

## **2nd prme report.**

Management Center Innsbruck – The Entrepreneurial School<sup>®</sup>



**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

November 2015

**mentoring the motivated.**

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## **commitment to prme.**

The PRME initiative pursues the aims of advancing responsible management education and research, of assuming a pioneering role and establishing the Six Principles as the international standard.

With the present Sharing Information on Progress (SIP) report the Management Center Innsbruck (MCI) commits itself entirely to the implementation of the PRME principles in teaching, research and the transfer of knowledge in the fields of economy and society, also in 2015 and the years ahead. The commitment to responsible management education is an integral part of and explicitly stated in the MCI mission. Also implicitly, the PRME principles are acknowledged in all key performance indicators, particularly in relation to teaching and further education as well as research and development. Business ethics, equality, equity, diversity, environment and sustainability have been longstanding components of the social and environmental consciousness that permeates MCI's programs.

In the past months MCI has increasingly focused on building a network together with like-minded partner institutions of higher education in order to develop approaches to the solution of problems which are faced by responsible management. In February 2014 MCI was thus host to the DACH Signatory Conference and the first of all Austrian higher education institutions to sign the Regional PRME Chapter. The DACH Chapter is a platform for exchange and collaboration for higher education institutions in German-speaking European countries (notably Germany, Austria, and Switzerland). MCI is personally represented in the steering group of the Chapter and has significant influence on the design of the working agenda.

MCI conceives of Responsible Management Education as a strategic attitude. Our aim is to systematically integrate issues of responsibility and sustainability into teaching and research as well as into all additional university services and activities. Not least against this background, a research center for family enterprises was established in 2015 as a major contribution to the implementation of the PRME principles. As experience has shown, particularly small and medium-sized enterprises (SMEs), which are very often family-owned, feel obliged to follow the values promoted by the UN Global Compact and put sustainable and responsible management principles before short-term profit maximization. For the long term, MCI moreover commits itself to the 17 UN Sustainable Development Goals (SDGs), which were adopted in 2015 by the UN General Assembly in New York and come into effect on January 1, 2016 for a period of 15 years. MCI sets itself to the task of realizing the SDGs in teaching, research, management, and administration. In collaboration with, particularly Austrian, enterprises of the UN Global Compact initiative, MCI intends to actively participate in meeting the challenges that arise during the implementation of the respective goals. MCI aims to endow students of all subjects with a system of values and a set of concrete tools to enable them to contribute to the achievement of these universal objectives.

The present report serves to provide our stakeholders with an insight into previous PRME activities and an outlook on future activities at MCI. Through the continued inclusion and support of all parties concerned we will succeed in gradually expanding our PRME-related activities in the areas of teaching and research as well as in the transfer of practice.

MCI has been deeply committed to the Six Principles of PRME and will continue to develop activities to support and spread good, sustainable, and globally responsible business practices and essential leadership skills. The report will become part of our organizational knowledge stream, helping us to formalize and further enhance our PRME-related activities in the areas of curriculum, research, and community outreach.



Dr. Andreas Altmann, Rector

## about mci.

Management Center Innsbruck (MCI) is a spin-off of the University of Innsbruck, a public, comprehensive, research-oriented university.

MCI offers non-graduate, undergraduate, graduate and post-graduate educational programs to students, junior and senior managers from all management levels and sectors. As of November 2015 2,939 students are enrolled at MCI. MCI has a strong applied focus with study programs and research in the fields of business, social sciences, life sciences and engineering.

### Key figures

All data refer to the academic year 2014/15 (where not otherwise indicated)

**25** Programs  
13 Bachelor | 12 Master  
Full time and part time

**14** Programs in Management & Social Sciences

**11** Programs in Technology & Life Sciences

**6** Programs in English

**4** Executive Master Programs part time

**15** Certificate Programs part time

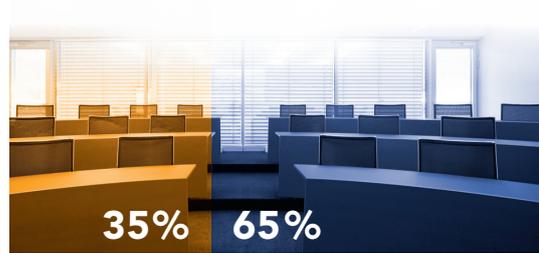
**75.751 hours of teaching per year**  
thereof 18.180 in English language

**209** Partner Universities around the globe

**2.939**

### Students

including Executive Masters & Certificate programs;  
excluding Corporate Trainings, Seminars, Conferences



**35%**

**65%**

Technology & Life Sciences

Management & Social Sciences

**7.076**

### Graduates

including from certificate programs

### Team & Faculty

full time equivalent

**165** Teaching & Research

**36** Administration

**6** Executive Education

**17** Nations

BACHELOR 6 semesters	
Biotechnology	G&E FT
Business Administration <b>NEW</b>	G&E E ONLINE
Business & Management	G&E E FT PT
Environmental, Process & Energy Engineering	G&E FT PT
Food & Bioresource Technologies	G&E FT PT
Industrial Engineering & Management	G&E FT PT
Management, Communication & IT	G&E FT
Management & Law	G&E FT
Mechatronics	G&E FT PT
Nonprofit, Social & Health Care Management	G&E FT
Social Work	G&E FT
Tourism Business Studies	G&E FT

MASTER 4 semesters	
Bioresource & Food Engineering <b>NEW</b>	G&E E FT PT
Biotechnology	G&E FT
Environmental, Process & Energy Engineering	G&E FT PT
Entrepreneurship & Tourism	G&E E FT
Health Economics & Management EU-HEM	E FT
Industrial Engineering & Management	G&E PT
International Business & Management* <b>NEW</b>	E FT PT
Strategic Management & Law	E FT
International Health & Social Management	E FT
Management, Communication & IT	E FT
Mechatronics & Smart Technologies <b>NEW</b>	G&E E FT PT
Social Work, Social Policy & Management	G&E FT

EXECUTIVE EDUCATION Part-time advanced training	
<b>MASTER</b>	
General Management Executive MBA	G&E FT
Innovation & Intellectual Property Rights MSc	G PT
International Business MBA <b>NEW</b>	E ONLINE
International Business & Tax Law LL.M.	G&E PT
Management & Leadership MSc	G PT
<b>CERTIFICATE COURSES</b>	
<b>CUSTOMIZED PROGRAMS (CORPORATE &amp; UNIVERSITY)</b>	
<b>MANAGEMENT SEMINARS</b>	
<b>SUMMERSCHOOLS <b>NEW</b></b>	
<b>TECHNICAL TRAININGS</b>	

Since its inception, MCI has followed the concept of an Entrepreneurial School®. In contrast to the common structure and role of public universities, particularly in German-speaking countries, MCI maintains an entrepreneurial philosophy in its provision of services, in its interaction with customers and clients in particular and with stakeholders in general, in its organizational set-up, in its maintenance of a competitive infrastructure, and in its active management of a broad network of partners.

Numerous international awards and accreditations over the last few years, and memberships in prestigious academic organizations are a confirmation of the outstanding quality and high level of recognition of the Entrepreneurial School® and a source of orientation for prospective students on an increasingly complex higher education market.



# PRINCIPLE 1 | PURPOSE

# 1

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## MISSION STATEMENT

The commitment to the six PRME principles needs to be anchored in the strategy of universities and business schools. Responsibility to society is explicitly mentioned in the MCI mission statement and referred to in various key performance indicators, target values, and activities. In the last years the mission statement has thus been developed further with an increased focus on activities that support and spread good, sustainable, and globally responsible business practices and essential leadership skills.

### Mission Statement:

MCI Management Center Innsbruck follows the concept of an Entrepreneurial School®. MCI provides profound academic competence within a strong international network and empowers motivated people to achieve outstanding performance.

- **Quality teaching:** High quality teaching secures our position among the leading academic institutions in the German speaking world
- **Intellectual contribution:** Our intellectual contribution is applied, business-relevant and solution-oriented
- **International orientation:** Our strong international orientation generates know-how, prestige and added value for our customers
- **Customer- and service-orientation:** Our customer- and service-orientation is exemplary
- **People and Culture:** Our corporate culture thrives on mutual trust, commitment of our employees, entrepreneurial spirit and responsibility towards society
- **Brand:** MCI's brand is internationally renowned and stands for performance, professionalism, knowledge and competence
- **Network:** Our international network creates a competitive edge and added value for our stakeholders
- **Innovation:** Ongoing innovation forms the basis of our market position and ensures our competitiveness
- **Infrastructure:** Our excellent infrastructure creates an attractive and stimulating environment



Andreas Altmann, Rector:

"MCI is committed to the six principles of PRME and will continue to develop activities that support and spread good, sustainable, and globally responsible business practices and essential leadership skills."

