

Teaching & Learning in international classrooms@wuea

WU
EXECUTIVE
ACADEMY

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What do we want to talk about?

- Background on our activities
- Our key learnings
 - Students
 - Faculty
 - WU Executive Academy
- What will we carry into the future
 - Students
 - Faculty
 - WU Executive Academy

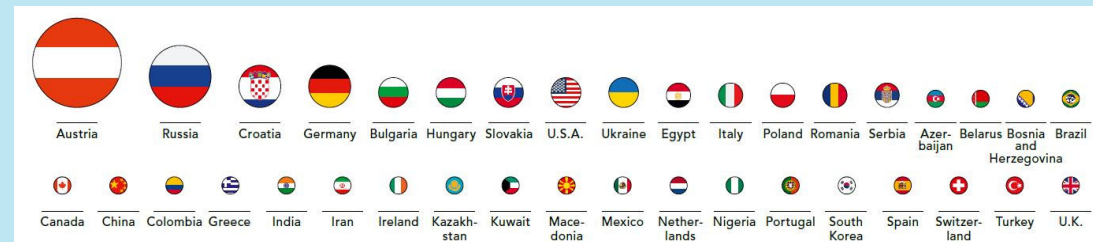


The Teaching & Learning Setting @WU Executive Academy

STUDENTS



73%
international Students from **30**
countries who pay for their education



FACULTY

- **2/3 of our faculty are non-WU-members**
- **international academic community & (Austrian) practitioners**

Our key learnings



How is digital technology impacting internationalization? STUDENTS



- it allowed students to continue their studies and us to continue our programs
- helped the students to manage the pandemic (home office – home schooling – remote learning)
- additional learnings on how to deal with „new work“ as a manager



- Establishing networks within the student community was challenging
- Group coherence and self-regulation became more challenging (cultural differences, levels of engagement)

How is digital technology impacting internationalization? FACULTY



- **Digital technologies allow for new didactical approaches (pre-recorded material for preparation, interactive tools, etc.)**
- **Caters better to different knowledge levels/learning styles**



- **Very different levels of experience, technical equipment**
- **Various levels of „willingness“ to engage into the new conditions**
- **Time differences make synchronous online teaching challenging (f.ex. US faculty, etc.)**

How is digital technology impacting internationalization? WU Executive Academy



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- **Hybrid:**
 - (virtual) lecture room inspection
 - End-to-end technical support
 - Online consultation AND didactical support (learnings from previous classes) on how to teach in a hybrid setting
 - **Online:**
 - Technical consulting upfront
 - Didactical consulting on how to make sessions more interactive (based on qualification of faculty/previous experiences)
 - IT-Check
 - **A LOT OF EFFORT!**
- 

What will we carry into the future



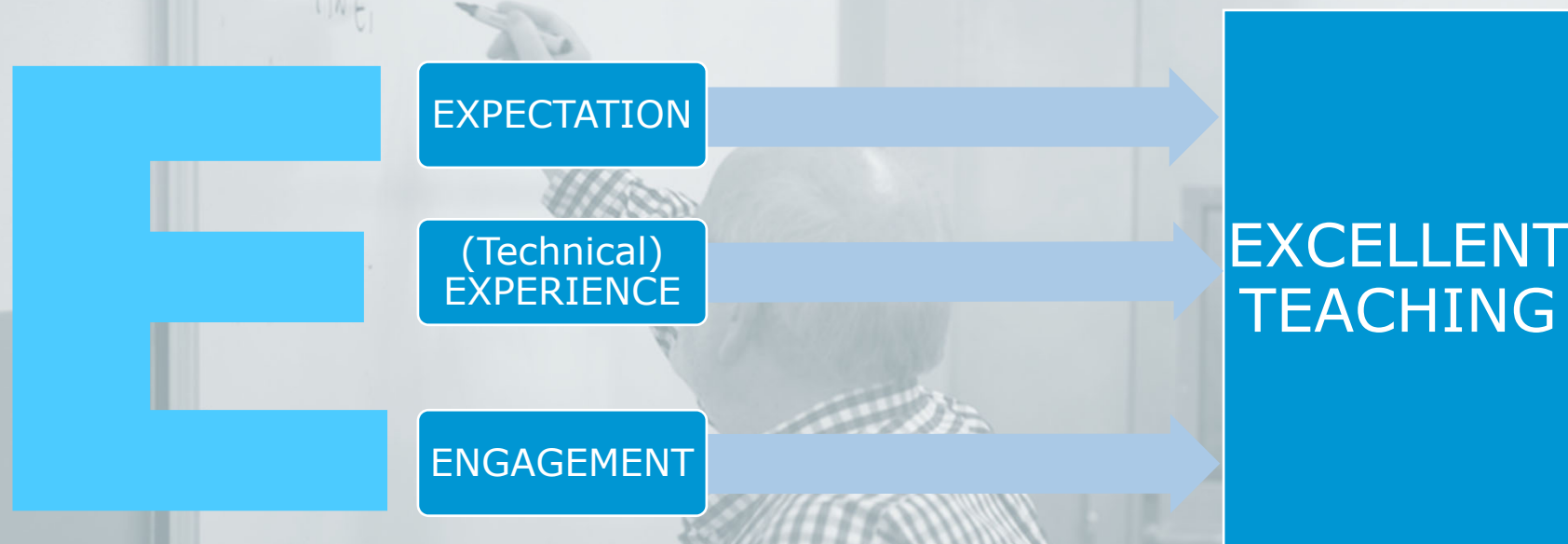
What will we carry into the future?

STUDENTS

- **Hybrid teaching to allow international students to participate**
 - **Under certain conditions (e.g., travel restrictions)**
 - **Not a free choice**
- **Mix of online & offline modules**
 - **Hybrid Track in Professional MBA**
 - 7 modules => 4 on campus, 3 fully online
 - Well received by students
- **Online where content is key (e.g., Blockchain program)**
- **Offline where networking is important (e.g., MBA programs)**

What will we carry into the future? FACULTY

With 3E to excellent teaching ...



- Will be important to teach@wuea („The WU EA Teaching Style“)
- Support material (intranet, tools, guidelines, etc.)
- International Faculty Meetings
- Digital Handshakes
- ...

What will we carry into the future? WU Executive Academy



- **The pandemic has broadened our portfolio of technical & didactical competencies**
- **We were able to close the gap to (technologically) leading institutions**
- **Now it is up to us to make the best out of it for our international student & faculty groups**

**The WU Campus as an amazing learning space
in the heart of Europe**

„Content is prince (becomes a commodity), platform is king, experience ist the emperor“





HERZLICHEN DANK!



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