive Impact Rating for Business Schools in 2025, and we have received the BMDA Significant Impact Award in recognition of our efforts to integrate sustainability in our study programs and our operations, and for being awarded the UNESCO Chair in Futures Capability for Entrepreneurship & Innovation. We are proud about the award of an MCI honorary professorship to former UN Secretary-General Ban Ki-moon, which highlights our commitment to leadership for sustainability and global citizenship.

Our students remain central to our sustainability journey. We have launched further MCI Badges to certify social-impact capabilities, have delivered the Green Transformation & ESG Management certificate program, and continued our SDG Community Projects to foster stakeholder coalitions driving change. A key social impact focus is "Entrepreneurship for Sustainable Development," preparing students to create innovative solutions that generate social and ecological impact and intensifying partnerships within our ecosystem at both local and global level, for example within collaborative ventures with partners in Africa.

In research, we continue to advance practical solutions through our entrepreneurial and practice-focussed approach, engaging partners to create knowledge that accelerates progress on the SDGs. MCI events—from Distinguished Guest lectures to symposia and workshops—have addressed climate change, democracy, global citizenship, sustainability, entrepreneurship and innovation, reaching audiences far beyond our immediate community.

Institutional infrastructure remains robust, with the Center for Responsible Management & Social Impact, a newly appointed Sustainability Manager, a sustainability board at senior leadership level, the SDG Ambassador Group, and the climate team working collaboratively across the institution. Our Assurance of Learning goals emphasize the SDGs and responsible management, and sustainability dimensions are increasingly embedded in processes and

curricula, supported by their integration in our technology systems. Operationally, we have reduced plastic use, strengthened waste management, and supported sustainable mobility for staff and students.

To advance our institutional transformation, we carried out a double materiality analysis with broad stakeholder involvement, including students, staff, external lecturers, and the climate team, which served as a basis for further strategic planning. Faculty workshops and initiatives such as the Sustainability Change Laboratory have strengthened responsible management and SDG integration across teaching, learning, and research.

MCI continues to actively contribute to external networks, including Bündnis Nachhaltige Hochschulen, UN PRME, Scholars at Risk, and local coalitions, with MCI staff also serving on boards and in leadership roles. We also continue to host events in collaboration with our network partners such as the Summer Academy Biomimicry in 2024, and the upcoming Scholars at Risk European Student Advocacy Days in 2026.

Our strategic partnerships such as our cooperation with the Ban Ki-moon Centre for Global Citizens and the European University Ulysseus within continue to create impact at several levels and create opportunities to advance transformative education for sustainable development in teaching and research.

Yet, as global progress toward Agenda 2030 remains insufficient, we are determined to do more. At MCI, we will continue to actively support and promote action for the SDGs through teaching, research, operations, and collaboration ensuring that our influence extends well beyond the classroom. We will also consolidate evidence-based SDG integration across our activities and strengthen our partnerships to amplify impact.

We invite you to explore this report and join us in our shared commitment to responsible management education and the SDGs.



MCI Rektor
PROF. DR. ANDREAS ALTMANN

Definition of Purpose

MCI defines Purpose as placing responsibility and accountability at the core of what we do. We advance responsible management education through our programs, extracurricular learning opportunities, entrepreneurship for sustainable development, applied research, and collaborations with partners from industry and communities, ensuring meaningful impact in business, technology, health, innovation, and sustainability, leading to inclusive prosperity.

Institutional Engagement

26% - 50%

of faculty at MCI - Management Center Innsbruck actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

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



How We Define Values

At MCI, responsibility and accountability are embedded in the very core of our values and actions. Guided by our commitment to internationality, diversity, and mutual respect, we foster an inclusive environment that reflects our accountability to society and the planet. Our dedication to academic curiosity and integrity ensures that knowledge is pursued with rigor and applied with responsibility, while our entrepreneurial spirit drives innovative solutions that balance progress with sustainability. By uniting responsibility toward society, adherence to ethical and academic standards, and a culture of cooperation, MCI lives out the principle of placing organizational responsibility and accountability at the heart of everything we do. Key values include Responsibility to Society, Internationality and Diversity, and Entrepreneurial Spirit.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Sustainability & ESG Manager
- ❖ Senior staff Sustainability Committee

Student Voices

The following narratives demonstrate how MCI - Management Center Innsbruck has influenced students' academic journey and personal growth.

Student Voice on RME at MCI: Dominik Amon

Looking back, this badge program has given me a more grounded and practical understanding of what responsible management means in real contexts. It has shaped the way I think about leadership, ethics, and sustainability and made me more aware of the choices I make and the kind of impact they have.

As someone who runs a business and is mentoring young companies in various accelerators, I see these insights as helpful tools rather than abstract ideals. Encouraging responsible thinking early on in a company's journey can help shape better long-term outcomes, for the business itself and for the communities it affects.

The courses helped me recognise how responsibility can be integrated into day to day thinking and decision-making, not just as a footnote in executive strategies. 5 I do not see this badge as the end of the learning process, but as a helpful step that made me pause and reflect. I will take these ideas and concepts with me into conversations, into projects, and into future decisions, knowing that even small shifts in mindset can have a bigger impact over time.

Dominic Amon, Student BWLO

Student Voice on RME at MCI: Anna-Lena Gander

Participating in the “Responsible Management Badge” has been a transformative experience.

Through the webinars, I have expanded my understanding of ethics, sustainability, climate justice, and leadership. I’ve challenged old assumptions, learned new frameworks, and adopted new behaviors. More importantly, I’ve started to see myself as someone who can contribute meaningfully to a more responsible and equitable future.

One of the biggest shifts for me has been realizing how interconnected these topics are, not only in theory, but in the real world and in our daily lives. Whether it's rethinking how I travel, becoming more intentional in leadership roles, or exploring social entrepreneurship as a path forward, I now view my decisions through a much broader lens. I also feel more confident engaging in conversations about sustainability, both personally and professionally, and more willing to take initiative, even if that just means starting small within my community.

While there is still much to learn, I now carry with me a strong foundation and a mindset geared toward impact. I am grateful for the chance to reflect on this journey, and I look forward to applying everything I’ve learned in the next chapters of my academic, professional, and personal life. This badge has not only given me tools—it has given me direction.

Anna-Lena Gander, MCI Student

Student Voice on RME at MCI: Fabian Holzknecht

My understanding of responsibility has evolved from a common understanding of duty into concrete targets and practices that shape my choices. Rather than seeing ethics, sustainability, and social impact as abstract ideals, I now view them as living commitments that guide everything from the products I buy to the ways I collaborate with others. Below, I describe three meaningful shifts in my behaviour based on ecoliteracy, stakeholder engagement, and the Knowledge-Being-Doing framework that illustrate how I integrate responsibility into my personal and professional life.

Fabian Holzknecht, MCI Student

Student Voice on RME at MCI: Victoria Wijnands

I can say that earning this badge has had a profound and lasting impact on my mindset. Before participating in this program, I often felt hopeless when I thought about the future. The complexity and scale of global challenges like poverty, inequality, and climate change left me wondering if meaningful progress was even possible. However, my experience in this program has truly changed my perspective.

Through engaging classes, thoughtful discussions, and inspiring examples, I have learned that there are many practical and hopeful approaches to creating positive change. Rather than feeling powerless in the face of these challenges, I now see that responsible management can take many different forms and that everyone can contribute in their own way.

I've discovered new tools and concepts that help me focus on solutions instead of becoming overwhelmed by problems. The classes gave me concrete examples of how individuals and organizations can align their work with sustainability and ethics, making an impact even in difficult circumstances. While I still believe that achieving meaningful change will be a long and challenging journey, this experience has introduced me to many inspiring approaches and has given me a new sense of optimism. I've gained many valuable tools throughout these past classes, and I would definitely recommend it to my fellow students.