## REGIONAL CHAPTER DACH

After an intensive period of preparation, the Regional PRME Chapter for the German-speaking part of Europe was officially launched at the **Conference on Principles for Responsible Management Education (PRME) for Germany, Switzerland and Austria** at MCI, from February 20 to 22, 2014.

The conference at MCI brought together close to 150 participants and took place under the patronage of the UN Global Compact Office of the United Nations and the PRME DACH initiative with the support of the Global Compact Local Networks in Germany, Switzerland and Austria. Prominent speakers from business schools, the business sector and government gave an overview of the current challenges and opportunities with respect to sustainable development.



Signing ceremony of the charter for the regional PRME Chapter DACH: (from left) Ulrich Jautz, Dean of the University of Pforzheim, Jürg Kessler, Rector of the HTW Chur, Bernhard Tilg, Tyrolean Minister of Science, and Andreas Altmann, MCI Rector. © MCI



Signatory act PRME Chapter DACH at Management Center Innsbruck: (front row, seated from left to right) Ulrich Jautz, Dean of the University of Pforzheim, Jürg Kessler, Rector of the HTW Chur, Bernhard Tilg, Tyrolean Minister of Science, Jonas Haertle, Head of the PRME Secretariat, UN Global Compact Office in New York, Karlheinz Töchterle, Member of Parliament, former Federal Minister of Science and Research in Vienna, and Andreas Altmann, MCI Rector, among conference speakers and PRME representatives, (standing from left to right) Matthias Schwaiger, MCI student, Claus Dierksmeier, Global Ethics Institute at the University of Tübingen, Albert Löhr, International Institute (IHI) Zittau at Dresden University of Technology, Bernd Banke, University of Reutlingen, Gerhard Minnameier, Goethe University of Frankfurt, Heike Brost, Frankfurt School of Finance and Management, Fred Luks, Vienna University of Economics and Business, Rudi Kurz, University of Pforzheim, Wilfried Mödinger, Stuttgart Media University and Steinbeis University of Berlin, Christopher Stehr, GGS Heilbronn, Kurt Jeschke, IUBH School of Business and Management, Manuela Meusburger, MCI student, Lutz Schlange, HTW Chur, Bernhard Bleyer, OTH Amberg-Weiden. © MCI

For press report and more pictures visit: [www.prme.mci.edu/review](http://www.prme.mci.edu/review)

## FIBAA PREMIUM SEAL



In 2014 MCI underwent the mandatory institutional audit and an additional, voluntary institutional accreditation. The processes were handled by the FIBAA (Foundation for International Business Administration Accreditation), which holds offices in Bonn and Zurich. The subjects of examination in either instance included the establishment and development of Corporate Social Responsibility. In both cases MCI was awarded the Premium Seal. The results show that MCI by far exceeds the requisite quality requirements. They are thus an impressive confirmation of the MCI's standard of excellence. The renowned award was officially presented to MCI by FIBAA Managing Director, Daisuke Motoki, and Austria's Vice Chancellor and Minister of Science, Research and Economic Affairs, Dr. Reinhold Mitterlehner. The fact that so far only 20 out of 1,500 FIBAA-accredited degree programs have received the prestigious Premium Seal illustrates just how great an achievement this is.



Seated from left to right are Bernhard Tilg, Tyrolean Minister of Science, Reinhold Mitterlehner, Austrian Vice Chancellor and Minister of Science, Research and Economic Affairs, Andreas Altmann, MCI Rector, Franz Pegger, Head of the MCI Academic Council, Daisuke Motoki, FIBAA Managing Director, and Tilmann Märk, Rector of the University of Innsbruck. In the front row, standing from left to right, are Wolfgang Eichinger, MCI Counselor, Barbara Traweger-Ravanelli, Local Council Member, Barbara Thaler, Vice President of the Tyrolean Economic Chamber (WKO), Erwin Zangerl, President of the Tyrolean Chamber of Labor (AK), Josef Lettenbichler, Managing Director of the Federation of Austrian Industry (IV) in Tyrol, Reinhard Schretter, President of the Federation of Austrian Industry (IV) in Tyrol, Horst Wallner, Managing Director of the Tyrolean Economic Chamber (WKO), Werner Plunger, MCI Senator, Michael Außerhofer, MCI Counselor, and Klaus Ennemoser, MCI Counselor, together with MCI faculty members. © Roman Potykanowicz



Brigitte Auer, Head of Quality Management:

"Excellence in research, teaching and services, internationality, ongoing innovation, a clear commitment to achievement and social responsibility are some of our basic principles at the Entrepreneurial School®. The two audits were extremely demanding and complex, but the effort was worth it, and they will help us improve still further."

## NEW GUIDE TO GOOD ACADEMIC PRACTICE

A new guide to academic misconduct and plagiarism was released by the MCI Academic Council in February 2015, giving faculty and students clear rules on good academic practice. It includes a definition of what is meant by plagiarism at MCI and describes the MCI's responses to acts of plagiarism. Clear rules have been drawn up in order to prevent academic misconduct. The rules apply to all academic papers written at MCI (seminar papers, project papers, laboratory reports, final theses etc.) and also to digital formats such as blogs or wikis.



Franz Pegger, Head of the Academic Council:

“By law, the MCI Academic Council is responsible to ensure responsible education. This guide is one step in the continuous improvement of academic quality standards in teaching, learning and research.”



# PRINCIPLE 2 | VALUES

# 2

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## CURRICULUM DEVELOPMENT

### Integration of principles of responsible management into the curricula of business programs

MCI is committed to incorporate PRME values into its academic activities and curricula in order to enable effective learning experiences for responsible leadership.

Since its inception, MCI has maintained elaborate and effective processes for curriculum management in both new and existing programs. As part of the quality assurance measures in these curriculum management processes, new learning goals for each program have been established.

MCI began to streamline program learning goals and to set up a system for the quality assurance of learning and teaching in 2012, which was embedded in existing curriculum management processes. All program learning goals are consonant with the qualification profiles and competencies (knowledge and skills) expected from future graduates, as described in the respective accreditation papers for each program.

For the purpose of testing and ensuring the quality of curriculum management, the rector, heads of departments and faculty agreed on four common program goals and one specific program goal for (business) bachelor programs as well as on two common program goals and up to two specific program goals for (business) master programs.

MCI is highly concerned with the sustainable integration of program learning goals relating to responsible decision making and social and ethical considerations in problem solving into all undergraduate and graduate business programs. The specific learning objectives have been formulated as follows:

Undergraduate Learning Goal	Our students have the ability to solve problems responsibly with respect to social and ethical issues.
Graduate Learning Goal	Our students demonstrate higher order thinking skills with respect to ethical issues.

MCI has also introduced several direct measures relating to the integration of social and ethical considerations into the process of problem solving, the results of which can be disseminated on departmental level. Assessments are conducted by individual departments across their programs. The table below shows an overview of courses in which social and ethical decision making has been tested over the last few semesters:

Bachelor Practical Problem Solving	Degree Course	Semester*	Lecture
	Nonprofit, Social & Health Care Management	WS 2012	Human Rights & Ethics
	Nonprofit, Social & Health Care Management	WS 2013	Human Rights & Ethics
	Management, Communication & IT	WS 2013	English & Social Skills
	Business & Management	SS 2013	Current Topics of Economics
	Business & Management	WS 2014	Current Topics of Economics
	Management, Communication & IT	WS 2014	English & Social Skills
	Management & Law	SS 2014	English Communication II
	Business & Management	SS 2015	Current Topics of Economics
	Business & Management	SS 2015	Social Skills
Management & Law	SS 2015	English Communication II	

Master Instrumental & systematic competence	Degree Course	Semester*	Lecture
	International Health & Social Management	WS 2012	Ethical Decision Making
	Management, Communication & IT	WS 2013	Communication & Moderation
	International Health & Social Management	WS 2013	Ethical Decision Making
	Business & Management	SS 2013	Intercultural Leadership & Business Ethics
	Strategic Management & Law	WS 2014	Business Ethics: European Corporate Governance
International Business & Management	SS 2014	Intercultural Leadership & Business Ethics	

\* WS= winter semester, SS= spring semester

Based on these assessments, regular faculty and department meetings allow for a discussion of continuous improvement measures for teaching, and the adaptation of ethical decision-making case studies for other courses.

