



**Learn to
succeed**



DI Walter Ruck
Präsident

“Education is an investment in the future.”

Thus, it is of central importance for the viability of Vienna as a business location that we use our educational resources to discover, promote but also challenge talent. This is why the Vienna Chamber of Commerce and Industry advocates a modern educational policy with a wide range of opportunities for all age groups and abilities.

After all, when it comes to education, we know what we are talking about. Our range of training and continuing education programme is one of the largest and most diverse in Austria.

They include middle and secondary schools for business and tourism, practice-oriented industry-specific courses and specialist seminars at WIFI Vienna, as well as academic courses and degree programmes at FHWien der WKW – University of Applied Sciences for Management & Communication.

This brochure provides an overview of all the educational opportunities offered by the Vienna Chamber of Commerce and Industry. Education is the future. With this in mind, I invite you to join us and help shape it together.

A stylized, handwritten signature in black ink, consisting of a large 'W' and a large 'R' connected by a horizontal line.

Walter Ruck,
President, Vienna Chamber of Commerce and Industry

Top Perspectives. Brought to you by Austria's leading education provider.

Business life today knows no boundaries, so it is good to have a reliable partner with a broad horizon, especially when it comes to continuing education and training. The Vienna Chamber of Commerce and Industry offers more options in education and training than any other organisation in Austria: a comprehensive range of vocational and practice-oriented tuition and education programmes.

Vienna Chamber of Commerce and Industry courses spell success for young students who are looking for occupational training recognised by business professionals. Managers motivated to earn academic degrees in part-time study programmes will be able to achieve the best results. And dedicated entrepreneurs and top executives will be able to get precisely the expertise they need to leave their competitors far behind.

We strengthen Viennese companies.

Every year, 79.000, people benefit from the Vienna Chamber of Commerce and Industry's educational options. This successful track record demonstrates that our work is to your benefit. As a partner and representative of all Viennese companies, we know how to create and implement programmes ideally tailored to your needs. Please read on for an overview of our programme which will convince you of its qualities - so the future success Vienna as a business location will be boundless.

Our Mission

Our competence is your gain.

Producing well-trained professionals for Viennese businesses is our ultimate goal - we support it by providing information, services and quality assurance.

The Career Guidance and Information Centre – known as BIWI in German – offers young people guidance in finding the right education for the right vocation, and an inside look at the world of work. The Vienna Chamber's offices for apprenticeship certify businesses engaging in vocational education, organise apprenticeship exams, and provide a variety of related services to Viennese companies. The people in charge of vocational certification management organise exams (master, entrepreneurial, trainer exams etc., proficiency tests, as well as engineers' certifications, thus enabling skilled Viennese specialists to start their own businesses. The Vienna Chamber lobbies decision- and policymakers on behalf of its members in all matters involving vocational education and training – because we all benefit from a modern and highly productive educational system. Representing your interests is our concern.

Vocational Qualification Management

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W wko.at/wien/lehrling

W wko.at/wien/meister

W wko.at/wien/bildung

W www.biwi.at

In line with the strategic business departments of the Economic Chamber organisation, there are three pillars supporting the educational activities of the Vienna Chamber of Commerce and Industry.

■ **Representing Interests**

We work to incorporate the interests and demands of the business world in the educational system and to develop educational policymaking in a future-oriented way.

■ **Promoting the Economy**

We support continuing education and training in Viennese companies by way of advice, funding, courses and certification.

■ **Imparting Knowledge**

We turn the needs of Viennese companies into concrete programmes in our own and in partner institutions for continuing education and training.

Other important principles in our educational mission:

- A focus on Vienna as a market
- Strive for performance and quality
- Putting people first
- An emphasis on practice
- Promoting trade and industry

For more:
wko.at/wien/bildung





FHWien der WKW

University of Applied Sciences

for Management & Communication

Practice makes perfect.

Its close ties to Austrian companies and entrepreneurs make it possible for Austria's leading university of applied sciences for marketing and communication to offer practice-oriented education to its over 2,800 Bachelor's and Master's students as well as attractive continuing education opportunities.

