

1st prme report.

Management Center Innsbruck – The Entrepreneurial School[®]



PRME

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

November 2013

mentoring the motivated.

content.

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message from the rector.

In line with its longstanding motto “mentoring the motivated” MCI Management Center Innsbruck is committed to offer its students high-grade study programs and attractive university services. Consistent with this motto, MCI supports the six major principles espoused by the Principles for Responsible Management Education (PRME). Although MCI has only recently become signatory to PRME, some of the ideals associated with PRME have been emphasized by MCI since its founding.

MCI’s programs focus on all levels of personality and include areas of state-of-the art knowledge from science and practice relevant to business and society. As an internationally oriented academic center, MCI is open to new perspectives, methods and projects. Constructive dialogue and co-operative development of interdisciplinary competences form important pillars of research, teaching and learning at MCI.

The study programs at MCI offer curricula with a high level of practical relevance, international faculty, and also semesters or modules abroad at one of our noted partner universities worldwide. In addition, project-based teaching, small classes, a motivated student body, an exemplary infrastructure and intensive support services combine to create ideal conditions for successful learning.

Business ethics, equality, equity, diversity, environment and sustainability have been a longstanding part of the social and environmental consciousness that permeates MCI’s programs.

This report allows us to explicitly identify where we stand and where we want to go with respect to these vital principles.

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. The report will infuse into our organizational knowledge stream, helping us to formalize and enhance our PRME-related activities in the areas of curriculum, research, and community outreach.



A handwritten signature in black ink, appearing to read 'Andreas Altmann'. The signature is fluid and cursive, with a large loop at the beginning.

Dr. Andreas Altmann
Rector

about mci.

MCI Management Center Innsbruck 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 October 2013 2,943 students are enrolled at MCI. MCI has a strong applied focus with study programs and research in business, social sciences, life sciences & engineering.