Victoria Wijnands, MCI Student

Student Awareness

0% - 25% of students at MCI - Management Center Innsbruck are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at MCI - Management Center Innsbruck actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Statement MCI Professor Markus Frischhut

Statement from Prof. Dr. Markus Frischhut

My research and teaching at MCI concentrate on the role of EU values and ethics in shaping law, health, and digitalization. These values, such as human dignity and solidarity, and principles, such as transparency and responsibility, are not abstract concepts but essential guides for responsible governance, innovation, and research.

By critically examining how ethics and European values are applied in practice, I aim to support students, researchers, and policymakers in addressing the complex challenges of our time. This includes anticipating ethical dilemmas in emerging technologies, ensuring fairness and integrity in health and legal systems, and strengthening trust in European governance.

Through this work, I contribute to MCI's mission of responsibility and excellence, helping to ensure that innovation and decision-making are firmly rooted in ethical reflection and aligned with the principles of sustainability and the common good.

<https://research.mci.edu/en/jean-monnet-chair>

Jean Monnet Prof. Markus Frischhut is a member of the executive board of [ethucation](#) (an independent platform for ethics and bioethics in medicine) and of the association [WUV](#) (Wissenschaft und Verantwortlichkeit). He is a member of the 'Science Alliance' of 'Protect our Winters' ([POW](#)) Austria. He also supports [Gemeinsamfuer.eu_innsbruck](#), a non-party organization that aims to increase voter turnout in the European Parliament elections (2019: [#thistimeiamvoting](#); 2024: [#useyourvote](#)) and to discuss EU issues.

Statement MCI Ethics Committee

Statement from the MCI Ethics Committee

The Ethics Committee of MCI | The Entrepreneurial School® is committed to upholding the highest standards of academic integrity and research ethics. We safeguard the principles of honesty, responsibility, and transparency in all scholarly activities, ensuring that research conducted at MCI meets both national and international ethical standards.

Through guidance, review, and awareness-raising, we support students, faculty, and researchers in addressing ethical questions with care and rigor. In doing so, we help MCI maintain its culture of integrity and excellence, and contribute to the responsible generation and dissemination of knowledge in line with the values of the Principles for Responsible Management Education.

Prof. Stephan Schlögl, Chair MCI Ethics Committee

[MCI Academic Standards and Research Ethics](#)

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

MCI Values

Values and principles we live by at MCI

The MCI operates in an environment characterized by internationality, diversity, cultural variety, and academic curiosity. It promotes relevant scientific, economic, technological, and social issues and is aware of the responsibility entailed in these endeavors.

Our culture thrives on mutual respect, diversity, the commitment of all school members, entrepreneurial action, and responsibility towards society.

RESPECT

- We are committed to diversity and respect people regardless of gender, age, religious affiliation, origin, ethnicity, sexual orientation, physical or mental impairment, worldview, and social background.
- Our interactions are guided by respect and appreciation. We strive for a friendly, fair, and tolerant interaction that contributes to a positive coexistence.
- We are committed to integrating the aforementioned groups into our school community and an inclusive community.
- We distance ourselves from offensive and discriminatory communication, aggressive behavior, racism, bullying and exclusion, and any form of sexual harassment and sexist behavior.

RESPONSIBILITY

- We are committed to the principle of environmental, economic, and social sustainability in the planning, organization, and implementation of school operations.
- We responsibly use the school's resources.
- We are aware of our academic mission in research and teaching, live this responsibility, and act according to the relevant guidelines and codes (e.g., PRME, Good Academic Practice, Ethics Guide).

- MCI managers are aware of their responsibilities and act as role models.
- We pay attention to the health, safety, and welfare of members of our school community.
- We are aware of our responsibility in handling data and information, treat them with care and sensitivity, and observe the relevant guidelines.

ENGAGEMENT & COMMITMENT

- As part of the Entrepreneurial School®, we are aware of the particular importance and impact of exemplary behavior internally and externally and contribute to our school's positive image.
- Together, we shape a creative, innovative, and entrepreneurial culture in which initiative, commitment, and openness to new things are valued and lived.
- We actively face new challenges and strive to solve problems constructively.

COMMUNICATION & TOGETHERNESS

- We cultivate an open culture of discussion.
- We use gender-sensitive language in our communication.
- Our daily actions and personal interactions are based on a positive, trusting attitude. We support each other in our personal and professional development.
- Constructive handling of criticism, appreciation, and praise are important to us. In the event of misunderstandings and misconduct, we seek a clarifying discussion.

Together, these values shape MCI's **Code of Conduct**, which provides a framework for responsible, respectful, and purpose-driven behavior across the entire Entrepreneurial School®.

[MCI Code of Conduct](#)



Teach

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

How We Define Teach

At MCI, teaching in the context of responsible management and sustainable development aims to empower students to drive responsible change locally and globally, fostering critical thinking, analytical skills, and action-oriented solutions, while promoting democratic values, inclusivity, and respectful, participatory learning environments.

Courses that support RME

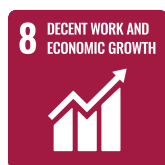
MCI - Management Center Innsbruck reports 20 courses (selection) in 2024 that support responsible management education and sustainable development goals.

Intercultural Competence and Diversity Training | Instructors: Isabelle Guibert & Sonja Karbon

| OBWL-B-2-KPE-PE

Intercultural Competence & Interpersonal Communication (Isabelle Guibert) Healthy interactions are essential in all areas of life, and especially in the workplace, where we often communicate with people we know little or not at all. This requires a solid understanding of communication, empathy, emotional intelligence, presence, and an awareness of our own cultural lenses. Together, we will reconsider our cultural worldview through new lenses, explore communicative mechanisms that often lead to dysfunctional exchanges and misunderstandings, and develop congruent communicative skills. Intercultural skills & diversity in organizations (Sonja Karbon) Together we will look at key diversity concepts and put them into different contexts using practical examples. Based on the basic understanding of intercultural competence, we examine various approaches to diversity management in companies and develop strategic options for action to promote diversity in professional life.

This course allows students to enhance their intercultural and communication skills, deepen their awareness of their own cultural influences and behaviours, and develop effective ways of collaborating with people from diverse cultural backgrounds—skills essential for today's professional environment and a sustainable future.



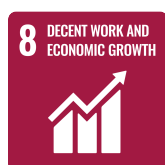
Innovation & Entrepreneurship | Instructor: Antje Bierwisch

| OBWL-B-5-WMB-INE

How does the future look if everything were possible? This is a question that organizations must continuously ask themselves not only in times of crisis. History shows that unexpected developments can disrupt entire industries, as seen in the cases of Nokia and Nikon. To stay resilient, individuals

require Futures Literacy the capability to imagine alternative futures and use them to make better decisions in the present. UNESCO highlights this as an essential 21st-century skill. On the organizational level, Corporate Foresight also referred to as Futures Thinking provides a structured approach to anticipate change, overcome cognitive biases, and uncover blind spots. Building on this perspective, the course introduces students to the foundations and approaches of Corporate Foresight as a key element of strategic management. Participants will critically reflect on the relationship between foresight, innovation, and entrepreneurship, and they will become familiar with methods and instruments to anticipate and shape future developments. A particular focus is placed on identifying economic, technological, and social trends and analyzing their implications for organizations. Through hands-on exercises, students will strengthen their ability to apply foresight tools in practice, expand their personal futures literacy, and develop competences that support innovation and entrepreneurial thinking.

This course empowers students to reflect on economic, technological, and social trends and their implications for sustainable business. By applying corporate foresight tools, they expand their futures literacy and learn to align innovation and entrepreneurship with responsible management and long-term societal and environmental goals.

