KPI AS EFFECTIVE INCENTIVE SYSTEMS TO SUPPORT COLLABORATIVE ONLINE INTERNATIONAL LEARNING

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AUSTRIA – FACTS & FIGURES

- Surface area
  - 83,845 km²

- Population
  - ~ 8 million people

- Capital
  - Vienna (1.7 million inhabitants)

- Language
  - German

- Political system
  - parliamentary democracy

- 9 federal provinces (states)
SOME FACTS ABOUT FHWIEN DER WKW (I)

- Year of foundation: 1994
- Number of students: 2,638 (1,925 BA students, 713 MA students)
- 8400 graduates
- Number of full-time academic staff: 180 FTE
- Approximately 1000 adjunct lecturers/faculty
- 17 degree programs (BA/MA) and a large number of continuing education programs
SOME FACTS ABOUT FH WIE DER WKW (II)

► State-of-the-art study programs with a strong focus on professional practice
► 70% of academic staff are adjunct faculty and come directly from the business world
► >50% of students choose one of our part-time degree programs
► 6 semesters (BA), 4 semesters (MA)
► 3 research centers: Strategy & Competitiveness; Corporate Governance and Business Ethics; SMEs & Strategic Change
PROGRAM PORTFOLIO

BA programs
► Finance, Accounting & Taxation
► Real Estate
► Journalism & Media Management
► Content Production & Digital Media Management
► Corporate Communication*
► Marketing & Sales
► Human Resources Management
► Tourism & Hospitality Management
► Management & Entrepreneurship

MA programs
► Financial Management & Controlling
► Real Estate Management
► Journalism & New Media
► Communication Management
► Marketing & Sales Management
► Organizational & Human Resource Development
► Leadership in Tourism & Hospitality
► Executive Management*

*taught entirely in English
INTERNATIONALIZATION OF HIGHER EDUCATION – WHAT DO EXPERTS SAY?

What does internationalization in the context of a university/higher education institution mean?

"... the process of integrating international and intercultural dimensions into the teaching, research and service functions of the institution" (Knight 2003)

"Internationalisation is a commitment, confirmed through action, to integrate international, global and comparative perspectives throughout the teaching, research, and service missions of higher education." (NAFSA 2012)
INTERNATIONALIZATION – WHAT IT IS AND ISN´T!
WHY FHWIEN IS INTERNATIONALIZING

By promoting internationalization at FHWien der WKW, we aim

➢ to prepare students for internationalized labor markets,
➢ for students, faculty and staff to acquire intercultural competences
➢ to transform FHWien der WKW into an international competitor in the higher education field.

„All students will live and work, as graduates, in an increasingly interconnected economy and society ...“ (Leask, EAIE 2015)
THE FOUR PILLARS OF FHWIEN’S INTERNATIONALIZATION STRATEGY

- Partnerships
- Research
- Promotion of mobility
- Internationalization @Home + internationalization of the curricula
FHVIEN’S E-LEARNING STRATEGY

Virtual Lectures

Inverted Classroom

Blended Learning
WHAT ARE KPI?

Key Performance Indicators (KPIs)...

- provide a way to measure how well companies, business units, projects or individuals are performing in relation to their strategic goals and objectives
- KPIs provide the most important performance information that enables organizations to understand whether or not the organisation is on track toward its stated objectives
  - useful decision-making tool for steering organizations
  - Not only used in business but also in Higher Education
Internationalization of teaching

- Number of outgoing students (internship and study-abroad semester)
- Number of incoming students
- Number of teaching units taught by incoming teaching staff
- Number of teaching units taught by outgoing teaching staff
- Number of online courses taught together with a partner university abroad
- Number of English-language study programs
- Number of English-language modules (credits)
- Number of Double Degree or Joint Degree Programs
- Number of summer school participations abroad (transfer credits)
KPI FOR E-LEARNING

- Distance learning teaching units as a percentage of all teaching units of a degree program

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\frac{\text{Distance learning teaching units}}{\text{Teaching units of study program}} \leq 25\%
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OBJECTIVES – BA CORPORATE COMMS

Objectives

• Training as a Communication Generalist
• Broad know-how in the areas of PR, Marketing, Brand Management, Advertising and beyond
• Focus on targeted networking and integration
• You’ll be ready and raring to go for your first job appointment!

Program Content

• Theoretical foundations and basic competences
• Deepening know-how in all communication disciplines in theory and practice
• Broad economic and legal basic training
• Social skills
• Advanced English
FIRST COIL EXPERIENCE

Module „Communication Case Study“

BA, Corp Comm 2. Sem.

Input Teachers

Adobe Connect Session with AUAS – e lecture both sides

Virtual Teamwork

Exkursion with around 80 students (voluntary)
VISIT TO AMSTERDAM

Lecturers: Kirstie Riedl, Eva Haug, Nina Trinkl

Inspiring lecture by Emma Coles
STUDENTS IN AMSTERDAM

Welcome to Amsterdam

Break-out sessions
Scavenger Hunt
with „Stroopwafels“
LESSONS LEARNT
HOPES
EXPECTATIONS

what's NEXT