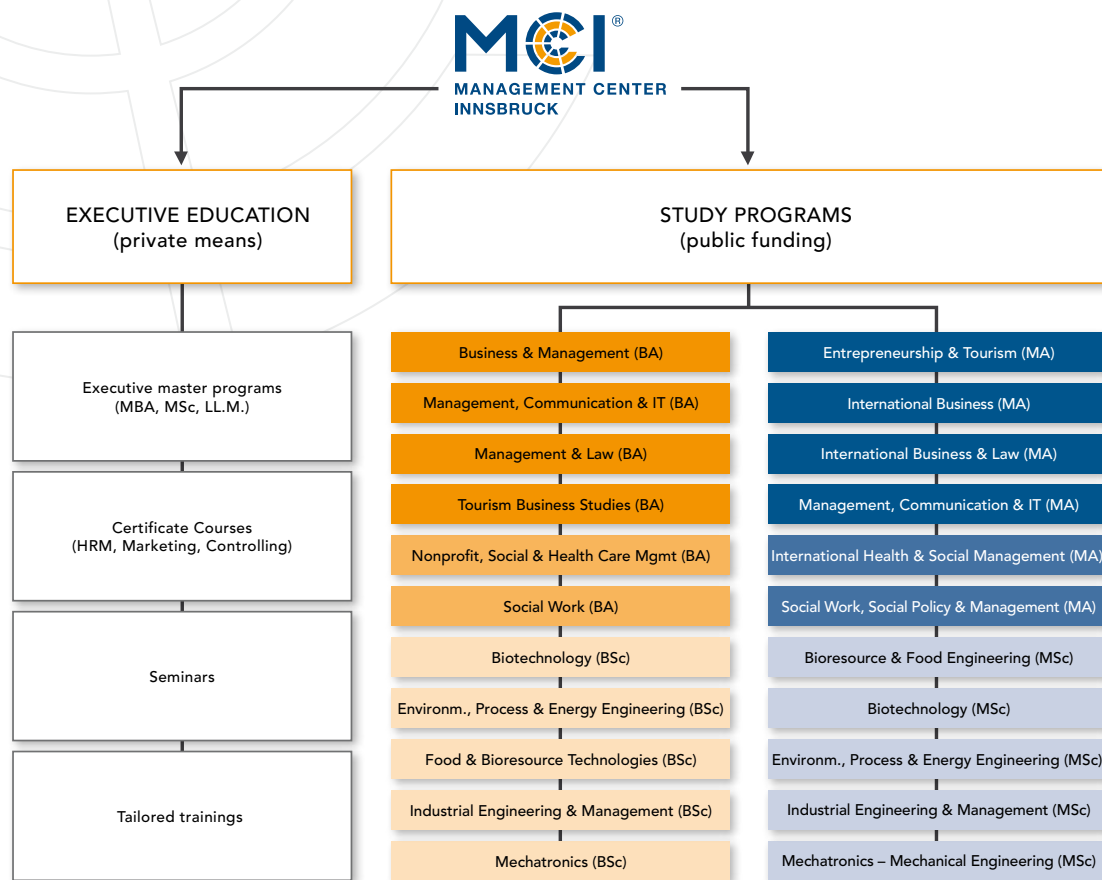


Figure 1: MCI study programs

Since its inception, MCI has followed the concept of an Entrepreneurial School[®]. MCI is an autonomous player in the University of Innsbruck framework. 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 more broadly, 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 confirmation of the outstanding quality and high level of acceptance of the Entrepreneurial School[®] and a source of orientation for perspective students on an increasingly complex higher education market.

activities and achievements with regard to the implementation of the prime principles.

PRINCIPLE 1 | PURPOSE

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.

Corporate social responsibility and sustainability form an integral part within MCI's mission and success factors.

Mission statement

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

Our success factors:

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



Programs with a special focus

MCI offers several specialist programs that focus on social, health and sustainable issues. For example:

- Bachelor program "Nonprofit, Social & Health Care Management"
- Master program "International Health & Social Management"
- Bachelor program "Social Work"
- Master program "Social Work, Social Policy & Management"
- Bachelor program "Food & Bioresource Technologies"
- Master program "Bioresource & Food Engineering"
- Bachelor program "Environmental, Process & Energy Engineering"
- Master program "Environmental, Process & Energy Engineering"
- Bachelor program "Biotechnology"
- Master program "Biotechnology"
- Management Seminars (e.g. Management & Ethics, Conflict Management & Mediation)

PRINCIPLE 2 | VALUES

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.

Curricula and learning experiences

The values of global social responsibility are considered in all MCI degree programs. Bachelor degree programs, for example, include learning experiences in such knowledge and skill areas as communication abilities, ethical understanding and reasoning abilities, analytic skills, dynamics of the global economy, multicultural and diversity understanding, and reflective thinking skills. Master level degree programs include learning experiences in such management-specific knowledge and skills areas as ethical and legal responsibilities in organizations and society, group and individual dynamics in organizations, domestic and global economic environments of organizations.

Courses on ethics, CSR and sustainability

Issues of social responsibility and CSR play a prominent role in the curricula of MCI's study programs. There are a number of courses across all Bachelor and Master programs that provide information on ethics, sustainability and CSR.

For example: Team & Future | Social Skills | Value based Management | Co-operation Networks & Innovation | Performance in Added Value Networks | Conflict & Mediation | Multicultural Sensitive Behavior | Organizational Studies & Nonprofit Management | Human Rights and Ethics | Intercultural Management | Cross-cultural Competencies & Ethics | Sustainability & Tourism | Intercultural Leadership & Business Ethics | Negotiating across Borders & Conflict Resolution | Cross Cultural Business | Business Ethics | European Corporate Governance | Fundamentals of Global Governance and Public Administration | Ethical Decision making | Business Ethics & CSR | Intercultural Communication & Management | Personal development,

Communication & Conflict Management | Recycling & Green Technologies | Waste Avoidance, Disposal & Recycling | Air Pollution Control, Water Supply & Waste Water Disposal | Alternative Energy & Bioenergy

Lectures and events with a special focus

MCI provides different opportunities for students to learn about CSR and future challenges. Among others, MCI offers best practice events on topics like “Shaping EU-health policy: future challenges for national health systems”, “Democracy between crisis and hope”, “Policy consulting and lobbying in Austria”.

