

Wiener Neustadt / Vienna, November 22, 2018

Ferdinand Porsche FernFH to launch new study programme in 2019

## **Three semesters to become a CSR expert with an MBA degree**

**With a new postgraduate programme starting in the autumn semester of 2019, Ferdinand Porsche FernFH bridges a gap in international educational offers. In cooperation with CSR Company International, Austria's only distance-learning University of Applied Sciences has developed an MBA degree programme for CSR managers. The new programme was presented on November 22 at the premises of the Austrian Council for Sustainable Development.**

Corporate Social Responsibility – a strategic management tool that has become indispensable in many corporations and organisations. CSR addresses the impact that an organisation's actions have on the environment, society as well as the economy, and how those can be handled in a targeted manner.

Professionally trained experts are crucial in order to strategically enshrine CSR in corporations. As of next year, a specifically tailored postgraduate programme will bridge the CSR training gap in the international education market with a globally recognised qualification and quality assurance according to ISO 26000.

Starting in October 2019, interested professionals can enrol in the part-time MBA programme 'International Corporate Social Responsibility Management' at Ferdinand Porsche FernFH and obtain an academic degree within three semesters. The distance-learning programme will be held in English. Three mandatory attendance phases are planned: two in Austria and one abroad.

Due to its international focus, the programme offers the opportunity to establish a network that goes far beyond the borders of Austria – a significant advantage especially in the field of CSR.

As the CEO of Ferdinand Porsche FernFH, Axel Jungwirth, explains: *“At present, there is only a small offer for trainings in the field of CSR that result in an academic degree. With our new MBA programme we fill this gap and have selected the best cooperation partner: CSR Company International.”*

### **Top partner: CSR Company International**

The MBA programme is specifically designed for executives, (prospective) CSR managers, communication managers, business consultants and project managers. It teaches all essential basics of CSR management, but also deepens special topics in the field, such as stakeholder communication or risk management.

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This business-oriented training programme was developed and implemented together with Martin Neureiter, President & CEO of CSR Company International, who is also in charge of the CSR programme's scientific management. Neureiter founded CSR Company in 2007 and was moreover responsible for the implementation of the ISO 26000 standard for Social Responsibility.

Neureiter has, furthermore, written a standard reference on CSR, teaches CSR at the SGMI Institute of Management St. Gallen (Switzerland) and is a top-management coach.

*“Nowadays, no organisation can escape its social, economic and environmental responsibilities. Wholeheartedly practised CSR should therefore be an integral part of any management system”, the renown CSR expert emphasises. “This requires experts who can organise responsible and sustainable management practises while also developing and implementing the respective management strategies.”*

Martin Staudinger, Head of Academic Board of Ferdinand Porsche FernFH, said the new MBA programme is yet another milestone in the history of the FernFH: *“The expansion of the portfolio with an international study programme resulting in the extension of the lecturing staff with international experts also has a positive impact on the existing study programmes of the FernFH.”*

### International Corporate Social Responsibility Management | MBA – the facts

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- Degree: Master of Business Administration (MBA)
- Duration: 3 semesters
- Mode of study: distance learning programme with three attendance phases; the second attendance phase takes place outside of Austria
- Curriculum based on ISO 26000
- Language of instruction: English
- Total ECTS credits: 90
- Tuition fees: € 16,800 (excluding travel and lodging expenses)
- Course start: 7 October 2019
- Application deadline: 15 September 2019

### Main programme contents

The following contents are the focus of academic training for CSR managers:

- Principles and basics of CSR
- Business Management

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- CSR communications (internal & external, stakeholders, reporting...)
- Management Tools
- Supply Chain Management
- Innovation Management
- Risk Management
- Labour Practices
- Fair-business practices
- Ethics
- Human Rights
- Environment and climate protection
- Consumer protection

### **Teaching Experts**

Internationally experienced and renowned lecturers impart the technical basics, successful best-practice examples from all around the globe as well as the essential CSR management tools. Among them are:

- **Marina Stefanova PhD** – Sustainable Development Director of UN Global Compact Networks, Sofia/Bulgaria
- **Divya Gupta Kirti PhD** – Associate Professor GITAM University - Hyderabad Business School/India
- **Ini Abimbola** – Council member for the Development of Social Science Research in Africa (CODESRIA) and the Institute of Directors (IOD)
- **Dante Pesce** – CEO VINCULAR Center for Social Responsibility and Sustainable Development/Santiago de Chile and Chair of the United Nations Working Group on Business and Human Rights

More information can be found at [www.fernfh.ac.at/en/csr-mba](http://www.fernfh.ac.at/en/csr-mba)

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## Photos

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### **Martin Neureiter**

Programme director, President & CEO of CSR Company International

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### **Axel Jungwirth**

CEO of Ferdinand Porsche FernFH

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**Martin Staudinger**

Head of Academic Board of Ferdinand Porsche FernFH

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**About Ferdinand Porsche FernFH**

Ferdinand Porsche FernFH is Austria's only Distance-Learning University of Applied Sciences. It is a wholly owned subsidiary of FernFH Management & Service GmbH and was founded in 2006. Through innovative forms of learning and teaching in the field of distance learning, Ferdinand Porsche FernFH has been playing a pioneering role in distance learning in Austria. All five currently offered degree programmes have been certified by AQ Austria, the Austrian Agency for Quality Assurance and Accreditation. In 2016, Ferdinand Porsche FernFH was certified according to international standards by the evaluation agency evalag Baden-Württemberg. In addition, Ferdinand Porsche FernFH offers two certificate programmes for further education: 'NPO-Management Basic' and 'Evaluation in the Health, Social and Education Sector'. With its MBA programme 'International Corporate Social Responsibility Management', Ferdinand Porsche FernFH expands its education portfolio as of autumn semester 2019. Further degree and certificate programmes are in preparation.

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