What we offer

- 10 Bachelor's programs
- 9 Master's programs
- 19 Academic continuing education programs
- Most study programs are also offered on a part-time basis
- Two thirds of the faculty are experts from the business worlds

Study Programmes

Bachelor's and Master's programs in 9 fields of study:

- Communication Management
- Digital Business
- Financial Management
- Human Resources & Organization
- Journalism & Media Management
- Management & Entrepreneurship
- Marketing & Sales Management
- Real Estate Management
- Tourism & Hospitality Management

The Prospects.

FHWien der WKW opens up excellent perspectives for a future career: more than 12,700 graduates have so far left the institution well prepared to go far in business.

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Tourism College MODUL

of the Vienna Chamber of Commerce and Industry

Embarking on a career without tertiary studies – sure success.

Thanks to the ideal combination of tradition and modern teaching methods, Tourism College MODUL has become one of the world's most renowned training centres for hospitality and tourism. MODUL offers its students customised learning environments and hands-on training opportunities with its many industry partners.

What we offer

- Innovation and quality, looking back on more than 110 years of history
- Secondary Vocational School of Tourism - Programme duration: 5 years, completed with a diploma certificate (A-Level); focuses „Hotel Management“ and „Destination, Event and Travel Management“
- Diploma Course in Hospitality and Tourism Management - Programme duration: 2 years (post-secondary), completed with a diploma certificate; focus: “Hotel Management”, plus: “Pathways to a bachelor degree”
- MODUL Service Platform: Project development, consulting, continuing education; seminars, training programmes, development of educational and school programmes; international scope
- The international orientation of MODUL can be seen reflected in the fact that about 500 students enrolled in each year come from about 20 countries. Every year, about 120 MODUL graduates embark on a career in business or on continuing studies world-wide.

The Prospects.

Thanks to their comprehensive theoretical knowledge combined with practice-oriented training, graduates of the Tourism College MODUL find a variety of attractive career options both in Austria and abroad. As a networking tool, the MODUL Career Platform connects alumni and current students internationally during their studies. Tourism is one of the fastest growing sectors of the global economy, so job prospects for graduates are rosier than ever.

Vienna Business School

Use your know-how successfully.

VBS was initiated and is operated by Fonds der Wiener Kaufmannschaft, a not-for-profit organisation; it considers training a service and successfully brings together theory and practice, true to the motto “learning by doing”.

What we offer

- Over 160 years of experience
- More than 3,700 young students at 6 locations in Vienna and Lower Austria
- Broad curriculum from management in practice and entrepreneurship to international exchange programmes, coaching and modern digitalised classrooms
- 5-year Business College
 - Global Business Class
 - Social Business Class
 - International Business Class
 - New Media Business Class
- “Business College Plus” for gifted students
- “JusHAK” Business College with a legal focus to complement business know-how
- 3-year Business School, practice-oriented commercial education
- 3-year advanced course, to complete business school, secondary-school leaving exam and diploma exam

The Prospects.

Graduates of Vienna Business School have completed high-quality education which holds up to international comparison – and this translates into success in today’s job market.





WIFI Vienna –

The Institute for Economic Promotion
of the Vienna Chamber of Commerce and Industry

Those who work also have to work on themselves.

WIFI Vienna aims to support those active in business throughout their careers so that they are prepared to face today's tasks and tomorrow's challenges. WIFI seeks to provide impetus to people with a heightened awareness of the future. The cornerstones of WIFI training courses are the improvement of specialist professional and entrepreneurial qualifications as well as support regarding specific entrepreneurial issues.

What we offer

- The top address for training and continuing education
- More than 55,000 course participants in 5,000 different classes per year
- Courses cover languages, IT, technology, management, business administration, accounting and self-development as well as specialist know-how in commerce, construction or hospitality

Target audience

Businesspersons, start-up entrepreneurs as well as their employees; all adults interested in vocational qualification.

The Prospects.

WIFI Vienna training courses play a vital role in enhancing the success of businesses, employees and career starters alike.