MCI is highly concerned with providing faculty and staff with possibilities to continuously enhance their teaching and support students in discussing and acquiring values for responsible leadership.

Therefore, MCI has set up the Department for Learning Solutions in August 2014 (cf. Principle 3 | Method).



Claudia Mössenlechner, Head of the Department Learning Solutions: "MCI is highly concerned with sustainably integrating program learning goals dealing with responsible decision making and social and ethical considerations in problem solving."

## Integration of principles of responsible management into the curricula of programs with a focus in technical engineering and life sciences

The exchange of experiences with partners from the DACH Chapter has been additionally conducive to the examination and revision of curricula with respect to PRME topics within technical disciplines. For example the degree course Industrial Engineering & Management thus underwent the following changes:

- A seminar with special focus on reflective skills, intercultural competence, and global social responsibility was implemented as part of the preparation for a semester abroad.
- PRME topics are already addressed at the beginning of each degree course (e.g. in the context of introductory lectures). In this way, students are confronted with contents like Corporate Social Responsibility, value generation, sustainability, greenwashing etc. by working on different case studies in one of their very first lectures.

In addition to that, significant efforts have been made, and will continue to be made, to achieve a stronger anchorage of PRME topics in other technically oriented degree courses offered at MCI. For this purpose we regularly organize coordination meetings with internal as well as external faculty.

## WINTER SCHOOL ON BUSINESS ETHICS

The Winter School on Business Ethics addresses the need for ethics education in business. It is based on a large number of real-life cases that help students understand ethical dilemmas and familiarize themselves with systematic frameworks to resolve such issues. The course moves from more general theories to hands-on tools in ethical decision making. It also takes into account globalization trends and their impact on Corporate Social Responsibility. Throughout the course students will learn on the basis of case studies how to incorporate ethics into management practices. In order to successfully complete the course, students are required to work on a case and to present their results in class. The task will require considerable time for self-guided learning by students under close supervision through the course facilitator. Students from all MCI departments are invited to participate between February 13 and 20, 2016.

For detailed information see next page.



Matthias Seeler, Head of the Study Program Business Administration online and Trainer in Business Ethics:

“This course is about thinking beyond the boundaries of Management Sciences. It helps students to understand dilemma situations at the interface of Business and Ethics.”



Blended Learning  
**online**  
Flexible & Mobile



# business ethics.

## CORPORATE SOCIAL RESPONSIBILITY, COMPLIANCE & GOVERNANCE

### responsible business practices for successful managers.

Business Ethics and Corporate Social Responsibility have become increasingly important for managers in all industries and from all educational backgrounds. Nowadays, companies must take into account corporate reputation in all facets of its operations. Failure in ethical behaviour also impacts managers' careers as misconduct is more likely than ever due to legal investigation. For these reasons, a comprehensive Business Ethics and Corporate Social Responsibility education is mandatory for potential managers. The importance of ethics has shifted from an add-on subject to a core requirement of successful management candidates.

This course addresses the need for ethics education in business. It is based on a large number of real life cases that help students understand ethical dilemmas and familiarize them with systematic frameworks to resolve such issues. The course moves from more general theories to hands on tools in ethical decision making. It also takes into account globalization trends and their impact on Corporate Social Responsibility. Throughout the course students will learn by case studies how to incorporate ethics in management practices. In order to successfully complete this course, students are required to work on a case and to present results in class. This task will require considerable time for self-guided learning by students under close supervision by the course facilitator.

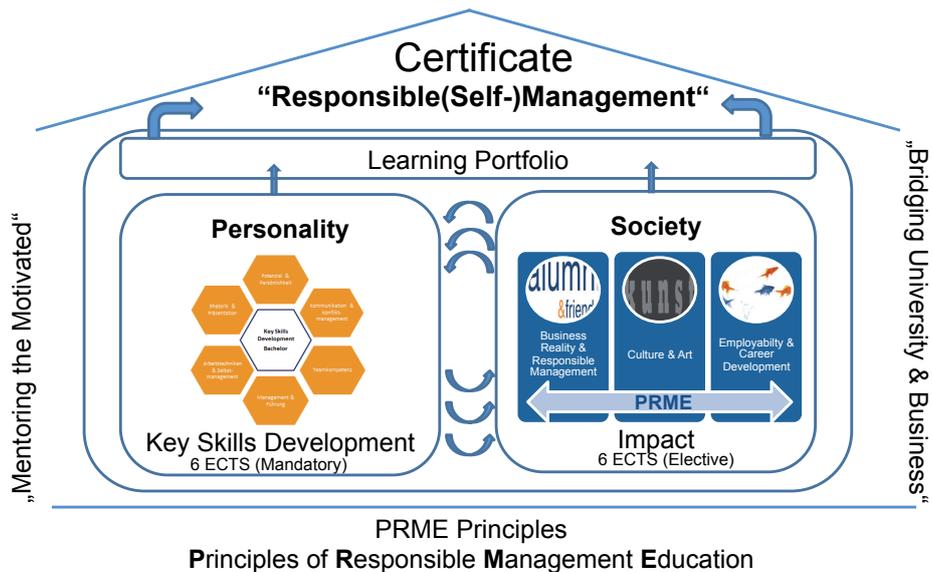
#### CONTENT

- Business and Ethics – an Introduction
- Definitions, explanations and perspectives of Business Ethics
- Ethics Theories and Business Ethics concepts
- Context of Business Ethics in Western Societies
- Ethical problem situations in business operations
- Corporate Social Responsibility and Stakeholder Theory
- Business Ethics and Globalization
- Integration of Business Ethics in business operations
- Corporate Governance, Codes of Ethics, and Whistleblowing

<b>LANGUAGE</b>	English
<b>DATE</b>	13–20 February 2016
<b>STUDY MODE</b>	Saturday 1: Classroom Teaching – mandatory attendance (9 a.m.–12:15 p.m. / 1:15–4:30 p.m.) Monday – Thursday: Online Teaching – mandatory attendance (7–9:15 p.m.) Friday: Online Teaching – Question & Answers – voluntary attendance (7–9:15 p.m.) Saturday 2: Classroom Teaching – presentation / final assessment (9 a.m.–12:15 p.m. / 1:15–4:30 p.m.)
<b>TRAINER</b>	Dr. Jürgen-Matthias Seeler
<b>ALLOCATION OF ECTS</b>	5
<b>NUMBER OF PARTICIPANTS</b>	Minimum 10, maximum 25 students
<b>PREREQUISITES</b>	None, students from all departments are invited to participate
<b>FEE</b>	95 EUR
<b>VENUE</b>	MCI Management Center Innsbruck / Online
<b>REGISTRATION</b>	career@mci.edu

## CERTIFICATE RESPONSIBLE (SELF-)MANAGEMENT

The Department for Industrial Engineering & Management launched a program called "Responsible (Self-) Management" in the winter term 2014/15. It offers students the possibility to gain an additional certificate for attending extra lectures and events which deal with issues such as business ethics, Corporate Social Responsibility, sustainability, culture, and arts. The objective of the program is to develop reflective skills of students with respect to responsible management. The focus is on building an attitude and a mindset of responsibility in order to address the growing challenges of a fast-moving and highly complex world.



The 3-year program is based on six seminars for key skills development which are part of the Bachelor curriculum for Industrial Engineering & Management. Participating in various electives (e.g. lectures and talks on business ethics, culture & art etc.), the students also invest an additional 6 ECTS credits. The participants develop their own e-learning portfolio showing their individual reflection on personal development issues and responsibility. Although the additional work load is time-consuming both for students and accompanying staff, 50 percent of the full-time Bachelor students signed up for the RSM Certificate Program.



Gerhard Hillmer, Head of the Study Program Industrial Engineering & Management:

"The program is an excellent approach to gradually develop reflective capacity with respect to responsible management. The focus is on building up an attitude and a mindset of responsibility in order to address the growing challenges of a fast moving and highly complex world."

