

## **WIFI (= WirtschaftFörderungInstitut)**

Institute for Economic Promotion of the Austrian Economic Chambers

- The leading institute in further education in Austria -

### **Tradition – Innovation – Vision**

WIFI is the largest and most renowned further education partner for Austrian businesses. For over 60 years, we have continuously been developing new offers and opening up innovative educational paths.

We are the Austrian business community's most important partner for qualifications and one of the best providers of further education in Europe. As an economic promotion institute with an entrepreneurial approach, we translate the socio-political credo of "lifelong learning" into concrete, attractive offers.

### **Get ahead with the market leader**

Austrian entrepreneurs serve as the main link between WIFI's services and the business world. The WIFI Network consists of the WIFI-Umbrella Organisation in Vienna and 9 regional WIFI-head offices. Furthermore, we run 80 local subsidiaries.

The services offered by all WIFIs are geared towards the current and future qualification requirements of companies and their employees. By taking part in international activities, the WIFIs also provide support for companies on foreign markets.

### **SME Support Service**

Besides training activities, WIFI also provides advice and consultancy to businesses. WIFI is the cradle for new training methods and products, innovations and SME programmes. The SME Support Service Network offers consultancy in the fields of management, innovation and technology by organizing awareness and information activities as well as problem-oriented, tailor-made assistance for individual companies on technical, economic and ecological matters. About 15.000 small and medium companies benefit every year from these services.

### **The WIFIs: Facts and figures**

- 350.000 course participants each year
- Over 30.000 courses, seminars and programmes throughout Austria
- Over 200 state-of-the-art workshops and laboratories all over Austria
- 12.000 top trainers for the transfer of practical knowledge

## **WIFI FOCUSES ON PROVIDING TOP-QUALITY FURTHER EDUCATION**

At WIFI, the students and their learning processes are at the core of all our development work. We place great emphasis on a participant-oriented approach and hands-on relevance. Therefore, when selecting and training its instructors, WIFI ensures that they are capable of designing learning processes in a way that is engaging, oriented towards the participants, and respectful of their various needs. At their core, these efforts are about maintaining quality standards in the determination of learning needs, the design of the curriculum, the transfer of practical experience, and the organisation of WIFI itself.

WIFI Austria - like the entire WIFI network in all of its more than 33,000 events and courses - has a strong commitment to quality and regularly renews its ISO certification for providers of learning services (ISO 29990, recertification in 2014), its ISO certification for quality management systems (ISO 9001), and its Investors in People (IIP) accreditation (surveillance audits were completed for the latter two certifications in 2014). The WIFI Certification Body also underwent surveillance and accreditation audits for three new programmes this year.

## **NEW! WIFI TRAINER CERTIFICATE OFFERS PROOF OF QUALITY**

Particularly for personnel managers at companies, the benefit of the trainer certificate is clear: It eliminates the considerable effort that would otherwise go into verifying the quality of the didactic methods of potential trainers. Course participants and companies can rely on the proof of quality provided by the WIFI trainer certificate. This personal certificate complies with the international standards for trainer qualification, but is also distinguished by intensive training in the lively and sustainable design of training courses in line with our LENA learning model. With the internationally recognised WIFI trainer certificate, trainers in the field of adult education can prove their qualifications with regard to didactic methods.

## **WIFI IS THE NEW PARTNER OF THE STEINBEIS UNIVERSITY**

*The academic WIFI Programme is expanding: together with national and international universities and technical colleges we have already created over twenty university courses resulting in a recognized academic title - even without having graduated from high school. New on board we welcome the renowned Steinbeis University Berlin: as of October Steinbeis and WIFI offer a business engineering course for working people.*

Steinbeis University Berlin is Germany's biggest private university that is approved by the state. The newly developed Project Competence Studies for working people are of particular interest: every student develops his or her competence by academic and hands-on preparation of a project directly connected to and set in a company. "This approach fully corresponds with our philosophy at WIFI. We also believe practice to be paramount," emphasizes Prof. Dr. Michael Landertshammer, Director of WIFI. "Steinbeis as well as WIFI know that adults really gain a sustainable learning effect from vivid and practical examples. Concurrently, it secures the transfer of the learned skills into professional life."