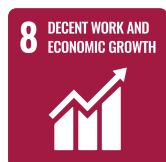


Environmental & Health Economics | Instructors: Ayman Fouda

| EU-HEM-M2.2

This course explores the intersection of environmental and health economics, focusing on the impacts of climate change, behavioral economics, and policy responses. Students will examine how environmental challenges, with a focus on climate change, affect human health, influence decision-making, and shape the design of sustainable and equitable policies. The course is structured around three key pillars: the individual level, where behavioral economics sheds light on heuristics, biases, and the role of nudges and incentives in fostering healthier and more sustainable habits; the organizational level, where we explore strategies for greening healthcare and implementing net zero policies; and the system level, which addresses preparedness frameworks to help health systems adapt to environmental threats.

By linking health and environmental economics, I try to equip students to analyze the consequences of climate change and organizational practices critically. They learn to apply behavioral insights, sustainability strategies, and preparedness frameworks, fostering responsibility to design policies and solutions that promote healthier populations and more sustainable health systems.



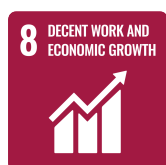
Ökonomie & Nachhaltiges Handeln | Instructors: Ayman Fouda & Wei Manske-Wang

| NPGBA39

This comprehensive economics course is designed to provide students with a strong foundation in both microeconomic and macroeconomic principles while fostering critical thinking and analytical skills. The course is structured to provide a balanced understanding of individual decision-making and broader economic systems, enabling students to connect theoretical concepts to real-world applications. Through engaging lectures, interactive discussions, and practical case studies, students explore how economics shapes the choices of individuals, firms, and governments in diverse contexts. In the first part of the course, Students delve into the core principles of microeconomics, focusing on optimization, market dynamics, and the forces of supply and demand. Special emphasis will be placed on health economics, a highly relevant field that applies economic theories to healthcare systems and policies. The second part transitions to macroeconomics, where students examine national accounts, economic systems, and the impact of competition and concentration on markets. By engaging with a mix of theory, real-world examples, and collaborative activities, students will not only gain a solid understanding of economic concepts but also see their practical relevance in addressing global and local challenges.

Students see how economic decisions affect society and the environment, fostering responsibility by linking theory to real-world issues like inequality and resource use. They learn to evaluate trade-offs critically and explore sustainable solutions, equipping them to make informed, socially responsible choices. Das Kennenlernen verschiedener Wirtschaftssysteme zeigt deren Vor- und Nachteile und regt ein verantwortungsbewusstes, nachhaltiges Überdenken wirtschaftlicher Lenkung an.

Unternehmenskonzentration, Einkommensverteilung und Wettbewerbspolitik werden als Instrumente nachhaltiger Verantwortung betrachtet. Statt nur das BIP zu nutzen, fordert Nachhaltigkeit eine ganzheitliche volkswirtschaftliche Perspektive.

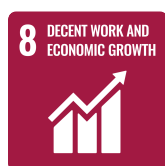


Case Study & Integrative Exam | Instructors: Christiane Aufschnaiter

| OBWL-B-4-IP-FIP

This course integrates core areas of business—Accounting & Controlling, Strategic Management, Finance, Marketing, Organizational Development, HR, Leadership, and Innovation & Technology Management—through case studies that reinforce knowledge and highlight connections across the curriculum. Responsible management and sustainability serve as guiding themes throughout, emphasizing their importance for decision-making in strategy, finance, leadership, marketing, and innovation.

I empower students to integrate responsibility and sustainability into their thinking and decision-making by embedding these themes across finance, strategy, leadership, marketing, and innovation. They learn to approach complex business challenges with ethical awareness, long-term perspective, and a commitment to sustainable, future-oriented management practices.

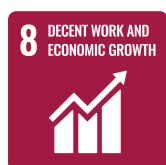


Advanced Strategic Management & Sustainability | Instructors: Daniel Degischer

| IB&L-M-3-M_19-ASM-ILV-O

Students acquire the ability to critically examine advanced and research-informed topics of strategic management related to contemporary academic discussions. In particular, they understand organizational development and adaptation, respective antecedents, and the impacts of strategic decisions on the sustainability of the "triple bottom line", environment, social and economic.

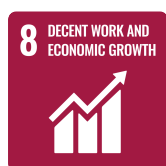
Based on previous knowledge of strategic management, students will be provided with a research-based account of the field of strategy and sustainability. A particular focus lies on the impact of sustainability-related aspects in the context of strategizing. Students will understand the drivers and hurdles of sustainable organizational development and will be equipped to develop more considerate strategies through a link to practice.



Strategic Management & Sustainability | Instructors: Daniel Degischer | IFLV6581

The course Strategic Management & Sustainability is an introductory level course on the broad topic of strategic management. While in traditional views on strategic management, the term sustainability often refers to “sustainable competitive advantage”, this course expands the notion of sustainability to a contemporary view beyond merely financial measures. Specifically, it emphasizes the evaluation of the impact of strategy in the broader context of the economy, society, and the environment.

This course provides students with fundamental knowledge of strategic management and competitiveness, while highlighting the particular sustainability implications of strategies at the corporate and the business level. Students will be enabled to analyse the sustainability implications of strategies and be able to develop future-proof strategies that take sustainability considerations into account.

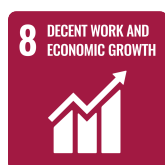


Social Business & Social Entrepreneurship | Instructors: Desiree Wieser

| NPGBA45

This bachelor's course introduces students to social entrepreneurship, covering social business concepts, business models, and financing. Students analyze real-world examples and develop their own project-based business model using the Business Model Canvas. The course fosters practical application, independent thinking, and an entrepreneurial mindset with a focus on creating social impact.

The course equips students to develop socially responsible and sustainable entrepreneurial projects. It fosters critical thinking, ethical decision-making, and practical skills, enabling students to address societal challenges, create positive social impact, and integrate sustainability into business planning and execution.



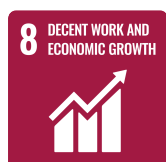
Responsible Management | Instructors: Desiree Wieser

| NPGBA59

This course introduces students to responsible management and business ethics, exploring sustainability, corporate responsibility, and ethical decision-making. Students will analyze global trends, supply chain complexities, and stakeholder perspectives, while learning to apply responsible

management strategies, tools, and the triple bottom line. The course emphasizes integrating responsibility into organizational strategy and leadership, and encourages reflection on real-world ethical dilemmas to develop a critical and responsible management mindset.

This course equips students with the knowledge, skills, and mindset to manage responsibly, make ethical decisions, and integrate sustainability into business practices. It empowers them to critically assess organizational impacts, engage stakeholders, and contribute to more ethical, transparent, and sustainable business and societal outcomes.



Sustainable Finance, EU-Taxonomie & Lieferkettengesetz | Instructors: Eva-Maria Grosse

| LGGT1019

This course explores the EU Taxonomy within the framework of the European Green Deal, focusing on its role in sustainable finance. Students will examine how financial markets assess, classify, and report sustainable economic activities, and why transparency is key for mobilizing capital toward the EU's climate neutrality goal by 2050.

By engaging with the EU Taxonomy as a cornerstone of sustainable finance, students develop the ability to connect financial decision-making with environmental responsibility. They gain tools to evaluate sustainability disclosures, guide investment flows, and promote economic activities that align with climate goals. This empowers them to become responsible financial professionals who drive sustainable transformation.

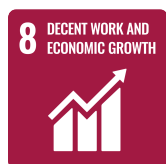


Business Ethics & Responsible Management | Instructors: Julia Waldegger

| BPM-M-1-4-ERM

Welcome to Business Ethics and Responsible Management! This course will challenge you to think critically about the role of ethics in business, leadership, and society. Together, we will explore real-world dilemmas, reflect on values, and examine how ethical decision-making shapes sustainable and responsible organizations. I encourage you to approach this course with openness, curiosity, and a willingness to engage in thoughtful discussion. Your insights and perspectives will be invaluable in creating a dynamic learning experience for everyone.