## REFUGEES AT MCI

Europe and Austria are currently facing thousands of refugees coming from the Middle East and looking for a safe and good future. In response to this situation MCI has accepted four refugees as regular students in Bachelor and Master degree courses, another refugee is enrolled as an extracurricular student, and nine refugees are attending German classes at MCI's Language Center. In addition, the following projects have been initiated:

Multidisciplinary Projects (with different departments involved):

- In collaboration with the Plattform "Rechtsberatung – FÜR MENSCHEN RECHTE", the study programs Management & Law and Social Work are guiding a practical project which primarily focuses on the revision of an innovative and award-winning project. A video guide to the Austrian asylum procedure enables refugees and the interested public to independently inform themselves, in eight languages, on the process, stages and legal aspects of the asylum procedure in Austria. Within the scope of the project, students deal with the revision of the legislative text and discuss EU legislation and human rights violations of asylum seekers.
- The symposium "Human Trafficking: Global and Local Perspectives" (with the involvement of the study programs Nonprofit, Social & Health Care Management and Social Work, and the Italy Center at the University of Innsbruck) provides the framework to discuss the situation of asylum seekers in Europe as well as issues of human trafficking.

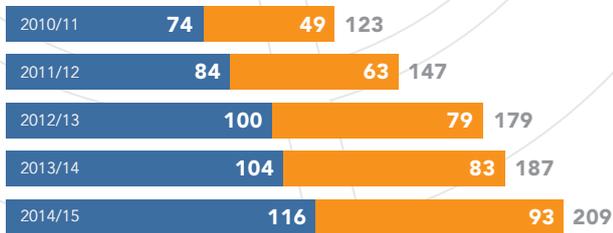
Projects initiated by the Department Social Work:

- As part of the student project "An assessment of the requirements for asylum seekers under the age of 25 to gain access to the labor market in Tyrol" asylum seekers, politicians, NGO representatives and entrepreneurs state their positions on the following question: What is required to advance the possibility (skilled trades in shortage occupation for asylum seekers under the age of 25) to gain legal access to the labor market in Tyrol? In January 2016 the results of the assessment will be presented and published.
- "Forumtheater Tirol" is a collaboration between MCI study programs and several NGOs, the UNESCO Chair for Peace Studies, the "Haus der Begegnung", the SpectACT club, and asylum seekers. The protected environment created by the Forumtheater provides all parties involved with the possibility to openly talk about experience, frustration, prejudice etc. and express themselves through the method of the Forumtheater.
- In the summer term 2016 a series of events on the topic "Flight moves: Flight and asylum in public dialogue" is organized in cooperation with NGOs and the "Haus der Begegnung".

## INTERNATIONAL OUTREACH

Teaching, learning and research in an international environment and the active participation in a global dialogue are integral parts of MCI's philosophy and are positively experienced and valued by students, faculty and staff. The MCI strives to provide its students with an international and diverse learning experience, but also to make a contribution to the economic, political, scientific and cultural understanding and development on a multilateral level.

### Number of partner universities

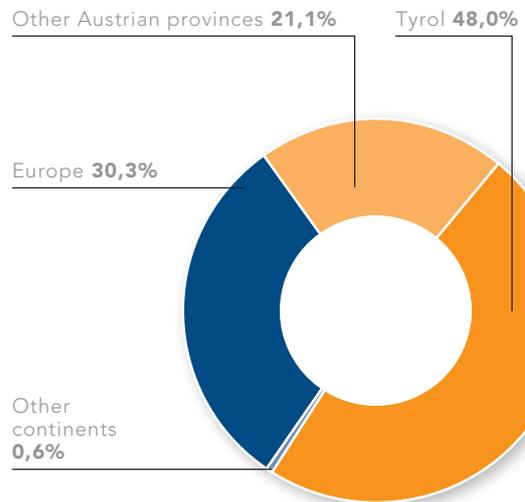


• Erasmus | • Not Erasmus

### Location



### Students from 49 nations (excluding exchange students)



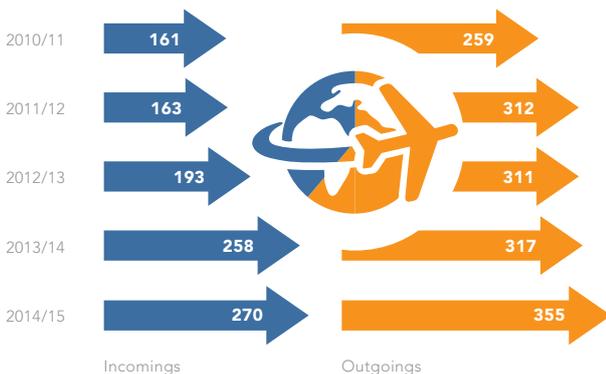
Students have the possibility to take part in a semester-abroad program with a partner university and/or to complete their internship at a foreign company. 209 partner universities worldwide offer students the opportunity to acquire international experience and intercultural competence during their optional semester abroad.

# 209

Partner Universities around the globe

### Exchange Students

(including freemovers, excluding short programs and study abroad)



**International Student Satisfaction Award 2015:** For the exceptionally high satisfaction of its international students, MCI was awarded the “Very Good International Student Satisfaction Award 2015” by the global student platform StudyPortals, which is based on over 133,000 reviews made by international students from all over the world. The StudyPortals International Student Satisfaction Awards were officially announced during the Annual EAIE Conference in Glasgow, which took place on September 16, 2015.

**VERY GOOD**  
Student Satisfaction



## DACH CHAPTER TASK FORCE

At the end of the PRME Conference & Signatory Act DACH, which took place from February 20 to 22, 2014 at MCI, the signatory universities defined the priorities to be dealt with in subsequent meetings and workshops. Besides the exchange of experience, the goals of the working group also include the development of joint activities and solution approaches, which will serve the reinforcement and promotion of good, sustainable and globally responsible business practices and essential leadership skills. A special focus will here be put on curriculum development.

Working Agenda DACH Chapter, October 31, 2014, HTW Chur, Switzerland

- Analysis of mission statements
- Curriculum development
- Faculty development
- Meaning of PRME in the context of DACH

Working Agenda Curriculum Development, February 2, 2015, MCI, Austria

- Reflection on PRME and the 2nd regional Chapter DACH Meeting in October 2014 at the HTW Chur
- Responsible (Self-)Management Certificate (MCI): Presentation and discussion
- Sketching the agenda of the working group for curricula development for the next two years
- Follow-up, allocation of tasks, date for the 3rd workshop at the OTH Amberg-Weiden, Germany (September 28, 2015)



Participants of the 2nd workshop with members from MCI and OTH Amberg-Weiden: (from left to right) Johannes Dickel (MCI), Gerhard Hillmer (MCI), Maria Rabl (MCI), Wolfgang Renninger (OTH), and Alexander Herzner (OTH)



Participants of the 3rd workshop at OTH Amberg-Weiden on the Campus Weiden with members from MCI and OTH Amberg-Weiden: (from left to right) Johannes Dickel (MCI), Gerhard Hillmer (MCI), Wolfgang Renninger (OTH), Alexander Herzner (OTH), Katharina Stucken (OTH), Bernhard Bleyer (OTH).

Working Agenda Curriculum Development, September 28, 2015, OTH Amberg-Weiden, Germany

- Analysis of PRME SIP reports with respect to curriculum development
- Certificates for extracurricular PRME-related student activities
- Update of the research agenda on curricula development for the next two years
- Presentation of the working groups' results during the 3rd DACH Chapter Meeting on November 4, 2015 at the Frankfurt School of Finance and Management
- Date for the 4th workshop (February 15, 2016 at MCI)

## CENTER FOR FAMILY BUSINESSES

The vast majority of businesses in the German speaking economy are family-owned and are thus responsible for a significant part of a region's economic power. Due to the high importance of family businesses for the region of the Tyrol and the German speaking area in general, the MCI Management Center Innsbruck and the Tyrolean Federal Economic Chamber founded the center for family businesses in September 2015.

The center gives advice and support to family businesses and offers space for discussion and encounter. It especially focuses on

- promoting the exchange of experiences and the relationship between family businesses,
- applied research-, transfer- and applied projects,
- executive education and knowledge transfer,
- securing the cross-generational existence, innovation power and competitiveness of family businesses
- as well as on communication and public relations activities.



## PRINCIPLE 3 | METHOD

# 3

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

### LEARNING SOLUTIONS

In 2014 a new service unit for learning solutions was founded. The department is concerned with providing faculty with advice and support in questions of higher education didactics (e.g. didactical design, planning and implementation), with know-how related to media and IT-supported teaching and learning scenarios, with additional teaching resources such as case studies and gaming simulations etc. The department also organizes workshops and other events to communicate knowledge and skills to lecturers for the development of innovative teaching and learning scenarios.