The Bachelor program “Nonprofit, Social & Health Care Management” and the Master program “International Health & Social Management” offer a summer school on “Good local Governance” as well as a winter school on “Health Leadership”.

The programs “Social Work” and “Social Work, Social Policy & Management” present a number of events throughout the semester open for all MCI students, faculty, staff and alumni which cover social and ethical topics. For example “Innovative neighborhood development”, “Performance Management in NPOs”, etc.

Focus on internationalization

Teaching, learning and research in an international environment and the active participation in global dialogue are integral parts of MCI’s philosophy and are positively experienced and valued by students, faculty and staff. Management Center Innsbruck (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.

The integration of a global perspective in all its educational and research activities, the creation of an international and intercultural diverse study environment and the positioning of MCI in the international higher education landscape is a major focus of MCI’s institutional actions.

In addition to internships abroad, an international faculty and international teaching focus, and a module or semester spent abroad at one of MCI’s noted partner universities on every continent, MCI’s Language Center fosters internationalization offering students an attractive range of foreign languages. Apart from the language requirements of the various curricula, students at MCI can choose additional elective languages for all study programs. MCI’s language center also offers a series of lectures named “Cultural briefings” where everybody has the opportunity to get information on political and historical background, economy, business etiquette and daily life of different cultures. Latest lectures addressed the following topics: Zimbabwe – through a woman’s eyes; Hawaii – History – Economy – Lifestyle – Resources; Èire – The Irish Experience; China: History – Politics – Economy – Tradition – Daily Life.



PRINCIPLE 3 | METHOD

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

Structure of programs & didactics

An important component of the study programs at MCI is the combination between theory and practice which is reflected in the curricula, the didactics, the compulsory internships in bachelor programs and in the faculty composition. Furthermore, international oriented curricula, a semester abroad, a semester taught in English at MCI with international exchange students and international faculty render a global and intercultural experience. MCI's didactical concept is based on a synergetic combination of theory and practice, student involvement and collaborative learning enabling effective learning experiences and preparing graduates for responsible leadership. This is achieved by the use of case studies, business simulation games, problem-based learning, projects in cooperation with businesses, excursions to companies, study trips, etc. The division of classes into small groups due to didactical requirements facilitates intense interaction between students and faculty as well as among the students.

Mandatory internships

MCI is committed to facilitate the transition from study to employment, and to promote graduates in their further professional development. Students gain relevant work experience at internships with companies in Austria or other countries. This concept of learning by doing constitutes an ideal stepping stone for a future career. Organizational support for the internship is provided, and students are mentored in cooperation with the company involved.

Internship Partners (excerpt): Caritas Austria | ECHAA European Centre for Health Assets and Architecture | EHMA European Health Management Association | Red Cross International | SOS-Kinderdorf International | WWF World Wildlife Fund | Ärzte der Welt e.V. | Médecins Sans Frontières (MSF) | ITH icoserve technology for healthcare GmbH | Joint Systems Fundraising- & IT-Services GmbH / Fundraising Services | A.M.I. Agency for Medical Innovations | AIT Austrian Institute of Technology GmbH | Allianz Global Corporate & Speciality AG | Asian Development Bank | Association of HIV affected Women and their intimates | Austrian Cultural Forum New York | Bertelsmann Stiftung | Cell Therapy Unit | Center for Innovation in Health Management (CIHM) | Center of Mental Excellence GmbH | Children's Relief Bethlehem | Corporate World GmbH | EFSF European Financial Stability Facility | FAIRTRADE Austria | EFSG Social Impact Consultants | Harvard School of Public Health, Brigham and Women's Hospital | Health Care Quality Indicator Project Health Division | Ministry of Foreign Affairs of Georgia | National Catholic School of Social Service | EU-Safety & Security Department | Information Management & eHealth | Save the Children Deutschland e.V. | The Fair Agency | UNIDO (United Nations Industrial Development Organization) | United Nations | VIBRANT MED-EL Hearing Technology GmbH | World Health Organization

International Semester

The global perspective is reflected in the composition of the faculty, the students, the curriculum and the study related projects. Students have the opportunity to take part in a semester-abroad program with a partner university and/or to complete their internship with a foreign company. About 180 partner universities worldwide offer students the opportunity to acquire international experience and intercultural competence during their optional semester abroad.

