

# On-line or on-site?

## Future Challenges for Higher Education

The logo for WU (Wirtschaftsuniversität Wien) features the letters 'WU' in a large, bold, black serif font.

**WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS**

**Edeltraud Hanappi-Egger** (Rector)

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Austrian Computer Science Day



- Role of Education – Higher Education
- Current Challenges
- Digital Trends in Education
- Digital Transformation at WU



# Role of Education – Higher Education

- In Austria: education as public good
- Highly differentiated system
- Access to education most important source for (in)equality
- “Education is the most powerful weapon we can use to change the world.” (Nelson Mandela, 2003)

# Current Challenges

- Severe basic deficits of learners (e.g. WDR 2018)
- Reputation of schools/formal education
- Lack of public discussion on role of education and how to update educational systems
- Competition of private and public educational institutions
- Higher Education impacted by school systems (social divide)
- Budgetary frameworks in HE (cost or investment?)
- New type of students
- High (also international) competition among HE institutions
- Role of digitalization (MOOCs, blended learning, ...)
- .....

# Digital Trends in Education



## New forms of learning

Online education of basic knowledge (Platforms)

Application/ Reflection on-site (face-to-face)

New learning settings: Blended Learning, Virtual Reality

## Feedback-culture

Normally one-directional  
Not in realtime

Role of teachers: mentors, role models

Feedback to publishers: Interactive e-books

## Individualized education

Learning material and -process designed individually

Example 1: Software "Carnegie Learning"

Example 2: „School of One“ customized playlist of subjects

## Trends at universities

Multi-disciplinary approaches, e.g. Data Science, AI

Transformation of society needs new competences

Which content to teach?

# Digital Transformation at WU



## WU in a nutshell:

**22.000 students** (47% females, 27% international)  
~ 1.000 exchange students/year  
240 international partner-universities

Study programs in German and English (BA, MA, Dr./PhD)  
Executive Education Program

1 Campus WU with 100.000m<sup>2</sup> and state-of the art technology

## Digital services:

### WU in general

- Revised Homepage
- Many services in Intranet
- Social media
- Facebook

### students

- Course admin
- Online data collection
- Master Online application
- learn@wu
- New projects: e-assessment and counselling

### research

- Research documentation FIDES
- Publication Repository (ePub)
- Activity Reports



# Digitalization Strategy at WU

- *A Digitalization Strategy has qualitative Objectives, e.g.*
  - New methods/media
  - Individualized learning processes
  - Availability of tools for using big data
  - State of the Art Admin
- *A Digitalization Strategy needs*
  - Essential change of culture
  - Active design
  - Participation of stakeholders
  - Open innovation (external Know-how)
- *Steps to a Digitalization Strategy*
  - Sourcing: Identifying initial projects
  - Evaluation: of these initiatives
  - Selection: priority setting according to added value for target groups



**Thank you for your attention!**



VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

Edeltraud Hanappi-Egger  
*Rektorin*

**WU**  
*Vienna University of Economics and Business*  
Welthandelsplatz 1, 1020 Vienna  
Austria

Telefon: +43-1-31336-4700  
Email: [edeltraud.hanappi-egger@wu.ac.at](mailto:edeltraud.hanappi-egger@wu.ac.at)  
[www.wu.ac.at](http://www.wu.ac.at)