Through this course, students learn to approach management with responsibility and sustainability in mind. They engage with ethical theories, apply stakeholder management tools, and reflect on dilemmas. In doing so, they develop the mindset and skills to contribute to the SDGs and practice responsible leadership.



Business Ethics | Instructors: Julia Waldegger, Regina Obexer | OBWL-M-4-2-GS

This course strengthens students' ethical awareness and decision-making by combining theory with real-life cases. They learn to foster ethical cultures, address dilemmas of digitalization, and design sustainability programs. By training their "ethics muscle," students become responsible professionals ready to align business practice with societal and environmental needs.

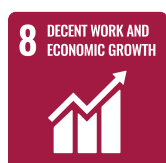
This course equips business students to recognize and address ethical dilemmas in the workplace and beyond, apply theory to real-world cases, and foster ethical cultures. By "training their ethics muscle," students become more confident in recognizing ethical dilemmas and making responsible choices, even under pressure. By integrating compliance, sustainability, and techno-ethics, students gain practical tools and future-oriented awareness, enabling them to act responsibly, make integrity-driven decisions, and promote sustainable business practices.



Business & Society | Instructors: Lucas Huter | B&M-B-2-TAC-BAS-SE

With the course "Business & Society", we aim to develop your information literacy and your responsible decision making skills.

This course will allow you to investigate the role of businesses in society and reflect on your personal approach, perspectives, and behaviors as part of society and as (future) managers and leaders.

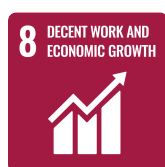


Business & Digital Ethics | Instructors: Magdalena Posch, Markus Scholz

| MCI-M-3-BDE-BDE-ILV

This course examines the relationship between technology, society, and ethics in a global context. Topics include socio-political tensions, cultural development trends, and socio-ethical questions in technology research and innovation. Students will explore sustainable digital transformation aligned with global goals, international ethical guidelines, and regulatory approaches. Core concepts of business ethics, social and political entrepreneurship, and real-world dilemma discussions provide a foundation for developing responsible and sustainable entrepreneurial strategies.

This course explores how digital technologies transform society and create new social challenges. Students apply ethical frameworks and sustainability principles to design responsible digital solutions and management approaches that foster inclusion and drive sustainable, future-oriented transformation.



Marketing | Instructors: Maria Wallnöfer

| M&R-B-2-B_9-MAT-ILV

The Marketing course approaches marketing as a guiding principle of management an organization, positioning the entire organization around the needs of current and potential customers. Within this framework, the course explores the key tasks, characteristics, and core concepts of modern marketing, with particular emphasis on the role of branding in shaping purchasing decisions. It examines theoretical approaches and key determinants of consumer behavior, highlighting their relevance as a foundation for the development of effective marketing strategies. A central focus is placed on brand positioning, brand management, and the marketing mix, including the adaptation of marketing instruments to digital environments. By integrating these perspectives, the course equips students with a comprehensive understanding of marketing and provides a solid basis for the practical application of strategies in an increasingly digitalized business context.

This course introduces sustainability as a key positioning attribute in contemporary markets, emphasizing its role in generating higher value creation compared to competitors. Through cases of organizations such as Patagonia, students will explore how sustainability can serve as a differentiator in strategy and branding. The course also critically examines the credibility and authenticity of sustainability claims, fostering a reflective understanding of both the opportunities and challenges associated with sustainable positioning.

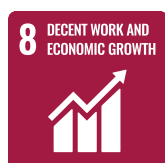


Introduction to Economic History & Economics | Instructors: Nicole Palan

| eStudy-EED-GM-OP-2-EcoHi

This course introduces the fundamentals of economics and economic history, combining theoretical foundations with historical perspectives to understand how economies function, evolve, and impact societies. Covering micro- and macroeconomics, market dynamics, government intervention, and long-term growth, it emphasizes the responsibility of economic decision-making in addressing societal challenges such as inequality, climate change, and sustainability.

By embedding responsibility and sustainability into the study of economics, the course highlights how economic decisions influence environmental outcomes, social equity, and long-term prosperity. Students learn to critically assess traditional growth models, explore alternatives beyond GDP, and evaluate policies like carbon pricing that align with responsible management principles.

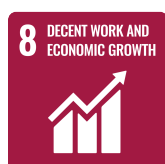


Creative & Entrepreneurial Thinking | Instructors: Oliver Som

| IBaM-M-3-M_10-CET-ILV-O

In the "Creative and Entrepreneurial Thinking" course, students will embark on a transformative journey to develop a multifaceted understanding of creativity, entrepreneurial thinking, and their interplay. The course is designed to foster cognitive, practical, and reflective goals, equipping students with a comprehensive toolkit for success in the dynamic world of entrepreneurship.

The master class on creativity and improvisation in entrepreneurship empowers students to navigate uncertainty with confidence. By experimenting with spontaneous idea generation, adaptive thinking, and collaborative problem-solving, participants strengthen entrepreneurial mindsets. The experience enhances resilience, opportunity recognition, and innovative capacity, equipping future entrepreneurs to design, pivot, and thrive in dynamic environments.



Innovation for Sustainability | Instructors: Oliver Som

| IBaM-M-3-M_10-IFS-ILV-O

In the "Innovation for Sustainability" course, we aim to deepen your understanding of the crucial interplay between innovation and sustainability in the business context. Emphasizing a pragmatic approach, this course engages you in real-world case studies and projects, fostering your ability to integrate sustainable practices into business models. Upon completing this course, you will have not only acquired a robust theoretical foundation in the principles of sustainability and innovation but also developed practical skills and competencies. These skills will enable you to effectively design, manage, and implement innovative strategies that drive sustainability in various organizational settings.

A master class on innovation for sustainability equips students to integrate ecological, social, and economic responsibility into entrepreneurial practice. By linking organizational strategies with individual action, participants learn to design sustainable business models and foster personal sustainability mindsets. The course builds capacity to drive transformation and resilience across multiple system levels.

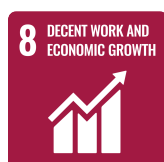


Future of Work: Human Skills for a Digital World | Instructors: Teresa Spiess

| IEL-B-3+5-WPM-IEL

This elective course examines how digital transformation is reshaping the world of work and what this means for individuals, organizations, and society. Students will critically engage with the opportunities and challenges of algorithmic management, AI, and digital tools, while reflecting on their own values, strengths, and aspirations. Emphasis is placed on developing adaptability, resilience, and strategies for well-being in technology-driven environments.

While not exclusively focused on responsible management, the course highlights the ethical implications of digital work and invites students to consider how integrity, authenticity, and sustainability can guide their professional paths in the future of work.

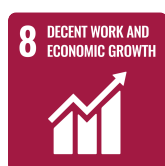


People in Organizations | Instructors: Teresa Spiess

| MCI-B-2-OB1-PEO-ILV

This course explores how individuals shape and are shaped by organizational life. The course introduces central theories and concepts of organizational behavior, focusing on performance, motivation, stress, satisfaction, leadership, and commitment. Students examine the role of human behavior for organizational success, reflect on the future of work in times of digital transformation, and develop practical insights through case studies, simulations, and interactive exercises. The course combines theoretical foundations with experiential learning to equip students with future skills for thriving in dynamic work environments.

This course encourages students to take responsibility for shaping the future of work by reflecting on their own values, choices, and impact. Through experiential learning and critical discussions, they develop awareness of sustainability in organizations and society, fostering skills to create meaningful, fair, and future-ready workplaces.



Educator Recognition

At MCI - Management Center Innsbruck, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events

💡 Fostering Innovation



A lot

Our institution supports innovation significantly through teaching and learning.

💡 Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.