Partner Universities (excerpt): Universidad Austral, Argentina | Griffith University, Australia | University of Technology, Sydney, Australia | University of New South Wales, Australia | Katholieke Universiteit Leuven, Belgium | FGV-EAESP Fundação Getulio Vargas Escola de Administracao de Empresas de Sao Paulo, Brazil | Sun Yat-Sen University, China | Charles University in Prague, Czech Republic | IESEG School of Management, France | Reims Management School France | Kingston University, London, Great Britain | University of Liverpool, Great Britain | Indian Institute of Management, Bangalore, India | Indian Institute of Management, Kozhikode, India | Dublin Institute of Technology, Ireland | TECHNION Israel Institute of Technology, Israel | Politecnico di Milano, Italy | Ritsumeikan Asia Pacific University, Japan | University of Guelph, Canada | ESG UQÀM Université du Québec à Montréal, Canada | Hanyang University, South Korea | ITAM – Instituto Tecnológico Autónomo de México, Mexico | Waikato Institute of Technology, New Zealand | Erasmus Universiteit Rotterdam, Netherlands | Maastricht University, Netherlands | University of Oslo, Norway | University of the Philippines Diliman, Philippines | SGH Warsaw School of Economics, Poland | University of Gothenburg, Sweden | National University of Singapore, Singapore | University of Ljubljana, Slovenia | Universidad Pontificia Comillas de Madrid, Spain | Stellenbosch University, South Africa | University of Pretoria, South Africa | Mahidol University International College, Thailand | University of San Francisco, USA | University of California at Berkeley, USA | University of Central Florida, USA | Hawaii Pacific University, USA | College of Charleston, USA | Polytechnic Institute of New York University, USA | The University of Utah, USA | University of Wisconsin-Eau Claire, USA | University of Nebraska at Omaha, USA | University of Colorado Colorado Springs, USA | Emirates Academy of Hospitality Management, United Arab Emirates

Student support services

The extensive range of student services enable students to hone their skills acquired along their studies essential for their future professional life. A professional language center, excellent library facilities and study areas, modern eLearning platforms, entrepreneurial start-up services, a wide range of sports programs and a highly engaged Alumni & Friends Club enhance the career prospects of MCI students and graduates. Furthermore, MCI invests in sophisticated equipment and infrastructure vital for efficient learning. Apart from that, students can call on the Psychological Counseling Services, a Disability Officer, an Equal Opportunities Officer as well as on religious/spiritual support.





Career services

MCI is committed to facilitate the transition from study to employment, and to promote graduates in their further professional development. MCI's Career Services offer students and graduates convenient career counseling (including C.V. checks, seminars, coaching, etc.), access to internships, job opportunities, careers platforms and to MCI's institutional networks. As confirmed by recently conducted graduate surveys, the percentage of graduates in top management positions had considerably increased at the time of the surveys. Furthermore, 95% of the graduates were in employment in less than 6 months after graduation (source: graduate surveys 2010 and 2012).

PRINCIPLE 4 | RESEARCH

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.

Research activities and projects

Corporate Social Responsibility is an integral part of MCI's research and consulting project portfolio. In particular MCI spearheaded the discussion of corporate social responsibility in the Western Austrian region through various public forums based on a set of research projects. These projects investigated empirically a broad range of issues such as the interrelationship of CSR and corporate strategy, the effect CSR has on customer loyalty, or the nexus of CSR and corporate governance. These research projects are carried out in tight collaboration with regional and national corporations covering a diverse universe of sectors such as the food industry, wood, pulp & paper or retail. The research activities are documented in a number of journal publications, research reports, master theses by students, working papers, etc. MCI's R&D activities have a particular focus on practical relevance and interdisciplinary working.