MCI Learning Solutions supports researchers, lecturers and students in the following fields of university teaching and learning:

- Innovation in terms of products, technologies and processes
- Attainment of teaching and learning goals in an international context
- Media didactics and equipment
- Quality assurance and development in teaching
- Integration of the principles of responsible management into the curriculum

### ETHICS CAFÉ

The Ethics Café represents an informal, interdisciplinary exchange of experiences serving the integration of issues such as ethics, sustainability and responsibility into teaching and research. Interested in ethics, MCI staff members of different fields (e.g. law, theology, business studies, business education and management training, social work, engineering, or science) initiate joint research and publication projects and exchange views on recent literature, case studies, teaching methods, lectures as well as essays and conference papers. The close connection of the MCI Ethics Café with PRME is personally guaranteed by PRME Coordinator Johannes Dickel. The first MCI Ethics Café took place on August 5, 2014.



Johannes Dickel, PRME Coordinator and Head of MCI Staff Council:

"The values and guiding principles of MCI can provide a role model for responsible attitudes and sustainable business practices of our students in their future careers."

## CAREER CENTER

MCI is committed to facilitate the transition from study to employment, and to support graduates in their further professional development. MCI's Career Services offer students and graduates convenient career counseling (including C.V. checks, seminars, coaching etc.) as well as access to internships, job opportunities, career platforms and to MCI's institutional networks.

Ø Job offers per graduate at point of graduation

2,1:1

The 2015 Universum Ranking again puts MCI at the top of all Austrian universities: MCI is the only university in Austria placed among the Top 3 in all of the respective categories. This year, for the first time, awards have been given in three categories. In one of the categories, students were asked about their satisfaction with the services provided by the Career Center (Best Career Service Satisfaction Award) and, with 7.9 out of 10 points, MCI was the clear winner. The other categories were employability, i.e. the degree to which students are equipped for the job market (Best Employability Rating Award), and the general level of students' satisfaction with their university (Best University Brand Perception Award). In both of the categories MCI came second. In the overall satisfaction category, MCI had an outstanding score of 8.3 points compared with the Austrian average of 7.3 points.



Brigitte Huter, Head of Career Center:

"Our students particularly appreciate the numerous opportunities we provide for making contact with potential employers. That is behind our open and creative approach in establishing and maintaining a dialog with business so as to further develop our careers network."



## PRINCIPLE 4 | RESEARCH

**4** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

### EXPANSION OF R & D SERVICES (ENTREPRENEURSHIP | TECHNOLOGY TRANSFER)

Due to the steadily growing activities, MCI expanded the Department for R & D Services to guarantee a good organization. The departments are now grouped into Entrepreneurship and Technology Transfer, both disciplines containing high development potential and possibilities for future collaborations with the local economy. The distinction of the two research fields gives the opportunity to bundle know-how, improve internal processes, and to clarify MCI's strategy in respective areas. The focus is on optimizing the consumption of internal resources and creating a balanced dispersion of duties and responsibilities.

### SOCIAL ENTREPRENEURSHIP

Social entrepreneurship becomes increasingly important at MCI. This is visible not least from a growing fraction of social entrepreneurship ideas submitted to the MCI Creativity Award. The MCI Creativity Award is a competition for students to present entrepreneurial ideas – both for-profit and non-profit – and a draft business plan for each of the ideas. Similar to a large-scale business plan competition, the MCI Creativity Award asks students to pitch their ideas, provides space for feedback, and gives the participants the opportunity to win one of the generous awards of up to 3.000 Euros.

Over the last years, the amount of social entrepreneurship ideas submitted to the MCI Creativity Award has increased by approximately 25 percent, which highlights the growing students' awareness that social challenges can also be addressed by entrepreneurship.

Additionally, the MCI subsidiary Center for Academic Spin-Offs Tyrol (CAST, [www.cast-tyrol.com](http://www.cast-tyrol.com)) increases its efforts in the field of social entrepreneurship both by raising awareness through different workshop formats and conferences and through coaching and counseling social entrepreneurship start-ups. What is more, social entrepreneurship start-ups are also eligible for the start-up grants awarded and administered by CAST. In order to receive funding, applicants are required to go through a rigorous screening process and a pitch in front of CAST's independent finance board, which includes MCI representatives as well.

The following list presents some of CAST's main activities in the field of social entrepreneurship:

- The "aws Impulse Lecture: Social Entrepreneurship" was hosted by aws (Austrian federal development and financing bank) and CAST on October 27, 2015 at MCI and presented new approaches to innovation and social change; for more details visit <http://www.createtirol.at/news/342-social-entrepreneurship>
- The "Social Innovation Workshop" was organized by SIA (Social Impact Award) in cooperation with CAST and the University of Innsbruck in March 2015 to give insights into social entrepreneurship; for more details visit <http://www.createtirol.at/news/318-social-innovation-workshop>.
- The annual "Start-up Day" offers at least one workshop on social entrepreneurship and presents best practice models of successful social entrepreneurship.

As mentioned above, CAST also coaches and supports social entrepreneurship start-ups such as the TiRoLab start-up. TiRoLab ([www.TiRoLab.at](http://www.TiRoLab.at)), the Tyrolean Robot Laboratory, aims to inspire young people for technology, to promote their skills and to strengthen their self-confidence. It accompanies children and adolescents on their path to a career in technology and thus benefits the advancement of Tyrol as a business location. TiRoLab was awarded the Tyrolean Innovation Award 2012.

The CAST team has supported the TiRoLab start-up by providing general strategic consulting, consulting in marketing and sales, and assistance in the creation of a business plan, in financial planning and in finding cooperation partners.

CAST currently also supports interpraID ([www.interpraaid.org](http://www.interpraaid.org)), a community interpreting platform for social organizations and community interpreters founded by Matthias Monreal, especially during its pre-incubation phase.



Bernd Ebersberger, Head of Research, Development & Entrepreneurship:

"Social entrepreneurship becomes increasingly important at MCI – The Entrepreneurial School®. This is visible not least from a growing fraction of social entrepreneurship ideas submitted to the MCI Creativity Award."

## (NEW) RESEARCH FIELDS IN THE TECHNOLOGY TRANSFER

Sustainability and the use of scarce resources are emphasized as key concepts in the field of technology transfer. Several different core areas have been established to allow targeted research and to facilitate the acquisition of expertise in the respective sectors:

- Algal Biotechnology
- Agro & Food Technology
- Electronics
- Fluids & Mechanics
- Operational Excellence
- Renewable Energy
- Process Technology



Michael Kraxner, Head of Research , Development & technology transfer:

“With the expertise of our researchers in the fields of Business & Society and Technology & Life Sciences we contribute to the technological, economic and societal development.”

## RECENT PUBLICATIONS AND CONFERENCE PAPERS

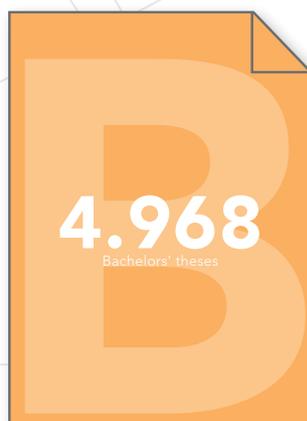
MCI supports faculty members in developing their personal research and publication strategies. Courses on academic writing (Academic Writing, Writing Conventions etc.) are offered to faculty in order to facilitate the production of publications. Since MCI's last SIP report in 2013, a great number of intellectual contributions and conference papers addressing topics like business ethics, equality, equity, diversity, environment and sustainability have been published. The following provides a list of examples:

- Bauer, Florian; Hautz, Julia; Matzler, Kurt (2015): Unveiling the myths of M&A integration: challenging general management and consulting practice. In: Journal of Business Strategy 36/2, pp. 16 – 24
- Bernsteiner, R., Pecina R. (2015): Cloud Based Office Suites - Users' Attitudes Towards Productivity, Usability and Security. In Uden, L., Heri ko, M., Ting, I-H. (Eds.), Knowledge Management in Organizations (pp. 389-403). Springer, Lecture Notes in Business Information Processing, Vol. 224
- Dao, M. A., & Degischer, D. (2014). Choosing the right integration strategy for innovation. International Conference on Technology Innovation and Industrial Management, Seoul, 27-30 May, 2014
- Fehringer, A. (2014). Skiing, climatic changes and the environment: A study into the perception of tourists in Austria. In: Egger, R. & Maurer, C. (Eds.) ISCONTOUR 2014 Tourism Research Perspectives. Norderstedt: BoD, pp. 36-45.
- Fleischer, Eva; Trenkwalder-Egger, Andrea: Interrupted Traditions – Delayed Professionalisation: Stagnation and Renewal of Social Work in Austria: In: De Kock, Charlotte; Van Kerckhove, Christian; Vens, Eva (Eds): Social Work in an International Perspective. History, views, diversity and human rights. Garant: Antwerpen, Apeldoorn 2014. pp. 43-60.

