

WU

Global Mindset Initiative

PLA Comprehensive Policy for Comprehensive Internationalisation
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WU
VIENNA



Background and Context

- **WU** Vienna University of Economics and Business
 - A leading Austrian and European university in **business, economics and business law**.
 - An **international** university (in all dimensions: university community/students-faculty – programs – partners/networks – research).



WU Strategy Compass

Background and Context

- **BUT:**

- We tend to **report** and focus on **activities** rather than outcomes and impact.
- The „**why**“ remains anecdotally covered (only).
- The „Core Challenge“: Activity vs. Impact*

What we often report...	What (additionally) matters...
Number of programs offered...	What changed because of the programs...
Events hosted and attendees counted...	Who benefitted and how?
Lists of partnerships...	How active are they, which outcomes do they produce?
...	...



PERSPECTIVE SHIFT!

Global Mindset: Why?

- **NOT an end in itself!**
 - Key to successful action in the global context
 - Competitive advantage for students AND the university
 - Contribution to excellence (cf. Strategy Compass)



Your key competence for a connected world!

With a **Global Mindset**, you combine solid knowledge of international diversity with essential social and personal skills for intercultural exchange to succeed in a globalized world.

[[WU Website](#), translated]

Global Mindset: What?

A multi-dimensional set of competencies and skills:
Students possess the ability to...

- critically reflect on their own perspectives, experiences, and actions
- approach diversity and people of different backgrounds with respect, regardless of their status, culture, or personal characteristics and accept other opinions and values
- work in intercultural teams
- use intercultural competence and thus act competently in professional situations
- discuss and negotiate in international contexts
- build knowledge on the interconnectedness of global social and economic systems and integrate this into the analysis and development of solutions
- embrace multilingualism

Two paths to a Global Mindset*

(*WU Bachelor's Program)



International Mobility

- Long-Term (Exchange Semester)
- Short-Term (International Short Programs, Summer/Winter Schools)
- Online (Online Offers, particularly also via the Europea University Alliance)

Simple and flexibel credit-transfer options through mobility windows.

Regular courses and extracurricular offerings at WU

- „Global Mindset Flag“ to mark the relevant offers.
- Extracurricular offers include: Tandem Language Learning, Volunteering („NextGenBuddies“), Challenges



Global Mindset is a degree requirement.

-> relevant for all students (100%)!



■ International Mobility

- **Application** for mobility programs „invites“ students to reflect on their (societal) engagement and their social & intercultural skills. Special consideration is given to the ability to demonstrate self-reflection and potential for self-development.
- Mobility is accompanied through an **intercultural competence training**, with a **reflection phase** after mobility.



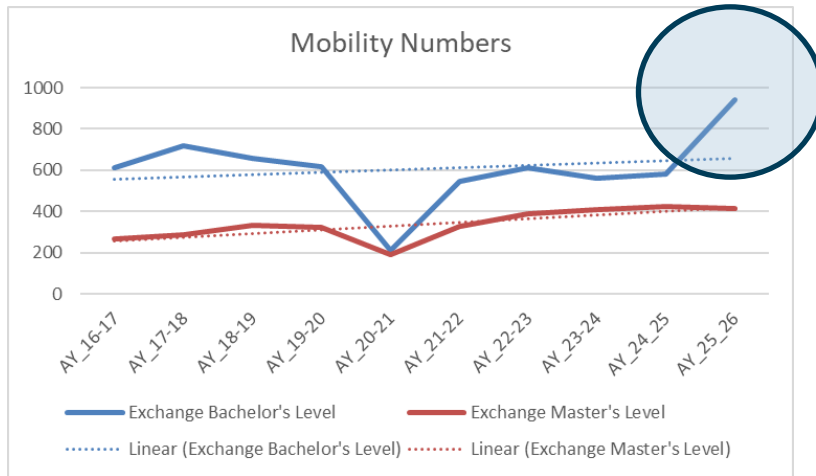
■ Regular courses and extracurricular offerings at WU

- Prerequisite for the award is that the **teaching/learning design** includes **learning objectives** that enable students to achieve the skills described above.
- **Clearing process** through the central program management unit, embedded in the course announcement & planning.

Global Mindset is inherently connected to the ability to self-reflect and engage in (continuous) personal development.

Global Mindset: first results...

- **Increase of outgoing mobility at bachelor's level by 50%+**



- **Around 200 courses with Global Mindset Flag offered every semester....**



- Newly developed course offers
- Re-design of course offers

Global Mindset: Challenges & Lessons Learned

- **Flexibility** – an asset and a necessity
- **Resources** - conceptualisation, implementation, and awareness-raising
- **The Journey is the destination** – ongoing process with monitoring and feedback loops
- **Self-fulfilling prophecy**



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