

Rector's Council Working Program 2019–2023

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



Contents

| | |
|---|----------|
| Our goals for WU in the 2019–2023 term | 3 |
| Rector | 4 |
| Vice-Rector for Financial Affairs and University Development | 5 |
| Vice-Rector for Research and Human Resources | 6 |
| Vice-Rector for Infrastructure and Digitalization | 7 |
| Vice-Rector for Academic Programs and Student Affairs | 8 |



Our goals for WU in the 2019–2023 term

Over the next four years, WU plans to continue on its path towards becoming an institution of research and education that is internationally competitive and successful in every respect. The funding negotiated with the Federal Ministry of Education, Science and Research under the terms of the new Performance Agreement will allow WU to not only maintain its already high quality standards, but also to set key new accents in research, researched teaching, and administration. This will make it possible for WU to improve the quality of its core activities and overall performance, to defend its position as Austria's leading business and economics university, and to further improve its international standing.

DIGITALIZATION, INTERNATIONALIZATION, INCREASING GRADUATION RATES

The main strategic focal points for the 2019–2023 term are digitalization, internationalization, and increasing graduation rates. As a responsible university, WU is aware of its social accountability and acts responsibly in all that it does.

WU sees itself as an international university and plans to implement further internationalization measures by 2023, with the goal of increasing the numbers of international faculty and students and strengthening international research cooperations.

As Austria's only university for business and economics, WU will play a pioneering role in the digital transformation and will be implementing a university-wide digitalization strategy.

WU is committed to the goal of providing its students with ideal academic conditions, to increase students' chances of graduating successfully.

WU will also use the increased budgetary resources to anchor the topic of the digital economy in research and researched teaching and to increase the university's international visibility in this field.

NEW BUILDING ON CAMPUS WU

Additional space is needed due to WU's continuous growth, and WU is planning to design and construct a highly innovative new building on campus. New fundraising formats will be developed to finance the project.

All strategic projects at WU are based on the principles of informed participation, a culture of consensus, and collegiality.

OPERATIONAL IMPLEMENTATION

At the operational level, the entire Rector's Council has the following responsibilities:

- › Implementing the 2019–2021 Performance Agreement made between WU and the Federal Ministry of Education, Science and Research
- › Implementing any measures resulting from international accreditation proceedings and prepare for the re-accreditation process
- › Preparing the next Performance Agreement with the Federal Ministry of Education, Science and Research to ensure WU's positive development beyond the end of this term of office
- › Negotiating target agreements with the departments, particularly with regard to the 2022–2024 Performance Agreement with the Federal Ministry of Education, Science and Research
- › Setting up a monitoring system to document the effects of the new university funding model

Rector

WU's overall strategic orientation is at the center of the rector's work, which is coordinated with the vice-rectors depending on their individual areas of responsibility. The rector is also responsible for representing WU in public and to other stakeholders both in-house and outside the university.

The rector's work will focus particularly on the following areas in the 2019–2023 term:

- › Protecting **WU's interests** and promoting WU's strategy in the political discourse on the development of Austria's universities
- › Negotiating the **Performance Agreement** with the Federal Ministry of Education, Science and Research 2022–2024 period
- › Improving in-house **communication structures**
- › Developing and implementing an **employer branding strategy** (in cooperation with the office of the Vice-Rector for Research and Human Resources)
- › Assuming personal responsibility in the **faculty recruiting process** and in-creasing the number of female professors appointed
- › Systematic **public relations** work to protect and promote WU's interests
- › Maintaining a presence in CEMS, EFMD, AACSB, and other relevant **networks** to strengthen WU's position in the international business school community
- › Further developing WU's **publicly accessible lecture** and discussion series
- › Developing and implementing an **international marketing and communications strategy**



Edeltraud Hanappi-Egger
Rector

Vice-Rector for Financial Affairs and University Development

In the upcoming term of office, the Vice-Rector for Financial Affairs and University Development will be dealing with budget planning under the terms of the new university funding model, the optimization of financial management structures and processes related to digitalization, and the development of further financing options. The following specific activities are planned:

FINANCIAL AFFAIRS

- › Ensuring **orderly and lawful accounting** (implementing the Directive on Cost and Activity Accounting at Universities (Kostenleistungsrechnungs-Verordnung/KLRV))
- › Conducting **annual and medium-term planning**, including budget execution and auditing
- › Preparing and presenting **budget-relevant information** to the Rector's Council as a basis for decision-making
- › Optimizing **financial management structures** and processes, especially as related to **digitalization** (e.g. digital accounting, cost documentation)

UNIVERSITY DEVELOPMENT

- › Further development and coordination of **fundraising activities** (sponsoring, foundations, research funding), coordination of central and decentralized sponsoring activities and strategies
- › Strategic further development of the **ZBP Career Center**
- › Strategic further development of the areas **corporate relations and alumni services**



Harald Badinger
Vice-Rector for Financial Affairs and University Development

Vice-Rector for Research and Human Resources

The core responsibility of the Vice-Rector for Research and Human Resources is to ensure supportive working conditions in a comprehensive sense, in which all employees can explore their full potential. Existing human resource policies and support programs play an important role in this regard. This is also a key prerequisite if WU faculty is expected to deliver top international research results. Further developments should focus mainly on the areas of internationality, organizational and personnel development, health management, placement, and research infrastructure and communication.