- Frischhut, M. (2015). "EU": Short for "Ethical" Union?: The Role of Ethics in European Union Law. Heidelberg Journal of International Law (HJIL), 75(3), 531–577. ([http://www.zaoerv.de/75\\_2015/vol75.cfm](http://www.zaoerv.de/75_2015/vol75.cfm))
- B. Hupfauf, S. Moosmüller, R. Neuner, M. Koch, A. Dumfort, M. Rupprich, A. Bockreis, Cultivation of microalgae in wastewater and conversion into a soil additive by hydrothermal carbonization,ACHEMA 2015 Frankfurt
- Kilic, B. and Bach, K. (2014). The Biorefinery concept transfer to food waste- an sustainable story; 28th EFFoST Conference and 7th International Conference on the Food Factory for the Future- peer review accepted
- Mirski P. & Kilian D. (2014): Academy Cube: Building the workforce of tomorrow. Virtual Globalization: New Trends meet daily challenges. 6th DSAG / SAP Globalization Symposium. Wien.
- Seeler, J.-M. & Ningabire, Y. B., (2015), "The Future is in Local Government: Translating Decentralization into Education – Developing the Local Government Institute", in: Getting Closer to the People. Decentralisation in Rwanda, Deutsche Gesellschaft für Internationale Zusammenarbeit
- Sinz, H., Kostenzer, J. & Walch, S., 2015. Future health care managers and the need for an international and interprofessional learning experience – the case of a summer school on cross-border health care. International Journal for Teaching and Education, 3(2), pp. 30-48.
- Zangerl, T. (2015). Antecedents of Employees' Innovative Work Behavior – The Influence of the Big Five Personality Traits and Grit, the Perseverance of Effort and Consistency of Interest, presented at the 2015 European Academy of Management Conference (EURAM), Warsaw, Poland, 17-19 June, 2015.
- Zehrer, A., Hallmann, K., & Breuer, C. (2014). Volunteering at sports events – an empirical study of volunteers at the International German Gymnastics Festival 2013. Conference Proceedings of CAUTHE 2014 "Tourism and hospitality in the contemporary world: Trends, changes and complexity", 10-13 February 2014, Brisbane, Australia, pp. 1242-1245.
- Zehrer, A., Muskat, B., Muskat, M. & Peters, M. (2014). Corporate innovation in tourism – a study on enablers of innovation in tourism companies. Conference Proceedings of CAUTHE 2014, Tourism and hospitality in the contemporary world: Trends, changes and complexity. Brisbane, Australia, 10-13 February 2014, pp. 1238-1241; ISBN 978-0-9870507-3-1.



Final theses (1995 – 2014)



## MASTER'S THESES SINCE 2013 (A SELECTION)

- Sustainability Through Business Process Management: Opportunities and Challenges of Green Business Process Management
- Aspects of Positive Global Leadership in the Sports Industry
- Ethics in the framework of European Union Law with special emphasis on International Agreements
- Ethics and morality in the European Union – with a special focus on case law of the European Court of Justice
- Discrimination in the European Union at the intersection of gender and disability
- Requirements for Value Stream Management in Small- and Medium-Sized Enterprises
- The Effect of Transformational Leadership – Leading for Creativity
- Aging Workforce Management - Older workers' peculiarities, motivation and attitudes to flexible work arrangements to postpone retirement
- Social Determinants of Health and Economy: the Global Financial Crisis 2007/08 and its impact on well-being of Europeans
- A legal perspective on fertility tourism within the EU
- Practical Wisdom in Managerial Decision Making, Development of a Practical Wisdom Measurement Model
- Asymmetric Institutional and Cultural Effects in Cross-Border M&A – an Empirical Analysis of Framework Factors, Integration and their Impact on Performance
- Legitimization of non-governmental humanitarian medicine: External stakeholder perception as influencing factor
- Cross-border Care: No choice without voice! Is the power of information enlightening European citizens?
- Corporate Mobility: Mysteries of Freedom of Establishment when Transferring a Company's Seat
- Accessibility to the Austrian health care system for people with migration background with a special focus on Turkish and former Yugoslavian migrants
- Right to die? Legal Regulations and Ethical Implications of Active Euthanasia and Assisted Suicide in Europe
- The War for Talent, How to Benefit From Brain Drain - An Analysis of Talent Migration in South Tyrol
- A Quantitative Analysis of Job Satisfaction and Organizational Loyalty in an Austrian Freight Forwarding Company
- Food Security through Gender Equality in India– Impact of a Women Empowerment Focus on Food Security in the Light of the Human Security Concept

## BACHELOR'S THESES SINCE 2013 (A SELECTION)

- Success Factors for Managers and Leaders to Handle Cultural Change
- Demokratietheoretische Überlegungen am Beispiel der Verhandlungen zum „Transatlantic Trade and Investment Partnership“
- Are the United Nations democratic?
- Affirmative Action an amerikanischen Universitäten und die Frauenquote in der EU – Gerech oder ungerecht?
- Einführen von Nachhaltigkeitsindikatoren im Geschäftsbereich Abfallwirtschaft der Innsbrucker Kommunalbetriebe AG
- Wirkung der Corporate Social Responsibility auf MitarbeiterInnen
- Gezielte Öffentlichkeitsarbeit österreichischer NGOs im Bereich Flucht/Asyl
- Creating Shared Value - Fakt oder Fiktion. Eine Untersuchung familiengeführter Lebensmittelindriebetriebe in Tirol
- Social Innovation – New Potential for Business
- Erstellung eines Business Plans zur Nutzung des Containerterminals Hall i. T. für den kombinierten maritimen Verkehr unter Einbezug eines „Creating Shared Value“ Ansatzes
- The Process of Organizational Development: Corporate Social Responsibility Interventions
- Die Analyse von zentralen Öffentlichkeits- und Partizipationskonzepten vor dem Hintergrund des „Transatlantic Trade and Investment Partnership“
- Nachwachsende Rohstoffe als Energielieferanten unter der Betrachtung des theoretischen Potentials und der nachhaltigen Entwicklung
- Gutes tun und dabei Geld verdienen - Wie Investitionen in nachhaltige Geldanlagen nicht nur ein Weg der Vermögensveranlagung sind, sondern auch zu einer nachhaltigen Umwelt beitragen.
- Mikrofinanzierung - Als Instrument zur Armutsbekämpfung. Utopie oder Realität?
- Vulnerability to Natural Hazards: A Gender Perspective in Disasters
- Methoden der Personalentwicklung zur Steigerung von Kreativität und Innovation in Unternehmen
- Abbau von Zugangsbarrieren in der Gesundheitsversorgung von Flüchtlingen durch die Flüchtlingssozialarbeit
- Family Firm Succession: What Kind of Knowledge Does the Successor Need and How can He/She Facilitate the Transfer of it?
- „Happy Community Index“ für Jugendliche, Entwicklung einer jugendgerechten Methode zur Messung von Nachhaltigkeit und Wohlbefinden in einer Community
- Notwendigkeit der sozialen Integration von Migrantinnen im Zusammenhang mit räumlicher Segregation
- Smart Factory - Flexible & Scalable Production of Individual Products
- Das Gewaltschutzgesetz: Eine Analyse aus bedürfnistheoretischer Sicht
- Trafficking in Human Beings – Ein Einblick und mögliche Herangehensweisen um Opfer von Menschenhandel in Österreich zu erkennen und zu unterstützen
- Ambivalenz der Freiwilligenarbeit im Globalen Süden
- Identification of genetic factors influencing oxidative stress and Alzheimer's disease biomarkers



## PRINCIPLE 5 | PARTNERSHIP

# 5

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

### INTERACTION WITH EXPERTS FROM BUSINESS CORPORATIONS AND NGOs

With a mixed faculty comprising MCI staff members, managers from trade and industry, visiting lecturers from all over the world, and recognized experts from the worlds of research, consulting and the liberal professions, MCI offers a synergetic combination of theory and practice, which creates added value for students and enables them to put their new-found knowledge to test.

Apart from that, external experts from profit-oriented, non-profit and governmental organizations are also involved in the selection process of new students. They bring in a wider perspective and give their opinions on who are the most suitable candidates.