## **Bachelor course starts in autumn**

As of October 2015 the first course run by WIFI and Steinbeis the Bachelor of Engineering (B. Eng.) in Business and Engineering starts. The course takes six semesters, constructed according to the Bologna criteria. The individual modules consist of 75 blocked seminar days with mandatory attendance at the respective provincial WIFI and five days in Berlin or Stuttgart as well as self-learning and transfer days. The degree entitles to start Postgraduate Studies at national and international universities.

## **Open for apprenticeship graduates**

The access criteria have deliberately been chosen to be open-minded, emphasizes Landertshammer: "Qualified professional experience weighs more for us than a mere formal high school graduation. Graduates of the WIFI master craftsman training schools, WIFI professional academy, the four-year polytechnic training or experts with apprenticeship graduation and several years of professional experience are very welcome to work towards an academic title with WIFI and Steinbeis."

## **Internationally recognized degree**

It is exactly that permeability of the professional and educational courses that is characteristic to the whole academic WIFI Programme. Dedicated experts, with or without a high school degree, can profit from a management education on an academic level that is combined with intensive practical application. By working strongly together with universities and colleges like TU Wien, Alpen-Adria University Klagenfurt and state-approved private universities, the scientific quality can be assured. After a positive completion our academic partners award internationally recognized titles like MBA, MSc or BA, that still pose the best recommendation for the admission to a management position.

As of today the academic WIFI Programme consists of courses in the fields of Marketing and Sales, Media, Business Management, Engineering and Personality. Another special feature is the University of Cooperative Education of Trade that was highly demanded from the very start, which offers, together with the FH Wien and the WKW experts, further education in the field of trade on an academic level.

## **WIFI GOT REWARDED MULTIPLE TIMES**

### **WIFI named best seminar provider**

In 2014, 480 CEOs, managing directors and personnel managers named WIFI the best seminar provider in Austria in the category of "All-Around Provider" in the annual seminar provider ranking published by *Industriemagazin*.

With our public relations work we scored as well:

- The print advertising "Auf dem Weg zum Akademischen Abschluss" was named advertisement of the year 2014 (advertisement-ranking by "*Wirtschaftsnachrichten*")
- Our umbrella campaign took third place at the Gewista Creativity Awards
- Our WIFI language campaign is well-placed in the Austrian "creative competition".

## HIGH ACCOLADES FOR WIFI CAMPAIGNS

**Bronze for WIFI poster at the Gewista Creativity Awards:** The current course book campaign won over the jury and took third place out of 720 submissions in the "Most Creative Poster" category.



From left: Michael Kapfer (Lowe G&K), Dieter Pivrnec (Lowe G&K), Mag. Britta Kleinfurher (WIFI Austria), Sophia Rudnay (MediaCom), and Ing. Christian Faymann (WIFI Austria) proudly accepted the award from Karl Javurek (Gewista).

The new WIFI language campaign was also entered in the Austrian "creative competition".



## WIFI Anzeige wurde Inserat des Jahres 2014

Großer Erfolg für die jüngste Werbekampagne des WIFI Österreich für die akademischen Lehrgänge: Das Print-Sujet „Auf direktem Weg zum akademischen Abschluss“ wurde im Zuge des Inseratenrankings der Wirtschaftsnachrichten als eines von insgesamt vier „Inseraten des Jahres“ ausgewählt. Die Auszeichnung nahm Mag. Markus Novak vom WIFI Österreich beim Jubiläumsempfang anlässlich „25 Jahre Wirtschaftsnachrichten“ im Februar in Wien entgegen. ■



Mag. Markus Novak vom WIFI Österreich (rechts) freut sich über die Auszeichnung „Inserat des Jahres“.