Research projects (excerpt):

- Competition factor CSR – a study in Tyrolean SMEs
- Towards sustainable organizations: What do prospective employees really expect?
- Cross-border healthcare in European Union law from a patient's perspective
- Life-domain balance and health – a European perspective
- Learning moral courage
- Biologically treated wastewater from wood gasification
- Various technical research activities with focus on sustainability

Master theses (excerpt):

- Ethical investment - a performance comparison of listed companies
- Main principles of Corporate Social Responsibility - A business case for company-comprehensive CSR
- The social environment and the health care sector. A comprehensive analysis regarding sociological dimensions
- Do developing partners assist developing countries in reaching their goals? A case of human resource for health in Tanzania
- The role of micro health insurance in increasing access and affordability of health care to a wider population in low income countries. (Case study, Cameroon)
- Sustainable water and nutrient management in the Danube river catchment: sharing resources in agricultural areas of the EU-country Romania
- The application of CSR concepts in small and medium sized enterprises in the hospitality industry and possible effects on marketing concepts and strategies
- Understanding Cultural Differences in Business – Cultural Impact on Customer Service Expectations

Ongoing research projects with a special focus

In the spring term 2013 MCI's Research and Development unit offered a workshop entitled „Business ethics and creating shared value“ in which faculty and staff members presented their ongoing projects and intellectual contributions on contemporary business ethics facilitating an exchange of ideas and fostering dialogue. Furthermore, a research associate will be investigating the topic Creating Shared Value at Guelph-Humber, one of MCI's partner universities, in the fall term 2013/14.

Publications and conference contributions (excerpt):

At MCI the internal Research and Development service unit supports faculty members in developing their research or publication strategy upon request. Production of publications is supported by courses for academic writing (academic writing, writing conventions, etc.) that are offered to faculty. Many of the latest publications and conference contributions address topics like business ethics, equality, equity, diversity, the environment and sustainability. For example:

- Griesbeck C. und Kirchmayr A. (2012) Algae: an alternative to the higher plant system in gene farming. In: A. Wang and S. Ma (eds.), *Molecular Farming in Plants: Recent Advances and Future Prospects*, Springer Science+Business Media
- Ortiz, D./Bauer, F. (2012): Integrating common good, managerial wisdom and organizational justice in long-term-performance analysis - Insights from Austrian companies, ISBEE World Congress, Warschau, 11.-14.07.2012
- Sinz, H. (2012). What we can learn from Neuroscience for the workplace design for (older) knowledge workers. In: Jain, A., Hollis, D., Andreou, N., Wehrle, F. (eds) 10th Conference of the European Academy of Occupational Health Psychology; ETH Zurich: EA-OHP, 2012: 243.
- Uzelac, B./Matzler, K./Bauer, F. (2012) Do companies unlearn to be intuitive? Factors inhibiting intuitive decision making and innovativeness, EURAM Conference, Rotterdam, 06.-08.2012
- Zangerl T., Gattringer C., Mirski P. (2011): Xchange to learn - Enhancing Learning Experience through Better Understanding Intercultural Differences in International Mobility Projects. Ireland International Conference on Education (IICE-2011). Dublin, 03.-05.10.2011.
- Ebersberger, B., & Pirhofer, C. (2011). Gender, management education and the willingness for academic entrepreneurship. *Applied Economics Letters*, 18(9), 841-844

- MacKenzie, Murray, Peters, Mike (2011). Hospitality Managers' Perception of Corporate Social Responsibility: An Explorative Study. 9th ApaCHRIE (Asia-Pacific CHRIE, The Hospitality and Tourism Educators) Conference „Hospitality and Tourism Education: From a Vision to an Icon, Hong Kong, S.A.R, China, 2-5. June 2011.
- Mevenkamp, M., Sinz, H., Windbichler, R. , Walch, S. (2011). Identifying and preparing future global health leaders. EHMA Annual Conference in Porto, Portugal, 22 - 24 June 2011

Prizes & awards for special projects and theses

Numerous prizes and awards indicate the achievements of MCI's students, graduates and faculty. Many of the prize winning projects and theses are focused on sustainable, social, ethical and/or health issues.