Werbe Akademie at WIFI Vienna

The next generation in advertising

The Werbe Akademie at the WIFI Vienna is all about communication, media and design. The specialised training courses for Market Communication and Graphic Design enable tomorrow's creatives to develop the necessary skills to enter the field. Part-time continuing education programmes help active communication professionals to expand their state of knowledge and polish their skills in order to move up the career path.

What we offer – Training Courses

- 4-semester full-time course in Market Communication for young creatives aged 18 and above; specialisation in account management/strategy or copywriting/concept development
- 4-semester full-time course in Graphic Design for young creatives aged 18 and above with a clear talent for graphic design in the studio
- 2-semester foundation course Design Basics: Concept & Design for young people aged 17 and above who seek to work in graphic design but need to develop the required skills before they can enrol in further studies. Objective: Developing an application portfolio

What we offer – Continuing Education

- Diploma part-time courses covering current, future- and practice-oriented content which meet industry needs
- Compact courses: Courses to deepen knowledge in special areas of communication. Compact courses are particularly related to practice and taught in small groups
- Practice factories: Two-day seminars covering current special topics in communication, professional tuition for professionals

The Prospects.

Graduates work as account managers, copywriters, graphic designers or art directors, either in agencies or in communication and marketing departments. Thanks to excellent networking in the industry, the Werbe Akademie offers its graduates the best possible career opportunities in Austria and abroad.

WIFI Management Forum

Austria's leading management and career builder.

Through its pioneering continuing education programme, WIFI Management Forum focuses on helping senior managers master personal challenges. The added value of WIFI Management Forum lies in perfect target group fit, close affinity to real business practice, and excellence in knowledge transfer.

The Principles.

- Measurable success
- Benefit from the best
- Universal yet individualised
- Guaranteed continuing education
- Time-efficient seminars

What we offer

- Compact and practice-oriented continuing education: The seminars help you expand your levels of competence in the areas of day-to-day management which are most relevant to you. Efficiently organised, they enable you to update and deepen your expertise through real-life cases and current issues. Supported by top-notch instructors and experts, you will improve your leadership skills and conclude each seminar with a new set of specific management tools which can be readily applied in practice.
- Vienna Stock Exchange Academy: Seminars and courses in banking and financial services offered for all levels, from beginner to advanced and professional.

The Prospects.

The goal is to offer customised solutions which can be applied to specific management issues and situations in real life – and thus ultimately ensure success for both seminar participants and their companies.

Hernstein Institute for Management and Leadership

We understand leadership.

Every top manager has his or her own understanding of leadership and an individual leadership style. This is why we tailor our highly professional offers to individual needs.

What we offer

- The Hernstein principle combines our roots in group dynamics with a systemic view of organisations. Our trainings and programmes are inspired by the latest findings in learning research and neurobiology. The focus is on practice and application – the transfer from “know-how” to “how to do”.
- We focus our trainings and programmes on leadership, communication and self management. For your enterprise, we customize our leadership programmes, business simulations, trainings and workshops to your individual requirements and demand.

Target groups

- High potentials and team leaders
- Middle management
- Higher and top management

The Prospects.

Hernstein is the leading developer of leadership skills in the German-speaking countries. For over 50 years, our goal is to impart practice-based solutions to leaders in order to ensure their success in day-to-day business.





GAFA – Culinary Institute of Vienna

Tourism School Vienna

The best recipe for a career in hospitality.

GAFA offers Austria's most intensive achievement-oriented education in the restaurant and hospitality industry, in languages and occupational theory, wrapped in highly practical training under the guidance of experts with international experience.

What we offer

- Culinary Institute: 3-year vocational school, school-leaving and diploma exam in cooking, restaurant service and accounting.
- Advanced Training Course for Tourism: Focus on gastronomy management, completed with a secondary-school leaving certificate ("Matura")
- Patisserie - Masterclass: 2-semester intensive training course unique in Europe

The Prospects.

