



***“All innovations are socially relevant” –***

claims Prof. J. Hochgerner, a comment that certainly calls for attention. Being the founder and leading head of the Centre for Social Innovation in Vienna, Josef Hochgerner has been researching and evaluating the consequences and implications of technical innovations and economic globalisation processes on social change and the hence resulting social challenges such as the increase in poverty, demographic changes, work-life balance, ageing society, globalisation and labour markets, the need for reform in education and health as well as climate change.

Due to the recent global economic crisis, the demand for worldwide social innovations has been transferred to a political level. Since then, the support and promotion of social innovations has become a central issue not only in political discussion on European level. Organisations such as the UN and OECD have recognised the political significance of the subject and its international, national and regional dimension, and even the White House has established an “Office of Social Innovation” under US-President Barack Obama.

Despite recent demands and public attention towards the issue, there has not been any professional education on master’s level on the topic of social innovations available. This educational gap has now been closed by introducing the first part-time master’s programme provided by a collaborative partnership between Danube University Krems and the Centre for Social Innovation Vienna. The respective master’s programme aims at individuals planning to initiate and implement social innovations in the public, private and civil sector.

During five terms the “Master of Arts in Social Innovation” develops competencies and provides a practical qualification profile for “Social Innovators” under the scientific supervision of Prof. Hochgerner. The respective master’s programme prepares participants for taking on positions in the development, planning and implementation of social transformation processes in organisations, as well as for positions in consulting and supervision.

MA

# Master of Arts in Social Innovation

New technological possibilities and economic globalisation have had a strong impact on social change and have therefore created a demand for developing innovative solutions to social problems like poverty, aging society, work-life balance, communications and learning possibilities, globalisation of financial-, production and general key markets, climate change etc. Today social innovations are as urgently needed as for example product innovations in the business development. Besides initiatives started by the UN and the OECD, the subject has created strong dynamics especially on the European level and is also reflected in particular implementations in Austria.

A study programme on master level for professionally realising social innovations was missing in Austria - until now...

Danube University Krems in cooperation with the Centre for Social Innovation in Vienna offers a worldwide unique master's program for individuals who want to develop lasting innovations in politics, economy and society. Graduates of our "MASTER OF ARTS IN SOCIAL INNOVATION" will be able to work in the development, planning and realisation of social transformation processes in organisations as well as in consulting and supervision.

Special emphasis is given to the importance of social media which over the past years has undergone a transformation from an accompanying instrument to an engine for social innovation processes.

## Target group

> Executives, Employees and Freelancers who wants to qualify for invention, implementation, evaluation, and supervision of social innovations in enterprises and institutions.

## Admission Requirements

- > An academic degree or equivalent foreign university study.
- > In exceptional cases, with proof of adequate professional qualifications, applicants are considered to be accepted (i.e. without academic degree like MA, MSc, MBA, Civil Engineer or Bachelor)

## Venue

The program will be delivered in blended learning mode, involving online distance learning and face-to-face sessions at the Danube University, Krems, Austria

## Language

English

## Start

23.04.2013

## Certificate

- > **Master of Arts**  
(part-time study, 5 terms, 120 ECTS)
- > **Academic Expert**  
(part-time study, 3 terms, 72 ECTS)

## Course fee

- > Academic Expert: EUR 8.280,-
- > Master of Arts: EUR 13.800,-

## Information and Registration

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Die Donau-Universität Krems ist spezialisiert auf berufsbegleitende universitäre Weiterbildung und bietet exklusive Master-Studiengänge und Kurzprogramme in den Bereichen • Medizin, Gesundheit und Soziales • Wirtschaft und Unternehmensführung • Recht, Verwaltung und Internationales • Bildung, Medien und Kommunikation sowie • Kunst, Kultur und Bau. Mit mehr als 6.000 Studierenden und 13.000 AbsolventInnen aus 80 Ländern ist sie einer der führenden Anbieter von Weiterbildungsstudien in Europa. Die Donau-Universität Krems verbindet über 15 Jahre Erfahrung in postgradualer Bildung mit Innovation in Forschung und Lehre. Krems liegt in der einzigartigen Natur- und Kulturlandschaft Wachau, 80 km von Wien entfernt.

Donau-Universität Krems. Die Universität für Weiterbildung.