Prizes / Awards won by students (excerpt):

- Science Award Tyrol: Paul Sohm, Theresa Leitner
- Eduard Wallnöfer- Recognition Award: Katharina Lang
- Health Research Award: Lisa Wimmer
- DFK-academic support price: Kathrin Austermayer
- Neptun water price: Niklas Hayek
- Graf Chotek Preis: Christiane Leypold

Prizes / Awards won by faculty & staff (excerpt):

- 1st place CAST technology award 2012: Ronald Stärz
- Outstanding Paper Award of the Emerald Literati Network 2012: Anita Zehrer
- 2nd place Sustainability Award 2012: Thomas Obholzer and Marco Rupprich
- 1st and 3rd place CAST technology award 2011: Thomas Obholzer and Ronald Stärz
- Yale School of Management: „A Rising Star of Corporate Governance 2011“: Mostafa Hunter (Visiting Professor)
- 1st place European Design Awards 2011: Marc Stickdorn and Jakob Schneider
- 1st place M&A Science Award 2010: Claudia Wille, Florian Bauer, and Tobias Anslinger
- „Adventure X 2010“: Thomas Obholzer and Marco Rupprich



PRINCIPLE 5 | PARTNERSHIP

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

With a mixed faculty comprising MCI's own faculty, 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 that creates added value for students and enables them to put their new-found knowledge to test.

Apart from that, MCI involves external experts from profit-oriented, nonprofit and governmental organizations in the selection process of new students. This brings in a wider perspective and gives an opinion regarding the most suitable candidates.

Practical Projects with partners from the corporate world

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

MCI Alumni & Friends

The MCI Alumni & Friends Club provides a dynamic service platform promoting contacts, image, professional careers and personal development of MCI students and graduates. On successful completion of their degree MCI graduates not only own a valuable certificate but also the key to a successful career. The Alumni Association should serve as a springboard for both their personal and professional development.



Research activities with practical partners

For MCI, success in research and development is to be measured in terms of its practical applicability and usefulness for the client, its scientific basis, its social relevance and the added value it brings to teaching at MCI. In view of the fact that access to knowledge, information and resources is facilitated and in many cases only possible with the help of networking, internal and external networks are pillars of R&D at MCI. That, in turn, makes global sources of knowledge and competence accessible to local and regional actors.

Support of start-ups

MCI students and graduates wishing to establish businesses based on academic work can apply to the Center for Academic Spin-offs Tirol (CAST). This joint venture for start-up assistance is backed by the University of Innsbruck, Innsbruck Medical University, the regional development agency of Tyrol, MCI and the Austrian government. MCI's R&D Services provides assistance in the generation, protection and commercial exploitation of research results and more generally it provides initial information on launching a start-up, on entrepreneurship, and on commercial exploitation of research findings.

Joint university initiative „Science and Responsibility“ (WUV)

Science and Responsibility (WUV: Wissenschaft und Verantwortlichkeit) is a joint initiative of the Universities in Innsbruck and MCI aiming at investigating scientific affairs with respect to their ethical relevance and to strengthening the interaction between universities and society. WUV is an open forum for discussion of scientific, ethical and social issues serving as a platform for interdisciplinary exchange between the universities and the public. The main tasks are organizing talks, discussion panels, screenings and book presentations. The program is open to everyone and freely accessible (<http://www.uibk.ac.at/wuv/index.html.en>).



PRINCIPLE 6 | DIALOG

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.

Founding institutions and partners

The ownership structure of MCI is characterized by its strong links with regional authorities, which ensures its broad social acceptance and provides ample opportunities for cooperation. The founding institutions of MCI are the Federal State of Tyrol, the City of Innsbruck, the Tyrolean Chamber of Commerce, the Tyrolean Chamber of Labor, the Tyrolean Industrialists' Association and the University of Innsbruck. The inception of MCI emerged from the aim of strengthening the ties between academia and business, creating an entrepreneurial drive for new activities and providing a flexible structure for academic innovation.