Learning Mindset



A lot

Our institution supports a lifelong learning mindset significantly through teaching and learning.

Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, MCI - Management Center Innsbruck identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Limited interdisciplinary collaboration
- ❖ Outdated infrastructure
- ❖ Overloaded faculty
- ❖ Resource allocation challenges
- ❖ Time constraints
- ❖ Collaboration barriers

Barriers to Innovative Pedagogy

In 2024, MCI - Management Center Innsbruck identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Collaboration barriers
- ❖ Faculty resistance
- ❖ Limited interdisciplinary teaching approaches
- ❖ Overloaded faculty
- ❖ Time constraints

Additional Evidence

MCI Badges with Societal Impact

MCI Digital Badges for Responsible Management, Sustainability, Ethics, and Diversity

The MCI Student & Career Center continues to offer diverse learning opportunities that help students develop knowledge, skills, and competencies in responsible management, sustainability, ethics, and diversity, empowering them to become change drivers with real societal impact. Through these programs, students can distinguish themselves by acquiring practical skills in addition to their regular studies.

Now in its 7th year of full implementation, the Digital Badges Program enables all MCI students to engage in extracurricular activities, build competencies beyond their study programs, and enhance their employability. Students learn to apply their knowledge to address societal, environmental, and business challenges, positioning themselves as agents of positive change.

Available badges in 2024/25 include:

Responsible Management – Strengthening understanding of sustainability, responsibility, and ethics

Sustainable Development – Exploring societal, environmental, and business opportunities and challenges

MCI Volunteer – Recognizing students and staff who contribute to the community through volunteering

Diversity Management – Developing skills to foster inclusive environments and drive equitable change across organizations and society (new in 2024/25)

Students consistently report that participating in the badge program has a meaningful impact on their personal and professional development, enabling them to become proactive contributors to societal progress.

[More information on MCI Digital Badges](#)

Assurance of Learning Goals for Responsible Management

As part of MCI's ongoing quality assurance and development efforts, business & society programs have maintained a set of clearly defined learning goals for several years through the Assurance of Learning (AOL) process required for AACSB accreditation. These goals, collaboratively established across accredited programs, are now systematically measured: objectives and assessment rubrics track student achievement, and where results fall short, targeted actions are implemented to continuously enhance strategies supporting these priority outcomes.

The current set of goals includes the following goals aimed at accelerating the integration of responsible management education and ensuring student learning outcomes:

Responsible Decision Making (Bachelor level)

Inspired by the UN Sustainable Development Goals, our graduates can make decisions that are ecologically sustainable, economically responsible, and socially equitable.

Responsible Leadership (Master level)

Inspired by the UN Sustainable Development Goals, our graduates demonstrate a commitment to ecologically sustainable, economically responsible, and socially equitable decision-making.

[Further Information about the AOL goals and processes at MCI](#)

SDG Integration into Programs

At MCI, the United Nations Sustainable Development Goals (SDGs) are actively integrated into study programs, shaping curricula, teaching, and learning activities. Students engage with real-world sustainability challenges, exploring how responsible business practices can drive positive societal and environmental impact. This approach equips graduates with the knowledge, skills, and mindset to create value for both organizations and communities, reflecting MCI's long-standing commitment to advancing sustainable development locally and globally.

[SDGs in MCI Study Programs](#)



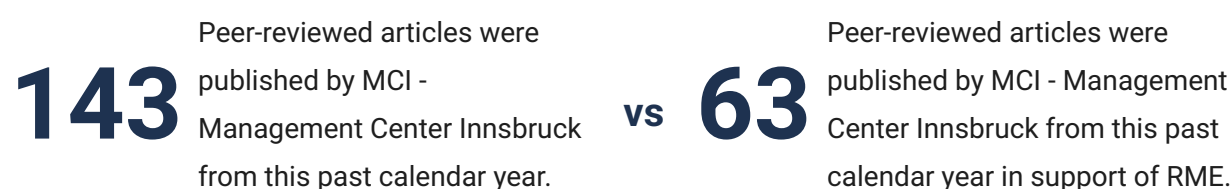
Research

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

How We Define Research

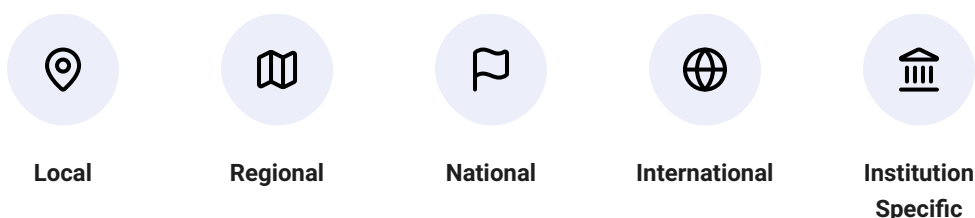
At MCI, research is framed as both a responsibility and a driver of positive change, with a focus on building bridges between academia and practice. Interdisciplinary research areas such as Responsibility and Sustainability, Social and Health Innovation, Business and Society, and Technology and Life Sciences ensure a strong link to real-world challenges. Research projects are solution-oriented, carried out with industry, public institutions, and civil society, and deliver both academic insights and practical impact through innovation, policy relevance, and technology transfer. In this way, MCI reflects the PRME principle by not only studying the state of the world but also helping shape positive futures.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, MCI - Management Center Innsbruck was awarded funding for research that is:



Socializing Research

In 2024, MCI - Management Center Innsbruck contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms

Research Projects

In 2024, MCI - Management Center Innsbruck reported 11 research projects (selected sample) that implemented responsible or sustainable activities.

Minimum income enforcement in Tyrol from the perspective of recipients

Period Covering: August, 2024 - December, 2024

Department: Social Work

In the master's research project "Minimum income enforcement in Tyrol from the perspective of recipients," students from the Department of Social Work are working with partners in the field to investigate how people affected by poverty experience the enforcement of minimum income—with a focus on social inclusion, opportunities, and existing barriers.



Social Work and Sustainable Development

Period Covering: August, 2023 - August, 2026

Department: Social Work

The research project "Social Work and Sustainable Development" is collaborating with the Institute of Social Work in Tanzania to investigate how the SDGs can be integrated into social work education and practice by analyzing knowledge, practice, and structural conditions in teaching, policy, and the professional field in both contexts.

In 2015, the United Nations adopted the 17 Sustainable Development Goals (SDGs) as a global framework to address social, economic, and environmental challenges by 2030. Social work, as a change-oriented and human rights profession, has a crucial role in translating these goals into practice. Yet, there is little evidence on how the profession integrates the SDGs into practice, education, and policy in Austria and Tanzania.

This project seeks to bridge that gap through:

1. Country studies on social work's role in achieving the SDGs.
2. National reports and journal articles with recommendations.
3. Dissemination workshops in Austria and Tanzania.
4. Exchange visits for knowledge sharing.

It builds on earlier PROSOWO projects (since 2011), which advanced professional social work through research, publications, and exchanges.



Craft2Biodiversity

Period Covering: December, 2024 - March, 2027

Department: Business Administration Online

Many craft businesses today are faced with the task of systematically integrating biodiversity, energy efficiency, and sustainable management into their operational processes. At the same time, there is often a lack of concrete knowledge about how ecological responsibility can be effectively integrated into business practices.

Craft2Biodiversity addresses this need: The project develops practical tools that embed biodiversity in the craft sector – from product design and operational infrastructure to new business models. Craft2Biodiversity researches the role of biodiversity in the craft sector and develops practical solutions for the sustainable transformation of products, processes, and business models. The focus is on ecological responsibility, energy efficiency, and innovative strength.