### PRACTICAL PROJECTS AND INTERSHIPS WITH PARTNERS FROM THE CORPORATE WORLD

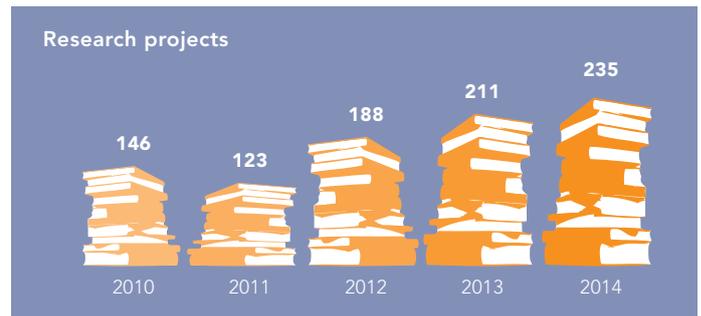
Practical projects with partners from the corporate world constitute a core aspect within MCI's degree courses. MCI students demonstrate their abilities by working out an extensive research assignment on practice-oriented topics in business. They follow precise administrative, content-related and formal guidelines and employ selected methodologies. They moreover gain relevant work experience at internships with profit or non-profit organizations in Austria, or other countries. The students are mentored in cooperation with the company or organization involved.

### RESEARCH ACTIVITIES WITH PRACTICAL PARTNERS (A SELECTION)

Corporate Social Responsibility is an integral part of the MCI research and consulting project portfolio. Many research projects are carried out in close collaboration with regional and national corporations, covering a diverse universe of sectors such as the food industry, wood, pulp and paper production, or retail. MCI's R & D activities display a special focus on practical relevance and interdisciplinary work, as illustrated by the following selection of research projects:

- Online Education & Virtual Campus
- KLA:R-Klärschlamm und Abwasser: Ressourcen nutzen
- PARS - Partizipation und angewandte Repräsentation von Selbsthilfevereinen und –gruppen
- Mental health - Erfolgsfaktor Mitarbeiter als Markenbotschafter
- "EU" – Short for "ethical" union?
- Elder Care in Österreich – intersektionelle Perspektiven

- FoodLink: Pflanzliche Proteine bzw. Fasern als künftige Rohstoffe für Lebensmittelprodukte
- WTZ - Wissenstransferzentrum West
- Wettbewerbsvorteil „Fairer Geschäftspartner“
- “Stop Bullying - Schulsozialarbeit gegen Mobbing!”
- Bedingungsloses Grundeinkommen als Tausch, Almosen oder Gabe
- EU Cross-border healthcare. Status quo of Directive 2011/24/EU
- Intuition: The Missing Ingredient for Good Managerial Decision-Making
- The impact of European law on the access to healthcare in the European Region 'Euregio (Tyrol, South Tyrol, Trentino)



## DOCTORAL PROGRAM COOPERATION

Under the current Austrian University Law, MCI does not hold the right to confer doctoral degrees. Yet, in order to facilitate the academic qualification of MCI graduate student and MCI junior faculty, MCI has two formal agreements with local institutions: one with the University of Innsbruck, and one with the Medical University of Innsbruck. The agreements regulate how MCI graduate students and MCI junior faculty can enter PhD programs at the partner institutions. They stipulate, among other things, that MCI senior faculty can co-supervise doctoral dissertations at both institutions. Besides the formal connection to the local universities, MCI faculty maintains a number of additional informal partnerships with national and international universities (e.g. Technical University of Berlin in Germany, University of Canberra in Australia, University of Nebraska in United States of America etc.), where it is entitled to supervise doctoral dissertations as well.

### Doctoral program cooperation agreements\*



\* Supervision of doctoral theses



Bernd Ebersberger, Head of Research, Development & Entrepreneurship:

“MCI supports the academic qualification of graduates and faculty through multiple partnerships. This is one way to show our responsibility for the careers of graduates and faculty.”



## PRINCIPLE 6 | DIALOG

6

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### MCI ALUMNI & FRIENDS – PANEL DISCUSSIONS SINCE 2013

The MCI Alumni Network promotes contacts, images, professional careers and personal development. Panel discussions including a first-rate cast of international personalities give rise to new impulses and facilitate a friendly exchange of knowledge and experience. The events are free for students, faculty, staff and alumni. The following is a selection of recent panel discussions.

A full list and pictures of the events can be retrieved online at [www.mci.edu/en/alumni-friends/review](http://www.mci.edu/en/alumni-friends/review)

- **The Future of a Welfare State:** Rudolf Hundstorfer, Austrian Minister of Labor, Social Affairs and Consumer Protection
- **Entrepreneurship means breaking down temples and creating new space!** Reverend Jim Stewart, Church of Scotland, Minister of Letham St Mark's Perth
- **Cooperation for better quality and greater efficiency in the public health system:** Dr. Michael Heinisch, CEO, Vinzenz Gruppe Krankenhausbeteiligungs- und Management GmbH
- **Fuck politics? The role, joys and frustrations of politicians:** Hep Monatzeder, City Councillor and former 3rd Mayor of Munich
- **Ukraine Caught Between Russia and Europe: Ukraine, Europe's Moral Dilemma:** HE Olexander Scherba, Ukrainian Ambassador to Austria
- **Leadership & change in a multinational company:** Janina Kugel Head of Personnel Strategy & Executive Development and Chief Diversity Officer, Siemens AG, Munich
- **Was there a euro crisis.....or is there a globalization crisis?** Thomas Wieser, Eurogroup Coordinator and President of the Euro Working Group
- **Quo vadis Europe?** Václav Klaus, former Prime Minister and former President of the Czech Republic
- **Universal ethics - universal human rights?** Prof. Dean Harris, Professor, University of North Carolina at Chapel Hill
- **Sport without doping?! (How) can clean sports work?** Michael Cepic, Director of the National Anti-Doping Agency (NADA)
- **Business with a heart. Can an enterprise contribute to personal wellbeing?** Dr. Giovanni Podini, CEO, Podini Holding AG



Bettina Stichauner, Head of Alumni & Friends:

“MCI Alumni & Friends is a service hub fostering personal networks, career and personality development as well as the image of MCI, its students and graduates alike. A central building block of all these activities are our well-known guest speakers from business and society who inspire and elate the MCI Community with their talks about leadership, start-ups, Corporate Social Responsibility, Business Ethics etc.”

## BEST PRACTICE LECTURES SINCE 2013

The Best Practice Lectures are designed to communicate valuable knowledge and promote the dialogue between experienced decision makers and students at MCI. Working in small groups, successful entrepreneurs and managers share their practical know-how with students and address their questions.

In addition to providing a practical learning experience, the lectures also enable students to connect with the business community. The lectures are usually integrated into regular classes, but also MCI alumni, friends and partners are invited to attend after registering. Some of the most recent Best Practice Lectures are listed below:

- Gesundheitsmanagement im Spannungsfeld zwischen Markt, Patientenwohl & Leistungseffizienz: Mag. Stefan Deflorian, Chairman of the Supervisory Board, TILAK - Tiroler Landeskrankenanstalten GmbH
- Wirtschaft mit Sinn, Genossenschaftliche Unternehmen tragen zu einer besseren Welt bei: Präsident Mag. Erwin Hameseder, Chairman of Raiffeisen-Holding NÖ-Wien reg. Gen.m.b.H.
- Unternehmer sein. Von der Lust des Gestaltens zur Verantwortung in der Gesellschaft: Dr. Jürgen Bodenseer, President of the Chamber of Commerce, Tyrol
- Entrepreneurship. Arun K. Nanda, Director of Mahindra & Mahindra, India
- Politikberatung und Lobbying in Österreich, Gefahr oder Stärkung der modernen Demokratie: Feri Thierry, Owner and Managing Director of Thierry Politikberatung GmbH
- Demokratie zwischen Krise & Hoffnung: Prof. Dr. Heinrich Neisser, Federal Minister (ret.) and former II. president of the National Council
- Performance Management in NPO's, Wirkungssteuerung am Beispiel des österreichischen Strafvollzugs: Mag. Maria Laura Bono, Integrated Consulting Group GmbH

## SYMPOSIA, FORUMS & EVENTS SINCE 2013

MCI has organized many symposia, forums, congresses, and events addressing topics such as CSR and sustainability. Executives from profit-oriented, non-profit and governmental organizations have shared dilemmas and possible solutions with students, faculty, alumni, and other interested guests. The following is a brief selection of recent symposia, forums and events:

- Global Social Responsibility – Human Trafficking: Global and Local Perspectives (November 2015)
- Symposium: Orientierte PatientInnen – Wunsch oder Wirklichkeit? (June/July 2015)
- IP Forum des MCI-Departments Management & Recht (June 2015)
- Forum Technologie & life sciences. Algenbiotechnologie – Potential für innovative Produkte (January 2015)
- Forum Technologie & life sciences. Catalysis – Making Chemistry Work (June 2014)

## ART IN DIALOGUE EVENTS SINCE 2013

“Art in Dialogue” is designed to offer students, graduates and friends of MCI a personal encounter and exchange with recognized artists from a wide range of disciplines. Creativity, reflection and critical analysis place familiar facts in a new light, offer fresh stimulus and open up hitherto unrecognized perspectives for personal and professional development. The overarching objectives are lateral thinking, innovative ideas and the building of bridges between business, science, and art as added value and a source of enrichment at the Entrepreneurial School®.