The University of Innsbruck, or Leopold-Franzens-Universität, is an internationally renowned comprehensive university established in 1669, providing a range of research activities and study programs covering all major faculties (with some limitations in technical divisions). The University was one of the driving forces in the foundation of MCI, is represented in MCI's corporate bodies, and shares the Universitaetsstrasse Campus with MCI's main building. Against the background of these connections MCI collaborates with the University of Innsbruck in a number of ways and on various levels (infrastructure, study programs, faculty, further education, jointly owned subsidiaries etc.). Within the framework of the "Open University Innsbruck" both institutions, under the concept of a "joint fleet," have the possibility to assume differentiated functions making use of the respective strengths of each institution.

In order to foster relations with commerce and industry, faculty is permitted to accept assignments outside MCI (in their own name and for their own account), whereby the extent to which such assignments are allowed is stipulated in the employment contract.

MCI Alumni & Friends – panel discussions

The MCI Alumni Network promotes contacts, image, professional careers and personal development. All events are free for students, faculty, staff and alumni.

Panel discussions with a first-rate cast of international personalities inspire new impulses and facilitate a friendly exchange of knowledge and experience. The events are free for students, faculty, staff and alumni. Following a list of recent panel discussions is listed (excerpt):

- Business sense. (President Erwin Hameseder, Chairman of Raiffeisen-Holding NÖ-Wien reg. Gen.m.b.H.)
- Moving mountains - connecting people. (Martin Herrenknecht, CEO of Herrenknecht AG)
- Global agricultural commodity markets. (Klaus Josef Lutz, CEO of BayWa AG, Munich)
- Drugs, crime & terrorism in the 21st century. (Yury Fedotov, Executive Director, United Nations Office on Drugs & Crime, Vienna)

- Go for the global challenge. (Paul Richter, Member of the Management Board, M.VIDEO, Russia)
- The global manager. (Yanos Michopoulos, Vice-President, Vestas Mediterranean & General Manager, Vestas Hellas S.A.)
- How to transform a global organization. (Christof Mascher, Member of the Management Board, COO, Allianz SE)
- Ten years of the euro - analysis & outlook. (Gertrude Tumpel-Gugerell, former Vice-governor of the Austrian National Bank and Member of the Executive Board of the ECB)
- Green economy - international opportunities. (William C. Eacho, Ambassador of the United States to Austria)

An extended list can be found here: <http://www.mci.edu/en/alumni/review>

Symposia, forums & events

During the past years MCI organized many symposia, forums, congresses and events addressing topics such as CSR and sustainability. Executives from profit-oriented, nonprofit and governmental organizations shared dilemmas and possible solutions with students, faculty, alumni and other interested guests. Following recent symposia, forums and events which foster dialog are listed (excerpt):

Symposium „Denk...punkte“. The rights of people with disabilities in focus

During the symposium, various experts deal with key issues within the theme „Rights of people with disabilities“ and give the audience impulses.

Forum Entrepreneurship for Professionals

The Forum delivers constructive and critical thoughts about the future of work and raises questions about new forms of work and organizations. The goal of this forum is to identify the underlying patterns of transformation of the world of work.

Art in Dialogue – Cross-fertilization between contemporary artists and academia (students, faculty, alumni etc.) at MCI

The “Contemporary Art in Dialogue” series is a platform for students to encounter and interact with contemporary artists and their ways of perception, thinking, their approaches, concepts, forms of expressions and critics representing a wide range of styles and media. MCI is confident that stimulating contact with outstanding artists will light the students’ own fire for creativity, reflection and innovation.

Life Science Forum “Bioenergy – powering the future”

With the annual technology forum, the technology and life science programs at MCI offer a high profile knowledge and discussion platform for an active and responsible shaping of the future.