INNOLeguminosen

Period Covering: December, 2023 - June, 2026

Department: Food Technology

The project aims to make legume cultivation in South Tyrol both ecological and economically viable by developing innovative products and market opportunities. Key goals include creating at least six legume-based products (fermented and non-fermented, including food and pet feed), assessing their nutritional value, economic potential, and possible product claims. Market studies will explore consumer demand, retail opportunities, and added value for farms. Field analyses will identify the

most suitable varieties for local cultivation and processing, while legal frameworks around seed exchange will be reviewed. Finally, the project seeks to strengthen direct marketing by developing business models that position legumes as a profitable sector for South Tyrolean farmers.



Mental Health Literacy in Children

Period Covering: December, 2022 - June, 2024

Department: Social, Health & Public Management

The COVID-19 pandemic has highlighted the importance of health literacy, especially psychosocial health literacy among children and adolescents, while also exposing the lack of adequate measurement tools. This project develops a reliable questionnaire for 10–13-year-old students in Tyrol to assess psychosocial health literacy, based on literature reviews and expert interviews with psychologists, educators, and social workers. The tool combines self-assessments with objective quiz questions, providing insights into current psychosocial health and well-being, and offering valuable implications for schools and policymakers to better support children's mental health.



SUnrise

Period Covering: November, 2023 - December, 2025

Department: Business Administration Online

SMEs in the skilled trades face a multitude of complex challenges: digital transformation, the shortage of skilled workers, and, in particular, coping with climate change and the energy crisis require companies to come up with innovative and sustainable solutions. Within two projects, we are working on the development of innovation pathways that show SMEs how to develop innovative and sustainable solutions and business models for the future. In doing so, we support companies in developing their future viability and competitiveness in a sustainable manner.

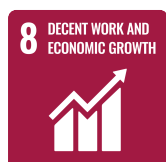


CURATE

Period Covering: November, 2023 - April, 2026

Department: Entrepreneurship

CURATE will combine AI solutions related to the entrepreneurial process to develop an incubator programme that will provide migrant students with a challenge-based platform to better meet their learning styles and provide transferable forward-looking skills. CURATE will actively engage those from the world of work to become key catalysts in the codesign of new learning and teaching practices with the aim of providing solutions to real world challenges presented by labour market actors.

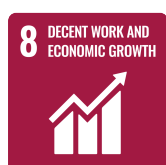


Maximizing Opportunities for Startups and Investors through Regional Zenith of Innovation (MOZART)

Period Covering: December, 2023 - December, 2025

Department: Entrepreneurship

MOZART aims to maximize opportunities for startups and investors by fostering a “zenith of innovation” where converging factors drive rapid progress, new products, and transformative technologies. Building on a successful cross-border ecosystem, the project seeks to strengthen and internationalize networks of startups, investors, mentors, researchers, and innovators. Through events, education, investment opportunities, and collaborations, MOZART accelerates startup growth, improves access to funding, enhances visibility, and connects public and private ecosystems on a global scale.

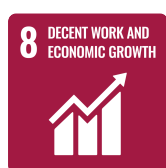


ENRICHER HUBS

Period Covering: December, 2023 - December, 2026

Department: Tourism

The ENRICHER-hubs project supports Europe's tourism recovery by aligning higher education with labor market needs in the green and digital transition. It strengthens HEIs' capacity for sustainable tourism service development through innovative training, experiential learning, and service design skills. Green Tourism Hubs in Georgia and Moldova will share best practices, tools, and methods, ensuring students gain practical competences for sustainable tourism while fostering regional innovation and growth.



Josef Ressel Center: Powdered Activated Carbon from Municipal Residues

Period Covering: December, 2019 - December, 2025

Department: Environmental Sciences

The Josef Ressel Center for the Production of Powdered Activated Carbon from Municipal Residues develops processes to create high-quality activated carbon from charcoal, a by-product of wood gasification, using municipal waste wood as a raw material. The activated carbon is tested for its effectiveness in removing trace substances like medications and pesticides from wastewater, supporting circular resource use and sustainable municipal services. The project, established in 2020, is funded by the Christian Doppler Research Association and local corporate partners, combining research with practical application in wastewater treatment.



PFAS Select

Period Covering: March, 2025 - March, 2028

Department: Environmental, Process & Energy Engineering

At MCI, the *PFAS Select* project contributes to the UN Sustainable Development Goals by tackling “forever chemicals” that threaten human health and ecosystems. Together with international partners, the MCI research team around Jan Back is developing innovative, regenerable materials to efficiently remove PFAS from water, offering sustainable solutions where conventional methods fail.



Research Awards

In 2024, MCI - Management Center Innsbruck was awarded 4 research awards for responsibility- and/or sustainability-related research.

Sustainability Best Paper Award at EURAM Family Business SIG

Granter: EURAM Family Business SIG

Grantee: Desiree Wieser, Anita Zehrer, Yoshiki Shinohar, Long Tam Pham, Rebecca Chunghee Kim

Award Description:

MCI researchers Desiree Wieser and Anita Zehrer, together with their Japanese colleagues Yoshiki Shinohar, Long Tam Pham, Rebecca Chunghee Kim won the Sustainability Best Paper Award of the EURAM Family Business SIG with their article „Dynamics of Sustainability in Family Firms in Japan’s and Austria – A Transgenerational Study“.

Health Research Award 2024 (Climate & Health)

Granter: Österreichisches Netzwerk der Fachhochschulstudiengänge für Gesundheit

Grantee: Jurien Loosveld, MCI Student EU-HEM

Award Description:

The Health Research Award, presented annually by the Austrian Network of Universities of Applied Sciences for Health, honors outstanding master’s theses in health sciences. The 2024 top recognition in the category Climate & Health went to MCI student Jurrien Loosveld. His thesis “Dosage optimization for sustainable healthcare: A Carbon Footprint Analysis of nivolumab and pembrolizumab treatment in The Netherlands” demonstrates how adjusting drug dosages can improve both treatment efficiency and ecological sustainability in healthcare.

Health Research Award 2024 (Health Promotion)

Granter: Österreichisches Netzwerk der Fachhochschulstudiengänge

Grantee: Leonie Emilia Witte

Award Description:

The Health Research Award, presented annually by the Austrian Network of Universities of Applied Sciences for Health, honors outstanding master's theses in health sciences. This year's first place in the category Sexual Health was awarded to Leonie Emilia Witte. Her thesis "Let's Talk About Sex: A Quantitative Study of the Sociodemographic- and Economic Factors Associated with Sexual Health Literacy and the Role of Stigma Among Young Adults in Germany and Austria" explores how education, social background, and stigma shape young adults' understanding of sexual health, providing valuable insights for improving health literacy and reducing barriers to care.

Tyrolean Young Researchers' Award

Granter: Tyrolean Government

Grantee: Monica Nadegger, Thomas Neuner, Moritz Reisberger, Arno Rottensteiner, Florian Sexl, Simon Thielen, Jasper Volmer

Award Description:

The Tyrolean Young Researchers Funding supports promising research projects by young scientists at Tyrolean universities. In 2024, 54 projects received funding across eight universities, including seven projects from MCI | The Entrepreneurial School®. Selection focuses not only on scientific quality but also on local relevance, practical applicability, and sustainability. Funded projects cover diverse fields –from AI applications in family businesses and heat exchanger optimization to alternative winter tourism concepts in the context of climate change.

Research Barriers

In 2024, MCI - Management Center Innsbruck identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Time constraints

Additional Evidence

MCI Research & Innovation Newsletter

MCI shares news about ongoing research projects via a LinkedIn Newsletter. Updates on current research projects with impact can be found here on a regular basis.

[Relevante Forschung mit Impact - Einblicke in die Forschungswelt des MCI](#)

MCI Research Areas related to the SDGs

MCI Research Areas

MCI research aims to have a real impact across several areas addressed by the SDGs. A number of dedicated research areas and centers put particular focus on these.