GAFA graduates have an excellent general foundation to successfully get started in the industry. The best calling card for GAFA is the fact that many graduates have worked their way up to senior positions – head chef, restaurant manager, general manager – or have started their own businesses in Austria or abroad.

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BauAkademie Wien– Building Academy Wien

Perfection, built to specifications.

Thanks to its experts and know-how, BAU Akademie Wien is a competence centre for training and continuing adult education in the construction industry. Its curriculum covers all levels from apprentice to master builder.

What we offer

- Three-pronged intercompany apprentice training system
- Second-chance education for skilled workers
- Courses for site managers and commercial managers in the construction industry
- Courses and programmes on current issues in the construction sector (engineering, costing, construction industry, building law and energy)

The Prospects.

The building industry trade association, the regional chamber sub-organisation of the building industry and WIFI Vienna cooperate in BAU Akademie Wien to ensure well-trained construction professionals.

GRAG – Commercial Cleaning Academy

operated by Gebäudereinigungsakademie
der Wiener Gebäudereiniger Betriebs GmbH

Cleanliness, hygiene and upkeep – for the benefit of all!

The Viennese Commercial Cleaning Academy (“GRAG” in German) is one of the largest and most modern educational institutes of its kind in Europe. Professional cleaning services, hygiene and the upkeep of building structures are just some of the subjects covered in its training programmes. Highly competent and enthusiastic experts offer adult continuing education and vocational school courses in cleaning services and technology at this privately operated vocational school.

What we offer

- Privately run vocational school for cleaning services and technology
- Courses pursuant to Austrian standard ÖNORM D2040 – Theory and Practice
- Specialised advanced courses
- Training of skilled workers and master craftspersons in pest control
- Different courses and trainings to produce cosmetic products

The Prospects.

GRAG’s modern and professional equipment, combined with its highly competent instructors, help commercial cleaning staff and managers to master a range of challenges in day-to-day work – with great career prospects in a growth area. The entire industry benefits from well-trained graduates with expertise that goes far beyond knowing how to achieve spick-and-span surfaces.



BiWi Career and Guidance Centre

of the Vienna Chamber of Commerce and Industry

Get a better picture of your future job!

Good vocational guidance which is practice-oriented to boot is a benefit for young people and enterprises alike. Practice-oriented career guidance saves young people a lot of frustration and failure whereas enterprises will benefit if career-starters know what they want. The Career and Guidance Centre of the Vienna Chamber of Commerce and Industry (BiWi) helps young people get a glimpse of vocational practice and helps them make the right educational or vocational choices. The motto “Get a better picture of your future job!” reflects the way in which BiWi provides vocational guidance.

The main target groups are young people between 13 and 20 years of age as well as enterprises and schools. BiWi uses its expertise and various options of furnishing information and advice to prepare decision-making on the educational or vocational choice in the best way possible. Enterprises which train apprentices can be supported by means of specially designed guidance checks when selecting potential apprentices.

MEISTERSCHMIEDE

Marksteinergerasse

COMPETENCE CENTRE FOR METAL TECHNICIANS

We forge master metalworkers!

On 9 May 2019 the new training centre for metal technicians was officially inaugurated. On a surface area of 600 m², the centre houses a modern training workshop of 250 m² and 3 classrooms; an ever growing number of courses is to make it the top address for continuous specialist education in the Greater Vienna area, for apprentices, skilled workers and master craftspersons alike.

New courses include the basics of NC programming according to the German DIN standard for metal technicians, designing and reading of drawings for fitters, and maintenance and repair of fire doors and fire barriers. Courses for apprentices include getting a feel for numbers, etiquette for young people, prep classes for the final apprenticeship exam in metalworking and welding for apprentices. Some courses are even free of charge for member enterprises. The centre also organises workshops for entrepreneurs and product presentations.

The goal is to enable every interested person go in for targeted continuous education, regardless of their educational or vocational background. The courses offer tailor-made know-how both for skilled craftspersons and those in the making.

The name, which translates as “master smithy”, stands for the mix of tradition and progress. The new training centre is intended to be a place where perfection is aimed for and filled with life.

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