Research Night at MCI

Every year MCI will be opening its doors to everyone who is interested in order to present exciting research projects from various departments. The time frame (afternoon until midnight) allow people not dealing with research in their professional lives to get in touch with research concepts and outcomes in a relaxed atmosphere.

Congress “The context of project management”

A highly successful forum was held under the motto “Project risks – identification, management, prevention”. This is the fourth edition of an event which gives representatives of leading companies and well known Austrian management consultants an opportunity to present the latest developments and innovations in project management.

Workshop “Criteria and measurements for designing and setting up impact firms”

This workshop targeted regional actors in the area of start-ups, technology-transfer and growth SMEs. It highlighted the value of impact investment through expert statements by Sigward Moser and Charly Kleisner. Additionally, the workshop was the priming of regional socially responsible investment activities and their linkage to the international impact investment community.

Students’ representatives

The active involvement and participation of students in decision-making processes is an essential principle at MCI and is facilitated e.g. through course evaluations or by enabling students to directly contact the Heads of Departments. In addition, the students elect group delegates, cohort delegates and program delegates, who represent the students’ interests and regularly discuss relevant issues with the Heads of Departments and study. This system ensures an ongoing exchange of information regarding study-related conditions and organizational issues and ensures that any problem can be dealt with quickly. Therefore, the interests and needs of the students can be taken into account to a large extent in organizing the study programs. On an institutional level the interests of all students across all study programs are represented by MCI’s Students’ representatives. With the appointment of four representatives of the students as members of the Academic Council in September 2012 the participation of students has been further intensified.



key objectives & future plans.

As this reports tries to highlight, the ideals associated with PRME have been emphasized by MCI since its PRME membership. Yet, MCI will propel the development and improvement of a variety of methods and instruments to support an appropriate environment and up-to-date teaching methods.

As a first step, a PRME-workgroup will be established offering support and assistance to faculty, staff and students in order to reach that objective.

In addition, MCI is proud to be a founding member of the D-A-CH-PRME-Chapter. Universities from Germany, Switzerland and Austria will work together as an exemplary network, supporting each other, raising awareness for the PRME-principles and acting as a role model in the field of responsible management education. On approval by the PRME Secretary, the chapter will be officially founded in 2014 with active involvement of MCI.

At MCI applied research plays a key role and is understood as essential in acquiring knowledge on CSR and sustainable development. Therefore, PRME-relevant research activities will be further supported and advanced in the future. The business contacts that MCI has already established are vital for reaching that goal. However, it is important to continually engage in fostering business contacts in order to learn from corporation's experience and practical know-how. MCI understands its Alumni-network as an important platform for networking and know-how exchange. It is intended to offer panel discussions and best-practice-lectures bringing new impulses for research and publications on CSR and sustainable development topics.

As shown by the number of PRME-relevant theses and projects an increasing number of students across all study fields are interested in learning more about CSR and sustainable development. Therefore, MCI plans to offer students more relevant topics for their theses as well as adequate internships and assignments. Additionally, the PRME-workgroup targets to implement CSR and sustainable development as a cross-cutting issue in all departments.

As this task places high demands on faculty, workshops on respective topics will be offered. Interested faculty should be able to get information from practitioners and researchers on how CSR-topics can be implemented in seminars and lectures. MCI aims to facilitate networking, know-how exchange and a general awareness among faculty and staff.

Only recently the learning goals of bachelors'- and masters' programs at MCI were revised and will continuously be improved thanks to the inputs given by all appropriate constituencies (faculty, students, practitioners). In the course of this revision process, CSR was already included as a learning goal and is being measured and tested, too. Additionally, in case study work, ethical issues have become part of the question set students have to work on. However, it is intended to extend respective learning goals in the curriculum.

As the outline of further plans show, MCI is strongly committed to continually put efforts into integrating the six principles of responsible management education into programs and practices. The process of becoming a signatory to PRME identified many areas where MCI already embraces the ideals of PRME but has also started a discussion on developing new ideas for applying PRME principles and supporting students and faculty in implementing them.