Research Areas

[Entrepreneurship](#)

As an Entrepreneurial School®, entrepreneurship research plays a special role at MCI. The research focus "Entrepreneurship" brings together interdisciplinary activities at our university. It explores and promotes entrepreneurial thinking and action in economic and social contexts, combining academic knowledge with practical application to develop sustainable solutions. Research results directly inform entrepreneurial training and are shared with partners and stakeholders, who are also actively involved in projects. The emphasis lies on practice-oriented approaches that link applied research and teaching. Special focus areas include:

- [UNESCO Chair in Futures Capability for Innovation and Entrepreneurship](#)
- [Ulysseus European University – Innovation Hub "Sustainable Entrepreneurship & Impact](#)

[Responsibility & Sustainability](#)

This research area focuses on both responsible management education and responsibility towards society. Focus areas include Responsibility, Law, Ethics, Sustainable Organizational Behaviour & Development, Digital & Sustainable Learning, Futures Thinking & Foresight.

[Social & Health Care Services](#)

This research aims to enrich the scientific discourse as well as provide evidence-based and action-oriented decision bases for policy and society. The focus is on cross-method research in the fields of public health, social integration and participation, as well as behavioural research, digital technologies, and communication.

[Tourism](#)

Applied research at MCI Tourism is concerned with economic problems and issues in the context of (family) businesses, destinations, and customers, with a special focus on Alpine tourism. Based on the three levels of consideration of company, destination, and customer, detailed research topics can be defined in terms of interdisciplinary areas. The research area has a focus on Sustainable Tourism Development.

[Family Business](#)

MCI's research on family business succession examines strategies for transferring management and ownership responsibly and sustainably. It explores successor identification, transition processes, and their effects on performance and family relations, considering both individual capabilities and structural factors like governance and culture that support long-term, responsible management.

MCI - The Entrepreneurial School

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897

Documents ⓘ

392

Authors

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Documents

Structure

Collaborators

Sustainable Development Goals 2023 New

New: See at one glance Sustainable Development Goals mapped to this organisation

Sustainable Development Goals (SDGs) are specific research areas that are helping to solve real-world problems. Elsevier data science teams have built extensive keyword queries, supplemented with machine learning, to map documents to SDGs with very high precision. Times Higher Education (THE) is using Elsevier SDG data mapping as part of its Impact Rankings. [More about SDGs ↗](#)

SDG contributions

 Goal 1: No poverty	9 documents	 Goal 10: Reduced inequalities	24 documents
 Goal 2: Zero hunger	3 documents	 Goal 11: Sustainable cities and communities	12 documents
 Goal 3: Good health and well-being	50 documents	 Goal 12: Responsible consumption and production	57 documents
 Goal 4: Quality education	33 documents	 Goal 13: Climate action	16 documents
 Goal 5: Gender equality	13 documents	 Goal 14: Life below water	4 documents
 Goal 6: Clean water and sanitation	23 documents	 Goal 15: Life on land	4 documents
 Goal 7: Affordable and clean energy	51 documents	 Goal 16: Peace, justice and strong institutions	33 documents
 Goal 8: Decent work and economic growth	59 documents	 Goal 17: Partnership for the goals	12 documents
 Goal 9: Industry, innovation and infrastructure	98 documents		

MCI Publications Mapped to the SDGs (Scopus)



Partner

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

How We Define Partner

At MCI, partnership means bringing together people from business, civil society, government, and academia to co-create knowledge and solutions, and work together to bring these to life in practice. Through these collaborations, MCI advances responsible and accountable management education and practice, while ensuring that research and teaching remain closely connected to real-world challenges and opportunities. Partnerships are a key element in all our activities, from teaching and learning to research, campus management and governance, and outreach activities. We work with partners to leverage synergies and joint agendas, and extend our impact by taking active roles within networks and collaborations, including the Ulysseus European University Network, the UN PRME Initiative, the Co-Op Sustainable Universities, the Klimabündnis, and many more. Our partnership with over 300 international partner universities and other institutions and businesses locally and globally increases our reach and impact further.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Positive Impact Rating (PIR)
- ❖ United Nations Global Compact non-business signatory
- ❖ IAU (International Association of Universities)
- ❖ United Nations organs other than the UN Global Compact
- ❖ Local institutions and associations

Student Organization Partnerships

- ❖ 180 Degrees Consulting

Partnerships

The following provides more details on 1 key partnership at MCI - Management Center Innsbruck.

PIR - Positive Impact Rating

We participated in the Positive Impact Rating in 2025.

We were rated as "Transforming School" with a rating of 4 out of 5.

Partner Voices

The following statements from our partners demonstrate ways in which our collaborations at MCI - Management Center Innsbruck support sustainability and responsible management education.

Partnership with Ban Ki-moon Center for Global Citizens

Our collaboration with MCI is deeply rooted in our shared commitment to sustainable development, responsible management, and social impact. As the academic partner of our Global Citizen Scholarship program, MCI annually delivers the Summer School on Entrepreneurship for Sustainable Development since 2023, equipping young changemakers with valuable knowledge and practical skills.

The Ban Ki-moon Centre also highly values the academic exchange with MCI, including H.E. Ban Ki-moon's guest lecture, his appointment as Honorary Professor in 2024, the Ban Ki-moon Scholarship for outstanding MCI students advancing the SDGs, and MCI's active participation in the Global Citizenship Education Forum. We greatly appreciate MCI's innovative academic input and look forward to further strengthening this meaningful partnership in the years ahead.

Ban Ki-moon Center for Global Citizens

Partnership with Bündnis Nachhaltige Hochschulen (COOP Sustainable Universities)

The "Bündnis Nachhaltige Hochschulen" (COOP Sustainable Universities, BNH) recognizes the important role MCI plays as a valued network partner in advancing sustainable development and responsible management. Through its collaborative approach, MCI fosters knowledge exchange, innovation, and capacity building that strengthen our collective impact, for example through MCI's hosting of the BNH Summer School "Biomimicry" in summer 2024, contributing to and taking leadership roles in the BNH working group "Teaching", and actively contributing to annual conferences and event. MCI's commitment to responsible and sustainable practices aligns with our shared values and supports the achievement of the Sustainable Development Goals. By engaging with MCI, we benefit from a trusted partner who supports and amplifies our efforts and drives meaningful progress across the network.

Prof. Dr. Elisabeth Steiner, Chair, Bündnis Nachhaltige Hochschulen

Partnership with planeed

We are delighted to support MCI in bringing their sustainability efforts to life through planeed. Our platform helps MCI showcase its CSR initiatives in a clear and engaging way, making it easier for students, staff, and external partners to connect and collaborate. By turning sustainability into a visible and interactive practice, MCI strengthens its responsible impact and nurtures meaningful partnerships, furthering its ongoing commitment as a proactive member of the UN PRME network.

Bernhard Liebl, M.Sc., Chief Executive Officer & Co-Founder of planeed

Partnership with SWARCO

Our task as the CSR team at SWARCO is to shape a future worth living for the next generations, with the same opportunities, resources, and healthy living environments that we enjoy. As a global industrial company, we bear a great responsibility in this regard. The exchange with the next generation, with the students of MCI, provides us with important impetus, new ideas, and motivation. In addition, the partnership with MCI in the area of responsible management and social responsibility contributes significantly to ensuring that the leaders of the future start out with a sustainable mindset.

Anja Rautnig, Corporate Social Responsibility Specialist at SWARCO

Partnership with IKB

The long-standing partnership between MCI and the "Innsbrucker Kommunalbetriebe AG (IKB)" is a successful example of knowledge transfer between science and practice. Both sides benefit greatly from this continuous exchange: IKB gains valuable insights into current research and innovative solutions, while MCI integrates practical examples and real-world challenges into its teaching. Numerous joint projects have already been realized, particularly in the field of waste management, including internships, theses, and research collaborations that not only contribute to the further development of operational processes but also to the qualification of future specialists. This cooperation strengthens regional innovation and promotes a deep understanding of sustainable and responsible corporate management. For IKB, the cooperation with MCI represents real added value.