A selection of “Art in Dialogue” events is listed below:

- Thomas Riess – Austrian painter, graphic and video artist
- Hubert Schmalix – international artist from Austria
- Carmen Brucic – Austrian performance and theater artist, photographer
- Enrique Gasa Valga – dancer, choreographer, director at Tiroler Landestheater (Barcelona/Innsbruck)
- Yang Liu – international design shooting star (Berlin)
- Maria Makraki – chief conductor from Greece
- Christoph Hinterhuber – Austrian painter, installation artist
- Francesco Angelico – Italian musician, conductor

For pictures visit: [www.mci.edu/en/services/kunst-im-dialog/rueckblick](http://www.mci.edu/en/services/kunst-im-dialog/rueckblick)



Brigitte Huter, Head of Career Center:

“Our students appreciate the numerous opportunities we provide for getting in contact with potential employers. By offering optional programs like the winter school ‘Business ethics’ we hope to foster and develop critical thinking and a sense of awareness towards social responsibility.”

## STUDENTS' REPRESENTATIVES

The students of MCI have full membership in the Austrian Students' Union (ÖH). In 2015 harmonized elections were being held, for the first time, at Austria's public and private universities, universities of applied sciences, and universities of education. Students at MCI elected their class representatives, study program representatives and representatives on university level.

The active involvement and participation of students in decision-making processes are part of an essential principle followed at MCI and facilitated e.g. through course evaluations or by enabling students to directly contact the head of each department. The interests and needs of the students can thus be largely integrated into the organization of study programs.

At a fundraiser event in summer 2014, MCI student representatives were able to raise and donate 2,400 Euros for Nepal. The check was presented to Nepal Aid at the Welcome Event in October 2015.



Matthias Mayr, Chairman MCI Student Representatives  
Bachelor Industrial Engineering & Management

## DIALOGUE PLATFORM REGIONAL CHAPTER DACH

MCI engages in the dialogue between educators, students, politicians, NGOs and all other parties related to or interested in the topics of responsibility, sustainability and ethics in management sciences, engineering and life sciences as well as in social work, health care management and other nonprofit areas.

MCI faculty members attended the following PRME events during the past 24 months to intensify the dialogue with as many of the relevant stakeholders as possible:

- PRME Conference & Signatory Act DACH and 1st PRME Regional Meeting DACH, February 20-22, 2014 at MCI Management Center Innsbruck, Innsbruck, Austria, dedicated to the motto "Responsible Management – Global Challenge for the Corporate and Academic World"
- 2nd PRME Regional Meeting DACH and 1st Responsible Management Education Research Conference, October 29-31, 2014 at HTW Chur, Chur, Switzerland
- 3rd PRME Regional Meeting DACH and 8th Annual Sustainable Investment Conference on "Products, Strategies and Advisory Concepts", November 4, 2015 Frankfurt School of Finance and Management, Frankfurt, Germany

## key objectives & future plans

Over the next few months MCI intends to continue its endeavors to integrate responsibility and sustainability into teaching and research as well as into all additional university services and activities.

Specifically, the following activities and measures are envisaged:

- Winter School on Business Ethics: In cooperation with PRME, MCI organizes its first Winter School on issues of business ethics based on blended learning (i.e. a combination of face-to-face classroom methods and online learning and teaching). The winter school will take place from February 13 to 20, 2016.
- Continued systematic integration of responsible management principles into all curricula (e.g. lectures, winter schools, summer schools): The aim is to have integrated principles of responsible management such as sustainability, ecology, ethics, responsibility and others into the curricula of all degree courses by the end of 2017. The representation of teaching goals and contents, the organization of relevant winter or summer schools, the assessment of skills and competencies as part of the final examinations in both bachelor and master degree courses, and the introduction of new lectures will serve to promote this goal.
- Advancement of concepts serving the expansion and acknowledgement of extracurricular activities for students in PRME-related competence fields:
  - An evaluation of the Certificate for Responsible (Self-)Management, which was introduced at the Department for Industrial Engineering & Management in 2014, will take place after the graduation of the first cohort.
  - The concept will be advanced on the basis of the evaluation results and possibly introduced at other departments as well.
- Initiation and promotion of MCI student initiatives in the context of PRME (e.g. in collaboration with student representatives)
- Cooperation and support of the 3rd Responsible Management Education Research Conference from November 9 to 10, 2016 at the IMC University of Applied Sciences Krems: As a member of the PRME Chapter DACH steering group, MCI will actively participate in the preparation, conception and organization of research sessions for the 4th PRME Regional Meeting DACH and the 3rd Responsible Management Education Research Conference, which both take place from November 9 to 10, 2016 at the IMC University of Applied Sciences Krems, Austria.
- Cooperation with the working group of the PRME Chapter DACH: The 1st workshop of the PRME Regional Chapter DACH at the end of February 2014 was used to define several focus areas, to create new working groups, and to determine the issues which should be treated as priorities over the next months and years:
  - Analysis of mission statements: How do universities or business schools express their commitment to social responsibility?
  - Curriculum development: How can curricula be adapted to better fulfill the six PRME principles? What role do students play in this context? How could their potentials be integrated more systematically (co-creation)?
  - Faculty development: What relevant courses are available? How could faculty learning be further promoted?
  - Meaning of PRME in a German-speaking context: What are the dimensions and possible scientific interpretations of "responsibility"? How can the core principles of the UN Global Compact be combined with the Six Principles of PRME to define a research matrix on responsibility? What are the steps and the corresponding content of the PRME process? What guidelines and standards should be followed in the implementation of PRME?

In two of the four above-mentioned focus areas (curriculum development, meaning of PRME in the context of DACH), MCI Professors are members of the core team or take up the position of coordinators.

- Reinforcement of the connection with the UN Global Compact Local Network Austria: MCI strives for a reinforced connection with enterprises of the UN Global Compact Network Austria. The connection may serve to broaden the consideration of PRME-related issues within the scope of student projects. In addition, models of responsible management shall be selected from the UN Global Compact Network and incorporated into teaching (e.g. as case studies).

**The PRME community's support is considered as vital and therefore desired in achieving the key objectives within the next 24 months.**

In order to achieve the goals outlined above, MCI asks for support from PRME partner universities (particularly also from members of the PRME Chapter Dach) in the following areas:

- Continued cooperation in the four focus areas between the members of the PRME Regional Chapter DACH by setting up (transnational) teams of individual representatives of the different partner universities.
- Collaborations, particularly between the partner universities of the Regional Chapter DACH, in the organization of and participation in international research conferences related to PRME.
- Teaching Materials: presentations, case studies including solutions (i.e. teaching notes), and references to literature on PRME-related topics and problems, all of which are specifically adapted for use in different areas of study (e.g. management, technical engineering and life sciences, social work and society etc.).
- PRME Literacy Test: information on, or the collaborative development of a catalogue of questions for the assessment of examination candidates' ability to solve PRME-related problems during final examinations.
- Collaborative evaluation of the curricula development at PRME partner universities, and subsequent identification (with respect to the implementation of PRME) of best practice examples of already existing curricula.
- Development of ideas about the expansion of possible e-learning modules within the PRME community.
- Evaluation of the possibility for the organization of a joint summer or winter school as a collaborative PRME project, especially between the members of the PRME Regional Chapter DACH
- Exchange of experiences within the PRME community with relation to established concepts and the implementation of guidelines for the expansion and acknowledgement of extracurricular activities for students in PRME-related competence fields.