RESEARCH

- › Improving conditions and support for highly competitive **research funding applications** with WU as the host institution (ERC, SFB, DK, European Universities, etc.)
- › Evaluating **research funding measures** with regard to international developments and adapting the catalog of available funding programs
- › Establishing a **digital workflow for research projects** (in cooperation with the Vice-Rector for Financial Affairs and University Development)
- › Further development of **research communication** with a more international focus supporting WU's researchers in their efforts to strengthen their international networks and increase their international visibility

HUMAN RESOURCES

- › Further development of **academic career models**, incl. support programs for post-doc tenure-track and non-tenure-track positions, implementing and supporting qualification agreement (QA) and development agreement (DA) positions
- › Developing and implementing organizational measures to support **in-house cooperation** at WU
- › Further development of in-house **health management** programs
- › Developing a **support concept for employees** in various stages of life
- › Developing and implementing an **employer branding strategy** (in cooperation with the units reporting directly to the rector)
- › Further development of **personnel development** measures, e.g. training and placement of management staff, especially with regard to WU's increasing internationality
- › Expanding **welcome services** for new international faculty and staff
- › Further development of the university's **diversity strategy** in various dimensions of diversity, especially intersectionality



Michael Lang
Vice-Rector for Research and Human Resources

Vice-Rector for Infrastructure and Digitalization

The core responsibility of the Vice-Rector for Infrastructure and Digitalization is to provide a highly accessible, efficient, and sustainable infrastructure for WU's teachers, researchers, students, administrative employees, and guests. Service orientation is the top priority for the service units in the areas of campus management, the libraries, and IT services. In order to make the best possible use of the potential of digital transformation, WU, under the responsibility of the Vice-Rector for Infrastructure and Digitalization, is taking on a pioneering role by implementing a university-wide digitalization strategy. In addition, during this term of office, the vice-rector will also need to address in particular the increased requirements for additional premises and the resulting relocation projects.

INFRASTRUCTURE

- › Ensuring the availability of the necessary **resources** for research, teaching, and administration
- › Creating a **spatial capacity plan**, (drafting and) implementing a short- and medium-term strategy for the creation of the additional space needed for the growing number of employees necessary to improve student-teacher ratios
- › Further development of **event management** with a particular focus on increasing the number of events that promote a positive image of WU
- › Improving the **services of the Campus Management** office through continuous evaluation and regular feedback
- › Expansion and further development of **student service** programs (access to literature resources, information literacy, study areas, textbook collection)
- › Further development and optimization of **digital resources** with regard to literature, specialist information, and data, especially as concerns the transition from print media to digital resources
- › Standardization and optimization of **publication metadata** to support digitalization efforts
- › Continuous adaptation of **library services** for researchers, e.g. in the areas of open access and research data, based on current standards



Tatjana Oppitz
Vice-Rector for Infrastructure and Digitalization

- › Maintaining national and **international cooperations** in the areas of acquisitions, library standards, operating IT systems, exchanging metadata, and continuing education
- › Further development of **EMAS** (Eco-Management and Audit Scheme) certification
- › Evaluation and further development of WU's **IT infrastructure** and all application systems, including increased security

DIGITALIZATION

- › Development of a comprehensive WU **digitalization strategy**
- › Development of a suitable in-house process and participative structure for the implementation of the IT services digitalization strategy and the **innovation program**
- › Initiation of the **digital transformation** through sourcing, evaluation, prioritization, and planning of initial projects for research, teaching, and administration

Vice-Rector for Academic Programs and Student Affairs

The core responsibility of the Vice-Rector for Academic Programs and Student Affairs is the maintenance and quality assurance of academic programs at WU. The goal is a further development of the program portfolio and an efficient admissions process. Laying the groundwork to help new students get off to a smooth and motivated start at WU is particularly important to the vice-rector. In the area of teaching, the upcoming 2019–2023 term of office will be an especially important phase for the university, particularly with regard to internationality, increasing students' academic activity, and introducing new teaching and learning formats. For this reason, the Vice-Rector for Academic Programs and Student Affairs will focus mainly on issues dealing with new learning environments, the international positioning of WU's academic programs, and the resulting additional qualifications that will be required for the teaching staff.



Margarethe Rammerstorfer
Vice-Rector for Academic Programs and Student Affairs

- › Ensuring the proper operation of **academic programs**
 - › Further development of the **welcoming culture** for new students
 - › Drafting and implementing measures to increase **academic activity of students**
 - › Contributing to the implementation of the WU-wide **digitalization strategy** in the area of teaching, especially with regard to online services for students and teachers
 - › Development and implementation of measures to **increase international student numbers**
 - › Development and implementation of measures to increase the **capacity of auditoriums and classrooms**
 - › Further **curricular development** and quality assurance for bachelor's programs
 - › Expansion of the **in-house training** (esp. for teaching skills) and quality assurance programs in the area of teaching
- › Increasing and strengthening **cooperations with other educational institutions**, especially on an international level
 - › Creating an **impact map for teaching** at WU which is based on existing information and sustainability reports, provides insight into impact chains beyond the university's walls, and facilitates a targeted and effective management of these effects
 - › Further development and quality assurance of WU's entire **portfolio of academic programs**, with a particular emphasis on the **WU Executive Academy**



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

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