Johannes Wildner, BSc, Was Management Division, IKB

Partnership with hollu

Our long-standing collaboration with MCI as part of their Sustainability Week consistently provides us with valuable insights into the topic of sustainability. Our entrepreneurial experience as a leading hygiene specialist is complemented by new perspectives and exciting food for thought. This direct exchange with committed students and lecturers makes the collaboration particularly valuable for us.

Formats such as factory tours and joint dialogues create a link between theory and practice. The 17 Sustainable Development Goals (SDGs) of the United Nations are firmly anchored in our corporate strategy – which makes networking with the next generation all the more important for us: Together, we can shape a future worth living!

Marc Miller, MSc, Event Manager Marketing at hollu

Partnership with Tyrol Climate Alliance

The Tyrol Climate Alliance is delighted about its long-standing and constructive cooperation with MCI. Through joint projects, events, and initiatives (e.g., cooperation on green events and Doppelplus Energy & Climate Coaching), we are working together to promote climate protection, sustainable development, and social responsibility. We particularly appreciate MCI's commitment to integrating sustainability into teaching, research, and everyday university life, and to raising student awareness of these future-oriented topics. Through this cooperation, we are jointly contributing to the implementation of the UN Sustainable Development Goals (SDGs) and to the establishment of responsible management education in line with the UN Principles for Responsible Management Education (PRME).

Lisa Prazeller, Deputy Management Communication - Climate Culture at Tyrol Climate Alliance

MCI DISTINGUISHED GUEST LECTURE SERIES

As part of one of the best academic lecture series in the German-speaking world, MCI | The Entrepreneurial School® regularly provides a platform for international encounters, intellectual exchange and advanced impulses. The lecture series provides an inclusive forum for the exchange of knowledge and experience. In line with the Principles for Responsible Management Education, the series also fosters critical dialogue on responsibility, sustainability, and the role of education in shaping a future-oriented society. Over the course of the academic year, MCI is honored to host numerous "Distinguished Guests" on campus as well as digitally.

Bettina Stichauner, Head of Alumni Center & Events at MCI

Partnership with UN Global Compact Network Austria

The exchange with MCI on effective collaboration between companies and academic institutions provides us in the UN Global Compact Network Austria with valuable insights and new perspectives on corporate responsibility. The conversations emphasize key challenges that need to be addressed from a scientific standpoint in order to support businesses on their path toward advancing sustainable

development. MCI is also a relevant partner when it comes to connecting our Country Network with the PRME ecosystem in Austria and further strengthening partnerships between companies and business schools as well as universities.

Stefanie Weniger, Executive Director, UN Global Compact Network Austria



Practice

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

How We Define Practice

At MCI, we adopt responsible and accountable principles in our own management and governance. MCI fosters participatory governance by establishing dedicated working groups and appointing representatives who actively contribute to decision-making. We promote diversity, equity, and inclusion, and ask for respectful coexistence of all stakeholder groups on our campus. To this end, we have established and implemented shared rules and strategies, such as a code of conduct and house rules. We ensure ethical research practices through comprehensive guidelines and a dedicated ethics committee. We also advance sustainability in operations, including campus management (reduction of waste, especially plastic; support for green event management, support for sustainable mobility, measures to reduce energy use, etc.), and we raise awareness of sustainable living across our community.

Institutional Policies and Practices

- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

MCI Policies for Practice

View document  Download document 

Practice Awards

In 2024, MCI - Management Center Innsbruck received 1 award for responsible and/or sustainable practices.

LEADING EMPLOYERS 2024

Granter: LEADING EMPLOYERS

Grantee: MCI | The Entrepreneurial School®

Award Description:

MCI | Entrepreneurial School® is one of the top 1% of the best employers in Austria with more than 400 full-time employees and 1,000 lecturers. This was confirmed by the Institute of Research & Data Aggregation in the world's most comprehensive meta-study "LEADING EMPLOYERS", which examined and translated a broad spectrum of employer qualities into a holistic assessment. In a multi-stage evaluation process involving 1.7 million pieces of data from 250 international sources, feedback, and areas, the top 1 percent of 100,000 companies in German-speaking countries were identified. The examined areas included innovation, talent communication, satisfaction, and diversity.

Practice Voices

The following statement from stakeholders at MCI - Management Center Innsbruck demonstrates our commitment to sustainable and responsible practices.

Statement MCI Climate Team

MCI Climate Team: Our Contribution to Organisational Sustainability and Green Campus Initiatives

As the MCI Climate Team, we are committed to embedding sustainability across campus through practical action, evidence-based decisions, and community engagement.

Before implementing measures, we systematically collect and analyse data to ensure that our actions are effective, measurable, and grounded in sound evidence. For example, we are currently working on establishing a GHG emissions baseline and gathering information to guide future initiatives.

This year, MCI successfully replaced single-use plastic bottles with water fountains, reducing plastic waste and encouraging responsible habits. We also advanced initiatives to improve recycling and reduce paper use, introducing clearer waste separation, promoting digital workflows, and limiting unnecessary printing. In addition, we are actively working to "green" our laboratories, ensuring they operate with a lower environmental impact and continuously improve their sustainability performance. Through our Green Events Initiative, we aim to promote environmentally friendly practices for our campus events, and minimise resource use. To further engage our community, we introduced QR code communication, offering accessible guidance on sustainable behaviour on campus. We also support sustainable mobility, with student research projects investigating commuting behaviour and MCI providing incentives for staff and students to use public transport.

Finally, we have focused on strengthening sustainability communication to increase awareness and embed environmental values into daily campus life. Together, these initiatives reflect our ongoing commitment to building a greener, more sustainable organisation.

[MCI Climate Action Website](#)

[Sustainability in MCI Labs \(Interview with Silvia Kostner\)](#)

Additional Evidence

MCI - Climate Alliance Partnership

MCI has been part of the Klimabündnis (Climate Alliance) since 2022 and continues to implement measures to successively reduce the university's environmental footprint.

[MCI Climate Alliance Partner](#)



Share

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



How We Define Share

At MCI, we share our sustainability successes and challenges to raise awareness and inspire collective progress. By providing platforms for dialogue and exchange, we enable learning across our community and strengthen our shared commitment to advancing sustainable solutions.

Engagement Opportunities

MCI - Management Center Innsbruck offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

MCI - Management Center Innsbruck communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Sharing Voices

The following statement from stakeholders at MCI - Management Center Innsbruck demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Multi-Channel Knowledge Sharing

We actively share both our successes and lessons learned across the organization to foster collective growth and strengthen our shared values and purpose. To reach our diverse audiences, we use a variety of communication channels: regular team meetings (e.g. MCI Climate Team, MCI SDG/PRME Ambassadors etc.), newsletters (internal & external), press releases, platforms such as planned for

collaborative exchange, and dedicated web pages (internal & external) for students, staff, and the broader community. We also engage through targeted social media activities, such as our Instagram campaign during the MCI Sustainability Week. This multi-channel approach ensures that key insights reach the right groups, enabling collective learning and alignment with our common goals. Additionally, this open exchange allows us to continually learn from one another and align our efforts toward our shared objectives.

- Website [Center for Responsible Management & Social Impact](#)
- Website [Sustainability@MCI](#)
- Website [MCI Sustainability Week](#)
- MCI on [planeed](#)
- MCI on [Instagram](#) / [LinkedIn](#) / [Facebook](#)

Communication Barriers

MCI - Management Center Innsbruck faces the following barriers in transparent communications:



**Audience
reach**



**Engagement
gaps**

SIGNATORY

MCI - Management Center Innsbruck



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